



## Esri Partner Network Policies

These policies apply to Esri Partner Network (EPN) Partners in the Startup, Bronze, Silver, Gold and Platinum programs. These policies are subject to change with a 30-day notice, at Esri's discretion. Please refer to the online [Esri Partner Community](#) (online community) for the most current version of this document.

### Eligibility

To be eligible to apply for participation in the Esri Partner Network, a company must:

- Be a valid business
- Have a valid website
- Have a physical address where the business operates
- Demonstrate a commitment to help further develop and support the ArcGIS platform
- Support the Esri user community at large

Additional requirements may apply for specific programs.

### Standard EPN Benefits

All partners in good standing receive benefits that provide points of contact, technical enablement, promotion of our partnership, marketing and engagement with existing and potential customers, and a persistent connection to Esri and our partner community.

#### Points of Contact

Esri offers a central support function through the Esri Partner Resource Center. Partners may submit questions and requests using the Cases tab in the online community or by email to: [partnerresourcecenter@esri.com](mailto:partnerresourcecenter@esri.com).

Other experts are available to support partners, such as a training consultant or support analyst. Technical issues should be directed to [Esri Technical Support](#) or the local Esri Distributor.

#### Technical Enablement

##### ArcGIS Software Benefits

In order to explore the ArcGIS Platform, partners receive a complimentary [Standard Partner Package](#). The package helps jumpstart partners and is refreshed regularly, allowing continued access to Esri's latest technology.

Partners may also purchase a variety of software licenses and subscriptions, some partner discounts available. See details below in *Understanding Partner Software Uses*. Additional software benefits may be available for specific programs.

### Early Adopter Community

Partners may be invited to participate in the Early Adopter Community for Esri products. Partners that want to participate must complete the applicable applications and accept the terms for participation. Examples of benefits include:

- Access to Esri's Release Candidate, technology in advance of the final release
- Access to public and private beta communities
- Ability to contact technical support for questions on prerelease software

### Training

Esri enables partner success by offering a variety of training. The [Esri Training](#) site has resources for everyone in an organization to deepen their knowledge of ArcGIS and learn tips and techniques, anytime from any location.

Partners have unlimited organization-wide access to complimentary self-paced [e-Learning](#), administered through [My Esri](#). E-learning helps keep partners up to date with the latest Esri apps, tools, and best practices.

Partners receive a ten (10) percent discount on regularly scheduled [instructor-led courses](#) held at an Esri Training Location or Online Classroom. These courses are offered by Esri Training Services in the United States. See details below in *Training Discount Use*. Partners interested in Esri instructor-led courses outside the United States should contact their Esri Distributor for training options available locally.

### **Promotion of our Partnership**

#### Additional Offices

Partners that have multiple locations in the same country may find it beneficial to centralize their partner relationship through a primary partner location. More details below in *Additional Offices Locations*.

#### Branding and Emblems

Partners have access to Esri Partner Network program emblems, as well as the Powered by Esri and the Esri Web Link Logo, to use for marketing purposes. Other resources available for promoting our partnership include:

- Specialty emblems
- Trademarks
- Product names
- Attributions
- Use of the Esri tagline, *The Science Of Where*<sup>®</sup>
- Use of Esri presentation icons
- Videos and recordings

Partners must adhere to [Esri Brand Partner Usage Guide](#) and Esri Trademark and Logo Guidelines. Emblems and guidelines are available for download from the [online community](#).

### Esri Partner Directory

Esri promotes our partner relationships to potential and existing customers through the [Esri Partner Directory](#) (directory) on Esri.com. The directory is an online venue for partners to market Esri technology-based solutions, services, or content. Other directory viewers include fellow partners, Esri Distributors and Esri staff. Information in the directory is submitted and managed by the partner in the online community.

### Esri Partner Network Plaque

The EPN Welcome Kit includes a plaque promoting how partners amplify *The Science of Where*<sup>®</sup>. Additional plaques are available for purchase.

### Press Releases

Press Releases (PRs) offer a pathway for prospective customers to learn about your solutions, services, and partnership with Esri. Partners are encouraged to share PRs with Esri to keep us informed on your successes.

