intel. partner
alliance

Intel® Partner Alliance Program Brochure

Version 4.0 | July 2023

Welcome to Intel® Partner Alliance

One Program. Maximum Growth.

Semiconductors are at the heart of digital technology, and we understand their importance in powering the devices and systems that run our businesses and our lives. Our mission is to help you create innovative, cutting-edge solutions that enable digital transformation of businesses across all industries. By continually advancing the technology, we help businesses stay competitive and adapt to the ever-evolving demands of the digital world.

Our industry has never been more important to the world where technology innovations are fueling massive change and opportunities. AI is speeding analysis to improve health outcomes, 5G network transformation is unlocking edge computing data transmissions. IOT is transforming factories and making cities safer. The PC is the essential device for remote work and education requirements and of course for highest performance gaming.

We've worked hard to evolve Intel Partner Alliance, carefully designing each resource, tool, and program element to provide the support our partner ecosystem needs to broaden their reach, bolster their market, and enhance sales regardless of their route to market.

Intel Partner Alliance allows you to:

- Gain power through knowledge by developing your skills with the hundreds of learning modules and assets located on Intel® Partner University

- Collaborate and network with your peers in the technology industry in the Intel® Solutions Marketplace to create simple solutions for complex problems

- Get to market faster with Intel® Partner Marketing Studio, our fully functional, out-of-the-box marketing engine that is entirely optimizable and customizable

- Increase your value with the chance to earn, accrue, and redeem points for Intel purchases, access to events and so much more (available for eligible partners)

By joining Intel Partner Alliance, you will be able to take advantage of our innovative and evolving program. Our program is built in an agnostic ecosystem that allows you to interface with other partners to disrupt emerging markets, increase customer value, and expand your business.

Together, we can work to solve some of the world's toughest challenges to improve our lives, our society, and our businesses.

Innovate and Deliver World-Changing Technology

Intel® Partner Alliance connects you to the tools you need to learn, innovate, and scale your business. Explore our expansive alliance built in an open, agnostic ecosystem of partner exploration and collaboration.

Intel® Partner University

Gain knowledge and expertise through our digital learning experience offering an industry-leading curriculum.
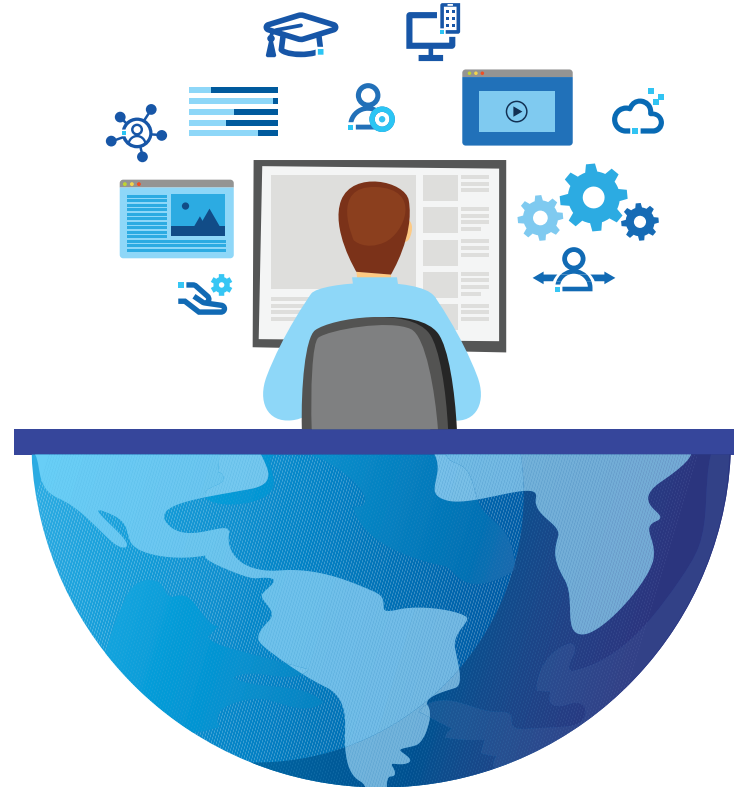
Intel® Solutions Marketplace

Collaborate with peers, showcase your solutions, and connect with other partners in a user-friendly digital environment.

