Esri International User Conference | San Diego, CA
July 2011

Becoming an Esri Partner

Josh Lewis, Director of The Esri Partner Network
Carson Finical, Manager of Partner Development
Session Topics

- Esri’s Global Community of Partners
- Introduction to the Esri Partner Network
- Leveraging Esri to Grow Your Business
- Joining the Esri Partner Network
- Commitment to Our Partners
- Q and A
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Esri’s Global Network of Partners
Aligning To Meet End User Needs
What Makes a Great Partner

Our Best Partners . . .

• Provide GIS solutions and services that are needed and wanted
• Are creative and focus on what they do best
• Always make a total effort, even when the odds are against them
• Maintain deep Esri product knowledge
• Stay current with technology
• Are professional and keep their agreements
• Maintain good relationships with end users and Esri
• Have a strong business
Esri Around the World
# How We Go To Market

## National Government
- Defense
- Intelligence
- Civilian
- Sciences

## Regional Government
- State
- Regional
- County
- Local
- Education
- AEC/Engineering/GIS

## Commercial
- Retail
- Real Estate
- Financial Services
- Insurance
- Trucking/Delivery
- Automotive/Manufacturing
- Railroad

## Utilities
- Electric
- Gas
- Telco
- Cable

## Energy
- Petroleum
- Renewable
- Pipeline

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**Esri Partner Network Team**

**Patterns & Practices Team**

**Sales Operations**
Partners Are An Important Part Of Esri

Partners make our users successful!

Partners …

- Extend the value of Esri technologies across the world
- Offer thousands of solutions and services
- Provide industry and GIS expertise
- Assisting end users in deploying, configuring and customizing their GIS systems
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• Q and A
Understanding the Esri Partner Network …

… as simple as 1-2-3
One Global Program

- One set of policies
- Standard agreement
- Common benefits
- Consistent requirements
- Global brand
- Common infrastructure
- Best practices
Two Engagement Pathways . . .

- Off the shelf solutions
- Built on the ArcGIS System
- 5 Patterns of a GIS
- Wide range of industries

Established professional services practice utilizing ESRI software, data, or services on a project basis.

- Custom Solutions
- Professional Services
- Designing & Planning
Based Upon The Way You Do Business

Multi-tiered approach . . .

**esri®**
Partner Network Silver
Technical, marketing and sales support
Tactical engagement
Local and national
$1,000 annual fee

**esri®**
Partner Network Gold
Enhanced technical support
Collaborative engagement
National and multinational
$10,000 annual fee

**esri®**
Partner Network Platinum
Advanced technical support
Global engagement
Global
$50,000 annual fee

. . . You choose how you wish to work with Esri
Value To Our Partners

Benefits increase at each tier

- Sales development support
- Marketing opportunities
- Technical enablement
- Free demonstration software
- Free and discounted training
- Product support
- More!

Esri Confidential
## You May Select the Benefits That Fit Your Business

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
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</thead>
<tbody>
<tr>
<td>Partner Portal and Partner-focused Webcasts</td>
<td>✔</td>
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<tr>
<td>Partner Resource Center</td>
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<tr>
<td>Discount on Esri Software Licenses for Internal Use</td>
<td>✔</td>
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<tr>
<td>Training Discounts on Instructor-led Courses Offered by Esri</td>
<td>✔</td>
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<tr>
<td>Premium Annual User License For Self-Paced Virtual Campus Courses</td>
<td>✔</td>
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<tr>
<td>Use of Esri Partner Network Tier-Specific Emblem</td>
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<tr>
<td>Discount on ArcNews and ArcUser Advertising</td>
<td>✔</td>
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<tr>
<td>Listing in Online Esri Partner Directory</td>
<td>✔</td>
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<tr>
<td>Sponsor and Exhibitor Opportunities at Esri Conferences and Events</td>
<td>✔</td>
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<tr>
<td>Invitation to Annual Esri Partner Conference</td>
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<tr>
<td>Discount on Up to Three Registrations for the Esri User Conference</td>
<td>✔</td>
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<td>✔</td>
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<tr>
<td>Esri Software Licenses for Demonstration and Marketing Use (some limits apply)</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Assigned Resources to Assist with Technical Objectives</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Assigned Esri or Esri Distributor Contact to Support Business Development Activities</td>
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<tr>
<td>Joint Business Planning</td>
<td>✔</td>
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<tr>
<td>Sales Engagement Opportunities</td>
<td>✔</td>
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<tr>
<td>Early Notification of Event Sponsorship Opportunities</td>
<td>✔</td>
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<tr>
<td>Enhanced Resources to Assist with Technical Objectives</td>
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<tr>
<td>Enhanced Multinational Business Development Support</td>
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<tr>
<td>Expanded Joint Marketing Opportunities</td>
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</tbody>
</table>
### Sales Models and Authorizations

