



intel.
partner
alliance
User Guide

July 2022

Purpose of the Material

Intel has designed a new channel program to address all changes in the Technology Ecosystem and support stakeholders to connect, innovate and grow in today's new reality.

To enjoy this unique program, you need to:

01 Enroll your company in Intel® Partner Alliance

02 Make sure all your employees have access to the right tool according to their roles

03 Understand and get to know the program's functionalities that can benefit your company

This guide was developed to help you gain a broader view of all available benefits, and provide you with a step-by-step on how to find what you're looking for in our platforms, so you can make the most of your membership!

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About the Program

Delivering World-Changing Technology

The Intel® Partner Alliance connects you to an expanding partner network, world-changing technologies, and a digital marketplace.

It also provides you with advanced training curriculum, competencies, incentives, tools, and support, as well as a sophisticated web experience.

Each and every one of these tools gives you the edge in building and selling the most innovative solutions and services available. As an Intel® Partner Alliance member, you have exclusive access to these resources to build your business.

Intel® Partner Alliance Web Experience

Access your personalized dashboard



partner
university

Take industry-leading
curriculum



partner
marketing
studio

Utilize customizable
marketing tools



solutions
marketplace

Access to a network with
premier providers

Membership

What Are Intel® Partner Alliance Partner Roles?

To better serve the needs of our partners' different types of businesses, Intel® Partner Alliance has different roles to assign them. Each role is designed with a unique set of benefits and requirements to support the needs of the partner's business. The partner's business model determines their role.

Role	Description
Distributor	Distributors are the channel's scale engine, providing product fulfillment, logistics, credit, education and training. Some distributors also offer value-add services, such as technical design support or solution integration capabilities. They act as an extension of Intel's marketing engine and sales force and can reach more markets and can incubate more customers than Intel could on its own.
Cloud and Comms Service Provider (CSP –IaaS, SaaS, PaaS)	Providers who offer some component of cloud computing, typically infrastructure as a service (IaaS) or platform as a service (PaaS), to businesses or consumers
FPGA Design Services	Partners who offer differentiated services and products to accelerate customers time to market and lower the bar for FPGA design. Offer design services such as RTL design, FPGA design optimization, and PCB design that customers can utilize to lower product development risks.
Independent Software Vendor (ISV)	Vendors that develop, sell and support their own branded and non-branded software products, applications, OT and vertical segments.
Manufacturer (ODM, CM, HIS)	Companies that build systems, and sub-systems for both compute, and IoT and the various partner types. These partners include Seller, Systems Integrator, Cloud Service Providers to name a few. Systems include, but not limited to, Motherboard, Sub-systems (L4-10 systems), PCBA, and IoT function devices
Original Equipment Manufacturer (OEM)	Companies primarily design and brand their own products. They may have their own manufacturing, assembly, and configuration capabilities and may also purchase product/systems from ODMs and sell under their own brand. They provide technology solutions to Consumer, Commercial, and Government end users, or through their own channel networks, which could include online or storefront retail.
Service Integrator (SI)	Service providers who architect and implement business process transformation and solution integration for their customers. They typically play a consulting role by connecting and integrating software, hardware, and cloud solutions into IT or OT environments.
Solution Provider (SP)	Providers who primarily resell OEM systems and software solutions and who are growing their services business. They provide technology solutions to Consumer, Commercial, and Government end users, or through their own channel networks, which could include online or storefront retail.

Distributor Role

Distributors are the channel's scale engine, providing product fulfillment, logistics, credit, education and training. Some distributors also offer value-add services, such as technical design support or solution integration capabilities. They also act as an extension of Intel's marketing engines and sales force, so they can reach more markets and incubate more customers than Intel could on its own.

Benefit

Annual Requirements

Member

- Account Coverage
 - Customer support with 4-hour SLA
 - Basic access to Intel® Solutions Marketplace, listing in partner directory, AI matchmaking
 - Intel® Partner University access to earn and display competency badges and pre-launch training/face-to-face training
 - Intel® Partner Connect invitation
 - Personalized Intel® Partner Alliance Program website
 - Access to Intel® Partner Marketing Studio
 - Access to NDA content such as business or technology disclosures
 - Eligible for MDF
 - Advanced warranty replacement (25 units)
-
- Invitation only
 - Signed contract

Cloud and Comms Service Provider Role

A Cloud, and Comms Service Provider is a company that offers some component of cloud computing, typically infrastructure as a service (IaaS) or platform as a service (PaaS), to other businesses or consumers

Benefit

Annual Requirements

Gold

- Gold badge
- Customer support with 24-hour SLA
- Intel® Solutions Marketplace with storefront, post offerings, lead routing
- Intel® Partner University access to earn and display competency badges
- Personalized Intel® Partner Alliance Program website
- Access to Intel® Partner Marketing Studio
- Intel® Partner Connect invitation
- Advanced warranty replacement (10 units)
- Points accrual and redemption¹

- Invitation only
- Signed contract

Titanium

- Titanium badge
- Account coverage
- Customer support with 4-hour SLA
- Intel® Solutions Marketplace with storefront promotion, post offerings, lead routing, lead sharing, enhanced matchmaking
- Intel® Partner University access to earn and display competency badges, pre-launch training, F2F training
- Access to Intel® Partner Marketing Studio
- Access to NDA content, such as business or technology disclosures
- Advanced Technology Sandbox
- Personalized Intel® Partner Alliance Program website
- Exclusive events and summits
- Points – Redemption, higher points accrual and specific offers¹

- Revenue: On premise cloud infrastructure revenue \$2M

Or

- Cloud accounts that have jointly agreed to collaborate, and
- establish a close working relationship with Intel (with CNDA)
- Complete registration and online profile
- Business model verified and in compliance
- Program application accepted by Intel
- Annual profile update

FPGA Design Service Role

A FPGA Design Services partner provides differentiated products and services to accelerate customers' time to market. They offer design services such as RTL design, FPGA design optimization, and PCB design that customers can utilize to lower product development risks.

Benefit

Annual Requirements

Member

- Customer support with 48-hour SLA
- Basic access to Intel® Solutions Marketplace, listing in partner directory, AI matchmaking
- Intel® Partner University access
- Personalized Intel® Partner Alliance Program website
- Access to Intel® Partner Marketing Studio

- Complete registration and online profile
- Business model verified and compliance
- Program application accepted by Intel
- Annual profile update

Gold

- Gold badge
- Customer support with 24-hour SLA
- Intel® Solutions Marketplace access, with storefront, post offerings, lead routing
- Intel® Partner University access to earn and display competency badges
- Personalized Intel® Partner Alliance Program website
- Access to Intel® Partner Marketing Studio
- Intel® Partner Connect invitation
- Access to design SW, and development tools

- Pipeline: 1 new FPGA project submitted to design registration
- Training: 50 credits
- Complete registration and online profile
- Business model verified and compliance
- Program application accepted by Intel
- Annual profile update

Titanium

- Titanium badge
- Account coverage
- Customer support with Intel® Solutions Marketplace access, with storefront, post offerings, lead routing, lead sharing, enhanced matchmaking
- Intel® Partner University access to earn and display competency badges, pre-launch training, F2F training
- Personalized Intel® Partner Alliance Program website
- Access to Intel® Partner Marketing Studio
- Access to NDA content such as business or technology disclosures
- Intel® Partner Connect invitation
- Access to design SW, and development tools
- Prioritized technical support

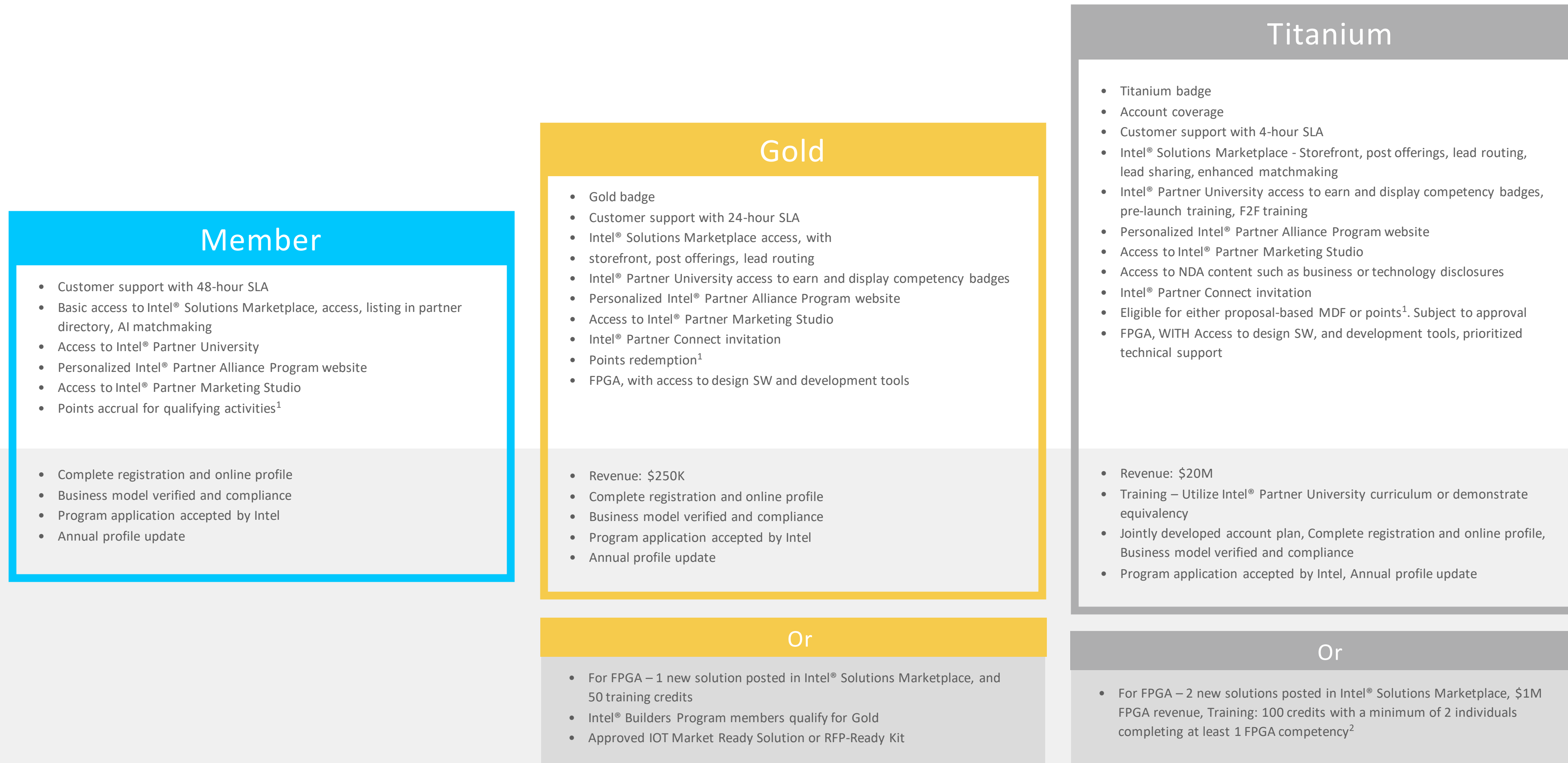
- Pipeline: \$3M in new FPGA project value across 6 projects submitted to design registration
- Training: 100 credits with a minimum of 3 individuals completing at least 1 competency2
- Complete registration and online profile
- Business model verified and compliance
- Program application accepted by Intel
- Annual profile update

Independent Software Vendor Role

An Independent Software Vendor (ISV) develops, sells and supports their own branded and non-branded software products, applications, OT and vertical segments.

Benefit

Annual Requirements



Manufacturer Role

A Manufacturer builds systems, and sub-systems for both compute, and IoT, and also for other partner types. Roles include Seller, Systems Integrator, Cloud Service Provider, and more. Systems include, but aren't limited to, motherboard, subsystems (L4-10 systems), PCBA, and IoT function devices.

Benefit

Annual Requirements

Member

- Customer support with 48-hour SLA
- Basic access to Intel® Solutions Marketplace, a listing in partner directory, AI matchmaking.
- Access to Intel® Partner University
- Personalized Intel® Partner Alliance Program website
- Standard Warranty Replacement
- Access to Intel® Partner Marketing Studio

- Complete registration and online profile
- Business model verified and compliance
- Program application accepted by Intel
- Annual profile update

Gold

- Gold badge
- Customer support with 24-hour SLA
- Intel® Solutions Marketplace access, with storefront, post offerings, lead routing
- Intel® Partner University access to earn and display competency badges
- Access to Intel® Partner Marketing Studio
- Personalized Intel® Partner Alliance Program website
- Intel® Partner Connect invitation
- Advanced warranty replacement (10 units)
- FPGA , with access to design SW and development tools

- Revenue: \$3M
- Training: 100 credits
- 1 time-to-market platform posted in Intel® Solutions Marketplace
- Complete registration and online profile
- Business model verified and in compliance
- Program application accepted by Intel
- Annual profile update

Or

- Approved Market ready Solution or RFP-Ready Kit posted in Intel® Solutions Marketplace

Or

- For FPGA 1 new solution posted in Intel® Solutions Marketplace and 50 training credits

Titanium

- Titanium badge
- Account coverage
- Customer support with 4-hour SLA
- Intel® Solutions Marketplace access, with storefront promotion, post offerings, lead routing, lead sharing, enhanced matchmaking
- Intel® Partner University access to earn and display competency badges, pre-launch training, F2F training
- Access to Intel® Partner Marketing Studio
- Access to NDA content such as business or technology disclosures
- Personalized Intel® Partner Alliance Program website
- Intel® Partner Connect invitation
- Advanced warranty replacement + (25 units)
- FPGA, WITH Access to design SW and development tools, prioritized technical support

- Revenue: \$15M
- Training: 300 credits with a minimum of 3 individuals completing at least 1 course²
- 3 time-to-market platforms posted to Intel® Solutions Marketplace
- Integration report
- Complete registration and online profile
- Business model verified and in compliance
- Program application accepted by Intel/ Annual profile update

Or

- For FPGA – 2 new solutions posted in Intel® Solutions Marketplace, \$1M FPGA revenue, Training: 100 credits with a minimum of 2 individuals completing at least 1 FPGA competency²

Original Equipment Manufacturer Role

OEMs design and brand their own products. They may have their own manufacturing, assembly, and configuration capabilities. OEMs may also purchase product/systems from ODMs and sell under their own brand. They provide technology solutions to consumer, commercial, and government end users, or through their own channel networks, which could include online or storefront retail.

