

Esri Partner Network Program Guide

For Partners Worldwide Developing
GIS Solutions and Services
on the Esri Software Platform





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Esri Partner Network Program Guide

Audience and Purpose

This program guide is for current and prospective Esri partners who are developing geographic information system (GIS) solutions and services on the Esri software platform.

The purpose of this program guide is to provide current and prospective Esri partners with a comprehensive overview of Esri's program for partners, Esri Partner Network.

For existing Esri partners, additional information on Esri Partner Network can be found on the Partner Portal, located at partnerportal.esri.com. Prospective partners should contact Esri Canada at bpp@esri.ca.

The Power of Esri Partner Network

Esri Partner Network is a worldwide community of companies that develop and deliver cutting-edge geospatial solutions and services based on Esri technology. Through collaboration, Esri and its partners support end users through successful GIS implementations and repeatable solutions.

For partner companies, being part of the network allows them to tap into Esri's technological and marketplace strategies to develop and market their own business offerings built on Esri's software platform. For Esri, these relationships are key: network partners help extend Esri's market reach by engaging new users in both new and existing markets.

Members of Esri Partner Network become part of a well-defined global program with specific eligibility requirements and solution quality standards and a wide range of resources and benefits. These benefits, which include marketing, training, sales, and technical expertise and support, are designed to make partners more successful in serving end users.

Esri Partner Network is managed jointly by Esri and its authorized international distributors (Esri Distributor). For more information about Esri Distributors, go to esri.com/about-esri/locations.html.

Three Program Tiers

The network features three tiers, with each successive level offering additional benefits in recognition of the partner's demonstrated degree of commitment to Esri, Esri Distributors, and Esri's GIS technology. Detailed information on the three membership tiers, including eligibility, benefits, and fees, is provided throughout in this guide.

In addition, Gold and Platinum Tier partners may be eligible for optional national and multinational sales authorizations (e.g., value-added reseller [VAR] or OEM) with Esri and/or Esri Distributors (see p. 7).



Silver Tier – This tier is designed for partners that develop GIS solutions and provide services for local and national markets. The Silver Tier, which is the foundation of Esri Partner Network, provides partners with a rich, cost-effective set of resources and benefits.

Gold Tier – Partners in this tier typically have a market focus that is national or multinational. The Esri-based solutions and/or services that they develop are targeted to end users in industries that align with Esri's vision, goals, and industry focus areas. These partners, which already have a defined go-to-market strategy, engage with Esri and Esri Distributors in sales and marketing activities.

Platinum Tier – Partners that qualify for the Platinum Tier typically focus on multinational or global markets and are industry-leading firms that provide GIS solutions and/or services that are built on the Esri software platform. With defined market offerings that are strategically aligned with Esri's vision and marketing strategy, these partners work collaboratively with Esri and Esri Distributors on sales and marketing activities that are generally multinational in scope.

Companies are first accepted into the Esri Partner Network Silver Tier and may apply for admission to the Gold or Platinum Tier, which requires a higher level of commitment.

Partners in Esri Partner Network can opt to have a single, corporate-wide relationship with Esri and/or an Esri Distributor. Through such an agreement, Esri Partner Network benefits are available to all locations of the partner's corporation globally, subject to terms and conditions of the Esri Partner Network agreements and policies.

Silver Tier Benefits

All partners at the Silver Tier receive the following benefits:

Esri Partner Portal – This secure Web site is exclusively for partners and provides program and partner-specific information regarding marketing, sales, and Esri technology.

Webcasts – The webcasts offer partners continuing education on Esri's products, new technology, best practices, and much more.

Software Licenses for Internal Use – Based on your needs, Esri has a range of software licensing options and terms.

- To assist with selling and marketing Esri technology, partners receive access to the following products for demonstration and marketing purposes at no cost: one copy of ArcView, ArcGIS Desktop extensions, and ArcPad licenses that can be installed on up to five machines.
- Esri offers development licenses at an attractive price for partners that develop solutions based on the Esri platform.
- For those partners that are doing fee-based project work, Esri offers discounted commercial use licenses. For more details on licensing terms, contact your Esri representative or Esri Distributor.

Training Discounts

- **Instructor-Led Training** – Partners receive a 40% discount on regularly scheduled instructor-led courses offered by Esri Canada.
- **Virtual Campus** – Partners have access to a standard annual user license valued at \$2,500 for the Esri self-paced Virtual Campus courses.

Beta Program – Partners are eligible to receive invitations to participate in all Esri software beta programs.