Intel Partner Alliance Points

Collect valuable points and redeem them for gift cards, exclusive experiences, and Intel vouchers (available for eligible partners).

Intel® Partner Marketing Studio

Our robust, centralized marketing engine includes ready-to-use co-marketing assets, comprehensive market campaigns, and detailed playbooks.
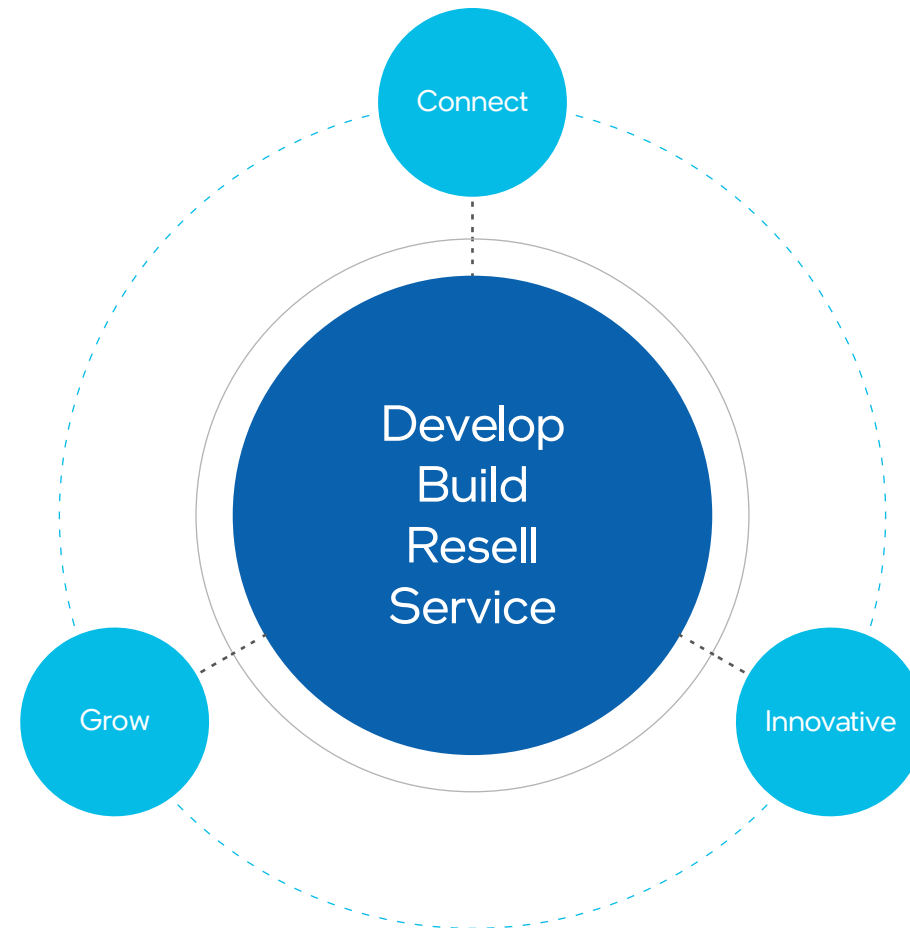
Partner Roles

What's Your POV?

Regardless of your route to market, Intel® Partner Alliance allows you to:

Connect with innovative partners whose offerings meet your business needs

Innovate by leveraging holistic solutions via our digital marketplace

Grow into even greater success by accessing the most cutting-edge trainings and marketing resources

Connect

Develop
Build
Resell
Service

Grow

Innovative

Partner Roles

Original Equipment Manufacturer (OEM)
Primarily designs and brands 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.