Benefit

Annual Requirements

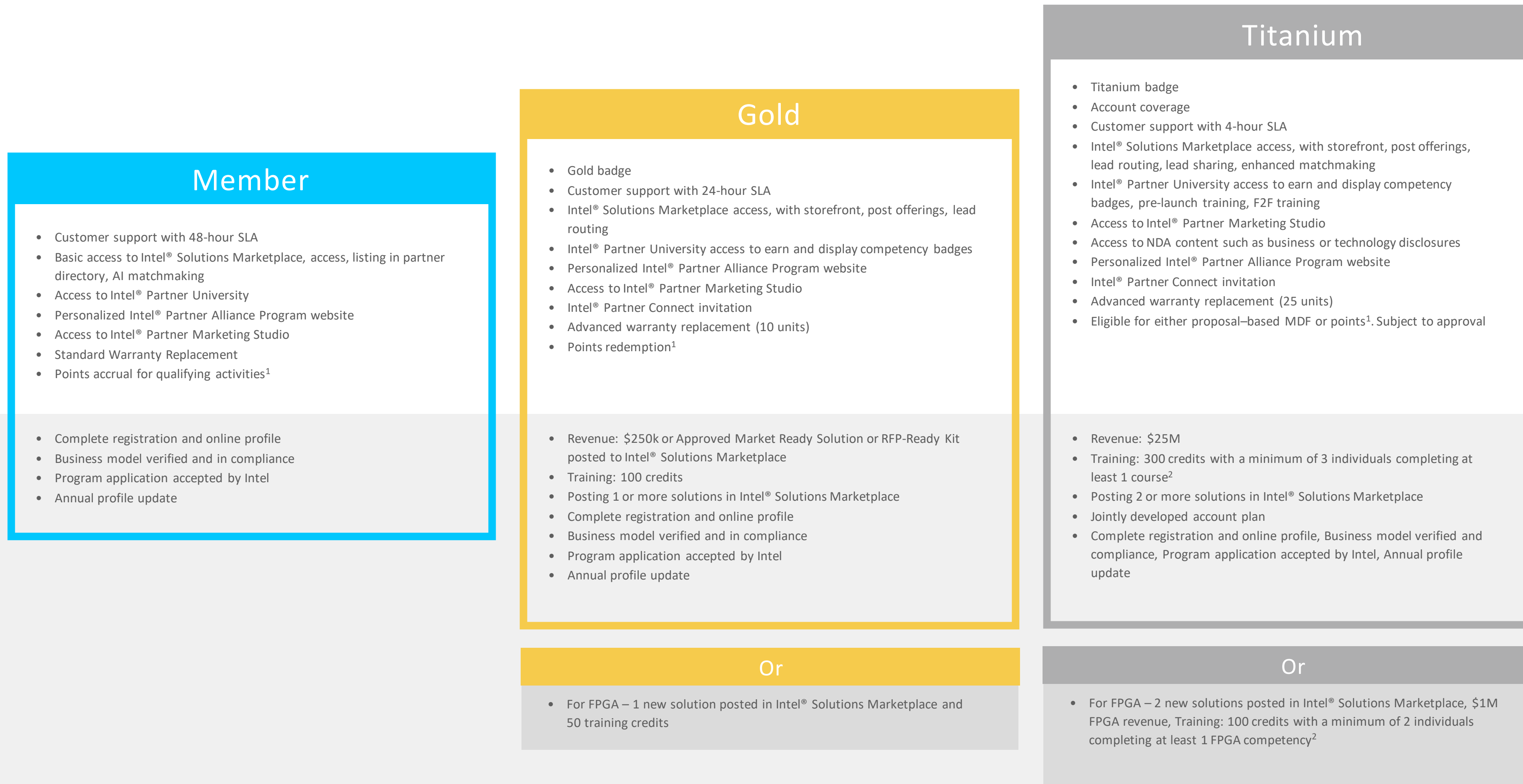
	Member	Gold	Titanium
Benefit	<ul style="list-style-type: none"> Customer support with 48-hour SLA Intel® Solutions Basic access to Intel® Solutions Marketplace, access, a listing in the partner directory, AI matchmaking Access to Intel® Partner University Personalized Intel® Partner Alliance Program website Access to Intel® Partner Marketing Studio Standard Warranty Replacement Points accrual for qualifying activities¹ 	<ul style="list-style-type: none"> Gold badge Customer support with 24-hour SLA Intel® Solutions Marketplace access, with storefront, post offerings, lead routing Intel® Partner University access to earn and display competency badges Personalized Intel® Partner Alliance Program website Access to Intel® Partner Marketing Studio Intel® Partner Connect invitation Advanced warranty replacement (10 units) Points redemption¹ 	<ul style="list-style-type: none"> Titanium badge Account coverage Customer support with 4-hour SLA Intel® Solutions Marketplace access, with storefront promotion, post offerings, lead routing, lead sharing, enhanced matchmaking Intel® Partner University access to earn and display competency badges, pre-launch training, F2F training Access to Intel® Partner Marketing Studio Access to NDA content such as business or technology disclosures Personalized Intel® Partner Alliance Program website Intel® Partner Connect invitation Advanced warranty replacement (25 units) Higher points accrual and specific offers¹
Annual Requirements	<ul style="list-style-type: none"> Complete registration and online profile Business model verified and in compliance Program application accepted by Intel Annual profile update 	<ul style="list-style-type: none"> Revenue: \$50K or Approved IOT Market Ready Solution or RFP-Ready Kit posted to Intel® Solutions Marketplace Training: 50 credits Complete registration and online profile Business model verified and in compliance Program application accepted by Intel Annual profile update 	<ul style="list-style-type: none"> Revenue: \$2M Training: 100 credits with a minimum of 3 individuals completing at least 1 course² Meet Integration Requirements³ Complete registration and online profile Business model verified and in compliance Program application accepted by Intel Annual profile update

Service Integrator Role

Service Integrators primarily architect and implement business process transformation and solution integration for their customers. They typically play a consulting role by connecting and integrating software, hardware, cloud solutions into IT or OT environments.

Benefit

Annual Requirements

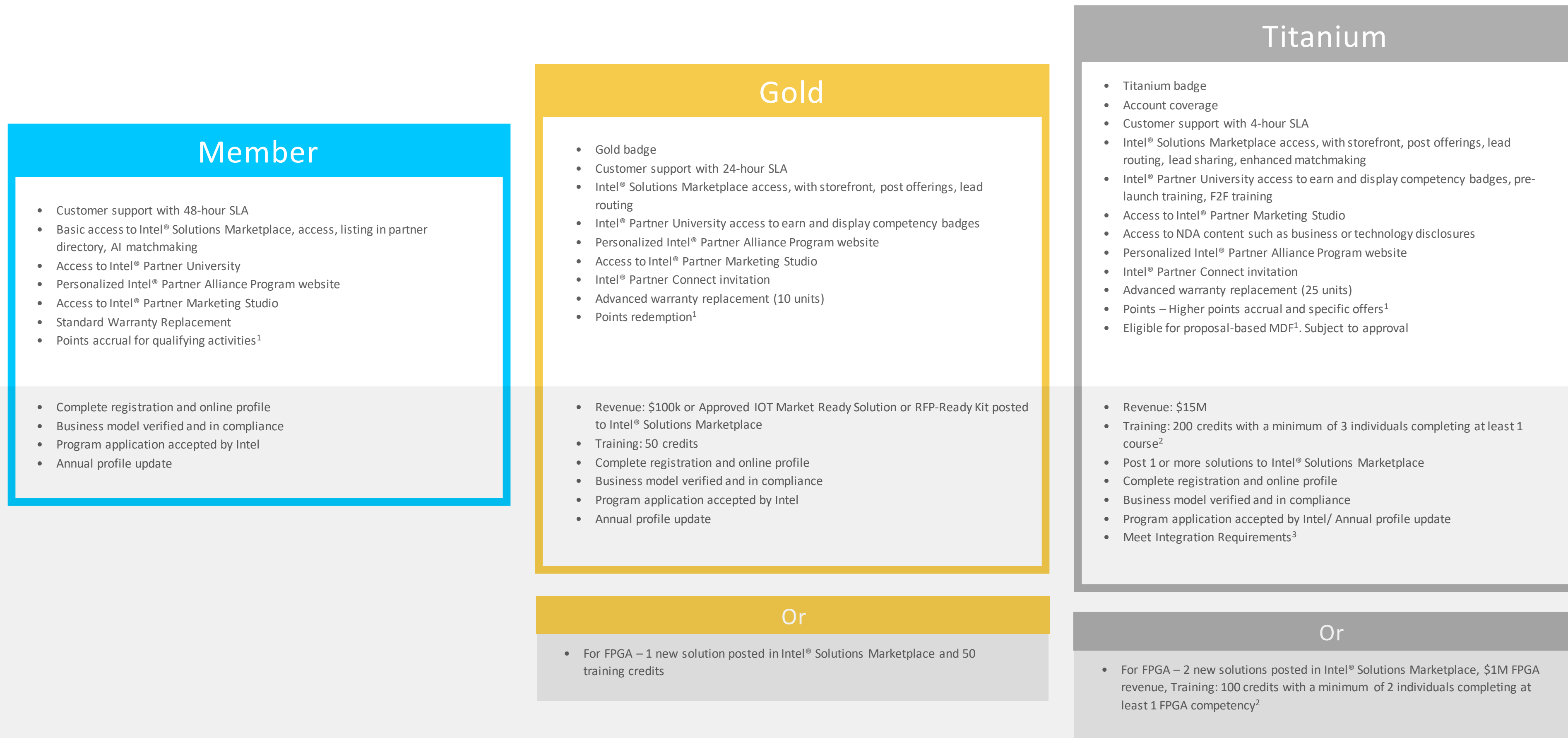


Solution Provider Role

Solution Providers primarily resell OEM systems, and software solutions and are growing their services business. They provide technology solutions to consumer, commercial, and government end users, or through their own channel networks, which could include online or storefront retail.

Benefit

Annual Requirements



Specialty Benefits

Intel® Partner Alliance offers Specialty benefits to help particular partners supply competitive solutions to their new and existing customers. To qualify, partners must first meet the requirements for membership status, sales volume and training.



[Artificial Intelligence Specialty](#)

Offers exclusive, partner-only resources to plan, implement, deliver your AI solution, opening the door to another level of engagement with Intel.



[Enthusiast PC Specialty](#)

Offers value-added benefits from Intel to differentiate your offerings from competitors, and can help you create better products and experiences for your customers.



[Cloud Data Center Specialty](#)

Offers exclusive, partner-only resources to help you plan, build, and deploy Cloud Data Center solutions with optimal performance and rapid efficiency.



[High Performance Computing \(HPC\) Data Center Specialty](#)

Earn specialty benefits and get exclusive, partner-only resources that can help you plan, implement, and deliver your HPC Data Center solutions with optimal performance and rapid efficiency.

Specialty Benefits



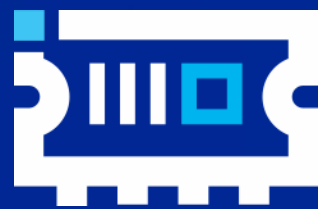
[Intel® IoT Video](#)

Showcase your leadership in the enablement of video surveillance and reap the rewards of specialty benefits that can help you deploy products and solutions with optimal performance and rapid efficiency.



[Intel® IoT Industrial](#)

Acquire specialty benefits with exclusive resources and access to valuable solution guides, technical support, and other tools to stay ahead of the competition and build customer value.



[Intel® Optane™ Technologies](#)

Get rewarded for your deep expertise in designing and deploying Intel® Optane™ technologies by receiving specialty benefits that can help you plan, implement, and deploy your solutions.



[Managed Services \(MS\)](#)

Join a worldwide grouping of top partners as an MS specialist for access to value-added specialty benefits that can help you plan, implement, and deliver solutions based on the Intel vPro® platform.



[Intel® IoT Visual Display Solutions](#)

Specialty benefits can help you plan, implement, and deploy the latest visual display technologies and solutions, and opportunities for higher visibility in the marketplace with Intel co-marketing initiatives.



[Device as a Service \(DaaS\)](#)

Reap the rewards as a specialist having the deepest expertise in designing and deploying DaaS with exclusive, partner-only resources designed to help you reach a new level of engagement with your customers.

Channel Warranty Replacement Program

The Program features two warranty service options for members of Intel® Partner Alliance.

Note:

The use of any shipping courier other than the one provided by Intel's pre-paid e-label service will be at the customer's expense and will not be reimbursed by Intel. Intel is not responsible or liable for product damaged, lost, or stolen in transit and before receipt at Intel's warehouse.

If you elect to use a shipping courier other than the one provided by Intel, we strongly recommend you use a traceable courier service and make note of the tracking number so you can track your shipment if necessary.

[Standard Warranty Replacement \(SWR\)](#)

This warranty service is available to anyone who purchases an Intel® product and can be used under the following specifications:

- Intel will assist and provide a pre-paid e-label sent via e-mail or physically send a printed return label/form to return the defective item to Intel. These options vary and are limited by region.
- We ship out a replacement part on receipt of the non-functional or defective product that is eligible for warranty service.
- The SWR program is available 30 days after the purchase date. You should make any warranty replacement that is required inside 30 days of purchase through your Intel® Authorized Distributor or place of purchase. If your Intel® Authorized Distributor isn't available, contact Intel directly.
- You must return non-functional or defective parts inside 30 days of the replacement request, or the order will be cancelled.

Channel Warranty Replacement Program

The Program features two warranty service options for members of Intel® Partner Alliance.

Note:

We can add to or change the AWR terms and conditions at any time. We can deny AWR support for any request that doesn't meet the AWR requirements. We can discontinue the AWR program once we give notice to AWR program participants. We process Intel® Platform Collaboration and Systems Division High Performance Compute Block system warranties through Intel® Customer Support. For warranty service, [contact customer support](#).

Be sure to [provide the system Product Code](#) to the support agent.

