

## EPN Silver Tier Policies

These policies apply to Esri Partner Network partners in the Silver Tier. These policies are subject to change with a 30-day notice at the discretion of Esri. Please refer to the Esri Partner Portal for the most current version of this document.

### Eligibility

To be eligible for participation in the Esri Partner Network, a company must be a commercial (for profit) organization with a valid website and a physical address where the business operates. In addition, the company must demonstrate a commitment to help further develop and support the ArcGIS® platform and the Esri user community at large.

### Program Fees

Silver Tier partners must pay an annual program fee plus applicable sales tax or other taxes, duties, or fees. A marginal difference in the annual program fees may apply in some countries for currency exchange fluctuations. The annual program fee for the Silver Tier is US\$1,000.

Program fees cover the cost of a diverse set of ongoing benefits as well as program management and administrative support. The annual program fee is due upon acceptance into the program and is payable to Esri or Esri distributor, as applicable. The annual program fee is due on or before the annual renewal date of the Esri Partner Network Agreement.

### Good Standing

Partners in the Esri Partner Network must remain in good standing throughout the term of the business relationship. Partners are considered to be in good standing if they

- Have a valid Esri Partner Network Agreement.
- Meet the terms and conditions of the Esri Partner Network Agreement, Esri License Agreement, and any applicable addenda and additional policies on a consistent basis. Failure to meet these terms and conditions will affect the partner's standing and may result in termination as outlined in the Esri Partner Network Agreement.
- Pay all annual program fees on or before the annual renewal date.
- Pay applicable software license and maintenance fees and invoices for other products or services by their respective due dates.
- Maintain a designated primary point of contact responsible for facilitating interaction between the partner, Esri, and Esri distributor (if applicable) including sales, marketing, technical, and business-related issues.
- Have staff members who are proficient in the Esri ArcGIS Platform and equipped to offer frontline response to customer inquiries throughout the term of the agreement.
- Follow the Esri Trademark and Logo Guidelines and review the Esri Brand Book for Partners on the Esri Partner Portal for using trademarks, logos, and emblems in the company's marketing and advertising.
- Create a reciprocal web link from the partner company website to [esri.com](http://esri.com) using the Esri Web Linking Logo or the EPN Silver Tier emblem available for download from the partner portal. In the same way, the Esri Partner Directory ([partners.esri.com/](http://partners.esri.com/)) will

include a link to the Partner's company website. Participation in the Partner Directory is optional.

- Maintain current company and contact information in the My Portal section in the partner portal.

All partner relationships are reviewed annually to ensure that business objectives and applicable program requirements are being met on a consistent basis.

## Silver Tier Benefits

Silver Tier partners in good standing receive the following benefits.

### Points of Contact

Esri or Esri distributor will designate a partner manager as the primary point of contact to support and facilitate the partner relationship. The designated partner manager is listed in the My Portal section in the partner portal.

### The Partner Resource Center

The Esri Partner Resource Center ([partnerresourcecenter@esri.com](mailto:partnerresourcecenter@esri.com)) provides support for the Esri Partner Network.

- Partners may also submit questions and requests using the Cases feature in the Esri Partner Portal.
- Technical issues should be directed to Esri Technical Support or your local Esri distributor.

### Esri Partner Portal

The Esri Partner Portal (partner portal) is a secure website exclusively for employees of the partner and provides a wide range of business, marketing, sales, technology, and program resources.

- The partner portal includes information that is confidential to Esri.
- Giving access to, or sharing information from, the partner portal with anyone outside the partner company is strictly prohibited.
- Information provided by the partner through the partner portal is accessible by Esri and Esri distributors.
- Videos, webcasts, conference sessions, and other recordings in the Esri Partner Portal are for internal use only by the partner company and cannot be redistributed or rebroadcast.