Service Integrator (SI)
Primarily architects and implements business process transformation and solution integration for their customers. Service Integrators typically play a consulting role by connecting and integrating software, hardware, and cloud solutions into IT or OT environments.

Solution Provider (SP)
Primarily resells OEM systems and software solutions and are growing their services business. Solution Providers provide technology solutions to consumer, commercial, and government end users, or through their own channel networks, which could include online or storefront retail.

Manufacturer (ODM, CM, HSI)
Builds systems and sub-systems for both compute and IoT. Systems include Motherboard, Sub-systems (L4-10 systems), PCBA, and IoT function devices. Manufacturers provide their products to other partners, like OEMs, in the value chain.

Partner Roles

Distributor

- **Intel® Authorized Distributors** - Top tier Distributors that sell the latest Intel processors, server products and other components sourced directly from Intel. Many also sell devices containing Intel technology, manufactured by Original Equipment Manufacturers (OEMs).

- **Intel® Approved Suppliers** - Sell components with verified authenticity and quality, sourced from Intel authorized sources, or devices containing Intel technology, manufactured by Original Equipment Manufacturers (OEMs).

Cloud & Comms Service Provider

Offers components of cloud computing — typically infrastructure as a service (IaaS), software as a service (SaaS), or platform as a service (PaaS) — to other businesses or consumers.

Independent Software Vendor (ISV)

Develops, sells and supports their own branded and non-branded software products, applications, OT and vertical segments.

FPGA Design Services

Offers engineering services related to Intel® FPGAs, including RTL design, design optimization, IP integration, feasibility studies, testing and verification, and FPGA board design.
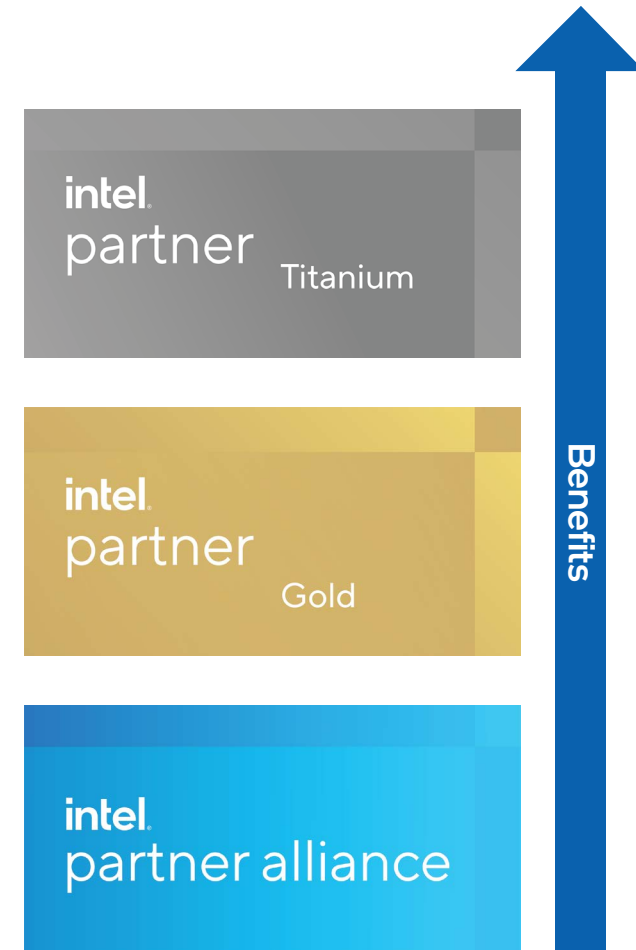
Role Benefits and Requirements

intel. partner alliance

*Benefits vary by role and tier; requirements vary by role, tier, and region.

For more information on the specific benefits and requirements by role and tier, please visit the Intel Partner Alliance website.

Terms and conditions apply.