[Advanced Warranty Replacement \(AWR\)](#)

This limited premium warranty service is available only to eligible partners of the [Intel® Partner Alliance](#) who meet the designated criteria. Find below the AWR terms of use:

- AWR is a limited premium warranty benefit. This warranty is only available to Titanium and Gold tier program members who purchase qualifying Intel® products sold through Intel® Authorized Distributors in their region.
- The purchase requirement to unlock the AWR benefit varies by tier. AWR is only available to Gold and Titanium. Member tier partners are not eligible for Advanced Warranty Replacement.
- We ship replacement products or spare parts to participants without waiting for the returned defective part.
- The AWR program is available 30 days after purchase. You should make any warranty replacement that is required within 30 days of purchase through your Intel® Authorized Distributor. If your distributor isn't available, contact Intel directly.
- You must return the non-functional or defective parts to Intel within 30 days of submitting the warranty replacement request. Failure to return in this time frame might result in a suspension of your AWR benefits.
- The maximum allowable units for replacement at any given time under AWR warranty is:
 - For Gold Partners: **Up to 10 units** at any one time.
 - For Titanium Partners: **Up to 25 units** at any one time.



We are here to help

Find answers:

- [Tiers, roles, and responsibilities](#)
- [Specialties](#)
- [See all help topics](#)

Request support:

- Contact us anytime to create a support request.
- [Submit request](#)

Call us:

- Phone: 866-655-6565.
- Agents are available Monday to Friday during local business hours. Some variation may apply.
- [View phone directory](#)

Chat Online:

- Available Monday to Friday, 8:30 am to 4:30 pm PST.
- [Chat now](#)

Managing Your Account

Joining Intel® Partner Alliance

The screenshot displays the Intel Partner Alliance website interface. At the top, the Intel logo is on the left, and navigation links for PRODUCTS, SUPPORT, SOLUTIONS, DEVELOPERS, and PARTNERS are in the center. The PARTNERS link is highlighted with a blue underline. On the right, there are icons for user profile, language (USA (ENGLISH)), and a search bar labeled 'Search Intel.com'. Below the navigation, three columns of links are visible: 'Intel® Partner Alliance' (with 'Join the Intel® Partner Alliance' highlighted in a yellow box), 'Retail Partner Solutions' (with 'Home & Login' and 'Retail Support'), and 'Find Partners' (with various sub-links like 'Intel® Solutions Marketplace', 'Offerings by Category', etc.).

The Benefits of Membership

Training and Competencies	Marketing Resources	Valuable Rewards	Expedited Support
Admission to Intel® Partner University provides you with specialized training on advanced technologies, competency programs, and rewards for learning.	Entry to the Intel® Solutions Marketplace and the Intel® Marketing Studio helps you create more demand for your products and services.	Earn points for your qualifying activities, advance your membership status, and get access to additional resources to build your business.	Quickly connect with live Intel support and account personnel whenever you need to get a question answered.

Membership Tiers

The benefits and requirements of Intel® Partner Alliance membership vary by tier.

Get more details →

Below the text, there are three horizontal bars representing different membership tiers, each with the Intel logo on it. The first bar is blue, the second is gold, and the third is grey.

Register on the program following the step-by-step in this section. You can also print, download or even send it by email.

Visit Intel.com in your browser and use the top menu to select 'Partners', and then click '[Join the Program](#)'.


Joining Intel® Partner Alliance

Let's Get You Registered for Intel's Partner Program

○ ——— ○ ——— ○ ——— ○ ——— ○ ——— ○

Enter Your Information Verify Your Email Set Your Password Connect to Your Account Confirm Your Information Finish

Work Email	Confirm Work Email
First Name	Last Name
Country/Region of Residence	Mobile Phone Number (Optional)
What is your profession?	

Não sou um robô  reCAPTCHA
Privacidade - Termos

Next: Verify

***Don't forget to check the reCaptcha box** Need help registering for Intel Partner Alliance? [Chat with Intel.](#)

To register, start entering your information.

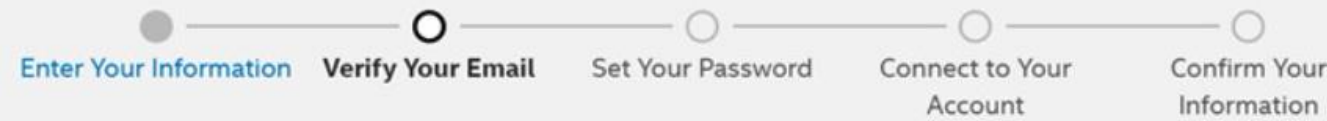
Fill out the form with the required information, and click 'Next: Verify'.

Joining Intel® Partner Alliance

Verify Your Email & Set Your Password



Let's Get You Registered for Intel's Partner Program



Check your email inbox to find the verification email, and click 'Verify now'. The email sender is `wsm-postmaster@intel.com`

Thank you for starting your Intel® Partner Alliance registration!
Please click on the link below to continue

[Verify Your Email & Set Your Password](#)

Please note this link will expire in 24 hours

To complete the next step and Set Your Password, please use the username listed below

Username:

Can't access the link above?

<https://signin.intel.com/PasswordUpdate?var=EAAAAMJQPEXvSpHldlhyPpezOjbEZTEt3eoCxPylsGmr/41D1XIKjco8yiBeAzk9pxNBWMRW/RkypxqeuxRjNhPU4+++ngOIPInDvkcS3NVy2khwy9CVIW46A8aa1UjldNFhwha0mfjs1orHRYDdkSaulv9dGhlfj6RF28RqOy5DFk5nBdWb+fZi+jj/UyOpPI+JWuYnjKhEenp+ww36PlepgGgGcBynvKP+HS+xemJkn9mB6wyaqzDKPqB/o6lazutm9ij4w8dEmFGnQ8Snv0uURI=&culture=en&target=https://www.intel.com/content/www/us/en/secure/partner/forms/ipa-account-search.html>

We look forward to having you in the program!

This is an auto-generated message. Please DO NOT reply.



Password has been changed

Dear _____

The password for your Intel account recently changed. If you did not change your password, please contact our [support team](#)

Need help?

For technical assistance, or if you feel you have received this message in error, contact our [support team](#).

Once your email address has been verified, create a password for your account.

Joining Intel® Partner Alliance

○ Company Information ○ Confirm Company ○ Finish

We need a few more details to connect you to your company.

Your Company

Company Website

Number of Employees

Profession
Other

What Does Your Company Do?

Provide your company information. If your company is already registered on Intel® Partner Alliance, after you enter the information about your company, the website will show you a list of companies that matches with the data you provided. You just need to select your company to be added as a user!

Joining Intel® Partner Alliance

The screenshot shows the 'Legal Agreement' page for the Intel Partner Alliance. It features a 'Table of Contents' with seven items: 1. Definitions, 2. Program Purpose and Overview, 3. Your Obligations for Membership, 4. Confidential Information, 5. Term, Changes, and Termination, 6. Other Terms, Conditions and Notices, and 7. General Provisions. Below the table of contents is a paragraph explaining that the terms and conditions form a legal agreement between Intel Corporation and its subsidiaries ('Intel'), and the user ('You'). At the bottom of this section are icons for download, print, and email. A blue callout box points to this area, stating: 'Read the Terms and Conditions of the program carefully. You can also print, download or even send it by email.'

The next section of the page contains a dropdown menu with the text: 'You are agreeing to these Terms and Conditions on behalf of a company or other legal entity, You represent and warrant to Intel'. Below this are icons for download, print, and email. A paragraph follows, instructing the user to click 'I ACCEPT' to agree to the terms and conditions, and 'I DO NOT ACCEPT' if they do not. It also states that clicking 'I ACCEPT' represents and warrants to Intel that the user has the legal authority to bind that legal entity to the terms and conditions. Below this text are two buttons: 'I DO NOT ACCEPT' and 'I ACCEPT'. A blue callout box points to the 'I ACCEPT' button, stating: 'Click 'I accept' to confirm you agree with the Terms and Conditions, and finish up by clicking 'Create Account'.'

At the bottom of the page, there is a 'Create Account' button highlighted with a yellow border.

Joining Intel® Partner Alliance

Welcome to Intel® Partner Alliance



Welcome! is now an Intel® Partner Alliance partner.
Start growing your business by taking advantage of program benefits, including:

- Intel customer support with global assistance for all technical, warranty and partner program issues
- Intel® Partner University online training and webinars with industry-leading curriculum
- A vast partner network and marketplace to collaborate on data-centric solutions
- Marketing made easy with customizable materials and sales tools

Log in to <https://www.intel.com/libs/apps/intel/logout.json/deletesecuritytoken?target=https://partner.intel.com/s/post-launch-primary> to view and manage your benefits.

Intel partners have a long history of innovation, and with Intel® Partner Alliance, we'll help you accelerate building solutions for the data centric economy. Together, we can connect, innovate, and grow, making extraordinary opportunities possible.

Visit <https://www.intel.com/content/www/us/en/secure/partner-alliance/help/overview.html> for more help on get

Be sure to read the welcome email, and review your new membership benefits!

Joining Intel® Partner Alliance

The screenshot shows the Intel Partner Alliance website navigation menu. The 'PARTNERS' menu item is highlighted in the top navigation bar. Underneath, the 'Intel® Partner Alliance' sub-menu is expanded and highlighted with a yellow border. It contains the following items: Program Home, About Membership, Get Help, Join the Intel® Partner Alliance, Already a Member? Login, and Submit a Solution. The 'Retail Partner Solutions' sub-menu is also expanded, showing 'Home & Login' and 'Retail Support'. The 'Find Partners' sub-menu is expanded, showing 'Intel® Solutions Marketplace', 'Offerings by Category', 'Offerings by Application', 'Offerings by Industry', 'Partner Directory', 'Partners by Segment', 'Partners by Industry', and 'Partners by Specialty'. Two blue callout boxes provide instructions: the top one says 'Now that you're already registered on Intel® Partner Alliance Program, you can enjoy all website content and program's benefits!', and the bottom one says 'Visit [intel.com](https://www.intel.com) and select 'Partners' from the main menu. Then click 'Program Home' under 'Intel® Partner Alliance'.' Below the navigation menu, the text 'The Benefits of Membership' is displayed, followed by three columns: 'Training and', 'Marketing Resources', and 'Valuable Rewards'.

Managing benefits

The screenshot displays the Intel Partner Alliance user interface. At the top, there is a navigation bar with the Intel logo and links for PRODUCTS, SUPPORT, SOLUTIONS, DEVELOPERS, and PARTNERS. On the right side of the navigation bar, there are icons for user profile, language (USA (ENGLISH)), and a search bar labeled 'Search Intel.com'. Below the navigation bar, the breadcrumb trail shows 'Intel® Partner Alliance' and 'Partner Home'. The main header area is a dark blue banner with the text 'Intel® Partner Alliance' and 'Welcome, Ariel Sipoli'. To the right of the banner, there are three buttons: 'Dashboard →', 'Company profile >', and 'Intel profile >'. Below the banner, the 'Your Benefits' section is centered, with the text 'As an Intel® Partner Alliance member, you have access to exclusive resources and tools to build your business.' and a blue button labeled 'Use your benefits →'. At the bottom of the page, there is a section titled 'Recommended Resources for You' with a 'View all' link on the right.

On the [Intel® Partner Alliance home page](#) you'll find your benefits, recommended resources, and special opportunities.

Managing benefits

The screenshot shows the Intel Partner Alliance website interface. At the top, there is a navigation bar with the Intel logo and menu items: PRODUCTS, SUPPORT, SOLUTIONS, DEVELOPERS, and PARTNERS. On the right side of the navigation bar, there are icons for user profile, language (USA (ENGLISH)), and a search bar labeled 'Search Intel.com'. Below the navigation bar, the main content area is titled 'Partner Home'. A dropdown menu is open under 'Intel® Partner Alliance', listing several options: Partner Home, Manage Benefits (highlighted with a yellow box), View Dashboard, Partner Enablement Resources, About Membership, and Get Help. The main content area features a large blue banner with the text 'Partner Alliance' and a 'Dashboard →' button. Below the banner, there is a section titled 'Your Benefits' with the text: 'As an Intel® Partner Alliance member, you have access to exclusive resources and tools to build your business.' A blue button labeled 'Use your benefits →' (highlighted with a yellow box) is positioned below this text. On the right side of the page, there is a vertical blue button labeled 'Give Feedback'.

intel. partner alliance

PRODUCTS SUPPORT SOLUTIONS DEVELOPERS PARTNERS

USA (ENGLISH) Search Intel.com

Intel® Partner Alliance / Partner Home

Partner Home

Manage Benefits

View Dashboard

Partner Enablement Resources

About Membership

Get Help

Partner Alliance

Dashboard →

Company profile >

Intel profile >

Give Feedback

Your Benefits

As an Intel® Partner Alliance member, you have access to exclusive resources and tools to build your business.

Use your benefits →

To see your company's eligible benefits, select 'Manage Benefits' in the Intel® Partner Alliance top menu.

Managing benefits

The **Manage Benefits** page provides an overview of all your membership benefits⁴ regarding points, rewards, training, Intel® Solutions Marketplace, Intel® Partner Marketing Studio and more.

Manage Benefits
Welcome
Hardware Engineer

Company Profile
My Profile Link

Manage Benefits Partner Messages Quick Links

Manage Benefits

Your snapshot is informed by your benefits as a Gold - Solution Provider, along with your responsibilities as a Partner Admin

Gold and Titanium partner administrators now have the ability to assign the Warranty Requester responsibility to one or more people within their organisation. Partner administrators can protect allowances by assigning warranty request responsibility to specific employees within their organisation. Individuals attempting to initiate a warranty return should coordinate with their partner administrator to be assigned the responsibility.

Points and rewards

Earn points for your purchases of Intel® products and redeem them for rewards.

[Points simulator tool →](#)

- [Earn Points](#)
- [View Account](#)
- [Get help with Points](#)

Training

Gain knowledge and skills with training courses tailored to your career goals.

5 Company credits

- [My Competencies](#)
- [Track my learning](#)

[Give Feedback](#)

Managing benefits

Manage Benefits Partner Messages Quick Links

Intel® Partner Marketing Studio
Access a library of customized marketing assets and tools to promote sales.
[Visit Intel® Partner Marketing Studio ->](#) [Get help with Intel® Partner Marketing Studio](#)

Gold tier support
Create or check the status of a support ticket—you're entitled to 24-hour response time.
24^{HR} Service Level Agreement (SLA)
[Create Support Ticket ->](#)
[New Warranty Return](#)
[View All Support Tickets](#)
[View Warranty Coverage Status](#)
[Intel® Premier Support](#)
[Get help with Portal or program](#)
[Get help with Warranty Return](#)

Account Team

Partner Admin
6765
[Send Email ->](#)

**Hardware Engineer
Partner Admin**
455-324242422
[Send Email ->](#)

[Give Feedback](#)

Get detailed information for each Benefit by clicking the corresponding Quick Links.

Under "Account Team" you can visualize who are your company's admin contacts and the role for each enrolled user.

Managing Your Account Dashboard

The screenshot displays the Intel Partner Alliance dashboard. At the top left, there is a navigation menu with options: Intel® Partner Alliance, Partner Home, Manage Benefits, View Dashboard (highlighted), Partner Enablement Resources, About Membership, Company Profile, and Get Help. The main header area includes a 'Dashboard →' button and links for 'Company Profile' and 'My Profile Link'. Below the header, a section titled 'Account Activity' contains a paragraph of text: 'Partner administrators now have the ability to assign the Warranty Requester responsibility to one or more people within their organisation. Partner administrators can protect allowances by assigning responsibility to specific employees within their organisation. Individuals attempting to initiate a warranty return should coordinate with their partner administrator to be assigned the responsibility.' A disclaimer below this text states: 'The sales and training information on this page are estimates only and based upon available information for the period October 1st, 2020 – September 30th, 2021. If you have questions, please contact your Intel Account Manager or Intel Customer Support.' The main content area features a 'Painel SALES' widget for user 'Bill StPierre', showing 'Total Sales for Account' and 'Total Purchased Units', both with a large red '0'. A 'GIVE FEEDBACK' button is located on the right side of the dashboard.

On the dashboard page you can see more details about your purchases, training activity, and account history, in addition to the status of your membership.

Dashboard

The screenshot shows a dashboard for a 'Hardware Engineer'. It features a navigation bar with 'Dashboard', 'Company Profile', and 'My Profile Link'. A central text block provides information about warranty requester responsibility. Below this are tabs for 'Sales', 'Training', and 'Account Activity'. A 'Manage Membership Profile' button is visible. The main content area is titled 'Painel ACCOUNT ACTIVITY' and includes a 'Give Feedback' button. A 'Company Roles' chart shows progress for 'Employee' and 'Partner Admin' roles.

Dashboard
Welcome
Hardware Engineer

Dashboard →
Company Profile
My Profile Link

Gold and Titanium partner administrators now have the ability to assign the Warranty Requester responsibility to one or more people within their organisation. Partner administrators can protect allowances by assigning the warranty request responsibility to specific employees within their organisation. Individuals attempting to initiate a warranty return should coordinate with their partner administrator to be assigned the responsibility.

Sales Training **Account Activity**

Manage Membership Profile

Painel
ACCOUNT ACTIVITY
A partir de 29/09/2021 05:33 Exibindo como Bill St Pierre

+ Seguir Atualizar

Give Feedback

Company Roles

Entitlement Name	Número de registros
Employee	1
Partner Admin	1

Exibir relatório (Contact with count of entitlements)

Keep track of your company status by clicking on 'Account Activity.' You can also see your company roles and your account's progression towards the next tier.

Partner Enablement

Intel® Partner Alliance / Partner Enablement Resources / Partner Enablement Resources

- Partner Home
- Manage Benefits
- View Dashboard
- Partner Enablement Resources**
- About Membership
- Get Help

Partner Enablement Resources

Dashboard →

Company profile >
Intel profile >

Recommendations for You All Topics Product and Technology

Recommendations for You
Resources specifically curated for you!

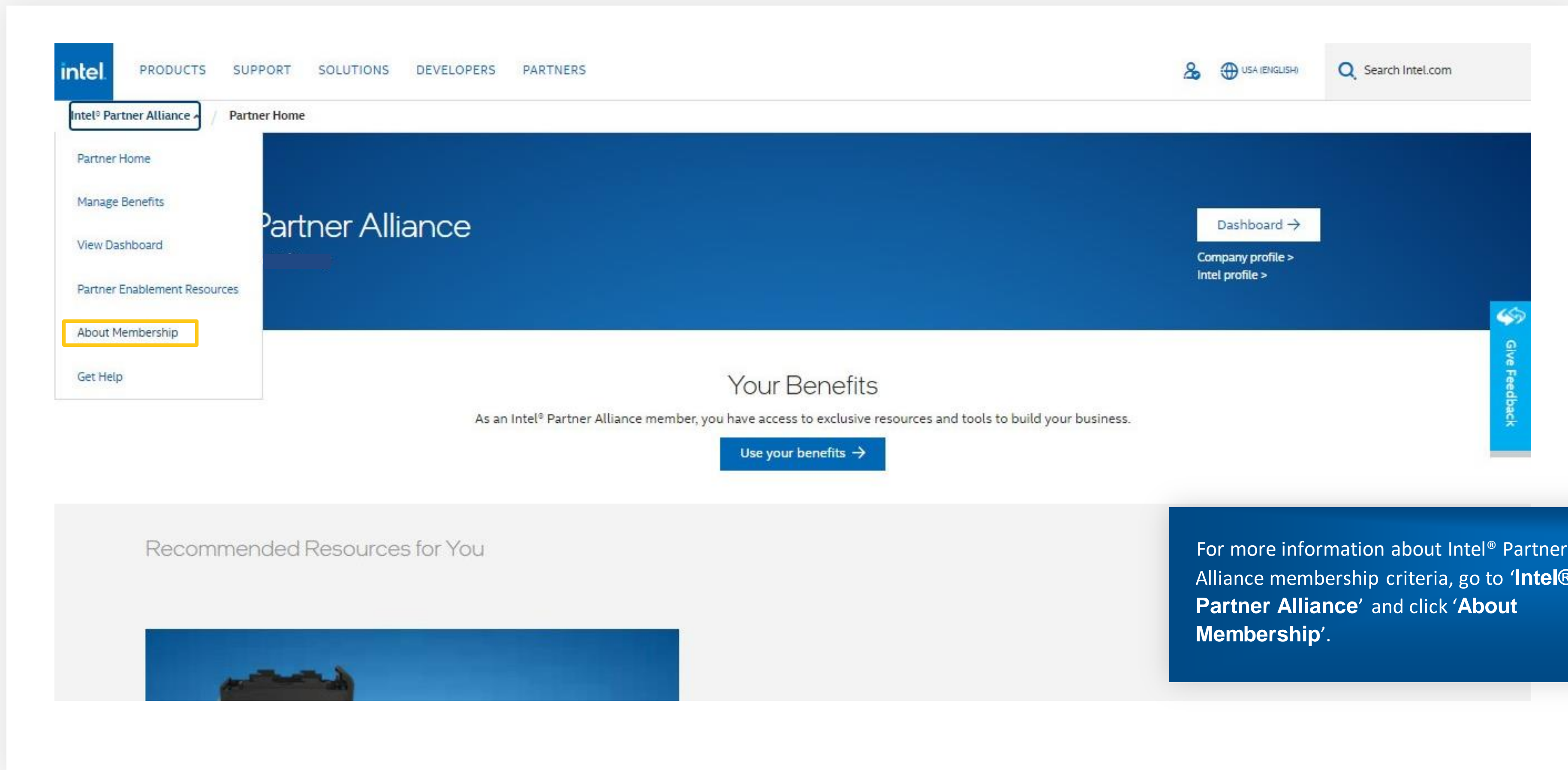
Recommended Resources for You View all

Market Small Yet Mighty Gaming PCs

Give Feedback

[Partner Enablement Resources](#) are tailored to your company!

About Membership



For more information about Intel® Partner Alliance membership criteria, go to 'Intel® Partner Alliance' and click 'About Membership'.

About Membership

About Membership
Welcome, [REDACTED]

Dashboard →
Company profile >
Intel profile >

Benefits Requirements Role Definitions Specialty Benefits

All That the Intel® Partner Alliance Offers You

Membership in the all-new Intel® Partner Alliance gives you more opportunities to build your business than ever before. Explore the program's benefits, requirements, and more.

Membership Benefits

Intel offers tiered levels of benefits, based on your participation—the more you engage with the Intel® Partner Alliance portal, the faster you move up.

	Member	Gold	Titanium
✓ Solution Provider			
✓ OEM			
✓ Manufacturer			
✓ Service Integrator			
✓ Independent Software Vendor (ISV)			
✓ FPGA Design Services			
✓ Cloud and Comms Service Provider (Gold and Titanium Tier Only)			
✓ Distributors (Member Tier Only)			

About Membership is where you'll find all the definitions and details about roles, tier criteria and benefits.

Company Profile

The screenshot shows the Intel Partner Alliance website interface. At the top, there is a dark blue header with the Intel Partner Alliance logo and a welcome message. On the right side of the header, there is a navigation menu with three items: 'Dashboard →', 'Company profile >' (highlighted with a yellow box), and 'Intel profile >'. Below the header, there is a section titled 'Your Benefits' with a sub-header 'As an Intel® Partner Alliance member, you have access to exclusive resources and tools to build your business.' and a blue button labeled 'Use your benefits →'. Below this, there is a section titled 'Recommended Resources for You' featuring a promotional card for 'Market Small Yet Mighty Gaming PCs' with an image of a PC case and a button labeled 'Explore assets'. A blue callout box on the right side of the screenshot contains the text: 'Your company profile can be accessed from the Intel® Partner Alliance website, from the top right corner of the page.'

Company Profile

Company Profile
Welcome
Hardware Engineer

[Dashboard →](#)
[Company Profile](#)
[My Profile Link](#)

[Company Information](#) [Terms and Conditions](#) [Responsibilities](#)

Company Information

Contact Information

Company Name	Physical Address	Website
Role		Business Phone
Solution Provider		

Partner Information

Account Number	Acceptable Domains	Points Opt-In
Grouping		true
NDA #		

Terms and Conditions

Intel Partner Alliance Terms & Condition
Signed Date: 08/02/2021

Responsibilities

You:
Partner Admin [Manage Personnel](#)

Company Personnel

Search by NAME or EMAIL or STATUS Records per page: 5

NAME	EMAIL	RESPONSIBILITY	STATUS
------	-------	----------------	--------

On your Company Profile page, you'll see your company information, your Intel® Partner Alliance Terms and Conditions, and basic user information.

Company Profile

The screenshot displays the 'Company Profile' page with three main tabs: 'Company Information', 'Terms and Conditions', and 'Responsibilities'. The 'Company Information' tab is active and shows fields for 'Account Number', 'Acceptable Domains', 'Points Opt-In' (set to true), 'Grouping', and 'NDA #'. The 'Terms and Conditions' tab shows a document titled 'Intel Partner Alliance Terms & Condition' signed on 08/02/2021. The 'Responsibilities' tab shows the user's role as 'Partner Admin' and a 'Manage Personnel' button. Below this is a search bar for 'Company Personnel' and a table with columns for NAME, EMAIL, RESPONSIBILITY, and STATUS.

To add a new user for your company, scroll down to "Responsibilities and select "Manage Personnel".

Company Profile

Manage Personnel
Welcome
Hardware Engineer

Dashboard →
Company Profile
My Profile Link

Manage Personnel
Assign, remove roles and responsibilities to manage the activities performed by your team members as per the benefits associated with the role and tier of your company

Manage / Invite Team Member
Partner Role/Tier - Solution Provider/Gold

The contact does not exist. Click the "Invite a User" option to extend an invitation

To create the new user, fill in the contact information, and 'click Send Invite' to send a confirmation email.

To **add a new user** for your company, scroll down to "Responsibilities and select "Manage Personnel".

Invite a User

* First Name * Last Name

* Work Email * Country/Region

* Preferred Language

This person will become a member on your company account upon completion of registration process.

Company Profile

Confirm Account Details intel

An individual has been added to your company. Intel® Partner Alliance account by an Intel representative or another contact at

Company Name:
Business ID:
Contact Added: Login ID with e-mail
Relationship (Role): Employee

If you did not approve this update, please [log in](#) to remove the contact.

If you have any questions, please contact us at <https://signin.intel.com/ContactUs?Culture=en-us>

Thank you,
Your Intel® Partner Alliance team

An email will be sent confirming that the new user has been added.

Communication Preference

The screenshot shows the Intel Partner Alliance user dashboard. At the top left is the Intel logo. To its right are navigation links: PRODUCTS, SUPPORT, SOLUTIONS, DEVELOPERS, and PARTNERS. In the top right corner, there is a user profile icon (highlighted with a yellow box), a globe icon with 'USA (ENGLISH)', and a search bar labeled 'Search Intel.com'. Below the navigation, the dashboard is divided into two columns. The left column, 'My Intel Dashboard', contains links for Inbox, Support, Training, Events, Community, Profile, Programs, and Settings, and a 'Sign Out' button. The 'Subscription Preferences' link is highlighted with a yellow box. The right column, 'My Tools', contains links for Intel® Solutions Library, Manage Marketplace Offerings, Manage Leads, and Marketplace Dashboard. Below these columns, a message states: 'As an Intel® Partner Alliance member, you have access to exclusive resources and tools to build your business.' with a 'Use your benefits →' button. At the bottom, there is a section titled 'Recommended Resources for You'.

Each user can manage subscription preferences by clicking on the user icon in the top right corner of the Intel.com main menu and choosing 'Subscription Preferences'.

Communication Preference

You can adjust your subscriptions as needed. We encourage you to stay subscribed to all topics to stay on top of the latest Intel updates and industry trends.

Subscriptions And Preferences

Global Subscriptions Program Subscriptions Email Frequency

Global Subscriptions

By submitting this form, you are confirming you are an adult 18 years or older and you agree to share your personal information with Intel to stay connected to the latest Intel technologies and industry trends by email and telephone. You may unsubscribe at any time. Intel's web sites and communications are subject to our Intel Privacy Notice and Terms of Use.