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Co-sell</td>
<td>Esri and partner selling their own technology together.</td>
</tr>
<tr>
<td>Resell</td>
<td>Partner selling full-box Esri products. Esri provides product support on its products.</td>
</tr>
<tr>
<td><strong>Solution Bundle (US only)</strong></td>
<td>Partner’s solution/services plus full-use Esri software, sold together but supported separately.</td>
</tr>
<tr>
<td>Solution OEM</td>
<td>Partner’s solution/services plus Esri software, sold together. Partner provides 1st level product support.</td>
</tr>
<tr>
<td>OEM</td>
<td>Partner embeds components of Esri software in their solution. Partner provides 1st level product support.</td>
</tr>
<tr>
<td>ASP</td>
<td>Partner’s solution/service built on Esri technology, licensed as a service. Partner provides 1st level product support.</td>
</tr>
</tbody>
</table>
ArcGIS for Local Government

Changing the Way You Deploy GIS

Customer Needs

Organizational Needs

Industry Specific Needs

General GIS Platform Needs

ArcGIS Platform (Desktop, Mobile, Server, Online)

Focused Maps & Apps

Harmonized information model

3rd Party Apps

Customer DIY

Consulting

3rd Party Apps

ArcGIS for Local Government

...traditional GIS approaches no longer viable...slow and expensive

Your project...

Your project...

ArcGIS for Local Government

...traditional GIS approaches no longer viable...easy to deploy and maintain
ArcGIS for Local Government

Changing the Way You Deploy GIS

Customer Needs

- Organizational Needs
  - Extensions
  - Partner Apps (COTS)
  - Partner Apps (Custom, Frameworks)
  - Esri Apps

- Industry Specific Needs
  - Focused Maps & Apps
  - Harmonized information model

- General GIS Platform Needs
  - ArcGIS Platform (Desktop, Mobile, Server, Online)

Your project...

ArcGIS for Local Government...

reducing time and cost so GIS is easier to deploy and maintain
Partner Opportunities

- Strategic Planning
- Define Business Requirements
- Architect and Implement Enterprise GIS
- Migrate Data To Information Model
- Develop / Publish Maps on ArcGIS.com
- Configure and Extend Esri Apps
- Develop & Deploy Custom Apps/Models
- Implement Partner COTS Apps
- Training and Support
New Opportunity for Partners
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Maintaining Balance

*Through Alignment*

- Partner’s Commitment
- Esri’s Commitment
Engaging With Esri

Collaborative Framework

- Partner Management
- Technical Advisory
- Business Development
- Technical Assessment
- Sales Engagement
- Marketing Collaboration
- Technical Certification
- Technical Consulting
- Personnel Training
- Technical Support
Business Development

The Starting Point

- Business Development
- Technical Assessment
- Technical Advisory
- Technical Consulting
- Technical Support
- Personnel Training
- Technical Certification
- Marketing Collaboration
- Sales Engagement

Partner Manager
Technical Advisor

Esri Confidential
Personnel Enablement

The Most Important Resources

- Partner Manager
- Technical Advisor
- Business Development
- Technical Assessment
- Technical Advisory
- Technical Support
- Technical Consulting
- Personnel Training
- Sales Engagement
- Marketing Collaboration
- Technical Certification
Marketing Enablement

Increasing Awareness

- Partner Manager
- Technical Advisor
- Business Development
- Technical Assessment
- Technical Advisory
- Technical Support
- Technical Consulting
- Personnel Training
- Sales Engagement
- Marketing Collaboration
- Technical Certification

Esri Confidential
Sales Enablement

Meeting End User Needs

Partner Manager
Technical Advisor

Business Development
Technical Assessment
Technical Advisory
Technical Support
Technical Consulting
Personnel Training
Technical Certification
Marketing Collaboration
Sales Engagement
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Guidelines For Becoming A Partner

Not Every Company Should Be A Partner

- Commercial for-profit organization
- Knowledgeable about GIS
- Existing user of Esri technology (EDN, ArcInfo…?)
- In-depth knowledge of Esri technology (Training? Certification?)
- Services or solutions based on the ArcGIS System
- Proven track record of end user success (references!)
- Alignment with Esri as a critical part of their business plan
- Commitment to support the GIS community at large
Becoming a Partner

www.esri.com/partners

Program Guide → Interest Form → Application and Policies ❄️ Silver Tier

Esri Partner Network Silver

Gold or Platinum Tier (Requires additional review/approval)

Policies & Assessment Questionnaire → Review & Approval → Agreement, Addendum And Fees

Esri Partner Network Gold

Note: Esri Distributors review applications and manage partners in their territories
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## In Summary: Our Commitment to You

Aligning and Enabling through ....

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<tr>
<th>Increased Market Exposure</th>
<th>Best Practices</th>
<th>Partner Relationship Management</th>
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<tr>
<td>Industry Manager Perspectives</td>
<td>New Partner Directory</td>
<td>Webcasts</td>
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<tr>
<td>Technical Certification</td>
<td>Partner Resource Center</td>
<td>Ideas</td>
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<td></td>
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**Technical Certification**

**Partner Resource Center**

**New Partner Directory**

**Webcasts**

**Ideas**

**Enhanced Technical Support**
Learn More About the Esri Partner Network

Go to Esri’s website
http://www.esri.com/partners/partner-network/become-partner.html

Download an Interest Form
http://www.esri.com/partners/partner-network/interest.html

Talk with your Sales representative or Distributor
http://www.esri.com/about-esri/locations.html#

Reach out to the Industry Manager in your target market(s)
http://www.esri.com/industries.html

Visit our booth in Exhibition Area - Hall C
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Thank you for attending ....

Have a great Conference!