Partner Badges

Intel® Partner Alliance unifies partners under a single platform to drive maximum growth. With three membership categories offering different benefits*, requirements, and value, our program provides partners with optimal choice and flexibility. Through our digital self-service platform, partners can access a range of business-building opportunities and resources, including advanced training and strategic planning support to enhance customer value.

intel.
partner   Titanium

intel.
partner
               Gold

intel.
partner alliance

Benefits

Role Benefits and Requirements - Member

Member Benefits[1]

- Access to Intel® Partner University – earn and display competency badges
- Access to Intel® Solutions Marketplace
- Customer support
- Access to Intel® Partner Marketing Studio
- Access to Intel® Developer Zone – Standard
- Personalized Intel® Partner Alliance program website
- Point accrual and redemption for eligible products and services

Member Requirements

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

[1]Benefits vary by role and tier; requirements vary by role, tier, and region.

For more information on the specific benefits and requirements by role and tier, please visit the Intel Partner Alliance website.

Terms and conditions apply.

intel.
partner
alliance

Role Benefits and Requirements - Gold

Gold Benefits[1]

- Access to Intel® Partner University – earn and display competency badges
- Access to Intel® Solutions Marketplace, with features including virtual storefront with offering posting, lead routing for your offerings, and a Partner Directory listing
- Customer support – 24 hour SLA
- Access to Intel® Partner Marketing Studio
- Personalized Intel® Partner Alliance program website
- Gold badge
- Higher earning cap Points (only available to certain roles: SPs, OEMs, SIs, ISVs, and CSPs) accrual and redemption

Gold Requirements

One of the following:
- Revenue or solution/project submission requirements
- Training credit requirements
- Approved Solution on Intel Solutions Marketplace

[1]Benefits vary by role and tier; requirements vary by role, tier, and region.

For more information on the specific benefits and requirements by role and tier, please visit the Intel Partner Alliance website.

Terms and conditions apply.

Role Benefits and Requirements - Titanium

Titanium Benefits[1]

- Access to Intel® Partner University – earn and display competency badges and ad hoc pre-launch training/face-to-face training
- Access to Intel® Solutions Marketplace, with features including virtual storefront, promotion of your storefront, offering posting, lead routing and sharing and enhanced matchmaking
- Customer support – 4 hour SLA
- Access to Intel® Partner Marketing Studio
- Access to NDA content such as business & technology disclosures
- Personalized Intel® Partner Alliance program website
- Titanium badge

Titanium Requirements

- Revenue or solution/project submission requirements
- Training credit requirements
- Complete registration and online profile
- Business model verified and compliance with program role
- Program application accepted by Intel
- Annual profile update
- Integration/end user sale requirements (only applicable to certain roles)

[1]Benefits vary by role and tier; requirements vary by role, tier, and region.