Tell us which types of program email subscription you want to receive:

	Subscribe	Unsubscribe
Education and Training ?	<input checked="" type="radio"/>	<input type="radio"/>
Events and Trade Shows ?	<input checked="" type="radio"/>	<input type="radio"/>
Industry Solutions ?	<input checked="" type="radio"/>	<input type="radio"/>
Newsletters ?	<input checked="" type="radio"/>	<input type="radio"/>
Offers and Promotions ?	<input checked="" type="radio"/>	<input type="radio"/>
Press Releases ?	<input checked="" type="radio"/>	<input type="radio"/>
Product Updates ?	<input checked="" type="radio"/>	<input type="radio"/>
Surveys ?	<input checked="" type="radio"/>	<input type="radio"/>
Webinars ?	<input checked="" type="radio"/>	<input type="radio"/>

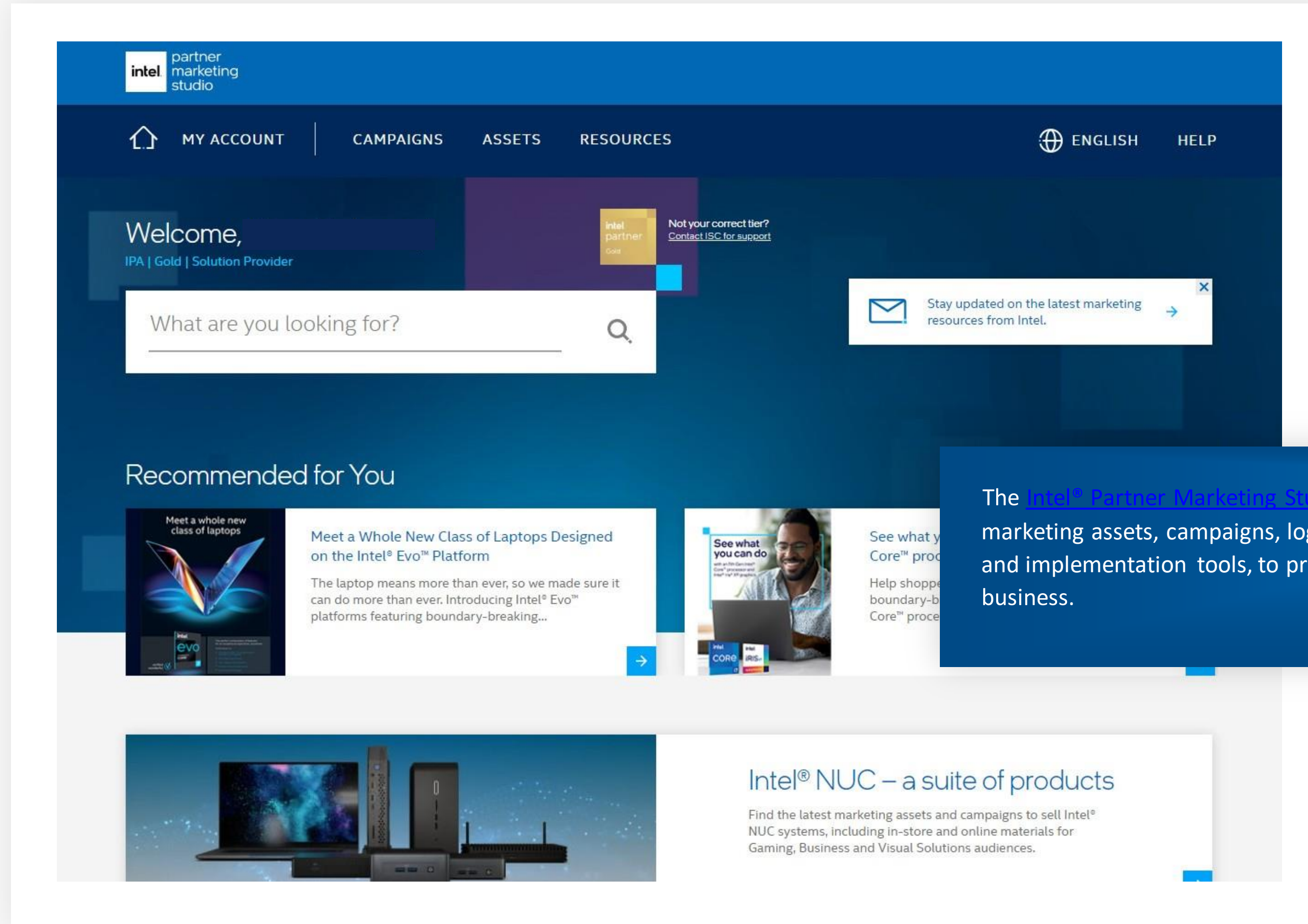
Unsubscribe All

Confirm → Cancel →



partner
marketing
studio

Intel® Partner Marketing Studio Overview



Intel® Partner Marketing Studio Campaigns

intel partner marketing studio

HOME MY ACCOUNT | CAMPAIGNS ASSETS RESOURCES ENGLISH HELP

Campaigns

Find a variety of campaign materials from gaming to small business.

What are you looking for?

Browse by Audience: Consumer, Gaming & Enthusiast, PCs for Business, Servers for Business, Cloud Services

Browse by Device: Laptop/Notebook, Desktop, NUC, Server

Filters: Audience, Device, Product

6 Results per page Sort by Latest

Featured
Laptops. Evolved. Intel® Evo™ laptops are engineered to go anywhere. Without giving up...
Audience: Consumer, PCs for Business
English
MORE DETAILS

Featured
Boundary-Breaking 11th Gen Intel® Core™ Desktop Processors for Small Business
Audience: PCs for Business
English French German +8
MORE DETAILS

Featured
Boundary-Breaking 11th Gen Intel® Core™ Mobile Processors for Small Business
Audience: PCs for Business
English French German +8
MORE DETAILS

Visit the [Campaigns](#) page to find marketing assets that generate awareness and drive business for particular market segments.

Assets

The filters in the Asset Library will help you find campaigns that appeal to specific customers and prospects.

The screenshot shows the Intel Partner Marketing Studio interface. At the top, there's a navigation bar with 'ASSETS' highlighted. Below it, the 'Asset Library' section is visible, featuring a search bar and a 'Filters' sidebar on the left. The sidebar includes filters for Audience, Asset Type, Device, Product, Language, Shopper Journey, and Customizable. The main content area displays a grid of asset cards, each with a 'Featured' badge, a title, audience information, language options, and 'DOWNLOAD' and 'MORE DETAILS' buttons. A dropdown menu for 'Assets Library' is open, showing categories like 'Browse by Audience', 'Browse by Product', and 'Browse by Device'.

Intel® Partner Marketing Studio Resources

intel partner marketing studio

MY ACCOUNT | CAMPAIGNS | ASSETS | RESOURCES

ENGLISH HELP

Intel® Retail Experience Tool (RXT)

An interactive tool that lets salespeople engage and educate shoppers

Preview Download Share

Overview

Designed for in-store sales assistance, the Intel® Retail Experience Tool (RXT) lets salespeople engage and educate shoppers using side-by-side comparisons, technology animations, sell-up videos, and more.

Get Started

- Intel® Retail Experience Tool
For salespeople to engage and educate shoppers →
- IPOS
Educate shoppers at point of purchase →
- Shopper Recommendation Tool
Guide shoppers on their PC selection →
- Intel Copy Finder
Find copy and messaging guidance →
- Intel Solution Showcase
Boost your website with syndicated content →
- Membership Kits
Showcase your partnership with Intel →
- Intel® NUC Mini PC
Find the latest assets and campaigns to sell Intel® NUC systems. →

Eni ai g bne
gxdjtf yr vr
cut tpo eru

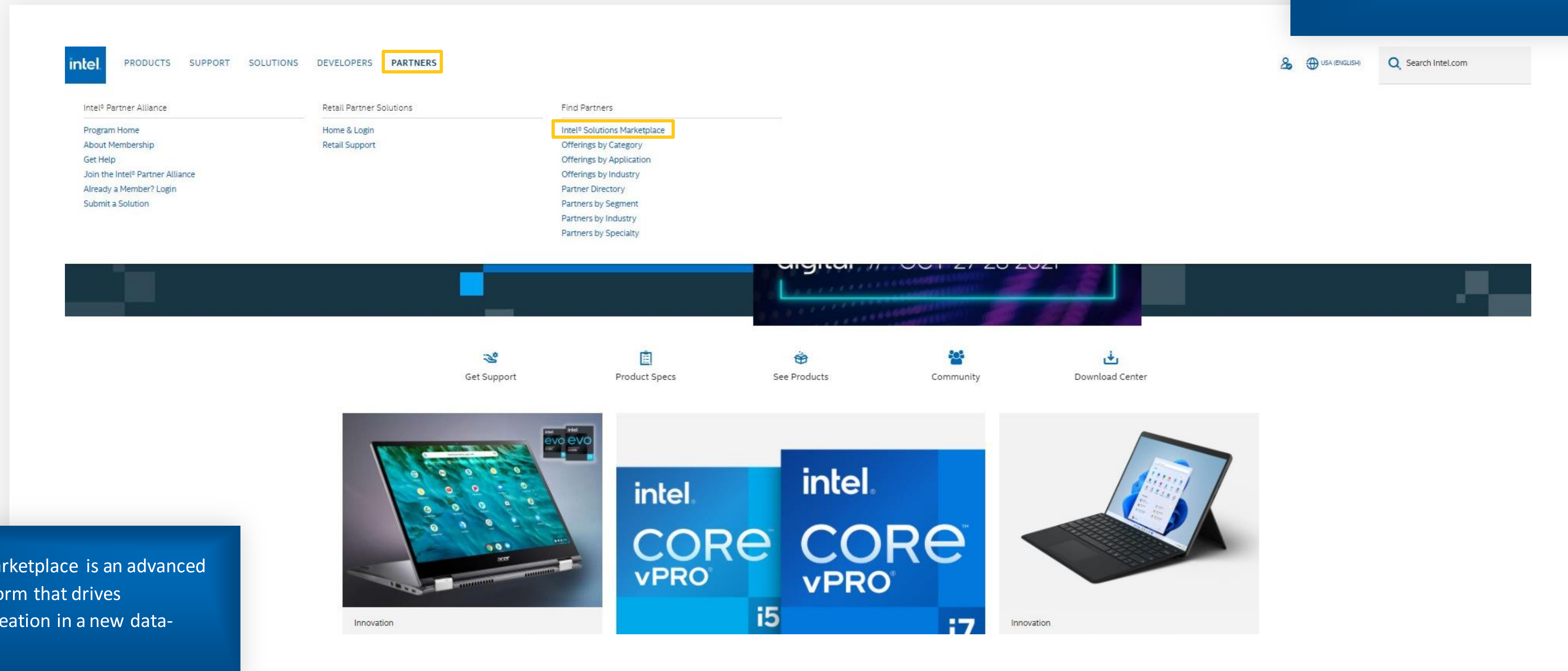
The 'Resources' section offers marketing tools and tips to increase sales.



solutions marketplace

Intel® Solutions Marketplace Overview

From the [intel.com](https://www.intel.com) main menu, click on 'Partners,' and then [Intel® Solutions Marketplace](#).

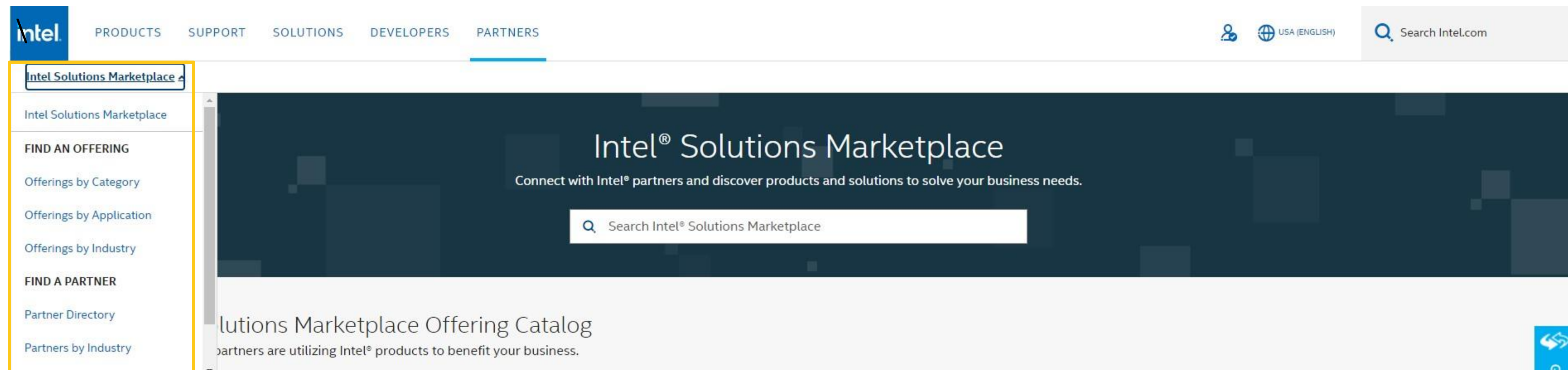


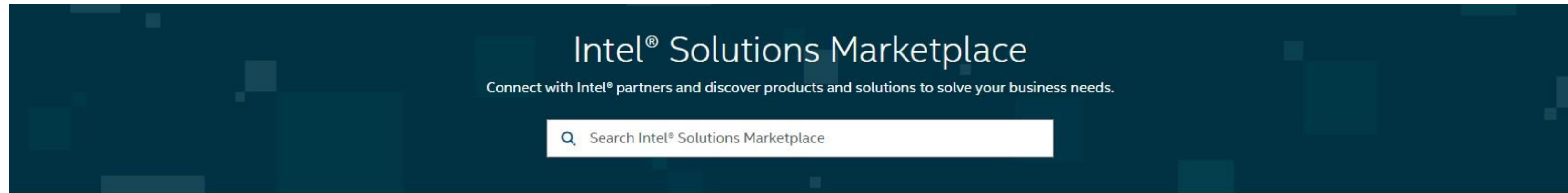
The Intel® Solutions Marketplace is an advanced digital B2B online platform that drives collaboration and co-creation in a new data-centric landscape⁶.

Intel® Solutions Marketplace Overview

On the Intel® Solutions Marketplace home page, you'll find:

- Offerings by category, application or industry.
- A catalog full of products, services, and solutions offered by eligible partners.
- The Partner Directory, listing partner and distributor business details and offerings.





Intel® Solutions Marketplace Offering Catalog

See ways our partners are utilizing Intel® products to benefit your business.