### Partner Portal Access

- Partner portal access requires login credentials that are issued to named users (portal users) at the partner company. The number of portal users available is based on the Esri Partner Network tier. Additional login credentials may be granted with approval from Esri.
- Portal users must be employees of the partner company.
- Portal users may not be anonymous (e.g., an e-mail alias may not be enabled as a portal user)
- Partner is responsible for disabling portal user access or contacting Esri if a portal user no longer needs access or leaves employment at the partner company.

- Esri monitors portal user login activity and has the right to disable access for inactivity.
- Permitting access to, sharing, or distribution of portal user login credentials, such as a user name and password, to other persons or entities is strictly prohibited.

## **My Portal**

Partners are expected to maintain current information about their company (such as address, phone, URL, and contacts) and partner portal users on an ongoing basis. This information is accessible in the My Portal section in the partner portal. At a minimum, this information should be reviewed and updated quarterly, as applicable.

- Contacts may be managed directly by Portal Users through the Partner Portal
- Changes to company information may be submitted using the Case tab or by email to [partnerresourcecenter@esri.com](mailto:partnerresourcecenter@esri.com).

## **Community Chatter**

The partner portal includes access to the Esri Partner Network Community Chatter, a worldwide, private, trusted professional environment to communicate and collaborate with partner peers, Esri, and Esri distributors.

- Partners using the Community Chatter must abide by the Esri Partner Network Community Chatter Terms of Use posted in the partner portal. The terms of use include details on the expectations, requirements, and restrictions on usage of Community Chatter.
- Partners should review the Community Chatter participation guidelines in the partner portal for best practices, recommendations, and who to contact with questions.
- Esri may remove content submitted or posted in Community Chatter at its sole discretion without notice.
- Partners using Community Chatter are strongly encouraged to complete and maintain their community profile.

## **Esri Partner Directory**

The Esri Partner Directory (partner directory) is for partners to market their company, solutions, and services to potential and existing customers, as well as Esri and Esri distributors. Information in the Esri Partner Directory ([partners.esri.com/](http://partners.esri.com/)) is submitted and managed by the partner through the My Directory section in the partner portal.

- At a minimum, partner is expected to complete the company overview fields in the My Directory section (company overview, company URL, who to contact for questions). This information is required to publish a listing in the partner directory.
- Partners have the option to include a company logo or emblem as part of their partner directory listing. By uploading logos or emblems, partner grants Esri the right to display these images in the partner directory and in other partner-related promotional activities.
- Partners have the option to include images as part of their solutions listing in the partner directory. By uploading screen captures, partner grants Esri the right to display these images in the partner directory.
- Partners must ensure that proper permissions, such as approval to mention any functionality that is included in solutions and services or to present data in image captures offered by another vendor, are in place.

- Partners are expected to maintain their partner directory listing on an ongoing basis. At a minimum, this information should be reviewed and updated quarterly, as applicable.

Partners may opt out of being listed in the partner directory. Partners that do not have a published listing may not qualify for opportunities that rely on this information and marketing advantage.

### Software Licenses for Internal Use

Partners may license a variety of Esri software to be used for marketing, demonstration, in-house training, development, and so on.

Prices for licenses obtained under the Esri Partner Network Agreement are set by Esri or Esri distributor in the country where the partner is located.

Below are descriptions of the types of licenses available and their usage restrictions. All licenses are for the partner's internal use only and are subject to the Esri License Agreement.

**1. Demonstration and Marketing Licenses**—Partners are provided with a complimentary Demonstration and Marketing use software package, including annual maintenance and support for up to five (5) callers. These licenses may be used for the following purposes only:

- Demonstrating/Marketing Esri software
- Demonstrating/Marketing partner's Esri technology-based solutions and services
- Conducting internal employee training
- Evaluating Esri software
- Some restrictions may apply.

