

INTEL® PARTNER ALLIANCE

Frequently Asked Questions

Q: What is Intel® Partner Alliance?

A: The Intel® Partner Alliance, to launch as soon as Q4 2020, is a new program designed to enhance the program value, relevance and the experience we deliver to partners like you. The unification of our current partner programs will allow Intel and its partners to continue driving the industry to innovative solutions with powerful technology. These investments will help enable disruption and accelerate new market opportunities in an increasingly data-centric world. Intel Partner Alliance will help enable you to add value and unleash growth as you develop advanced solutions for your customers. From leading edge technologies to sophisticated sales enablement and powerful partner networking, Intel Partner Alliance will connect you to a world of innovation.

Q: Why is Intel introducing this new program?

A: Intel is undergoing an exciting transformation and leading the way in enabling data-centric solutions. Intel Partner Alliance is built to enable you to help your customers move, store and process data. As a natural complement to Intel's technology offerings, the upcoming changes to our current partner programs will enable collaboration to solve the world's most important data-centric needs. These changes are driven by our commitment to our customers. Intel will be focusing on four key elements:

1. Expanding the types of roles we engage with through the program to increase collaboration across the ecosystem
2. Increasing Intel's focus on solutions, and connecting our partners with each other and with new customers
3. Providing deeper training for our partners to grow their expertise on a variety of topics, solutions and specialties
4. Providing an improved customer experience by streamlining multiple programs and infrastructures into a more integrated, flexible and customized partner program framework

Q: What are the key changes in Intel Partner Alliance?

A: As the industry evolves and our businesses shift to adapt, we are continuing to expand the Intel Partner Alliance roles to include service integrators, software partners, and cloud service providers to name a few. Though Intel has historically run multiple partner programs, our new, holistic program will be designed to both meet the unique needs of each role while increasing collaboration across the ecosystem.

Q: How do these changes impact me?

A: As an Intel® IoT Solutions Alliance partner, your current membership will transition to the new Intel Partner Alliance in the second half of 2020. The benefits we offer to our current Intel IoT Solutions Alliance members will continue to be provided within Intel Partner Alliance with the same requirements. Your level of benefits will be based on your Intel IoT Solutions Alliance tier at the time of transition. These IoT benefits will be administered through Select Benefits.

Q: What are the new roles and membership levels?

A: Intel Partner Alliance will unify partners in one powerful platform that enables collaboration and innovation. The new roles will be FPGA Design Services, Cloud Service Provider, Independent Software Vendor, Distributor, Manufacturer, Solution Provider, OEM, Service Integrator, and Guest. Under the new program framework, tiers have been redefined to simplify and maximize program benefits for partners across all industries and roles. The new tiers are: Member, Gold, and Titanium. Visit [intelpartneralliance.intel.com/us-en-program](https://intel.com/us-en-program) to learn more about the new roles and tiers.

Q: Will there be a new program badge for partners to use?

A: Under the new program, you will have an Intel Partner Alliance badge that represents your company's tier in the program. Because we are moving from four to three tiers and those tiers will cross all Intel partner programs, Intel® IoT Solutions Alliance's Premier, Associate and Affiliate members may share one of two badge options based on new revenue classifications. Partners who are a member of a Specialty will continue to have access to the applicable Specialty badge. Partners with approved Intel® Market Ready Solutions will continue to have access to the appropriate Intel Market Ready Solution badge.

Q: What is the new Intel® Solutions Marketplace?

A: The new Intel Solutions Marketplace is a B2B platform that will encourage partners to collaborate with an expanded ecosystem. Intel will promote this platform for partners and business customers to browse and find solutions. The Intel Solutions Marketplace enables a new and exciting way to innovate, go-to-market and grow your business. The Intel® Solutions Marketplace replaced the current Intel® Solutions Directory.

Q: Where can I find more information on the Intel Solutions Marketplace?

A: Learn more here:
intelpartneralliance.intel.com/us-en-solutions-marketplace

Q: What is the new Intel® Partner University?

A: We are transforming our training offerings in the new Intel Partner University. The advanced learning center features industry-leading curriculum and specialized training paths. Intel Partner University will deliver training opportunities that are picked just for you, based on your interests and expertise. As you explore the curriculum and earn new competencies, you will be able to share your expertise with your customers to be recognized for your “Pro” status by displaying badges on your marketing and social channels.

Q: Where can I find more information on the new Intel Partner University?

A: Learn more here:
intelpartneralliance.intel.com/us-en-partner-university

Q: How can I learn more?

A: Visit intelpartneralliance.intel.com/us-en-launch to learn more about program details.

Q: How can I reach out with further questions?

A: Contact your Intel Field Representative or Intel Customer Support.