- PRs that highlight Esri, the ArcGIS platform, and other Esri products or services must be submitted for review. Guidelines are in the online community.
- Links to published PRs provided to Esri may also be shared with other media sources.

## **Marketing and Engagement with Potential or Existing Customers**

### Advertising Discount

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

Discount available for each program is:

- Startup – ten percent (10%)
- Bronze – ten percent (10%)
- Silver – ten percent (10%)
- Gold – fifteen percent (15%)
- Platinum – twenty percent (20%)

### ArcGIS Marketplace Provider Opportunity

Partners are eligible to apply to become a provider on the [ArcGIS Marketplace](#), which reaches the global community of ArcGIS Online users. Participation is subject

to review and approval. Refer to the ArcGIS Marketplace policies for program details and fees, which can be found in the Campaigns tab in the online community.

### Exhibitor Opportunities

Partners are eligible to exhibit at the Esri User Conference, Esri Partner Conference, and other Esri events. Partners exhibiting at these events must promote their partner relationship with Esri, the ArcGIS Platform, and their related solutions, services, content, or other related offerings. More details below in *Exhibiting at Esri Conferences*.

### Specialty Designations

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

## **Connection to Esri and our Partner Community**

### Community Chatter

Networking is a critical success factor for partners. Staying connected with Esri and engaging with other partners is key. The online community features Community Chatter (Chatter), a worldwide, private, trusted professional environment to communicate and collaborate with partner peers, Esri, and Esri Distributors. View and participate via the live stream in the online community. Or view daily or weekly digests. More details below on *Using Community Chatter*.

### Esri User Conference

Partners are encouraged to attend, sponsor and exhibit at the Esri User Conference, where the global user community gathers to be inspired and learn how GIS is making a difference around the world. Partners receive a discount on up to three (3) registrations. Information on discounts is posted on [esri.com/events](http://esri.com/events) prior to each year's conference.

### Esri Partner Conference and Other Partner Gatherings

Esri offers a variety of partner exclusive events. Attendance at the Esri Partner Conference (EPC) is highly recommended. This once a year event is where partners, Esri distributors, and Esri business and technical leadership gather to exchange insights on the latest Esri strategies and related business opportunities. Registration information and sponsor/exhibitor opportunities are posted on [esri.com/events](http://esri.com/events) prior to each year's conference.

Other partner only events may be found locally in regional or distributor offices, or in conjunction with other Esri conferences.

### Esri Partner Community (Online Community)

This [online community](#) is a secure website exclusively for partner employees. It includes the latest partnering news, profiles of Esri and partner staff and information on ordering software. The online community is the repository for discovering all Program Resources.

Information provided by the partner through the online community is accessible by partners, Esri and Esri Distributors. More details below in *Using the Online Community*.

### Program Resources

Partners are invited to attend a partner orientation webcast to learn about Program Resources. A wide variety of materials are available in the online community. From policies and guidelines to videos, conference session recordings and more, these program resources help keep partners up to date on Esri technology and EPN program details.

## **Standard Program Expectations**

### **Good Standing**

Partners must remain in good standing throughout the term of the business relationship. Partners are in good standing if they:

- Have a valid Esri Partner Network Agreement.
- Meet the terms and conditions of the Esri Partner Network Agreement, the [Master Agreement and Product Specific Terms of Use](#), and any applicable addenda and additional policies on a consistent basis. Failure to meet these terms and conditions will affect the partner's standing and may result in termination as outlined in the Esri Partner Network Agreement.
- Pay all annual program fees on or before the annual renewal date.
- Pay applicable software license and maintenance fees, subscription fees, and invoices for other products or services by their respective due dates.
- Maintain a designated primary point of contact responsible for facilitating interaction between the partner, Esri, and Esri Distributor for sales, marketing, technical, and other business-related issues. The primary point of contact is obligated to receive, review and distribute, as needed, Partner Communications within the partner organization.
- Have staff members who are proficient in the ArcGIS Platform and equipped to offer frontline response to customer inquiries throughout the term of the agreement.
- Comply with the Esri Brand Partner Usage Guide and Esri Trademark and Logo Guidelines for use of emblems, trademarks, product names, and attributions in the company's marketing and advertising.

