



# Intel® Partner Alliance Program Brochure

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## Welcome to Intel® Partner Alliance

Our purpose at Intel is to develop world changing technology that enriches the lives of every person on earth. That purpose is possible thanks to the solutions and services that each and every one of you, our partners, deliver every day in solving real world challenges for end customers. 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.

Together, we can accomplish truly amazing things when hardware, software, services, and innovation come together to help solve the world's biggest challenges. We've worked hard to build Intel® Partner Alliance, carefully designing each resource, tool, and program element to provide the support our partner ecosystem needs to deliver the innovative, data-centric services and solutions that are enriching our lives.

To help you succeed and grow in this environment, Intel Partner Alliance:

- Supports education and advanced skills development with Intel® Partner University

- Facilitates collaboration to scale solutions in the Intel® Solutions Marketplace
- Extends marketing resources with customizable programs and campaign support
- Provides support, points for Intel purchases, access to events and so much more

In this guide, you can explore all the benefits of our reimagined partner program. By joining Intel Partner Alliance, you'll have access to education, business resources and opportunities to collaborate with one of the world's largest and most diverse partner ecosystems.

We're proud of the solutions built by Intel and our expansive and creative network of partners. Together we can work to solve some of the world's toughest challenges to improve our lives, our society, and our businesses. Opportunity awaits.



Sincerely,

**Eric Thompson**

General Manager, Global Partner Enablement

## Innovate and Deliver World-Changing Technology

Intel® Partner Alliance connects you to world-changing technologies, an expanding partner network and a digital marketplace. Advanced training curriculum and competencies, incentives, tools and support as well as a sophisticated web experience give you the edge in building and selling the most innovative solutions and services.





A woman with long dark hair, wearing a green cable-knit sweater, is leaning over a man with a beard and dark hair, wearing a blue V-neck sweater. They are both looking at a computer monitor in the foreground. The monitor displays a dashboard with various charts, graphs, and data visualizations. The background is a modern office with large windows and a curved ceiling with recessed lighting. There are some blue and yellow geometric shapes overlaid on the image.

# Partner Roles



## Partner Roles



### 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.



### 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.



### 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.



### 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, solid state drives (SSDs), server products and other components sourced directly from Intel.
- **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).



### Independent Software Vendor (ISV)

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



### Cloud Service Provider (CSP – IaaS, SaaS, PaaS)

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.



### 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

\*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.

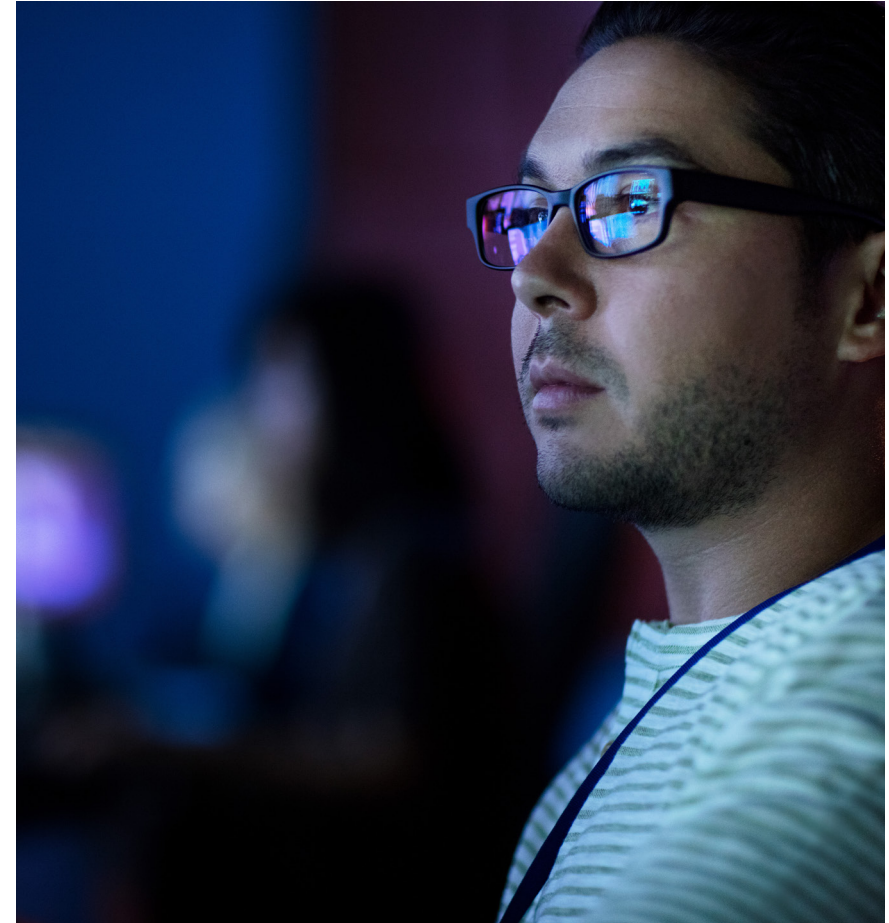
## Role Benefits and Requirements - Member