For more information on the specific benefits and requirements by role and tier, please visit the Intel Partner Alliance website.
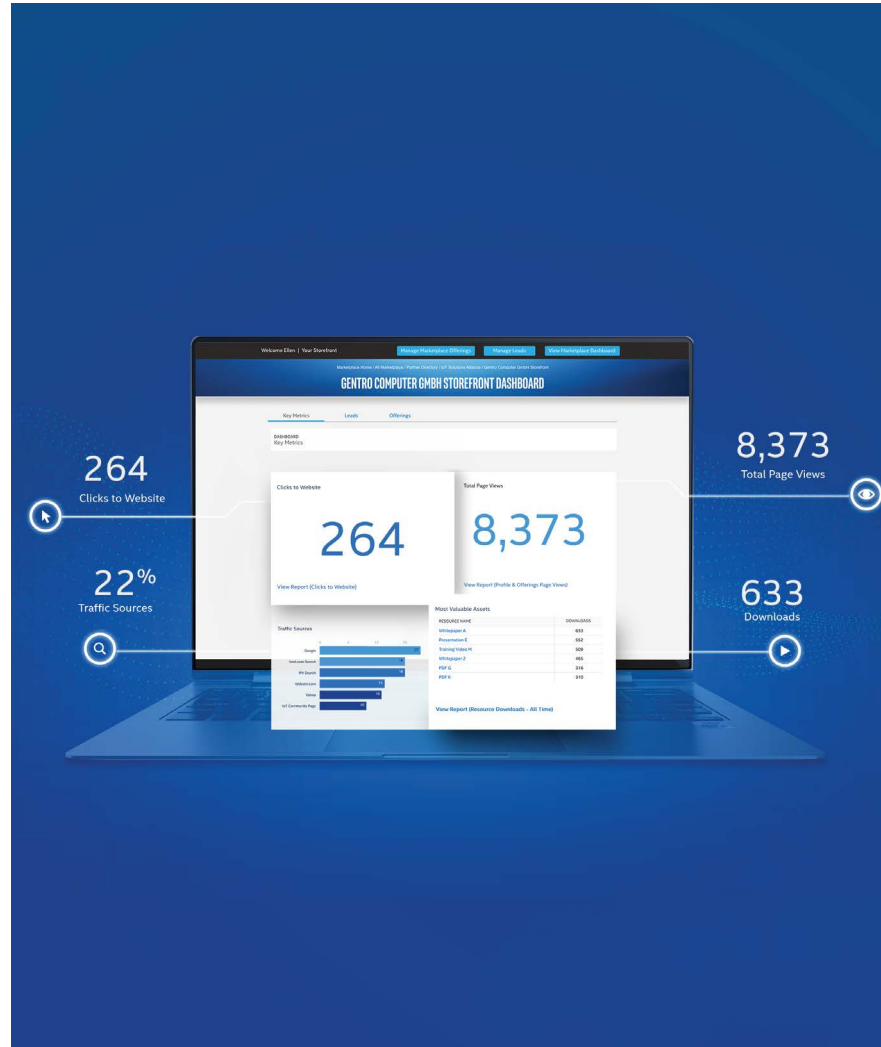
Terms and conditions apply.

intel partner
Titanium

Business Building Opportunities

Business Building Opportunities

intel | solutions marketplace

Intel® Solutions Marketplace enables partners to position their organizations and solutions within a future-focused digital marketplace where they can discover and be discovered by other partners. Collaborate and innovate with influential organizations around the world and leverage matchmaking features to find the right partner with the solution that aligns with your unique use case. Then, showcase and highlight your solutions to end customers on your digital storefront.

Posting partners can also manage their offerings, leads, and networks using a customized command center.

Business Building Opportunities

intel. partner university

Intel® Partner University is a comprehensive digital learning experience featuring an industry-leading curriculum customized to fit the specific needs of partners through personalized learning pathways. The platform is designed to provide multiple learning paths, allowing partners to learn at their own pace.

Partners have exclusive access to Intel Partner University. Here, they can expedite their business growth by keeping up with industry trends and insights, creating more powerful and efficient solutions, and gaining knowledge needed to thrive within today's evolving market.

