



Esri India ISV Program

Reach New Heights of Success!

Welcome to the Esri India partner program for Independent software vendors.

Esri India firmly believes in developing mutually beneficial relationships with Independent Software Vendors (ISVs). This program is specifically designed to enable Software Vendors to develop and certify their applications on Esri technology. Leveraging Esri technology, Software Vendors would be able to Geo-enable their applications to create and deliver more value for their customers and help customers leverage their investments.

By signing up for the Esri India ISV Program, Software Vendors would benefit from Esri's technological and marketplace strategies to develop and market their Geo-enabled applications built in India and around the world.

Key Benefits:

- Enhance solution functionality
- Build product differentiation
- Address specific market opportunities
- Reach out to new customers
- Global reach Via Esri's marketplace

Program Engagement Plan

- i) **Development Phase** : During the development phase, a Software Vendor signs for the program and Esri India provides extensive support in the domain of technology, product, training - capability and capacity development.
 - a. ISV signs up and becomes member of Esri Partner Network (EPN)
 - b. Standard license kit is provided to ISVs for developing applications
 - c. Instructor led training is provided for ISVs development team
 - d. Business and technical consulting provided by Esri India through the development process of geo-enabling/developing applications
- ii) **GTM and Business Development Phase** : After having developed the application, Esri India's ISV management team works ISVs on developing Go to Market and Marketing penetration strategy. ISV partners get the opportunity to address customers across the globe leveraging the Esri Partner Network.
- iii) **Multinational Sales Authorization Phase** : During this phase the partners who have successfully developed applications would additionally be eligible to apply for the multinational sales authorization* for selling their solutions globally. This authorization will give ISVs ability to bundle Esri technology as part of their technology.

There are two types of sales authorizations available

1. **Embedded Solution (OEM Sales authorization)** The OEM Sales authorization grants you the ability to sublicense Esri Software, data or web services embedded within the Partner Application(s). By embedding Esri Software, you will be able to deliver a solution as your own private-labelled, branded solution.
2. **Bundled Solution (Solution OEM Sales Authorization)** The Solution OEM Sales Authorization grants you the ability to sublicense Esri Software bundled with the Partner Product(s). Partner's sublicense will authorize the end user to use Esri Software, only in conjunction with the Partner Solution(s). By bundling Esri Software with the Partner Product(s), you will be able to deliver a solution as your own private-labelled, branded solution while delivering Esri Full Use Software functionality.

In both the categories, the partner is responsible for creating a deliverable for its application or solution including Esri Software, data or services. This will include providing training and support, offering maintenance, and selling the application or solution as its own privately labelled, branded solution without offering Esri software, data or services as a separately marketed or priced item.

*The grant of multinational sales authorisation is subject to approvals of business plan for specific authorization need.

Benefits in becoming ISV Partners

Benefits	Details
Partner Enablement/Support	Partner Portal and partner focused webcast Partner Resource Center
Complementary Software Support	Marketing and Demo Software Licenses <ul style="list-style-type: none"> • One ArcView • All Extensions • 5 ArcPad Licenses Development Licenses Esri Development Network Licenses Pack
Complementary Training Support	Online Training Premium Annual User License for Self-Paced Virtual Campus Courses for online training Instructor Led Training Instructor led training shall be provided for your development team
Complementary Subject Matter Expert	Business and technical consulting for geo-enabling your applications
Marketing Enablement	Emblems for Marketing and Advertising Listing in Esri Partner Network Directory Eligible for co-marketing funds Advertising Discounts <ul style="list-style-type: none"> • 10% discount on ArcUser and ArcNews • 25% discount on ArcIndia News Participation Invitation in Esri events Sponsor and Exhibitor Opportunities at Esri Conferences and Events Discount on up to three registrations for the Esri International User Conference and Esri India User Conference Discount on up to three registrations for the Esri International User Conference and Esri India User Conference
Sales Enablement	Dedicated Esri India ISV channel team to support Business Development activities Joint Business Planning Sales Engagement Opportunities



Partner Onboarding Process

- ISV/Solution providers submits the application form along with the business plan
- Esri India evaluates and approves the partner on basis of its business potential, industry expertise and willingness to invest in Esri Technology
- Partner pays the requisite ISV fee and signs the agreement to complete the EPN documentation

Become Partner Today! Open New Markets and Reach New Heights of Success!

Contact Channels Team

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