### Member Benefits

- Access to Intel® Partner University
- Access to Intel® Solutions Marketplace
- Customer support
- Access to Intel® Partner Marketing Studio
- Personalized Intel® Partner Alliance program website

### Member Requirements

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





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## Role Benefits and Requirements - Gold

### Gold Benefits

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

### Gold 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



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## Role Benefits and Requirements - Titanium

### Titanium Benefits

- 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
- Invitation to Intel® Partner Connect event
- Points accrual and redemption *(only available to certain roles: SPs, OEMs, SIs, ISVs, and CSPs)*

### 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)*





## Role Benefits and Requirements - Specialty



### Specialty Benefits

Intel® Partner Alliance offers Specialty benefits to help partners gain a competitive advantage in supplying complete solutions to their new and existing customers. Partners must first meet the requirements for membership status, sales volume and training to qualify.

- [Artificial Intelligence Specialty](#)
- [Cloud Data Center Specialty](#)
- [High Performance Computing \(HPC\) Data Center Specialty](#)
- [Enthusiast PC Specialty](#)
- [Intel® Optane™ Technology Specialty](#)
- [Device as a Service Specialty](#)
- [Managed Services Specialty](#)

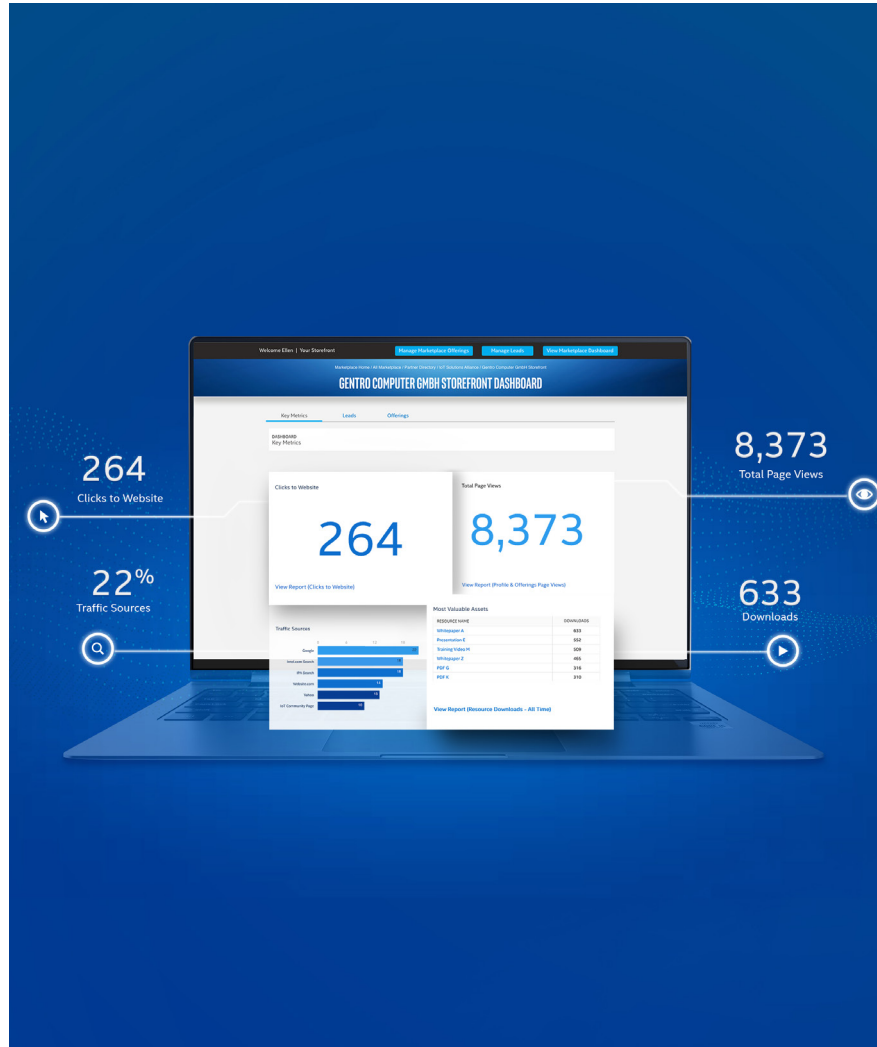


A woman with dark hair tied back, wearing a light-colored patterned top and a blue lanyard, is shown in profile looking upwards. She is standing in front of a large screen that displays a city skyline at night. The screen is divided into two main sections: the left side shows a city skyline with a river, and the right side shows a close-up of a person's face. The overall lighting is dim, with the screen providing the primary light source. Two small blue squares are visible on the top edge of the screen.

# Key Capabilities



## Key Capabilities



## Intel® Solutions Marketplace

With a heightened focus on solutions, [Intel Solutions Marketplace](#) enables partners to network and collaborate with the industry's premier providers, differentiate new product offerings and showcase them to end customers and other partners.

Posting partners can receive and manage leads, monitor business performance from a personal dashboard and advance business through new partner connections and matchmaking.

## Key Capabilities

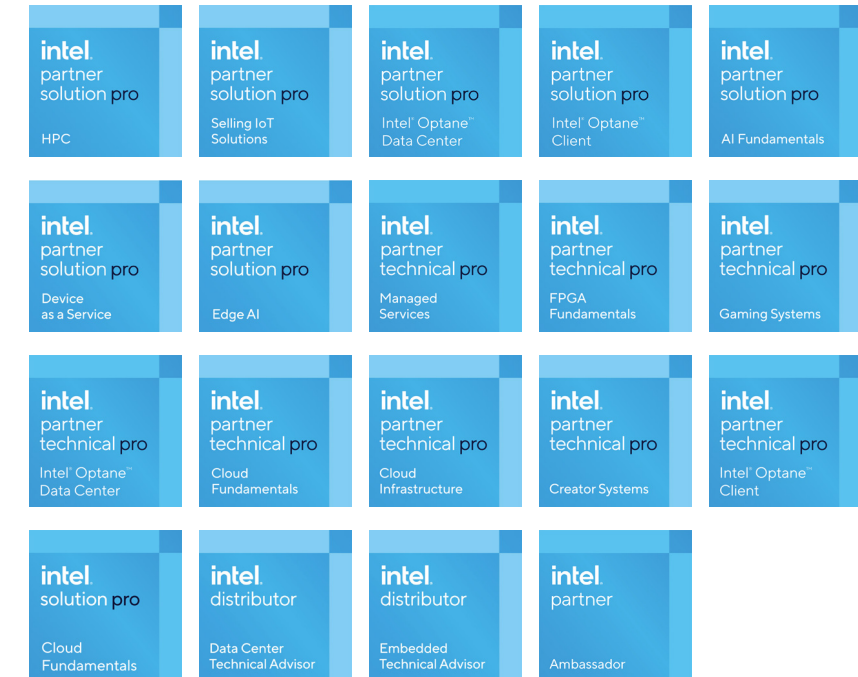
### Intel® Partner University

Accelerating the delivery of innovative data-centric solutions requires knowledgeable partners with subject matter expertise in key advanced technologies.

Intel® Partner Alliance members have exclusive access to the [Intel® Partner University](#), which offers industry-leading curriculum, specialized training paths and personalized training recommendations.

Partners complete a series of trainings to earn competencies in specialized fields. Upon completing a competency, partners receive a badge to share the achievement with customers and enhance business with their “Pro” status.

### Competencies



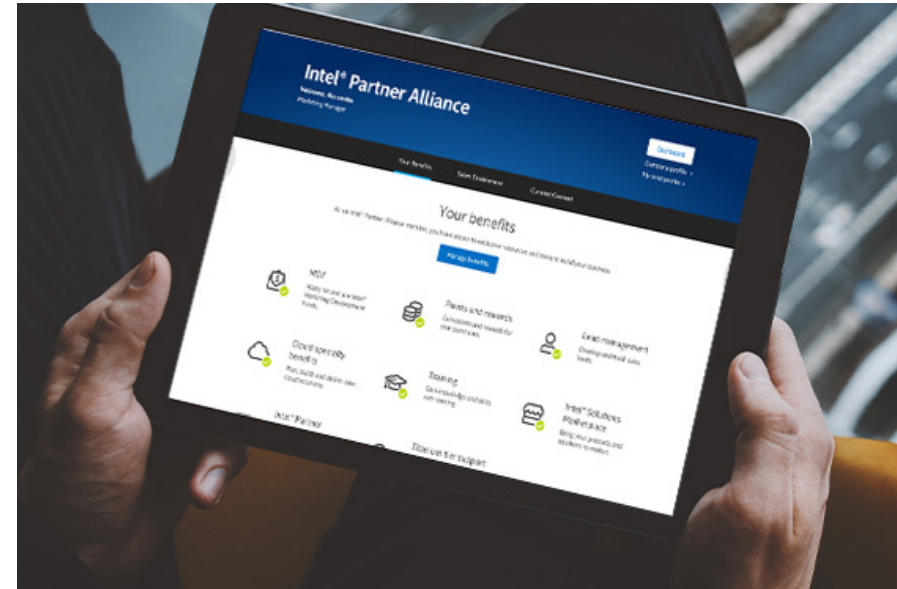
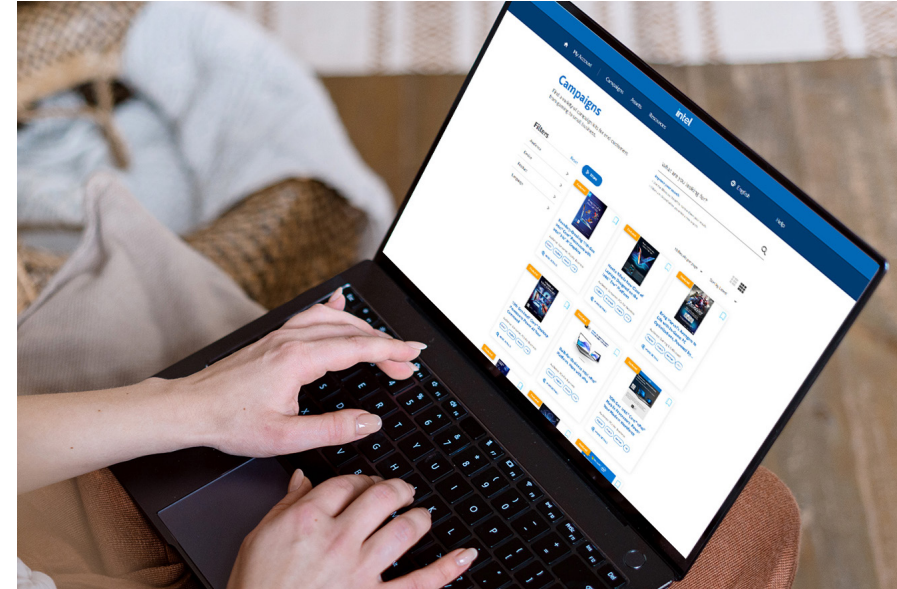
## Key Capabilities

### Intel® Partner Marketing Studio

Partners access professional, customizable marketing tools and resources, as well as a rich library of content to make connecting with customers easier, in the [Intel® Partner Marketing Studio](#).

### Intel® Partner Portal

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 content recommendations based on each specific partner's needs and interests. We're making it quicker and easier to find relevant information, content, and solutions.