- Create a reciprocal web link from the company website to esri.com using the appropriate EPN program emblem (preferred) or the Esri Web Link Logo, available for download from the online community.
- Maintain current company and contact information in the online community.

## **Program Fees**

Some programs require an annual program fee plus applicable sales tax or other taxes, duties, or fees. A marginal difference in the annual program fees may apply in some countries for currency exchange fluctuations.

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

Annual program fee for each program:

- Startup – not applicable
- Bronze – US \$1,000
- Silver - US \$5,000
- Gold - US \$15,000
- Platinum - US \$65,000

## **Renewal**

Each year Esri reviews and may extend the partnership for another year. Notification will be made prior to the anniversary of the EPN agreement. If Esri agrees to renew, a quote is issued for the annual fee. Partners indicate acceptance of the renewal by returning a signed copy of the quote to Esri. Payment of any applicable fees must be made at this time.

## **Training Discount Use**

The following guidelines apply to use of the ten (10) percent discount on regularly scheduled instructor-led courses held at an Esri Training Location and Online Classroom courses, offered by Esri Training Services in the United States.

- Discounts apply to partner employees only.
- Training discounts do not apply to on-site training at the partner's office or other locations.
- Discounts cannot be combined with any other training offers from Esri, such as training credits obtained through Esri enterprise license agreements.

## Exhibiting at Esri Conferences

Esri based products and services are expected to be promoted at Esri conferences. Promotion of competitive products at Esri events is prohibited. Additional requirements may apply to specific programs.

## Understanding Partner Software Use

License use types are described below. All licenses are for partner's internal use only and are subject to the Master Agreement.

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

## Standard Partner Package

For the most current list of products included in the package, visit: [Standard Partner Package](#). To request access to optional applications and server products, contact your customer service representative or local Esri Distributor.

## License Use Types

### Demonstration and Marketing Licenses

These licenses or subscriptions may be used only to:

- Demonstrate or market Esri products
- Demonstrate or market partner's Esri technology-based solutions and services
- Conduct internal employee training
- Evaluate Esri products

These are term licenses and are renewed each year with the annual partnership agreement.

### Development Licenses

These licenses or subscriptions are available for a fee, which may have a partner discount, and are ordered through the Partner Order Management System on [My Esri](#) or local distributor. See details in the Order Software section in the [online community](#).

This license or subscription may be used only to:

- Research and test potential applications
- Develop and support repeatable commercial off-the-shelf (COTS) applications
- Develop custom applications

Development licenses may be used on a short-term basis in another country solely for developing COTS or custom applications on a project basis but must return to the country in which they were originally acquired. Development Licenses may also

be used for the same purposes as defined for Demonstration and Marketing Licenses.

These term licenses or subscriptions require annual payment for continued use after the first year.

### Commercial Licenses

These licenses or subscriptions are available for a fee, which may have a partner discount, and are ordered through the Partner Order Management System on [My Esri](#) or local distributor. See details in the Order Software section in the [online community](#).

These licenses or subscriptions may be used for the purpose of fee-based project work or production activities only during the term of the Esri Partner Network agreement, and in accordance with the Master Agreement. Commercial licenses may, if permitted under the Master Agreement also be used for the same purposes as defined for Demonstration and Marketing Licenses and Development Licenses. Annual maintenance or subscription fees are required for continued use after the first year.

### **Software Pricing and Ordering**

EPN Development and Commercial license and subscription prices are set by Esri or Esri Distributor in the country where the partner is located.

Partners located in the United States may view price lists and place orders via the Partner Order Management System on [My Esri](#). Access is managed by the Partner's My Esri Administrator.

Partners located outside the United States should contact their Esri Distributor for pricing and ordering. A nominal fee covering shipping, handling, and import duties (if applicable) may apply.

### **Using the Online Community**

In order to make the most of the online community, here are some important details and expectations of use.

The online community includes information that is confidential to Esri. Giving access to or sharing information from the online community with anyone outside the partner company is strictly prohibited.