Featured Offerings

[Intel® IoT Market Ready Solutions](#) [Intel® IoT RFP Ready Kits](#) [Intel® Select Solutions](#)

FEATURED	FEATURED	FEATURED	FEATURED
Communications System to Healthcare Mobile Unit Due to its fundamental characteristic, a mobile health unit is able to offer decentralized health care, taking the most distant points to a... by Solution Intel® IoT Market Ready Solutions <input type="checkbox"/> Add To Compare QUICK VIEW +	SecurOS Velox SecurOS™ Velox - Speed limit violations detection system SecurOS Velox is a ready-to-use all-in-one device designed for real-time... by Solution Intel® IoT Market Ready Solutions <input type="checkbox"/> Add To Compare QUICK VIEW +	"Lift and Learn" Interactive Retail Displays for Product Engagement Marketing Perch Engages Shoppers To Interact With Your Products By: Attracting customers to the interactive retail displays with high-impact,... by Solution Intel® IoT Market Ready Solutions <input type="checkbox"/> Add To Compare QUICK VIEW +	Toshiba TCx 800 All-In-One POS and Remote Monitoring In-Store Experience Market Ready Solutions As a unified solution, the TCx™ 800 POS platform can strengthen retail infrastructure even further by pairing it with other Toshiba... by Solution Intel® IoT Market Ready Solutions <input type="checkbox"/> Add To Compare QUICK VIEW +

The Intel® Solutions Marketplace's featured offerings will help you make the most of your partnership.

[View all Intel® IoT Market Ready Solutions](#) →

Overview

The screenshot displays the Intel Solutions Marketplace interface with three main sections:

- Offerings by Category:** Includes icons and labels for Component, Service, Software and IP Cores, Solution, and System. A link "View all offerings by category →" is located to the right.
- Offerings by Application:** Includes labels for Artificial Intelligence, Cloud Computing, Digital Signage, High Performance Computing, and Smart City. A link "View all offerings by application →" is located to the right.
- Offerings by Industry:** Includes labels for Energy and Utilities, Finance and Insurance, Health and Life Sciences, and Manufacturing. A link "View all offerings by industry →" is located to the right.

Regardless of whether or not your role allows you to create posts, Intel® Solutions Marketplace still offers a vast resource where you can connect with industry providers and discover new business offerings.

Partner Directory

Depending on your role, you can upload offerings and create storefronts⁷ that will be visible to enterprise, customers and other partners in the ecosystem. Find the 'Intel® Solutions Marketplace Partner Directory' section, select a category and search for Intel Partners.

The screenshot displays the Intel Solutions Marketplace Partner Directory interface. At the top, it says "Intel® Solutions Marketplace Partner Directory" and "Discover and make valuable connections with Intel® Partners". Below this, there are three main sections: "Partner Directory", "Partners by Industry", and "Partners by Specialty".

Partner Directory (with a link "View partner directory ->")

- Distributor
- FPGA Design Services
- Manufacturer
- Solution, Software, and Service Providers

Partners by Industry (with a link "View all partners by industry ->")

- Education
- Energy and Utilities
- Finance and Insurance
- Health and Life Sciences
- Manufacturing

Partners by Specialty (with a link "View all partners by specialty ->")

- Artificial Intelligence Specialist
- Cloud Data Center Specialist
- Device as a Service Specialist
- Enthusiast PC Specialist
- High Performance Computing Specialist

Partner Directory

All the available offerings in the selected category will be displayed. Use the filter tool on the left to refine your search.

Distributor
Sell Intel® Products directly sourced from Intel as well as devices manufactured by OEMs.

11 Results | By Tiers

Intel® Authorized Distributor

Top tier Distributors for Intel® component products sourced directly from Intel

- Top tier Distributors for Intel® component products sourced directly from Intel
Intel® Authorized Distributor
QUICK VIEW
- Top tier Distributors for Intel® component products sourced directly from Intel
Intel® Authorized Distributor
QUICK VIEW
- Top tier Distributors for Intel® component products sourced directly from Intel
Intel® Authorized Distributor
QUICK VIEW
- Top tier Distributors for Intel® component products sourced directly from Intel
Intel® Authorized Distributor
QUICK VIEW
- Top tier Distributors for Intel® component products sourced directly from Intel
Intel® Authorized Distributor
QUICK VIEW

Partner Information

- Distributor
SELECT ALL | DESELECT ALL
 - Intel Authorized Distributor (IAD) (10)
 - Intel Approved Component Supplier (IACS) (1)
- Country 1
 - USA

Distributor Product

- Distributor Components
SELECT ALL | DESELECT ALL
 - Client Computing (8)
 - Data Center (8)

Partner Directory

PRODUCTS SUPPORT SOLUTIONS DEVELOPERS PARTNERS

USA (ENGLISH) Search Intel.com

olutions Marketplace / Partner Directory / Arrow Electronics Inc

Distributor - Intel Authorized Distributor (IAD)

Overview

Contact Partner

Overview

(NYSE:ARW) guides innovation forward for over 175,000 leading technology manufacturers and service providers. With 2019 sales of \$29 billion, Arrow develops technology solutions that improve business and daily life. Learn more at...
[More](#)

Company Information

Partner Role
Distributor - Intel

Country Coverage
Canada | USA | Puerto Rico

Distribution Products

Distributor Components
Client Computing | Data Center | Storage and Memory | Internet of Things and Embedded | Field Programmable Gate Array
Distributor Systems and Solutions
Data Center | Internet of Things and Embedded

Use the 'Contact Partner' button to make a connection.

Managing your storefront

Microsoft Teams

intel. PRODUCTS SUPPORT SOLUTIONS DEVELOPERS PARTNERS

Intel Solutions Marketplace

Welcome

Manage Storefront Manage Offerings Manage Leads View Dashboard Submit Solutions

Intel® Solutions Marketplace

Connect with Intel® partners and discover products and solutions to solve your business needs.

Search Intel® Solutions Marketplace

Intel® Solutions Marketplace Offering Catalog

See how our partners are utilizing Intel® products to benefit your business.

From the **Intel® Solutions Marketplace** home page, your Partner Administrator can manage⁸ your company's Storefront, Offerings, Leads, and Dashboard.

Managing your storefront

Sales Account Activity **Leads** Offerings & Solutions

Manage Leads

Dashboard
Leads
As of Oct 4, 2021 12:02 PM-Viewing as Michelle Walraven

+ Follow Refresh

New Leads 0 View Report (New Leads Created Report)	Leads awaiting dispositioning 0 View Report (Leads Working Report)	Qualified Leads 0 View Report (Leads Qualified Report)	Leads by Status We can't draw this chart because there is no data. View Report (Leads by Source and Status)
# Offerings Resulted Leads 0 View Report (Leads by Source and Status)	# of Total Leads (YTD) 0 View Report (Leads by Source and Status)	Leads by Source We can't draw this chart because there is no data.	
Leads by Source We can't draw this chart because there is no data.		Leads by Status Details Report We can't draw this chart because there is no data.	

Your **Dashboard** shows your storefront's analytics data. It also lets you manage your leads, offerings, trainings and more.

Managing your storefront

Using the top menu you can go to your Storefront selecting 'Manage Storefront'.

Manufacturer - Gold | Cloud & Comms Service Provider - Member | Solution Provider - Member

You submitted an edit on 17-Aug-2021.

Your edit is under review by Intel.

Your edit requires an update for approval. [Update Now](#)

Overview Component Solution

the European DHL hub Leipzig. From more than 100 locations worldwide we offer Flexible...

Manage Offerings

Lead Gen Settings

Enable lead generation on
Displays a 'Contact' button on your storefront and a 'Request a quote' button on applicable product pages.

Limit lead generation to other Intel partners only on
Only logged-in partners will see the contact button on your storefront and offering pages.

Language Preferences
Selecting 'No Preference' will indicate that you accept communications globally.

1 option selected

From your Storefront, turn on the 'Enable lead generation' and 'Limit lead generation to other Intel partners only' buttons on to start generating leads and ensure that your Storefront will be visible only to registered partners. Click on the pencil icon to verify and edit your Storefront information.

Managing your storefront

Edit company storefront Information

Company Information | Company Description | Company Details | Company Resources | Summary

Company Information

* Required

* Partner Name Enter your preferred Partner Name

Storefront Logo

* Upload your storefront logo below.

Upload Files

Logo must be less than 5 MB.
Images must be png, gif, jpg, or jpeg.
Recommended size: 600 x 800.

* Website

Maximum 255 character limit

Messages about your Storefront

Message History

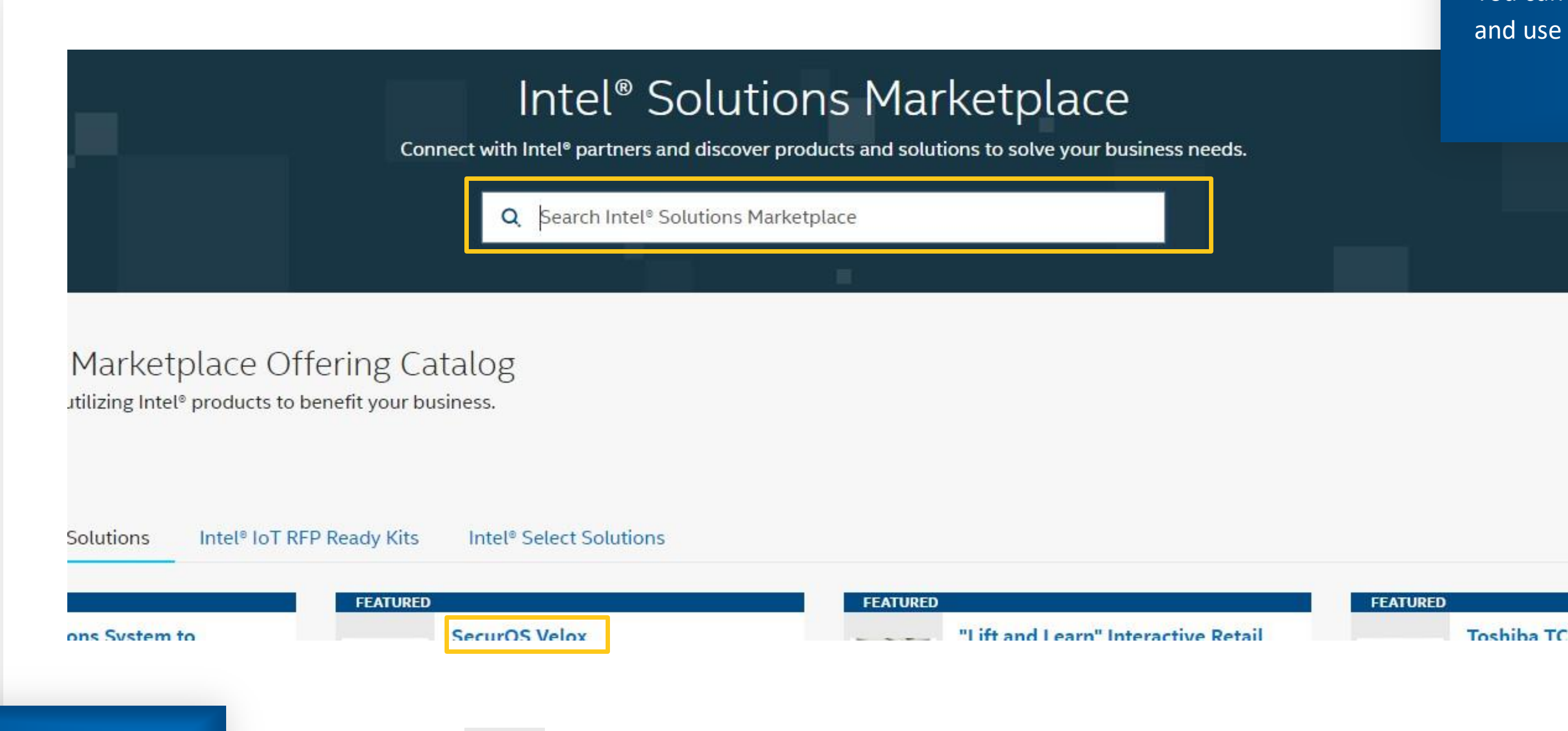
Testing msg
Siva Shakthi Vel Eswaran • 5:26:21 • 2:19 AM

Post a message

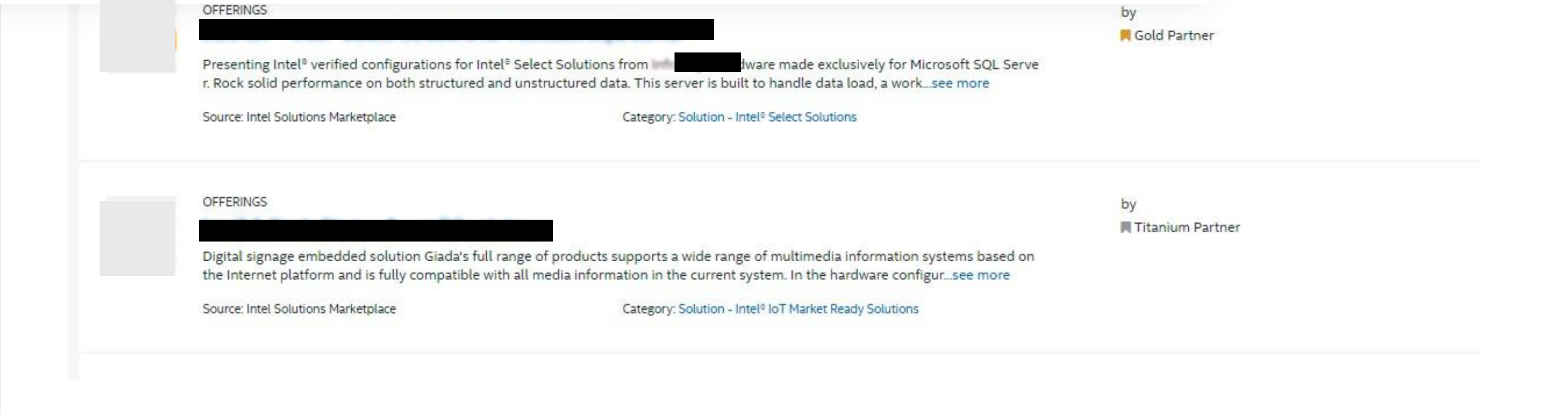
On the edit Storefront page, you can add or change your company details, and even upload your company logo.

Searching the marketplace

You can access the Intel® Solutions Marketplace and use the search tool to find specific offers.




Find and select the offer you are looking for in the result list.



Searching the marketplace

[Redacted] - Intel® Select Solutions for Microsoft SQL Server
By [Redacted] Last Updated: 9/15/21 01:21 AM Add To Compare

Description Marketing Info Resources

 1 of 1

Presenting Intel® verified configurations for Intel® Select Solutions from [Redacted] Hardware made exclusively for Microsoft SQL Server. Rock solid performance on both structured and unstructured data. This server is built to handle data load, a...
[More](#) ▾

Technical Specifications ^

Category: [Solution : Intel® Select Solutions](#)

Contact Partner ▾

[Redacted]

Partner Role
[Original Equipment Manufacturer \(OEM\) - Gold](#)

Regional Coverage
Americas
[Latin America Region](#) | [North America Region](#)
Asia, Pacific, and Japan

Each listing shows detailed product and service information. Click 'Contact Partner' to request a quote or use the checkbox above to compare similar offerings.



partner
marketing
studio



Intel® Partner University

Overview

Intel® Partner University is a hub for all of Intel's partners with the objective to share knowledge, help build expertise, and much more.

The platform offers world-class training for the partners equipping them with the necessary tools to succeed in promoting their intel-based solutions at no costing. The training modules can be accessed anytime, anywhere.

Intel® Partner University Overview

Manage Benefits **Partner Messages** **Quick Links**

Your snapshot is informed by your benefits as a Gold Solution Provider, along with your responsibilities as a Partner Admin.

Gold and Titanium partner administrators now have the ability to assign the Warranty Requester responsibility to one or more people within their organisation. Partner administrators can protect allowances by assigning the warranty request responsibility to specific employees within their organisation. Individuals attempting to initiate a warranty return should coordinate with their partner administrator to be assigned the responsibility.

Points and rewards

Earn points for your purchases of Intel® products and redeem them for rewards.

[Points simulator tool →](#)

- Earn Points
- View Account
- Get help with Points

Company credits

5

Individual training credits

5

[View Courses →](#)

- My Competencies
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Intel® Partner Marketing Studio

Access a library of customizable marketing assets and tools to promote sales.

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Once you log into intel.com and access the 'Manage Benefits' tab, you'll find your training information. Click on [View Courses](#) to see all the available training courses of the Intel® Partner University.

Acquire knowledge and new skills through our content, in addition to training credits that will help you upgrade your membership tier.

Intel® Partner University
Overview

Intel® Partner University

My Home Competencies Training Webinars

Member Since 09/29/21

Recommended Courses

Based on your role and interests, explore the following recommended courses.

[Edit Preferences](#)

Under **My Home** tab, on the Intel® Partner University website, you can check out recommended training, the training courses that have been assigned to you, and the popular courses between your colleagues.

The **Training** tab offers Knowledge from multiple categories so you can stay updated on the latest industry topics and trends. Filter by category, format type, or keywords.

The available format types are:
Webinar, Video, Presentation, Interactive Training, Competency

Competencies

Competencies provide the opportunity to become a certified expert via industry-level training paths. When you complete a Competency and pass the test, you will be offered a digital badge⁹ that can be shared via social media and elsewhere.

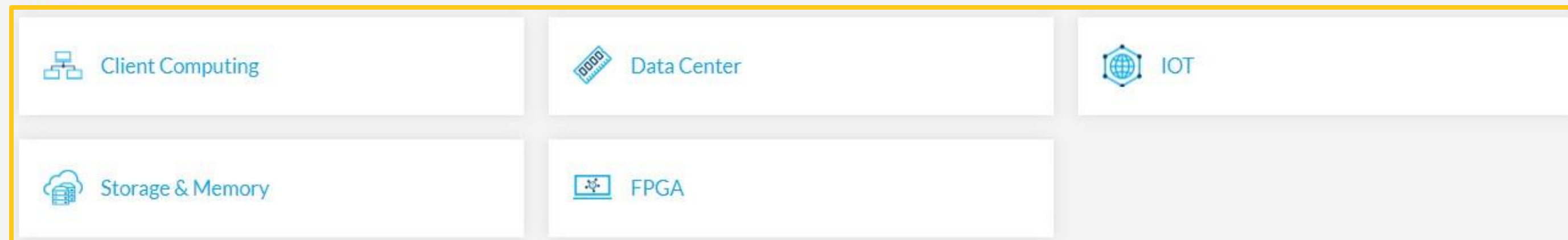


is available only to select tiers of the Partnership program.

Getting Started

Competencies are deeper training curriculums which allow you to build expertise in a product, technology or business segment. Upon successfully completing a Competency and demonstrating your understanding via passing the test, you will be able to claim a digital badge* that you can share via social media. We will keep developing Competencies so even if you don't see anything that interests you right now, please keep coming back and looking for newer Competencies. There are two types of Competencies available to partners. The Intel Partner Solutions Pro Competencies will help business development and salespeople gain the information and insights needed to market and sell the latest products and solutions. Intel Partner Technical Pro Competencies are focused towards those with an engineering/technical role. Each badge is valid for one calendar year after a Competency is completed. The Competency will need to be completed again to maintain the badge.

Find a course by category, or through the keyword search tool.



TIP: Get more from webinars by catching them live. [Register here](#). Don't forget to add them to your calendar.



Webinars

Attending a live webinar provides you with a **high-quality interactive learning experience**, with the opportunity to have your questions answered, on the spot, by experts. There's no limit to how many webinars you can attend.

participate in a high-quality interactive learning experience. You will have the opportunity to ask Intel experts questions as you wish and participate in this valuable training vehicle.

September 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	01 The Next Nor...	02	03	04
05	06	07	08	09 NEW Intel@...	10	11
12	13	14 Intel@ IoT In...	15	16 Intel Unite@...	17	18

Upcoming Live Webinars

LIVE WEBINAR: 5 Tips for Selling and Closing Cybersecurity Business with the...

🕒 Sep 30, 2021 2:00 PM - 3:00 PM

[Add to Calendar](#)

Browse the calendar to see or revisit past webinars.

My learning

My Learning

My Home Competencies Training Webinars **My Learning**

My Learning

In 'My Learning', you'll find a summary of your training activities: courses in progress, completions, training credits, course certificates, and more.

Courses In Progress Completions Badges

Title	Score	Last Visited	Credits	Completions
Intel® Solutions Marketplace: All you need to know about this amazing business tool View Launch		2 days ago		<div style="width: 20%; background-color: #FFC107;"></div>
Benefits of Pairing 10th Generation Intel® Core™ Desktop Processor Family and Intel® 500 Series Chipset View Launch		3 months ago		<div style="width: 20%; background-color: #FFC107;"></div>

Intel® partner alliance points benefit



Intel® Partner Alliance Points Benefit Overview

The Points benefit is a valuable advantage that rewards Intel partners* with points when purchasing a broad range of Intel® and Intel®-based products, attending special events, and participating in other qualifying activities. The earned points can then be redeemed for rewards like discounts, gift cards, and products.

In order to qualify for the Intel® Partner Alliance Points benefit you will need to activate your account and accept the Program's Terms and Conditions. To activate your account visit www.intel.com/partneralliance.

The eligible roles for Points are OEM, Solution Provider, Service Integrator (SI), Independent Software Vendor (ISV) and Cloud Service Provider (CSP – IaaS, SaaS, PaaS). All tiers are eligible to earn points, but only Gold and Titanium member-levels may redeem points. Financial benefits, such as Points, are subject to additional qualifications and may not be available to all partners.

Overview

Manage Benefits
Welcome
Hardware Engineer

Dashboard →
Company Profile
My Profile Link

Manage Benefits Partner Messages Quick Links

Manage Benefits
Your snapshot is informed by your benefits as a Gold - Solution Provider, along with your responsibilities as a Partner Admin.

Gold and Titanium partner administrators now have the ability to assign the Warranty Requester responsibility to one or more people within their organisation. Partner administrators can protect allowances by assigning the warranty request responsibility to specific employees within their organisation. Individuals attempting to initiate a warranty return should coordinate with their partner administrator to be assigned the responsibility.

Points and rewards
Earn points for your purchases of Intel® products and redeem them for rewards.

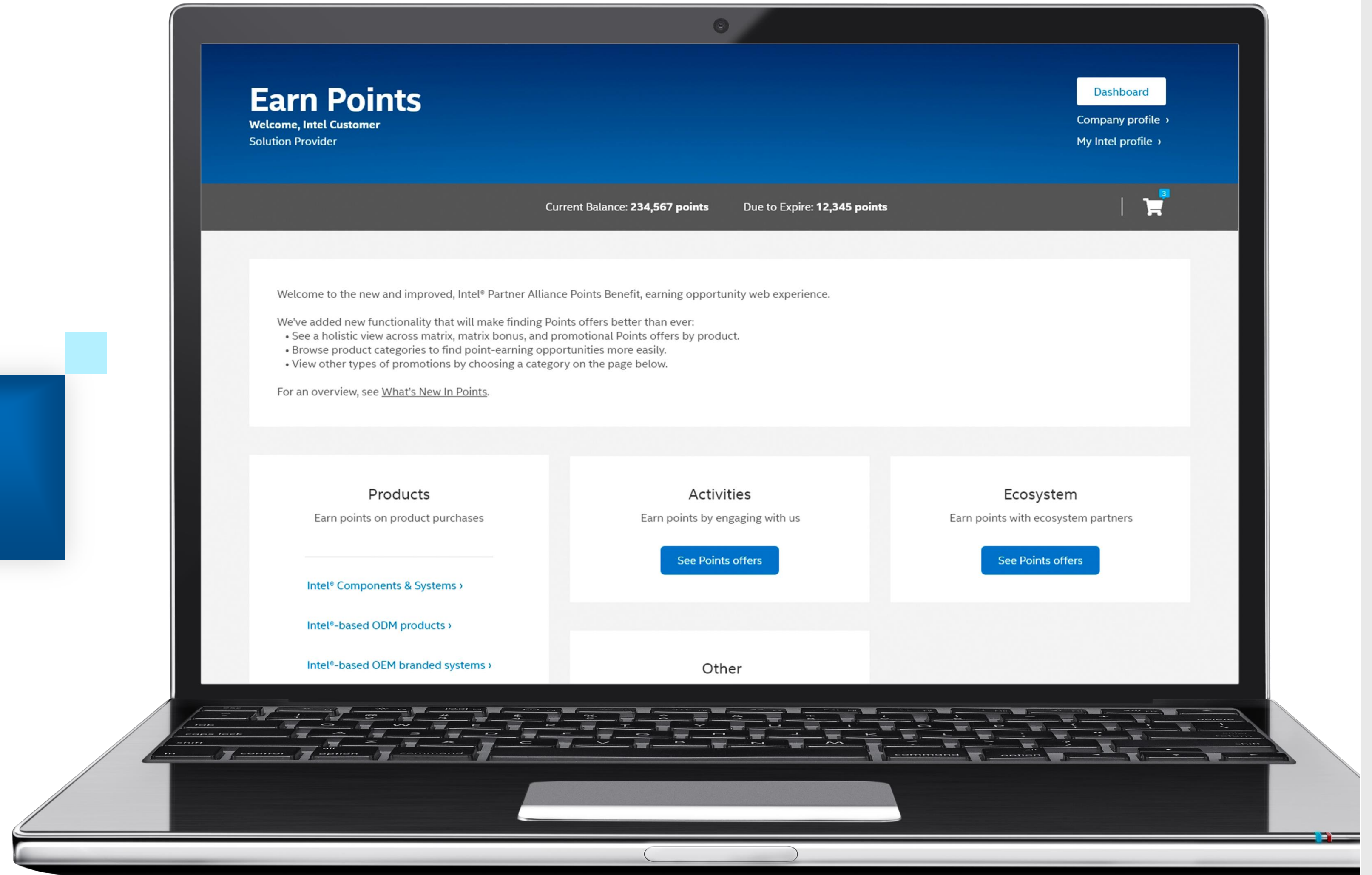
Points simulator tool →

Earn Points
View Account
Get help with Points

Training

Earning Points

It's simple to start enjoying the rewarding experience of the **Points benefit**.
On the "Earn Points" page, you have a **holistic view** across matrix, matrix bonus, and promotional offers.



Earning Points

The screenshot displays a user interface for earning points, organized into four main categories:

- Products:** Earn points on product purchases. It includes a list of product types: Intel® Components & Systems ›, Intel®-based ODM products ›, and Intel®-based OEM branded systems ›. A "See Points offers" button is located at the bottom of this section.
- Activities:** Earn points by engaging with us. A "See Points offers" button is located below the description.
- Ecosystem:** Earn points with ecosystem partners. A "See Points offers" button is located below the description.
- Other:** Other opportunities to earn. A "See Points offers" button is located below the description.

At the bottom of the main content area, there is a link for "All Promotions ›".

Easily find earning opportunities based on how you engage with Intel.

Navigate through the **Products hierarchy** or go straight to **Activities, Ecosystem, or Other** offers.

Earning Points

Your Earning Opportunities / Products

Products Activities Ecosystem Other All Promotions

Intel® Components & Systems Intel®-based ODM Products Intel®-based OEM Branded Systems

Intel® Components & Systems

- Processors ›
- Server Products ›
- Intel® Nuc / Mini PC's / Intel® Whitebook ›
- Ethernet Products ›
- Memory & Storage ›
- Download Intel® Components & Systems Offers ›

Explore point-earning opportunities by **Product** category.

Earning Points

Your Earning Opportunities / Products / Processors / Filter / Intel® Xeon® Gold Processors

Switch funding type view:

Intel® Components & Systems

Intel®-based ODM Products

Intel®-based OEM Branded Systems

This view offers a comprehensive look at the **Total Possible Points** value for each product.

Select individual products to evaluate all Points offers for your **product selection**.

Save this view

Product Description	Matrix Points	Specialty Matrix Bonus Points	Promotion Points	Total Possible Points	Compare All
Intel® Xeon® Gold 5317 Processor	90	18	90	198	<input checked="" type="checkbox"/>
Intel® Xeon® Gold 5320 Processor	150	30	150	330	<input type="checkbox"/>
Intel® Xeon® Gold 6326 Processor	150	30	150	330	<input checked="" type="checkbox"/>
Intel® Xeon® Gold 6330 Processor	150	30	150	330	<input type="checkbox"/>

Save products to easily compare and view later

You have 2 selections

Compare

Clear

Earning Points

Your Earning Opportunities / Products / Processors / Filter / Intel® Xeon® Gold Processors / Intel® Xeon® Gold 6330 Processor

Intel® Xeon® Gold 6330 Processor

Intel Components & Systems

Intel® Xeon® Gold 6330 Processor

Points per unit	150
Start date	2021-07-01
End date	2021-09-30

[Terms and conditions >](#)

Specialty Matrix Bonus Points

Intel® Xeon® Gold 6330 Processor

Points per unit	30
Start date	2021-07-01
End date	2021-09-30

View earning **details at a glance**, including start date, end date, point caps, and links to Terms and Conditions.