Partners complete a series of trainings such as on-demand courses and interactive webinars to earn competencies in specialized fields. Upon completing a competency, partners receive a badge to share their deep knowledge and achievement with customers digitally.
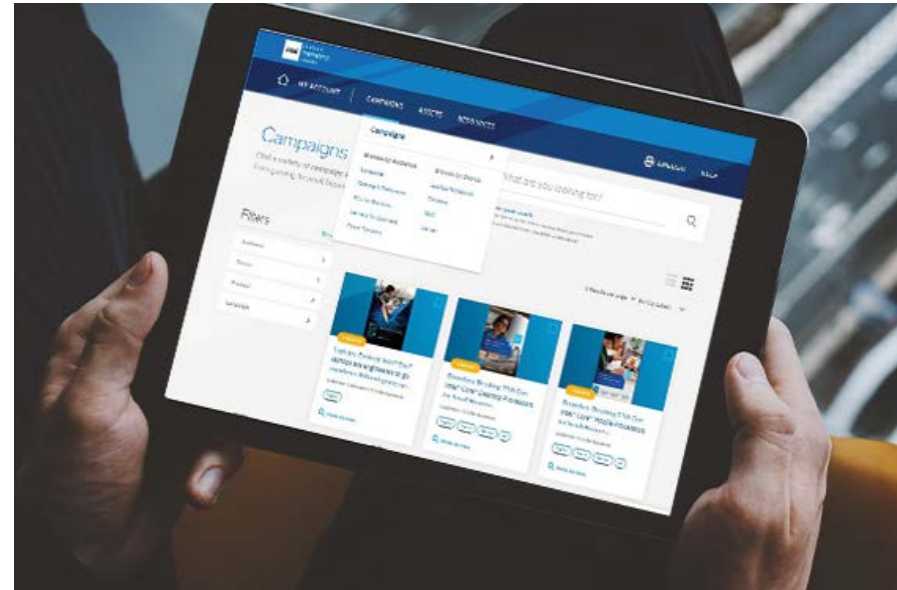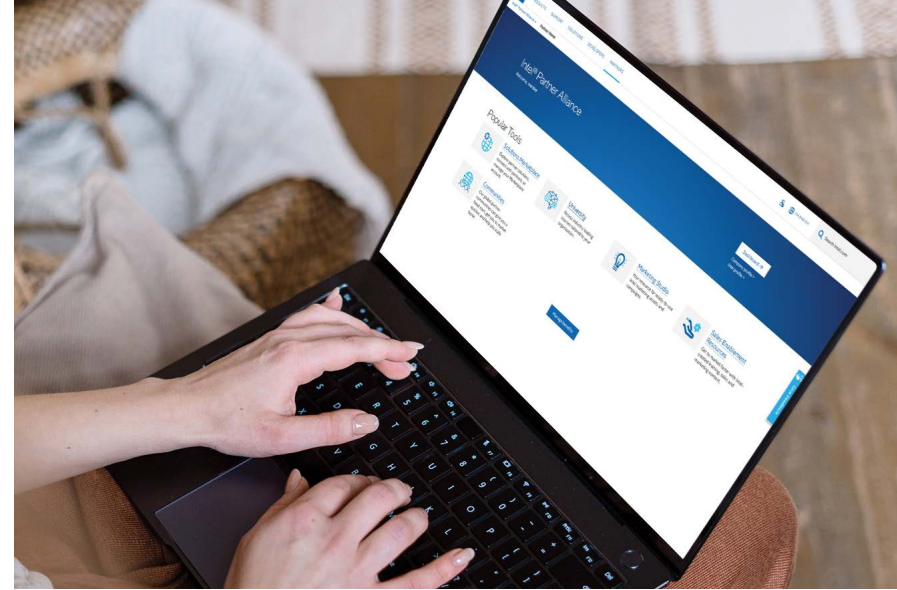
Competencies

Navigation

Business Building Opportunities

Intel® Partner Alliance offers an enhanced digital experience so partners can access top content and information from their personalized dashboard and navigate to different program benefits with a single sign-on. We've infused AI at the core of our digital experience to deliver content to the right people at the right time with curated recommendations based on each specific partner's needs and interests. We're making it quicker and easier to find relevant information, content, and solutions.