The Demonstration and Marketing Use Software Package includes:

- ArcGIS Desktop [Advanced] and Extensions – five (5) licenses
- ArcGIS Enterprise [Advanced] and Extensions – one (1) license
- Insights for ArcGIS - five (5) licenses
- CityEngine [Advanced] - one (1) license

One (1) no-cost ArcGIS Online Subscription with five (5) Level 2 and ten (10) Level 1 named users, and 2,500 Credits.

- This no-cost ArcGIS Online Subscription may also be used for Development Use and Commercial Use.

One (1) license each of the following server products is available upon request

- ArcGIS GeoAnalytics Server
- ArcGIS GeoEvent Server
- ArcGIS Image Server

One (1) license of the following applications is available upon request

- GeoPlanner for ArcGIS
- Navigator for ArcGIS
- Drone2Map for AcGIS
- Business Analyst Web App

- Esri Community Analyst
- ArcPad

**2. Development Licenses**—Partners have access to discounted licenses for development. These may be used for the same purposes of demonstration and marketing licenses, and these additional purposes

- Researching and testing potential applications
- Developing and supporting repeatable commercial off-the-shelf (COTS) applications
- Developing custom applications

The ArcGIS Online Subscription referenced in the standard software package may also be used for Development purposes.

Development licenses may not be used for production, data conversion, processing, or GIS analysis work.

Annual maintenance fees are required for continued use of the licenses after the first year, subject to the partner's renewal in the program.

License fees and annual maintenance fees vary internationally.

Development licenses may be used on a short-term basis in another country solely for developing COTS or custom applications on a project basis but must return to their country of origin.

Some restrictions may apply.

**3. Commercial Licenses**—Partners have access to discounted licenses for commercial (for fee) purposes or production activities or fee-based project work such as the following:

- Data conversion, migration, and analysis
- Data or map production
- Data or image processing
- Photogrammetric services
- GIS analysis
- Database design
- Development/Delivery of custom end-user training outside the scope of the Esri Certified Training Program

License fees and annual maintenance fees vary internationally.

The ArcGIS Online Subscription referenced in the standard software package may also be used for Commercial purposes.

Commercial licenses acquired through the Esri Partner Network that are current on maintenance may qualify for Esri International User Conference (Esri UC) seats based on the standard Esri UC pass eligibility guidelines.

Licenses that include an authorization code with a time-out date will coincide with the Esri Partner Network Agreement annual renewal date. Authorization codes will be extended for a period of 12 months, upon continued participation in the Esri Partner Network and payment of annual renewal and applicable fees.

Some restrictions may apply.

### Software Pricing and Ordering

EPN software license prices are set by Esri or Esri distributor in the country where the partner is located.

- Partners located in the United States may order software via the Partner Online Order System, available through the partner portal.
- Partners located outside the United States should contact their Esri distributor for pricing and ordering.
- A nominal fee covering shipping, handling, and import duties (if applicable) may apply.

### Training

The [Esri Training](#) site has resources to enable everyone in an organization to deepen their knowledge of ArcGIS, learn best practices, tips, and techniques anytime from any location.

- 1. E-Learning**—Partners have unlimited access to complimentary self-paced e-Learning through your My Esri organization, giving your staff access to resources that will help them keep their skills up to date with the latest Esri apps, tools, and best practices.
- 2. Instructor-Led Training**—Partners receive a 40 percent discount on regularly scheduled instructor-led courses held at an Esri Site (ILT) and courses scheduled as an instructor led online (ILO) class, offered by Esri Training Services in the United States.
  - Discounts apply to partner employees only.
  - Training discounts do not apply to on-site training at the partner's office or other locations.
  - Discounts cannot be combined with any other training offers from Esri, such as training credits obtained through Esri enterprise license agreements.

Partners interested in Esri instructor-led courses outside the United States should contact their Esri distributor for training options available locally.

### Beta Program

At Esri's discretion, Silver Tier partners may be invited to participate in beta programs of Esri software products. Partners that want to participate must complete the applicable beta program applications and accept the terms for participation. Participation in Esri software beta programs provides partners with the following:

- Access to Esri technology in advance of the final release
- Access to private beta communities
- Ability to contact technical support for questions on prerelease software

### Specialty Designations

Partners are eligible to apply to participate in Esri technology and market-focused Specialties. Information on specialty qualifications and benefits are outlined in the Campaigns section of the Partner Portal. Participation is subject to review and approval.

## **ArcGIS Marketplace Provider Opportunity**

Partners are eligible to apply to become an ArcGIS Marketplace Provider. Information on how to qualify and apply to become a Provider is on the [ArcGIS Marketplace](#) and in the Campaigns section on the Partner Portal. Participation as an ArcGIS Marketplace Provider is subject to review and approval.

## **Emblems for Marketing and Advertising**

Partners have access to the Esri Partner Network Silver Tier emblem, as well as the Powered by Esri and the Esri Web-Linking Logo to use for marketing purposes. Partners must adhere to the usage guidelines provided in the Esri Partner Network Logo Guidelines and the Esri Brand Book for Partners in the Esri Partner Portal. Emblems are available for download from the Partner Portal.

## **Advertising Discounts**

A 10 percent discount is offered to partners for advertising in Esri nonconference publications, such as *ArcNews*<sup>™</sup> and *ArcUser*<sup>™</sup>. Advertisements are reviewed for approval by Esri to ensure compliance with current editorial standards and guidelines.

## **Webcasts**

Partners are invited to attend web presentations on products, sales, marketing, and technology, as available. Webcast recordings are available on the Partner Portal (when available).

## **Esri Partner Conference**

Partners are eligible to attend and exhibit at this invitation-only annual event. Registration and fee information is posted on [esri.com/events](http://esri.com/events) prior to each year's conference.

## **Esri International User Conference**

Partners receive a discount on up to three (3) registrations for the Esri International User Conference. Information on discounts is posted on [esri.com/events](http://esri.com/events) prior to each year's conference.

## **Exhibitor Opportunities**

Partners are eligible to exhibit at the Esri International User Conference, Esri Partner Conference, and other Esri regional and industry-focused events and user group meetings. Partners exhibiting at these events must promote their partner relationship with Esri, the ArcGIS Platform, and their related solutions or related services.

## **Additional Office Locations**

Partners that have multiple locations in the same country may find it beneficial to centralize their partner relationship through a primary partner location.

Additional office locations may only be added with prior written approval of Esri and Esri distributor (if applicable).

Additional office locations must

- Be in the same country as the primary partner location, be under the same ownership, and have the same legal company name.

- Actively participate in the partner relationship, such as developing and deploying repeatable solutions built on the Esri platform and/or providing services aligned with Esri key industries and market focus.

The primary partner location must

- Submit a list of additional office locations for review and approval by Esri and Esri distributor (if applicable).
- Agree to centralize its partner-related business, including license management, ordering software, and providing technical support to additional office locations.
- Agree that all invoicing and quotations for license fees and annual maintenance will be directed to the primary partner location.
- Provide a copy of the Agreement and Policies to additional office locations.
- Share one set of benefits with additional office locations at its discretion.

Additional office locations will not be listed in the Esri Partner Directory; however, the primary partner location may include a link from its listing to locations on its website. There is no additional fee for additional office locations; however, applicable fees apply for software licenses, maintenance, services, training, and other fee-based items.

Affiliates, subsidiaries, and other related companies of partner do not qualify to be included as additional office locations.

In the event that partner has been approved to add select affiliates to the partner relationship, the supplemental policies for affiliates of partner apply. A copy of the most current version of the policies is available in the partner portal.

Partners should contact their Esri or Esri distributor partner manager to discuss eligibility and requirements prior to submitting a request to include additional office locations.

## More Information

For more information about the Esri Partner Network, contact the Esri Partner Resource Center at [partnerresourcecenter@esri.com](mailto:partnerresourcecenter@esri.com) or your Esri or Esri distributor partner manager.