3rd Generation Intel® Xeon® Processors >

Intel® Xeon® Gold 6330 Processor

Points per unit	150
Start date	2021-07-01
End date	2021-09-30
Points Cap	500,000

Earning Points

Easily **browse other categories**, including Points promotional offers focused on specific engagements.

The screenshot displays a navigation menu with five main categories, each with a 'See Points offers' button:

- Products**: Earn points by engaging with us. Sub-categories include Intel®-based ODM products and Intel®-based OEM branded systems.
- Activities**: Earn points by engaging with us.
- Ecosystem**: Earn points with ecosystem partners.
- Other**: Other opportunities to earn.
- All Promotions**: A link to view all available promotions.

Find the downloadable Quarterly Points Matrices¹⁰ that offer earning opportunities on products, per category, as well as all the available promotions at the bottom.

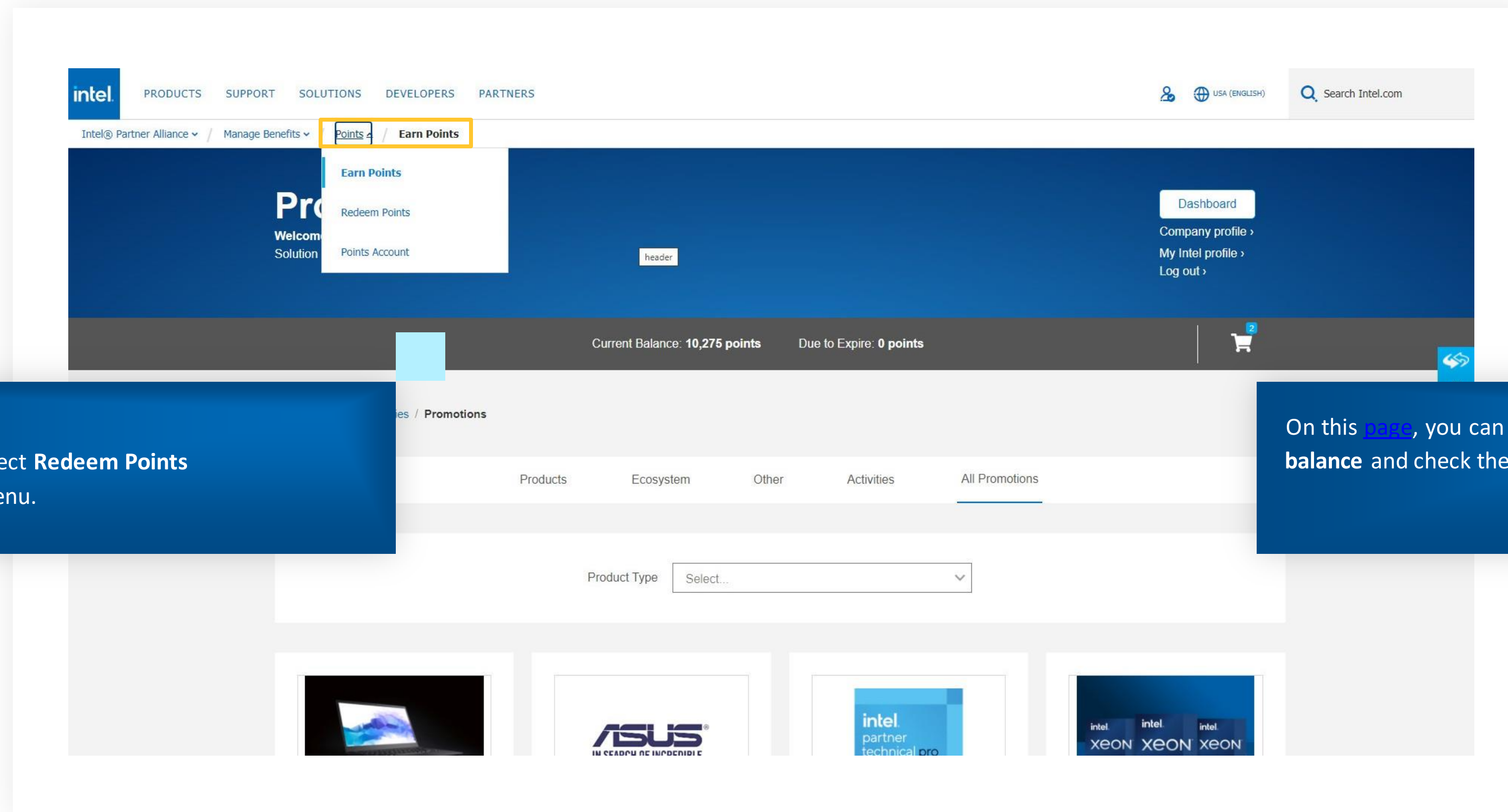
Earning Points

In addition to the standard Points Matrix, you can still earn extra points with new promotions available every quarter.

Take advantage of all opportunities you can to boost your points!

Intel® Partner Alliance Points Benefit redeeming Points

Once you collect points through purchases and other eligible activities with Intel, it's time to select your reward and **enjoy the best part of your Points experience**. Choose from a full catalog of vouchers and coupons that help your business to lifestyle benefits that reward your participation.



Login to the Points website
Login to [your account](#) and select **Redeem Points** from the Points dropdown menu.

On this [page](#), you can see your **current points balance** and check the available rewards.

redeeming Points

The screenshot shows a web interface for redeeming points. At the top, there are three filters: 'Reward Category' with a dropdown menu showing 'Select...', 'Role Category' with a dropdown menu showing 'Select...', and 'Sort By: Default' with a dropdown arrow. Below the filters, there are four reward cards. Each card has a placeholder image, a description: 'Distributor vouchers can be used to buy Intel® and Intel®-based products available from ...', and the text 'Starting at: 560 points'. At the bottom of each card is a 'Select >' button. A blue callout box on the left contains the text: 'We encourage you to redeem points for a **Distributor Voucher**¹¹ and get discounts on upcoming purchases.' A larger blue callout box on the right contains the text: 'Choose your reward Use the filter tools to find your reward, by category and role. Choose a reward and click on **Select** to start your redemption.'

redeeming Points

Redeem Points

Welcome, [Name]
Solution Provider

Dashboard

Company profile ›
My Intel profile ›
Log out ›

Current Balance: 10,275 points Due to Expire: 0 points

2

Choose Version:

Quantity: 1

Limited Availability

560 points

I agree to the Terms and Conditions*

Add to Cart

Description

Distributor vouchers can be used to buy Intel® and Intel®-based products available from [Country]. A voucher can be used for either partial or full payment for any qualifying purchase. So, choose your voucher amount and start saving on Intel® purchases.

redeeming Points

Finalize your order¹³
Confirm the order in your shopping cart and click **Continue**.

The screenshot shows a shopping cart interface with a dark header bar. The header displays 'Current Balance: 10,275 points' and 'Due to Expire: 0 points' on the left, and a shopping cart icon with a '1' notification on the right. Below the header is a notification banner: '50 USD Tech Data Distributor Voucher - removed from your cart' with a close button 'x'. A progress indicator shows three steps: 'Shopping cart' (active, blue circle), 'Complete order', and 'Confirmation'. The main cart area has columns for 'Item', 'Quantity', and 'Points'. One item is visible with a quantity of '1' and '560 points'. Below the item is a 'Remove' link. At the bottom right, the total is 'Total: 560 points' and a blue 'Continue' button is highlighted with a yellow border.

redeeming Points

Next, you'll need to verify shipment and delivery information.

Select the order recipient and email address for e-rewards or mailing address for physical rewards delivered by mail. If your desired email or mailing address isn't available, please contact your Partner Admin, or from available options. Click Continue to review and confirm your order.

The screenshot displays the 'Redeem Points' interface. At the top, it says 'Redeem Points' and 'Welcome, [redacted] Solution Provider'. Below this, it shows 'Current Balance: 9,715 points' and 'Due to Expires: 0 points'. A progress bar indicates three steps: 'Shopping cart', 'Complete order', and 'Confirmation', all of which are marked with checkmarks. The main message reads 'Your order has been placed' and 'You will receive a confirmation email shortly'. A 'Continue shopping' button is visible at the bottom. A 'Log out >' link is located in the top right corner of the interface.

Confirm your order

A confirmation email will be sent to you with the details of the order placed.

Select **Continue shopping** to choose more rewards to redeem, if you want.

If you redeemed for a **Distributor Voucher**, let your Distributor of choice know you have a code to use on your next purchase of Intel® products.

Your points account

Your Points Account provides a broad view of your organization's Points transactions, including earned and redeemed points, and your total point balance by quarter.

The screenshot shows the 'Points Account' dashboard. At the top left, it says 'Points Account' and 'Welcome, [redacted] Solution Provider'. On the top right, there are navigation links: 'Dashboard', 'Company profile >', 'My Intel profile >', and 'Log out >'. Below this is a dark grey bar with 'Current Balance: 9,715 points' and 'Due to Expire: 0 points' on the left, and a shopping cart icon on the right. A white box in the center contains a welcome message: 'Welcome to your new Points Account Statement. The account views here provide a comprehensive outlook of your organization's Points transactions, including purchases that have earned points, redemptions that have used points, and your total point balance by calendar quarter. Choose an account view to see more.' Below this are three buttons: 'Point-Earning Transactions >', 'Redemptions >', and 'Quarterly Points Summary >', which are highlighted with a yellow border.

Your points account

Points Account
Point-Earning Transactions
Welcome, Bill Stpierre
Solution Provider

Dashboard
Company profile ›
My Intel profile ›
Log out ›

Current Balance: 9,715 points Due to Expire: 0 points

Point-Earning Transactions › Redemptions › Quarterly Points Summary ›

Points awarded for each of your qualifying purchases can be found by viewing the transaction history below. Information is listed by quarter based on the quarterly program rules and eligibility. Please remember that it can take up to 90 days for us to receive and process your purchases, so some may not yet be reflected in your current balance. For more details on how your "Current Points Balance" (shown above) is broken down, see your "Quarterly Points Summary."

Earning Quarter: Q3 2021 (Current) Show Caps Account #: 30000005717

Matrix/Promotion Points Awarded

Points awarded for each qualifying purchase can be found by viewing **Point-Earning Transactions**.

Points are listed by ship date), following quarterly program rules and eligibility¹⁴.

Your points account

Points Account Redemptions
Welcome, [Redacted]
Solution Provider

Dashboard
Company profile ›
My Intel profile ›
Log out ›

Current Balance: 9,715 points Due to Expire: 0 points

Point-Earning Transactions › **Redemptions ›** Quarterly Points ›

See below for a list of your redemption transactions for your organization. Click "Vouchers & Coupons" to see your voucher and coupon codes.

Redemptions Select Quarter: Q3 2021 (Current) **Vouchers & Coupons** Account #:30000005717

Order Date	Order ID	Ordered By	Order Total
------------	----------	------------	-------------

The **Redemptions** tab will show all transactions where redemptions have occurred.

Click **Vouchers & Coupons** to see codes and more details about your Distributor Vouchers.

Your points account

Quarterly Points Summary shows how your “Current Balance” is calculated, compiling all points awarded, redeemed, and expiring through the end of each quarter.

Points Account
Quarterly Points Summary
 Welcome, [Redacted]
 Solution Provider

Dashboard
 Company profile ›
 My Intel profile ›
 Log out ›

Current Balance: 9,715 points Due to Expire: 0 points

Point-Earning Transactions › Redemptions › **Quarterly Points Summary ›**

This account view shows your current balance for each quarter, compiling all of your points awarded, points redeemed, and points expiring through the end of each quarter. To view specific transactions and details on points awarded, click on a point value next to “Points Awarded.” Please note that balances for previous quarters may change due to transaction data updates received from receiving sales data.

Q3 2021	Account #:30000005717	Q2 2021	Account #:30000005717	Q1 2021	Account #:30000005717	Q4 2020	Account #:30000005717
Opening Balance	9,715	Opening Balance	9,715	Opening Balance	0	Opening Balance	0
(+) Points Awarded	0	(+) Points Awarded	0	(+) Points Awarded	12,000	(+) Points Awarded	0
(-) Points Redeemed	1,165	(-) Points Redeemed	0	(-) Points Redeemed	1,120	(-) Points Redeemed	0

Please note that balances from previous quarters may change due to transaction data updates.

Select the points value next to “Points Awarded,” for any quarter to see specific transactions for awarded points.

FAQ about points and support

Visit our [Frequently Asked Questions \(FAQ\)](#) to learn about Points, or contact us at: programs@intel.com



Footnotes and Disclaimers

Terms and conditions apply.

Intel and the Intel logo are trademarks of Intel Corporation or its subsidiaries.

¹ Financial benefits such as points or MDF are subject to additional qualification and may not be available to all partners.

² Or competency equivalency demonstrated.

³ **For OEM:** At least 70% or \$750K/\$2M (based on the Titanium tier revenue requirement for your country) of the Intel component products that you purchase from Intel or Authorized suppliers must be integrated by you (or by a 3rd party on Your behalf) into a system product that is sold by you.

For Solution Provider: At least 70% of the Intel based systems or Intel component products that your purchase from Intel or Authorized suppliers must be sold by you to end-user customers.

⁴ The benefits might vary according to your company's role and tier and your contact role.

⁵ Intel® Partner Alliance Terms & Conditions contain a license to use these assets.

⁶ Some functionalities are subject to additional qualification and may not be available to all partners.

⁷ 'Distributor,' 'FPGA Design Services,' 'Manufacturer,' and 'Solution, Software, and Service Providers' can all create a storefront.

⁸ *NOTE: Posting offerings in the Intel® Solutions Marketplace is a requirement for some Gold and Titanium roles.

⁹ The Badges benefit is available only to select tiers of the Intel® Partner Alliance. Program.

¹⁰ The available promotional offers and Points Matrix may vary depending on your tier, role or your company's business segment.

¹¹ Distributor Vouchers are your means to get discounts on purchases with Intel® Authorized Distributors. Eligible roles for Distributor Voucher Redemption are OEM and Solution Provider.

¹² Make sure you have enough points to redeem the quantity and product that you added in the cart.

¹³ First time redemption of points requires the W-9 tax information.

¹⁴ Processing point-earning transactions can take up to 90 days, so some points may not be immediately visible or available.

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