Intel® Partner Marketing Studio

Partners can streamline their customer engagement process with the Intel Partner Marketing Studio's customizable marketing tools, resources, and vast content library. This robust marketing engine serves as a centralized hub for assets, campaigns, and in-depth playbooks, enabling partners to accelerate their go-to-market strategies and even access full-scale strategic campaigns. With this comprehensive platform, partners can engage with customers professionally and effectively to get to market faster.
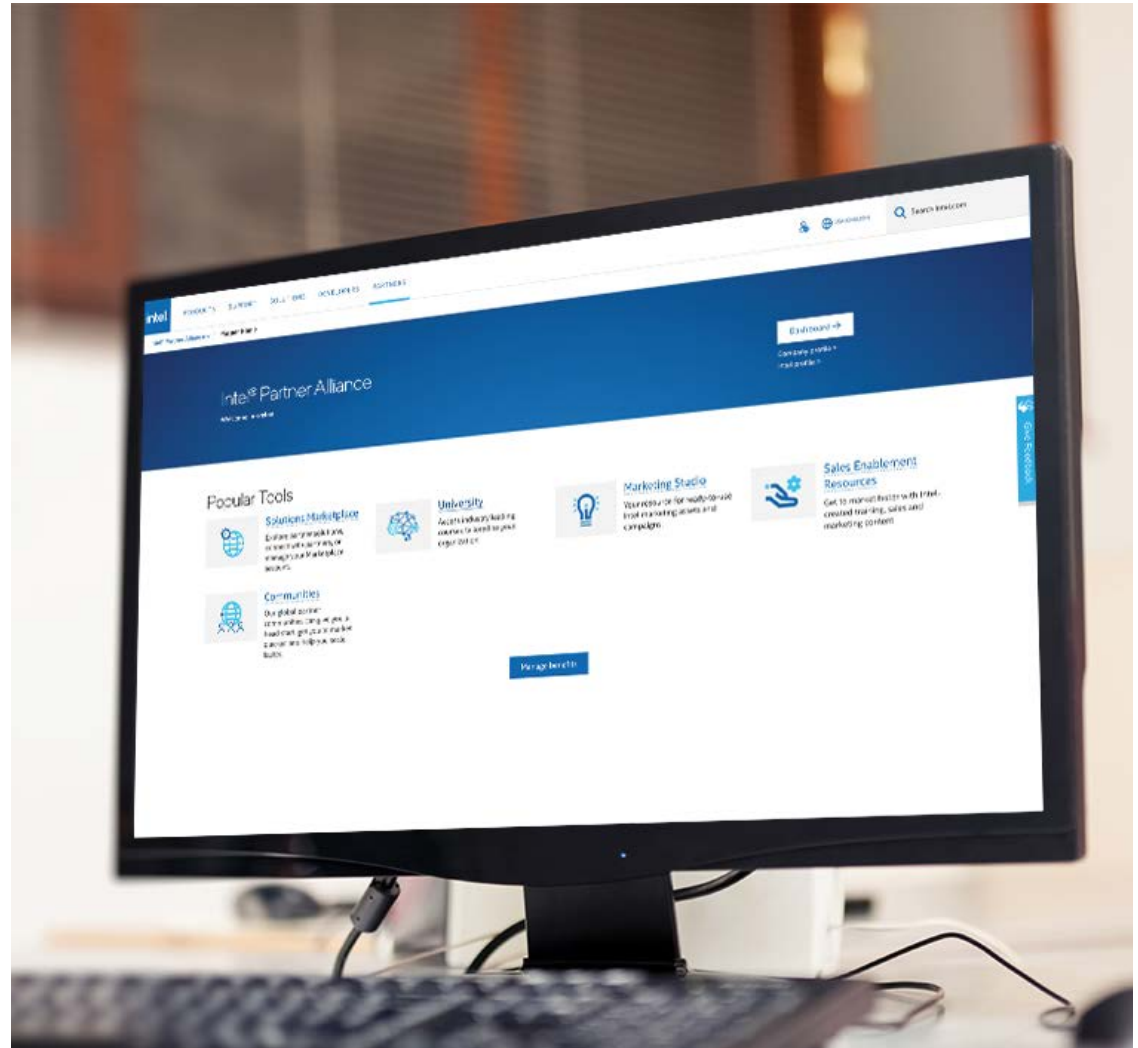
Get Started

For further assistance or questions, please visit the Intel® Partner Alliance webpage or contact Intel Customer Support.

If you are interested in joining the Intel Partner Alliance and aren't yet a member, please visit **www.intel.com/partneralliance** and start investing in your success.

intel ®

partner
alliance