Partner Directory Listings – Information on partners' solutions and services offerings are posted in the Esri Partner Directory at esri.com and esri.ca.

Emblem for Marketing and Advertising – Partners are provided with an Esri Partner Network emblem (specific to tier) to use for marketing purposes.

Esri Partner Network Conference – Partners receive an invitation to attend and exhibit at the annual Esri Partner Network Conference (formerly the Business Partner Conference).

Esri International User Conference – Partners receive a discount on up to three registrations for the Esri International User Conference.

Exhibit at Esri Events – Partners are encouraged to exhibit at Esri events such as the Esri International User Conference and the Esri Partner Network Conference. A complete list of Esri events can be found at esri.com/events.

Advertising Discount – Partners receive a 10% discount on advertising in all Esri non-conference publications, such as ArcNews and ArcUser.

- ArcNews is published quarterly for the Esri user community and has a worldwide readership of 800,000.
- ArcUser magazine is an award-winning quarterly publication designed to help readers keep up with the rapidly growing GIS industry. ArcUser provides practical, technical information on how GIS is used and how to use Esri software most effectively.

More details regarding benefits can be found in the Esri Partner Network policies.

Gold Tier Benefits

Silver Tier partners that want to further their relationship with Esri and Esri Distributors can apply to become either a Gold or Platinum Tier partner. Acceptance into these tiers is based on an assessment that measures the partner's investment and commitment to Esri and Esri Distributors, Esri's software platform, and the GIS community at large.

At the Gold Tier, partners receive the Silver Tier benefits as well as these additional benefits:

Relationship Management – An assigned partner manager from either Esri or Esri Distributor

Joint Business Plan – An annual business plan developed jointly with Esri and/or Esri Distributor describing sales, marketing, technical support, technology alignment, and business objectives for the coming year

Sales Engagement Opportunities – Opportunities to work with Esri and Esri Distributors on sales engagements offering both Esri technology and partner solutions or services

Marketing Opportunities – Opportunities to engage with Esri and/or Esri Distributors in an agreed-upon joint business and marketing planning process

Demonstration and Marketing Licenses – Access to unlimited software licenses for demonstration and marketing purpose at no charge that includes the full suite of Esri technologies (some restrictions may apply)

Esri Partner Network Conference Presentation Opportunity – Eligibility to co-present with Esri at the annual Esri Partner Network Conference

Technical Advisory – An annual allocation of technical advisory time to assist partners in gaining insight and guidance into leveraging Esri technology, provided by Esri and/or Esri Distributors

Featured Placement in Esri Partner Network Web Site and Partner Directory – Opportunity to be featured in various Esri Web sites, including Esri Partner Directory, on esri.com

Sponsorship and Business Development Support – Recognition within Esri and the Esri Distributor community as a Gold Tier partner. Esri or Esri Distributor to provide incremental assistance to help support cross-border business development activities, if applicable.

Prequalified Professional Services Provider – Eligibility for consideration to become an Esri or Esri Distributor prequalified professional services provider

Platinum Tier Benefits

At the Platinum Tier, partners receive the benefits of the Silver and Gold Tiers as well as these additional benefits:

Relationship Management – An assigned Esri or Esri Distributor partner manager with a global focus on sales and business development activities

Global Sponsorship and Business Development Support – Recognition within Esri and the Esri Distributor community as a Platinum partner with Esri providing incremental assistance to help support cross-border business development activities

Joint Multinational Business Plan – Opportunity to collaborate with Esri and/or Esri Distributors to develop a multinational go-to-market business plan

Proactive Joint Sales Engagement – Opportunities to work jointly with Esri and/or Esri Distributors on sales engagements offering both Esri technology and partner solutions or services

Expanded Marketing Opportunities – Opportunities to engage with Esri and/or Esri Distributors in an agreed-upon joint business and marketing planning process that may include multinational marketing activities

Sponsorship Opportunities at Esri Events – Opportunity to secure preferred sponsorships, including early booth selection, at Esri events such as the Esri International User Conference

Technical Advisory, Collaboration, and Extended Support – An annual allocation of technical advisory, collaboration, and flexible access to extended support options to assist partners in gaining insight and guidance into leveraging Esri technology, provided by Esri or Esri Distributors. Includes five annual premium support incidents.

Advertising Discounts – A 20% discount on advertising in all Esri nonconference publications, such as ArcNews and ArcUser

Gold and Platinum Tier Solutions and Services Categories

Partners in the Gold and Platinum Tiers are categorized as Solutions and/or Services partners. The categorization is essential for building an effective go-to-market strategy between Esri, Esri Distributors, and the partner.