# Get Started



## Get Started

Welcome

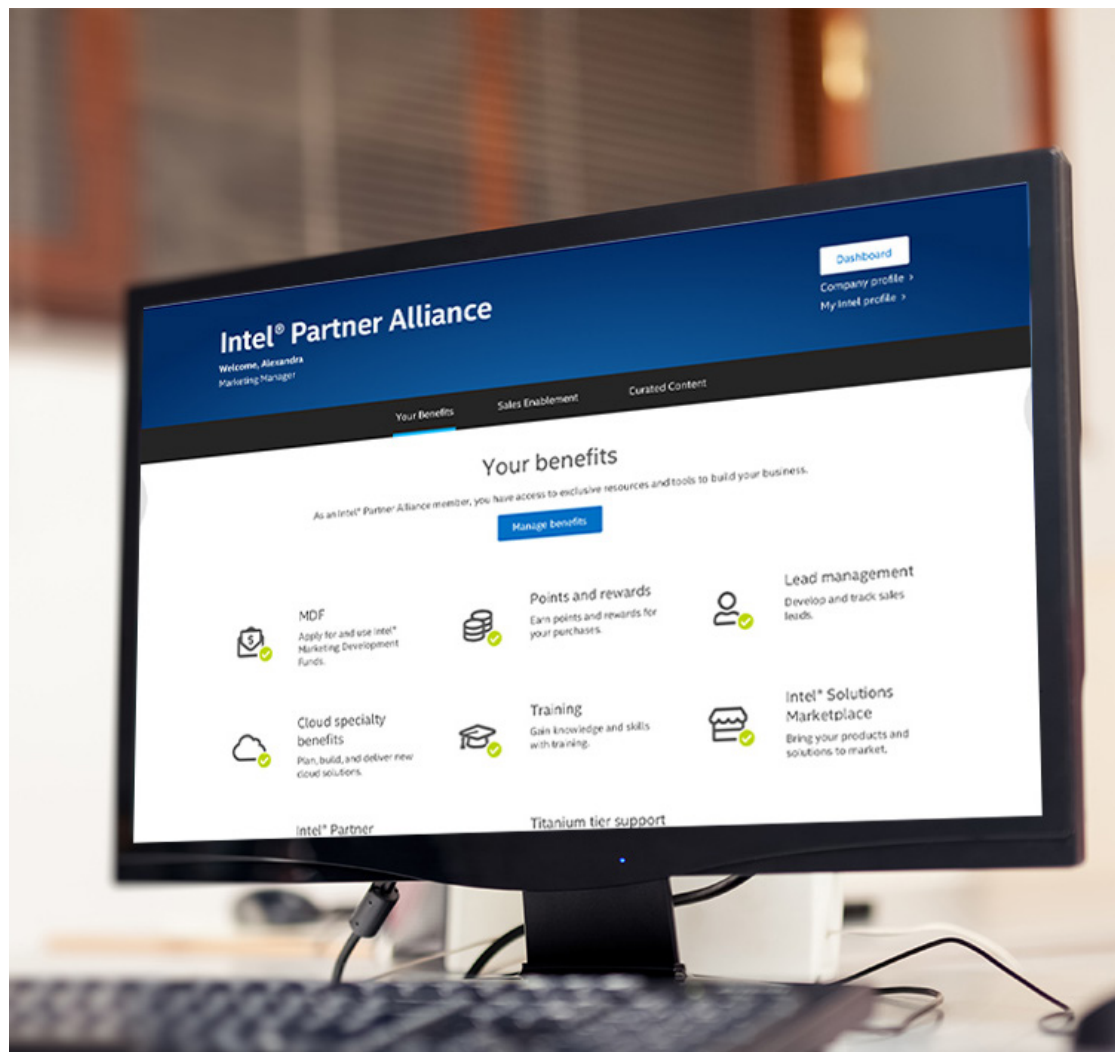
Program Overview

Partner Roles

Role Benefits and  
Requirements

Key Capabilities

Get Started



For additional support or questions, please visit the [Intel® Partner Alliance](#) webpage, or contact [Intel Customer Support](#).

If you are not part of Intel Partner Alliance and would like to join, please visit [LINK] for more information.



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