Program Resources in the online community are for internal use only by the partner company and cannot be redistributed or rebroadcast.

### **Online Community Access**

Online community access requires a unique login that is issued to individuals (online community users) at the partner company. Quantities of online community



users are assigned by program. Additional online community users may be requested and granted with approval from Esri.

Allocation of online community users by program:

- Startup – two (2)
- Bronze – two (2)
- Silver – five (5)
- Gold– ten (10)
- Platinum – twenty (20)

The following are expectations of partners and their online community users:

- Online community users must be employees of the partner company.
- Online community users may not be anonymous (e.g., an e-mail alias may not be enabled as an online community user)
- Partner is responsible for disabling online community user access or contacting Esri if an online community user no longer needs access or leaves employment at the partner company.
- Esri monitors online community user login activity and has the right to disable access for inactivity.
- Permitting access to, sharing, or distribution of online community user login credentials, such as a username and password, with other persons or entities is strictly prohibited.

### **My Portal**

Esri provides partners an easy way to view their company's information through the My Portal section in the online community. It is important to maintain current information, such as address, phone, URL, contacts and online community users. At a minimum, this information should be reviewed quarterly and updated, if needed.

- Contacts may be managed directly by online community users through the My Portal Contacts section.
- Changes to company information may be submitted using the Cases tab or by email to [partnerresourcecenter@esri.com](mailto:partnerresourcecenter@esri.com).

### **My Directory**

While optional, it is recommended that partners leverage this marketing advantage and create a directory listing. Esri makes this easy for partners through the My Directory section in the online community. At a minimum the company overview, solutions and services should be reviewed quarterly and updated, if needed.

- For a directory listing to be published, partner must complete the company overview section and upload a company logo. By uploading logos or emblems, partner grants Esri the right to display these images in the directory and in other partner-related promotional activities.
- Partners have the option to include images as part of their solution listing(s). By uploading images, partner grants Esri the right to display these images in the directory.
- Partners must ensure that proper permissions for listing materials are in place. Permissions may be needed for functionality mentioned or data shown in image captures, etc.

Partners that do not have a published listing may not qualify for opportunities that rely on this information.

### Using Community Chatter

Partners using Chatter in the online community must abide by the [Community Chatter Terms of Use](#). The terms of use include details on the expectations, requirements, and restrictions on usage. For optimal use:

- Review the [Community Chatter Participation Guide](#) for best practices, recommendations, and who to contact with questions.
- Complete and maintain chatter profile.

Esri may remove content submitted or posted in Chatter at its sole discretion without notice.

### Additional Office Locations

Additional office locations may only be added with prior written approval of Esri and Esri distributor (if applicable). Partner should contact their Esri or Esri distributor partner manager to discuss eligibility and requirements prior to submitting a request to include additional office locations. Additional office locations must be:

- In the same country as the primary partner location
- Under the same ownership, and have the same legal company name
- An active participate in the partner relationship, examples include:
  - Demonstrate and marketing products or services for the ArcGIS Platform
  - Configure, extend or customize Esri apps or solution templates
  - Develop repeatable apps or COTS solutions
  - Develop solutions that embed ArcGIS in their branded solution
  - Develop custom apps or solutions
  - Provide implementation or consulting services
  - Offer ArcGIS ready data

- Offer custom support or training

If additional office locations are approved, then Appendix A (Additional Partner Office Locations) will be attached to the Esri Partner Network Agreement.

The primary partner location must:

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

Other considerations:

- Additional office locations will not be listed in the Esri Partner Directory; however, the primary partner location may include a link from its listing to locations on its website.
- There is no additional fee for additional office locations; however, applicable fees apply for software licenses, maintenance, subscriptions, services, training, and other fee-based items.
- Partner locations that are not involved in partner activities do not qualify to be added as additional office locations or receive partner benefits, including software benefits.
- Affiliates, subsidiaries, and other related companies of partner do not qualify to be included as additional office locations. Contact your partner manager to learn more about affiliates.

Esri or Esri distributor will periodically review additional office locations and at its sole discretion, may choose to remove a location if it is not actively participating in the partner relationship.

### **More Information**

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