Solutions Category

Gold and Platinum Tier Solutions partners develop and deploy repeatable solutions built on the Esri platform. These repeatable solutions may come in the form of software, data, or hardware and may be applicable to one or more industries or technology areas. These partners deliver line-of-business solutions that expand the adoption of spatial technology. In addition, they support end users through their industry knowledge and domain expertise.

Gold and Platinum Tier Solutions partners strive to develop offerings that are based on Esri's four patterns of an integrated GIS system:

- field operations
- planning and analysis
- asset/data management
- operational awareness

By focusing on these patterns, partners develop solutions that enable the successful deployments of enterprise GIS. By combining industry expertise with the development best practices described in the four patterns, Gold and Platinum Tier Solutions partners develop industry-aligned, scalable solutions that deliver real value to end users, such as

- work order management
- electric distribution
- crime analysis
- petroleum exploration

Services Category

Gold and Platinum Tier Services partners have an established professional services practice or center of excellence aligned with Esri key industries and market focus. These partners use industry and domain expertise to implement and integrate Esri enterprise software and services, optimize business processes, and provide strategic business consultation to support the end-user community.

Gold and Platinum Tier Services partners typically provide the following types of services:

- GIS strategy planning
- project planning and management
- needs and requirements assessment
- system architecture design
- applications and database design
- custom application development
- installation and configuration
- systems integration
- data conversion/migration
- image processing
- photogrammetry
- operational support

Sales Authorization

This optional entitlement allows partners to sell Esri software licenses giving customers a more complete solution through a simpler buying process. Partners may apply for sales authorization as part of their Esri Partner Network agreement.

While a range of partner types and tiers may be granted sales authorization based on local market conditions, Esri's preferred candidate for sales authorization meets the following criteria:

- is either a Gold or Platinum Tier partner
- provides strategic value to a specific industry or Esri product, and is complementary to Esri sales strategies
- creates a go-to-market plan with Esri and/or Esri Distributor, defining the specific marketplace or industry the partner will focus on, a revenue forecast, the solutions or offerings to be sold, and the resources that will be committed to the effort

For more information on sales authorization, contact the Esri or Esri Distributor partner manager. Descriptions of sales authorizations types are:

Value-Added Reseller (single country)

Partners with a VAR authorization are positioned to resell select Esri software or data while providing services, solutions, data, or complementary software and/or hardware.

VAR agreements are limited to a single country (e.g., U.S. only, Germany only, etc). Outside the United States, VAR authorization, if available, is managed directly by the Esri Distributor. Partners in the Esri Partner Network based outside the United States that are interested in VAR authorization should contact their Esri Distributor for more information.

Solution OEM (multinational)

Partners with a Solution OEM authorization incorporate (bundle) select full-use Esri software with the partner's preapproved commercial off-the-shelf branded solutions. The Esri software licenses included in the bundle are only to be used with the partner's solutions in a defined territory.

OEM (multinational)

OEM partners embed Esri technology into their solutions. By embedding Esri software within their application, partners are able to deliver a solution under their own product brand name in a defined territory. Delivering a product in this manner is ideal when end-user needs are best provided with a single software solution.

Eligibility Requirements

Esri Partner Network is geared to companies that use Esri technology as the cornerstone of their solutions and services. These companies have the following characteristics:

- An industry- or market-focused GIS solution and/or service
- In-depth knowledge of Esri technology
- A track record that demonstrates a solid business strategy, successful sales and marketing practices, and a history of customer successes
- A demonstrated commitment to help further develop and support the GIS community at large

All partners must be commercial for-profit organizations with valid Web sites and physical addresses for their business operations.

Partners pay an annual program fee, which is due upon acceptance into the program and on or before the annual renewal date of the Esri Partner Network Agreement.

Throughout the term of the agreement, partners are expected to have

- A designated primary point of contact to Esri and/or Esri Distributors
- Employees who are proficient in Esri technologies and can offer first-line response to customer inquiries
- Create a reciprocal Web link from the partner's Web site to esri.com and esri.ca

Additionally, all partners are strongly encouraged to

- Apply best practices when providing consulting and value-added services.
- Leverage Esri's architectures and design principles (i.e., the four patterns of an enterprise GIS system as outlined in the Gold and Platinum Solutions and Services Categories section of this guide) when building repeatable solutions.

Partner relationships are reviewed annually to ensure that business objectives and applicable program requirements are consistently met.

Assessment Criteria

Gold and Platinum Tier partners are qualified by their competencies and level of engagement with Esri and Esri Distributors across a range of areas. Esri partner managers work with partners to determine their level of eligibility based on a point system that measures, but is not limited to, the following:

Customer Satisfaction – Measured through online surveys

Revenue – Measured by resale (VAR, OEM, Solution OEM), internal use software, services, software maintenance and influenced revenue (Typically, Gold and Platinum Tier partners generate a minimum of US\$100,000 and US\$500,000, respectively, in annual revenue to Esri and/or Esri Distributor.)

Defined Market Offerings – Measured by number of GIS solutions that are exclusive to the Esri platform, number of sales pattern areas by solutions, and services practice or center of excellence being based on the Esri platform

Established Commitment, Level of Engagement, Market Reach, and Industry Focus – Measured by number of years in the Esri Business Partner Program, attendance at the most recent Esri international and regional user conferences, extent of market reach, and number of industry focus areas

Dedicated Resources – Measured by number of staff impacting the Esri and/or Esri Distributor partner relationship (technical, professional services, sales, support) and number of completed training courses recommended for partners

Esri and Esri Distributors will conduct an annual review of Gold and Platinum Tier partners to ensure that the ongoing business relationship is in line with the annual business plan objectives. The review includes measurements of competencies and level of engagement. Based on the assessment, tier designation may be adjusted on an annual basis.

Membership

Joining the Esri Partner Network – Becoming a Silver Tier Partner

For prospective partners to become members of Esri Partner Network, follow the steps outlined below:

1. Read and understand the Esri Partner Network Program Guide.
2. Complete the interest form to see if your business qualifies to join the network as a Silver Tier partner. esri.ca/partnernetwork/interest_form.
3. If your interest form is approved, you will be prompted to complete and submit an application. This includes the following:
 - company information
 - key contacts
 - descriptions of current Esri technology-based solutions and/or services
 - reasons for your interest in becoming a participant in Esri Partner Network
 - assessment of company skills and capabilities
 - customer references
4. Applications will be reviewed and approved by Esri and/or an Esri Distributor, as applicable.
5. After approval, Esri or the Esri Distributor will send you the Esri Partner Network Agreement for review and signature, along with a quote for the annual program fee.
6. When all items have been received, including payment, Esri or the Esri Distributor will send you a welcome letter, a copy of the signed agreement, and a Quick Start Guide to assist you with accessing the partner profile and other resources, as well as instructions for ordering software.

Applying for the Gold or Platinum Tier

Acceptance into the Gold or Platinum Tier is based on an assessment of the partner's investment and commitment to Esri and the GIS marketplace. Please see the Assessment Criteria section for more information (p. 8).

Applying for the Gold or Platinum Tier

1. Review the Esri Partner Network Assessment Questionnaire with your Esri or Esri Distributor partner manager
2. Esri and Esri Distributor (if applicable) will review the assessment to determine eligibility for the Gold or Platinum Tier
3. If eligible, you will be asked to:
 - review and accept the terms and conditions outlined in the applicable Gold or Platinum Tier addendum to the Esri Partner Network Agreement
 - pay the annual program fee for the Gold or Platinum Tier
 - collaborate with the Esri or Esri Distributor partner manager to develop a brief business plan for the coming year

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customercare@esri.ca

Technical Support

1-877-441-0337
support@esri.ca

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Founded in 1984, Esri Canada provides enterprise geographic information system (GIS) solutions that empower businesses, governments and educational institutions to make timely, informed and mission-critical decisions by leveraging the power of geography. The company distributes the world's leading GIS software from Esri, Telvent, Cityworks - Azteca Systems, Inc. and other technology partners. Headquartered in Toronto, the company serves over 10,000 customers from 16 regional offices across Canada.

British Columbia

Vancouver: 604-682-4652
Victoria: 250-383-8330
Kelowna: 250-861-3774

Alberta

Calgary: 403-262-3774
Edmonton: 780-424-3774

Saskatchewan

Regina: 306-352-3774

Manitoba

Winnipeg: 204-943-3774

Ontario

Toronto: 416-441-6035
Ottawa: 613-234-2103
London: 519-645-4919
Sudbury: 705-670-0870

Québec

Montréal: 514-875-8568
Québec: 418-654-9597

Nova Scotia

Halifax: 902-423-5199

New Brunswick

Fredericton: 506-454-7773

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St. John's: 709-726-3774

