



Android Enterprise Partner Program Guide



**Grow your business with
Android Enterprise by your side**

Get started



This guide will:



Introduce the Partner Program framework, benefits, and requirements.



Take you through the **requirements and validation process** for your company, step by step.



Map out the next steps to getting your organization validated by Google.



Introduce helpful **resources and FAQs**.



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01

Program overview



Welcome

MISSION STATEMENT

The Android Enterprise mission is to bring mobile computing superpowers to everyone at work.

At Android Enterprise, we take great pride in being a partner-led organization and take the responsibility to support our partners seriously.

We are committed to putting our shared customers at the center of this complex ecosystem to make it easier for them.

We're also committed to equipping our partners with the best resources and tools possible, because we know that Android Enterprise cannot be successful without the support of all of our partners.





What is the Android Enterprise Partner Program?

Customers want a simple way to find the solutions and partners that best suited their needs, so we created a program to help.

The Android Enterprise Partner Program acts as a differentiator and enables partners to build, sell, and support Android products, services, and solutions for the enterprise market. All while delivering invaluable training, support, sales, and marketing resources.

Member



Three tiers of partnership

As a partner, you'll have three tiers to aspire to: Android Enterprise Member Partner, Android Enterprise Silver Partner, and Android Enterprise Gold Partner—each of which unlocks meaningful benefits and rewards.



Technical product badge

The Android Enterprise Recommended badge gives customers peace of mind by fully vetting devices and solutions to ensure they meet Android's high level of requirements.

[Find out more here](#)



Why should I join the Android Enterprise Partner Program?

By joining Android Enterprise's unmatched partner ecosystem, you can start delivering on the promise of enterprise mobility with Android Enterprise by your side, and receive exclusive partner benefits such as:



External recognition to help you stand out among peers

Showcase your organization's expertise and partnership with your validated badges and get featured on the Enterprise Solutions Directory.



Seamless learning experiences to help you excel with Android Enterprise

Advance your Android Enterprise knowledge with a range of courses, webinars, and sales and marketing materials when you join the program.



Technical support and community collaboration

Rely on Android Enterprise experts and the partner community for technical support, feedback, and insights.



Eligibility

The Android Enterprise Partner Program is built for any partner who would like to build, sell, or support an Android Enterprise product (including services and solutions) to enterprise customers.

Products include:



[Knowledge Worker or Dedicated Devices](#)



[Zero-touch enrollment](#)



[Enterprise Mobility Management \(EMM\) solutions](#)



[Mobility Consulting Services](#)



If you don't currently have any of the products listed, you may join the program and enjoy all the benefits of being an Android Enterprise Partner Program Member.

Here are some examples of Member Partners without eligible products:

Partners who intend on selling another partner's Android Enterprise product, but do not intend to build their own, for example:

- A reseller of devices who does not intend to offer Android zero-touch enrollment, since they may be leveraging zero-touch enrollment from a distributor or an OEM or simply may have chosen not to offer such a service
- A reseller of another partner's Android Enterprise EMM product, but who does not offer nor intend to offer a mobility consulting service, so has no product of their own to validate

Partners whose products or services are offered to enterprise customers, but who do not sell an Android Enterprise product themselves, for example:

- An application development company or individual developer whose private Android application is used by enterprise customers
- An application vendor whose public application is commonly used for enterprise use case
- An identity provider whose identity services and zero-trust framework is used by Android Enterprise managed devices
- Mobility consultants who provide consulting advice to enterprise customers, but do not provide mobility deployment services



Knowledge Worker Devices and Dedicated Devices

You may apply to build a **Knowledge Worker Device** if your organization is involved in the manufacturing process of devices used by knowledge workers, **or a Dedicated Device** if your organization is involved in the manufacturing process of devices that have a specific purpose or use in the workplace.

The types of partners eligible for the Knowledge Worker Device product must meet one or more of the following criteria:

- An OEM (Original Equipment Manufacturer) who manufactures, or plans to manufacture, Android devices
- A Google Mobile Services (GMS) licensee (direct or indirect)
- A manufacturer that currently produces Android Open Source Project (AOSP) devices, but would like to start manufacturing devices with a Google Mobile Services (GMS) certification
- A company that is a brand of mobile devices, but outsources the manufacture to an ODM (Original Design Manufacturer)



Enterprise Mobility Management (EMM) solutions

You may apply to build an **Enterprise Mobility Management solution** if your organization is the developer of one or more Enterprise Mobility Management software solutions.

Partners eligible for the EMM solutions product should meet one or more of the following criteria:

- A company that has built, or plans to build, an Android device management solution implementing all the standard features for one or more [Android Enterprise solution sets](#)
- A company that has an Android device management solution that is based on legacy technologies, such as Device Administration API, and wants to upgrade their product to offer Android Enterprise modern device management
- A company that has built their device management solution in accordance with our [permissible usage](#)



Zero-touch enrollment

You may apply to offer a **zero-touch enrollment service** if your company sells mobile devices, and would like to offer an over-the-air device enrollment service or a lighter, secure management solution from Google.

The types of partners eligible to offer zero-touch enrollment services must meet one or more of the following criteria:

- A company that is planning to offer zero-touch enrollment services
- A company that distributes Android devices to resellers on behalf of OEMs
- A company that registers devices for the enterprise customers using zero-touch enrollment in accordance with our [permissible usage](#)



Mobility Consulting Services

You may apply to offer a **Mobility Consulting Service** if you meet one or more of the following criteria.

Your organization is:

- A company that offers, or plans to offer, mobility consulting services, staging, deployment, and/or managed support for Android Enterprise solutions and infrastructure
- A company offering mobility consulting services, such as the analysis, design, deployment, and support of device management solutions (such as an EMM) for customers



02

Program benefits



Program benefits

The Android Enterprise Partner Program provides benefits to all of our partners regardless of their partner tier. As your organization achieves Silver or Gold, you will unlock additional exclusive benefits.

Expand your expertise	MEMBER	SILVER	GOLD
Android Enterprise Academy	✓	✓	✓
Android Enterprise Academy events		✓	✓
Custom enablement activities			✓
Android Enterprise instructor-led training			✓

Stay ahead of your competition	MEMBER	SILVER	GOLD
Partner badge		✓	✓
Eligibility to apply for Android Enterprise Recommended product verification		✓	✓
Enterprise Solutions Directory listing		✓	✓



Receive ongoing support	MEMBER	SILVER	GOLD
Support channels	✓	✓	✓
Partner Portal access and resources	✓	✓	✓
Priority support		✓	✓
Highest priority support			✓
Android Enterprise Solutions Engineering consult			✓
Annual Program Revalidation support			✓

Win more business	MEMBER	SILVER	GOLD
Go-to-market and technical partner resources	✓	✓	✓
Social media engagement support			✓
Co-branded customer story development			✓
Nominate customers to the CAFÉ (Customer Advisory Forum for Enterprise)			✓
Customer Community engagement co-authoring			✓
Step inside Velvet Rope <i>Explore early ideas and help shape what's coming next</i>			✓



03

Partner journey



Partner journey

Follow these steps to get ready to earn your Partner badge:

1

Apply to become a partner on the [Android Enterprise Partner Portal](#) and complete agreements

2

Start the validation process and track it on the [Partner Program validation dashboard](#)

3

Complete all requirements within the three Partner Program pillars and earn a Silver or Gold Partner Badge



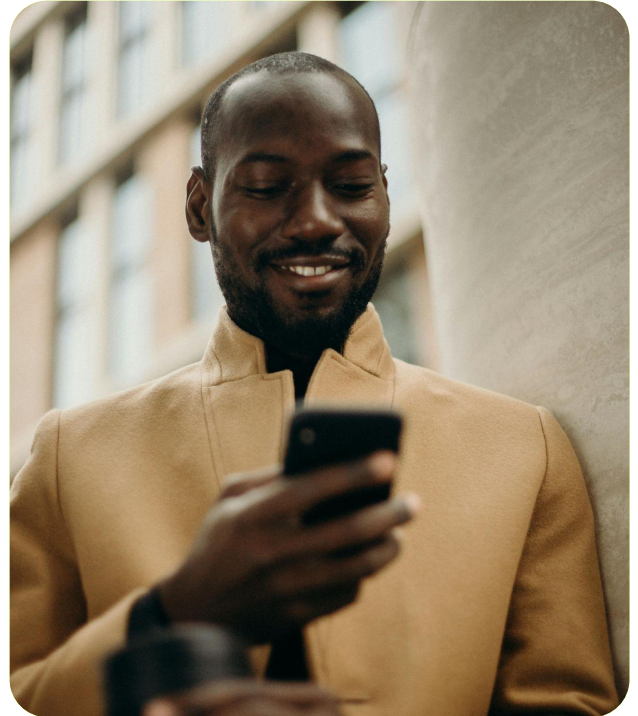
Enjoy the many benefits of the Android Enterprise Partner Program

01 **Apply**02 **Achieve partner pillars**03 **Partner badge award and retention****STEP 01**

Apply to join the Partner Portal

Join the [Android Enterprise Partner Portal](#), and submit a company application. The application should be submitted by a single point of contact, designated as the primary contact. The primary contact will be responsible for managing your company's partner account and handling communication with Google.

Note: Existing partners do not need to re-apply.

**STEP 02**

Sign legal agreements

Once the application is approved, partners are required to sign all necessary agreements via an online click-to-accept contract.

Note: If existing partners have already completed these agreements, they do not need to sign them again.

STEP 03

Gain access

Once partners sign required agreements, they will be given access to the Android Enterprise Partner Portal and are granted access to our self service resources and other eligible benefits.

To start, partners are referred to as Members. A Member of the Partner Program does not have any external recognition or badge, and has limited access to [Partner Program benefits](#).

For more information on onboarding, please view the [getting started guide](#).



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Achieve partner pillars

Your organization and products will be validated across three core Pillars at a Base or Advanced level:



Partner Expertise

Validates your investment in employee training, customer engagement, and customer success.



Product Excellence

Validates your technical expertise through your product, service or solution.



Performance

Validates the market success of your product, service, or solution.

Android
Enterprise**Silver partner**Android
Enterprise**Gold partner**

Partner Badges

Partner badges are awarded upon the validation of all three pillars. Partners who achieve a minimum of base across pillars earn a **Silver partner** badge. Partners who are validated at Advanced for all three competencies are awarded a **Gold Partner** badge.

*For detailed information on achieving and maintaining badge, please check the [Partner badge award and retention](#) section.

Tracking progress

Partners can track how they are progressing towards validation using the dashboards on the [Partner Program validation](#) page in the [Partner Portal](#).



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Partner Expertise requirements

There are three elements to the Partner Expertise pillar:



Customer success

Demonstrate success in customer satisfaction by producing case studies and leveraging assets to generate awareness and build brand equity with customers



Customer engagement

Processes that ensure customers can access sales assistance and technical support on the partner's Android Enterprise product(s)



Training

Achievement of certifications in the Android Academy to ensure partners can adequately build, sell, and support their Android Enterprise product(s)



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Partner Expertise requirements

1. Customer success



The [Partner Marketing Hub](#) provides campaign assets that partners can use to generate awareness and build brand equity with customers.

We recommend leveraging these assets in your marketing strategy. To achieve Advanced tier for customer success, you must demonstrate success in customer satisfaction by producing case studies.

Base

Advanced

SHOULD run at least 1 co-marketing activity (e.g., webinar, customer event, lead generation campaign)

MUST produce two case studies (public or private)

SHOULD produce at least 1 co-branded marketing asset using templates from the Partner Marketing Hub (e.g., landing page, one-pager, datasheet, video)

SHOULD run at least 1 co-marketing activity or campaign (webinar, customer event, lead generation campaign)

SHOULD produce at least 1 case study (public or private)

SHOULD produce 3 co-branded marketing assets using templates from the Partner Marketing Hub (e.g., landing page, one-pager, datasheet, video)



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Partner Expertise requirements

2. Customer engagement



To ensure customers can find information on Android Enterprise products and obtain technical support if and when required, partners must meet the Customer Engagement requirements.

Base

Advanced

Sales process

MUST provide evidence via external URL of how customer will obtain sales assistance on Android Enterprise

Base requirements plus **MUST** supply details to Google of 1 Sales Champion², per region

SHOULD supply details of 1 Sales Champion² per region

Support process

MUST provide evidence via external URL of how customer will obtain technical support on Android Enterprise

Base requirements plus **MUST** supply details to Google of 1 Technical Support Contact³, per region

SHOULD supply details to Google of 1 Technical Support Contact³, per region

Support escalation process

MUST provide document showing internal escalation process that will allow a customer issue to be escalated in an appropriate manner to Google using Google-approved processes (i.e. workflow through to the Android Enterprise Partner escalation desk)

Base requirements plus **MUST** select a Primary Technical Support Contact⁴ who can review open incidents to ensure best practices for troubleshooting are being followed and be available to meet regularly with a Google TAM to review open incidents that have been escalated to Google

SHOULD select a Primary Technical Support Contact⁴ who can review open incidents to ensure best practices for troubleshooting are being followed



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Partner Expertise requirements

2. Customer engagement



More information on Sales and Support processes:



Sales process

Partners must ensure that the Android Enterprise product that they sell is listed on their website and must provide details on how to submit a sales enquiry. To create this page, please use the [brand resources](#).



Support process

Partners must ensure that the Android Enterprise product(s) that they sell is listed on their website and customers can submit technical inquiries and receive support.



Support escalation process

Partners must ensure that they have an internal support process in place for the Android Enterprise product that they sell. Google will provide a recommended template for this support process, and the partner will be asked to acknowledge that this has been implemented within their support team.

Google's recommended [support and escalation process template](#) is available to help you create the process.



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Partner Expertise requirements

2. Customer engagement



2: A Sales Champion in each region is expected to perform the following key activities:

- Attain at least the Android Enterprise Associate certification.
- Act as the subject matter expert on Android Enterprise for the partner's Sales team in their respective region.
- Assist the Primary Contact(s) with registering their region's Sales team members in the Partner Portal.
- Assist the Primary Contact(s) with encouraging the region's Sales staff to attain the required certifications that count towards their organization's training target.

3: A Technical Support Contact in each region is expected to perform the following key activities:

- Attain at least the Android Enterprise Professional certification
- Act as the subject matter expert on Android Enterprise for the partner's regional Technical team.
- Assist the Primary Contact(s) with registering their region's Technical team members in the Partner Portal.
- Assist the Primary Contact(s) with encouraging the region's Technical staff to attain the required certifications to count towards their organization's training target.

4: A Primary Technical Support Contact will perform the following key activities:

- Attain at least the Android Enterprise Professional certification, and SHOULD achieve Expert.
- For partners with the following products: EMM Solutions, Knowledge Worker or Dedicated Devices, or Mobility Consulting Services, the Primary Technical Support Contact MUST achieve Expert.
- Ensure that the Partner's Technical Support staff in each region:
 - Successfully apply the skills obtained in their Academy training to provide appropriate troubleshooting and technical support.
 - Leverage the available on-demand resources within the Partner Portal (such as news announcements, service bulletins, knowledge base articles, discussion forums) to assist with technical support.
 - Submit technical support requests with the required technical information to allow efficient troubleshooting and issue resolution.



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Partner Expertise requirements

3. Training



In Google’s experience, partners who invest more in training achieve higher results in Android Enterprise activations.

To ensure partners attain the knowledge to build, sell, and support their Android Enterprise product(s), we provide training modules, culminating in Android Academy certifications. Three certifications are available in the Android Academy:

Certification	Audience	Prerequisites
Associate	All	None
Professional	Technical Product Staff	Associate
Expert	Technical Product Staff	- Professional certification - Proficiency in at least one EMM 3 years mobility experience



Invite your organization’s Sales and Technical staff to join the [Android Enterprise Partner Portal](#) to validate and track your organization’s training. Once a training certification is earned, users can maintain their certifications by taking the annual “What’s New in Android Enterprise” course.



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Partner Expertise requirements

3. Training



Based on the number of Sales and Technical staff a partner has, the following minimum targets apply to achieve Partner Expertise validation at Base or Advanced:

Base

25% of **Sales** Product staff, per region, **MUST** complete or maintain the **Associate** certification

25% of **Technical** Product staff, per region, **MUST** complete or maintain the **Professional** certification

10% of **Technical** Product staff, per region, **MUST** complete the **Expert** certification*

Advanced

50% of **Sales** Product staff, per region, **MUST** complete or maintain the **Associate** certification

50% of **Technical** Product staff, per region, **MUST** complete or maintain the **Professional** certification

25% of **Technical** Product staff, per region, **MUST** complete the **Expert** certification*

Training targets must be achieved in each applicable [region](#). Where the minimum target equates to a fraction, the minimum target is **rounded up** to the next whole number.

Google reserves the right to change certifications requirements based on product changes or enhancements. Any change to these requirements will be communicated to our partners in advance of Partner Program requirement changes.

*Expert certification is not required for the zero-touch enrollment product.



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Partner Expertise requirements

3. Training



Who should receive training?

During the partner application and/or product application process, partners are required to enter the number of Product Sales and Technical staff that are physically located in each of the [5 regions](#). Only staff that are directly and actively involved with building, selling, or supporting the Android Enterprise product(s) that you intend on applying for should be counted as Product staff. Product staff are separated into two role categories: Sales and Technical.

Sales Roles

Business Development Managers

Who sell Android Enterprise products to enterprise customers

Product Management or Marketing staff

Who are responsible for developing the value proposition for Android Enterprise product

Channel Managers

Who sell Android Enterprise products to reseller partners such as carriers or value added resellers, where those resellers have enterprise customers

Technical Roles

Pre-sales Engineer or Solution Architects

Who consult to enterprise customers or partners on Android Enterprise products

Deployment Engineers

Who provide consulting services to assist customers design, configure, and deploy devices, or an EMM solution for enterprise customers

Support Engineers

Who provide technical support for enterprise customers or partners on Android Enterprise products

R&D Engineer/Developers

Who help build and test the Android Enterprise features into the Android device firmware or EMM software



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Who should receive training?



How to determine if a product staff member should be considered Sales or Technical?

When determining if a Product staff member should be considered Sales or Technical, consider if the staff member requires a detailed technical understanding of Android Enterprise to adequately perform their role.

If the answer is 'no', then opt for Sales.

Third party employees

In some cases, partners rely on a third party organization to assist in building, selling, or supporting their product(s). For example:

- An EMM vendor or device manufacturer, who relies on carriers, distributors, and value added resellers to sell their product
- An OEM who has their products built via an ODM under license

In these cases, the third party employees should not be included in the number of Product staff. Instead, the partner should invite the third party organization to join the Android Enterprise Partner program in their own right.

Intend to apply for multiple products?

Your product staff number should include the staff associated with each of these products. If you add a product later, we will prompt you to confirm if these previously entered figures need to be revised.



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Partner Expertise requirements

3. Training



Regions

To ensure you are able to sell and support your Android Enterprise product(s) in each region, the training target is set for each of the following 5 regions: APAC, EUR, LATAM, MEA, and NA.

Note: For a list of countries in each region, refer to the [Appendix](#).

If you have staff physically located in more than one region, you must provide the number of Product staff located in each region. As such, each region has its own training target.

Partner Expertise validation can only be achieved when each region has met at least the Base tier of validation.

If you do not employ staff within a region, you may enter zero for that region so that no target is set. Staff should be allocated to the region they are physically located in, not to which region their role supports.



Some examples:

- A partner employs all staff in North America, but sells products in all markets globally. All staff would be registered in North America.
- A partner employs all of their support staff in APAC, yet they provide support to all regions. The support staff should be registered in APAC, not the regions they support.



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Product Excellence requirements

The following Products are available for partners to apply to build, sell, or support, if the partner eligibility criteria is met



Knowledge Worker or Dedicated Devices

Enterprise Mobility Management (EMM) solutions

Zero-touch enrollment

Mobility Consulting Services

When partners are ready, they may submit their product for validation at either Base or Advanced tier.

Products are validated by evaluating the partner's implementation of the required technical features. Each product has a Performance competency metric that must be met after the product has been validated.



For detailed information on the Product Excellence requirements and Performance targets:

Please refer to the [Partner Program validation](#) page for your specific requirements after your organization has signed the commercial agreements and completed onboarding.



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Product Excellence requirements

Ability to earn the Android Enterprise Recommended product badge

The Android Enterprise Recommended badge gives customers peace of mind by vetting devices and solutions to ensure they meet Android's high level of requirements. Once earned, the Android Enterprise Recommended badge can be used alongside the product to indicate its verification, giving it a competitive advantage in the marketplace.

Once an organization has achieved Silver or Gold, they are eligible for the Android Enterprise Recommended product badge if they have also met the following eligibility criteria:



Base requirements **MUST** be met across all three pillars, Partner Expertise, Product Excellence, and Performance, in the product area that is being submitted for Android Enterprise Recommended.



Products eligible for Android Enterprise Recommended include dedicated and knowledge worker devices, and EMM solutions.

Verification process

For a product to become Android Enterprise Recommended, it will need to meet specific software and hardware requirements. Once met, it can be nominated to be verified by the Android Enterprise team.

Get noticed

Once verified, Android Enterprise Recommended solutions and devices are put on a curated list of products that meet elevated enterprise requirements, making it easier for potential customers to find the best solution that meets their needs.



The Android Enterprise Recommended badge is a **product badge, not a partner badge**. Partners must only use the Android Enterprise Recommended badge to refer to the specific product that has achieved the certification. Partners must not use the Android Enterprise Recommended badge to refer to their organization.



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Performance

Each Android Enterprise Product is measured against two Performance metrics: Ability to Deploy and Ability to Grow.



Metric	Description	Base	Advanced
Ability to Deploy	Achieve a minimum cumulative volume of Android Enterprise Monthly Active Users (MAUs)	MUST meet a minimum volume	MUST meet a higher minimum volume
Ability to Grow	Achieve positive YoY growth, evidenced by a positive increase in cumulative Android Enterprise Monthly Active Users (MAUs)	SHOULD meet growth target	MUST meet growth target



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Performance measurement begins from the date the partner is validated for that product type.

To ensure the partner badge is retained, a partner must meet the minimum volume requirement for that product.

To achieve Advanced, you must meet the higher minimum volume in the product you are reaching Advanced in, and then must meet a growth target to retain Advanced validation.

Once a partner's product has been validated Silver, they have one year to meet the Performance requirement. If they fail to meet the requirement within one year, they will lose their validated Silver status. In order to be validated Gold, they must meet all three pillars at Advanced level.

Partners should leverage the resources within the Partner Portal to implement Go-To-Market initiatives to drive the achievement of the required performance metrics.



Knowledge Worker Devices and Dedicated Devices

After Product Excellence validation, the partner must achieve a defined Performance target for cumulative Android Enterprise Monthly Active Users (MAUs). The MAUs are cumulative across all devices, not by model.



Enterprise Mobility Management (EMM) solutions

After Product Excellence validation, the partner must achieve a defined Performance target for cumulative Android MAUs. Where a partner has multiple EMM IDs, the MAUs are cumulative across all EMM IDs, not by individual EMM ID.



Mobility Consulting Services

The validation of Product Excellence, either Base or Advanced, includes verification of a defined number of actual customer deployments. Therefore this automatically validates the Performance requirements for Mobility Consulting Services.



Zero-touch enrollment

After Product Excellence validation, the partner must achieve a defined Performance target for the number of Android Enterprise devices that have been claimed by their Reseller ID.



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Partner badge award and retention

	Partner Expertise	Product Excellence	Performance	Partner badge
Base	✓	✓	✓	
Advanced	✓	✓	✓	

Each pillar can be validated at a Base or Advanced tier.

How are partner badges awarded?

Upon Base validation of Product Excellence and Partner Expertise, the Android Enterprise Silver badge is awarded.

To maintain the Android Enterprise Silver partner badge, Performance must be validated at Base level or above within one year of the first Product Excellence validation.

Achievement of the Android Enterprise Gold partner badge requires all three pillars to be validated at Advanced.



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How are partner badges retained?

Partners must continue to meet the requirements for each pillar on an ongoing basis. The Android Enterprise Partner Program runs on an annual cycle, June 1 to May 31. Each cycle, partners must revalidate pillars to maintain their standing within the program. If a partner earns a badge between Jan 1 and May 31, they will not be required to validate until the following Program year.



Partner Expertise

You are required to verify or update your staff numbers annually, and either earn or maintain your required percentage of training based on the training target set for the year.

Android Enterprise training certifications do not have an expiration date. However, to maintain their partner validation requirements, users will need to complete the annual “What's New in Android Enterprise” course to stay current on product and market updates.



Product Excellence

Products may require revalidation under certain scenarios and within an agreed time period.

For example:

- A new release of Android introduces new features that partners must comply with.
- A partner updates their product to remove previously validated features, or to add new features which are yet to be validated.



Performance

A minimum target must be met annually for Base and Advanced. Positive YoY growth is required to maintain Advanced.



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FAQs



Q: What does the Android Enterprise Partner Program engagement model look like?

Partners will have two tiers to aspire to—Android Enterprise Silver Partner and Android Enterprise Gold Partner—each of which unlocks compelling benefits and rewards. The benefits unlocked will be unique to that tier, but consistent across all product types.

Q: What resources are available?

To learn more about the changes to the program, we encourage you to utilize all of the resources available:

- [Android Enterprise Partner Program toolkit](#) that will continue to evolve and grow with the program
- [News](#) articles for the latest information
- Knowledge articles for technical integration resources and sales and marketing assets

Q: What are Android Enterprise products, services, and solutions?

Partners can apply to build, sell or support the following products, services, and solutions:



Devices

- Knowledge Worker
- Dedicated Devices



Enterprise Mobility Management (EMM) solutions



Zero-touch enrollment



Mobility Consulting Services

Our Android Enterprise product sets will continue to evolve over time

Q: Do I need to sign up if I've already joined the Android Enterprise Partner Program?

Existing partners do not need to join again. Simply start to work towards completing program requirements.



Q: What is a Primary Contact in the Partner Portal?

A Primary Contact is a user on the Portal who manages their organization's account and Partner Program status. They can:

- **Oversee program membership:** Add new contacts and promote existing contacts to Primary Contact.
- **Track program status:** Monitor their organization's progress and standing within the Partner Program.
- **Manage account details:** Maintain and update their organization's information within the Partner Program.

All of these functions are accessible via the Partner Program validation page and "My Company" page.

Q: What happens if my organization's validation status for a requirement pillar changes?

Partners must continue to meet the requirements for each pillar on an ongoing basis. The Android Enterprise Partner Program runs on an annual cycle, June 1 to May 31. Each cycle, partners must revalidate pillars to maintain their standing within the program. If a partner earns a badge between Jan 1 and May 31, they will not be required to validate until the following Program year.

If a partner's validation status for a pillar changes, the partner status may be reevaluated.

For example:

- A Silver partner achieves Advanced for all three pillars, so is upgraded to a Gold partner
- A Gold partner's validation for a pillar is revalidated at Base, so is downgraded to a Silver partner
- A Silver partner fails validation for a pillar, so is downgraded to Member Partner

Note: Partners can achieve Silver or Gold at any time, even after being downgraded to Silver or Member.



Q: Where can I learn more about Android Enterprise?

You can learn more about Android Enterprise on [our website](#). There you will find more information on how to partner with us, including the link to sign up to the [Android Enterprise Partner Portal](#).

Q: Can customers create an account on the Android Enterprise Partner Portal?

No, the Android Enterprise Partner program is only for partners. Customers should ensure that their preferred Android Enterprise mobility partners have [joined the Partner Program](#), so that they have the necessary expertise and resources from Google, to provide best in class products, services and solutions on Android. Customer may use the following resources:

- The [Enterprise Solution Directory](#) to find a validated partner to work with, or a validated product
- [The Android Enterprise Customer Community](#)
- [The Android Enterprise Help Center](#)
- [The Android Academy](#)

More questions?

Please contact

ae-partnerprogram@google.com



05

Requirements overview



Base			Advanced		
Partner Expertise					
Training					
Certification	Sales	Technical	Certification	Sales	Technical
Associate	25% per region	-	Associate	50% per region	-
Professional	-	25% per region	Professional	-	50% per region
Expert*	-	10% per region	Expert*	-	25% per region
Customer Success					
Customer case studies are optional			Two private or public customer case studies		
Customer Engagement					
Must have a defined process for: - Android Enterprise Sales Support - Android Enterprise Technical Support - Android Enterprise Escalation			Base requirements plus: - Nominate a point of contact, per region for sales engagement and technical support - Nominate a central point of contact for support escalation		
Product Excellence					
MUST pass the Base level requirement			MUST pass the Advanced level requirements		
Performance					
MUST meet a minimum volume			MUST meet a higher minimum volume and MUST meet growth target		
*Expert is not required for zero-touch					



For detailed information on the Product Excellence requirements and Performance targets, please refer to the [Partner Program validation](#) page after your organization has signed the commercial agreements and completed onboarding.

Partners can track how they are progressing towards Partner Program validation using the dashboards on the [Partner Program validation](#) page in the Partner Portal.



APPENDIX

Regions and countries



When applying for products, the Primary Contact must register in which of 5 regions the product is sold in.

The list of regions is provided below, along with a non-complete list of top countries considered to be part of that region. The countries are provided as a guide to partners, to ensure the correct regions are selected. Countries where Android Enterprise is not available, such as due to trade embargos, are not listed. When an employee registers their account, the country selected is automatically mapped to the respective region.

APAC - Asia Pacific

American Samoa	Japan	Papua New Guinea
Antarctica	Kiribati	Philippines
Australia	Lao People's Democratic Republic	Pitcairn Islands
Bangladesh	Macao	Republic of the Union of Myanmar
Bhutan	Malaysia	Wallis and Futuna
Brunei	Maldives	Samoa
Cambodia	Marshall Islands	Singapore
China	Micronesia	Solomon Islands
Christmas Island	Mongolia	South Korea
Cocos [Keeling] Islands	Nauru	Sri Lanka
Cook Islands	Nepal	Taiwan
Fiji	New Caledonia	Thailand
French Polynesia	New Zealand	Timor-Leste
French Southern Territories	Niue	Tokelau
Heard Island and McDonald Islands	Norfolk Island	Tonga
Hong Kong	Northern Mariana Islands	Tuvalu
India	Pakistan	Vanuatu
Indonesia	Palau	Vietnam



EUR - Europe

Åland Islands	Greece	Norway
Albania	Guernsey	Poland
Andorra	Hungary	Portugal
Armenia	Iceland	Romania
Austria	Ireland	Serbia
Azerbaijan	Isle of Man	Slovakia
Belarus	Italy	Slovenia
Belgium	Jersey	Spain
Croatia	Kosovo	Svalbard and Jan Mayen
Cyprus	Latvia	Sweden
Czech Republic	Liechtenstein	Switzerland
Denmark	Lithuania	Turkey
Estonia	Luxembourg	Turkmenistan
Finland	Malta	Ukraine
France	Moldova, Republic of	United Kingdom
Georgia	Montenegro	Vatican City
Germany	Netherlands	
Gibraltar	North Macedonia	



LATAM - Latin America

Anguilla	Ecuador	Puerto Rico
Antigua and Barbuda	El Salvador	Saint Barthélemy
Argentina	Falkland Islands	Saint Kitts and Nevis
Aruba	French Guiana	Saint Lucia
Bahamas	Grenada	Saint Martin
Barbados	Guadeloupe	Saint Pierre and Miquelon
Belize	Guatemala	Saint Vincent and the Grenadines
Bermuda	Guyana	Sint Maarten
Bolivia, Plurinational State of	Haiti	South Georgia and the South Sandwich Islands
Brazil	Honduras	Suriname
British Virgin Islands	Jamaica	Trinidad and Tobago
Caribbean Netherlands	Martinique	Turks and Caicos Islands
Cayman Islands	Mexico	U.S. Virgin Islands
Chile	Montserrat	Uruguay
Colombia	Nicaragua	Venezuela
Costa Rica	Panama	
Curaçao	Paraguay	
Dominica	Peru	
Dominican Republic		

NA - North America

Canada	Greenland	U.S. