

intel.[®]
partner
alliance



Intel® Partner Alliance Overview

One Program. Maximum Growth.

The Intel Partner Alliance is an innovative and evolving program built in an agnostic ecosystem that allows you to interface with other partners to disrupt emerging markets, increase customer value, and expand your business.

Intel® Partner Alliance Benefits

Where Should We Grow?

Learn, innovate, and scale your business through our expansive alliance built in an open, agnostic ecosystem of partner exploration and collaboration.

Increase Your Value

[Intel Partner Alliance Points*](#)

Engage with the program to earn, accrue, and redeem valuable points for incredible rewards.

Knowledge Is Power(ful)

[Intel® Partner University](#)

Acquire the knowledge you need to grow with hundreds of learning modules and assets.

Share Your Solution

[Intel® Partner Showcase](#)

Network with other partners to develop simple solutions to complex problems.

Get to Where You Want to Go, Faster

[Intel® Marketing Studio](#)

Get to market faster with a fully functional and optimizable out-of-the-box marketing engine.

*Subject to additional qualifications; Guest, Manufacturers, FPGA Design Services, and Distributors are not eligible for Points program.

Intel® Partner Alliance Points

Increase Your Value

What are Intel Partner Alliance Financial Benefits?

- Rewards program with qualifying activities
- Scalable points based on engagement level
- Eligible partners can earn market development funds (MDF)*

How are Intel Partner Alliance Points valuable?

- Redeemable for a wide variety of individual and business rewards
- Advance your membership status
- Gain access to additional resources

<https://points.intel.com/>

*Market development funds (MDF) are subject to additional qualifications.

Intel® Partner University

Knowledge Is Power(ful)

What is Intel Partner University?

- One-stop virtual campus
- Industry-leading curriculum
- Specialized training paths
- Tailored content for specific pain points

How is Intel Partner University valuable?

- Gain expertise
- Expand your solutions
- Update your processes and solutions
- Grow your business

<https://partneruniversity.intel.com>

Intel® Partner Showcase

Share Your Solution

What is Intel Partner Showcase?

- Easily accessible digital environment
- Network to share ideas
- Collaborate to develop solutions

How is Intel Partner Showcase valuable?

- Drive quality leads
- Crowdsource ideas for specific use cases
- Develop dynamic partnerships

<https://marketplace.intel.com/>

Intel® Marketing Studio

Rev Your Marketing Engine

What is Intel Marketing Studio?

- Powerful marketing engine
- Turnkey co-marketing assets
- Full-scale strategic campaigns
- In-depth playbooks

How is Intel Marketing Studio valuable?

- Centrally located marketing materials
- Easily customizable to suit your brand
- Get to market faster
- Accelerate pipeline and funnel trajectory

<https://marketingstudio.intel.com/>

Join the Intel® Partner Alliance
in Minutes Today

Start Here



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The logo for the Intel Partner Alliance is centered on a dark blue background. It consists of the word "intel" in a lowercase, sans-serif font, followed by a registered trademark symbol (®). Below "intel" are the words "partner" and "alliance" stacked vertically, also in a lowercase, sans-serif font. The background features several semi-transparent, light blue squares of various sizes and orientations, creating a grid-like pattern.

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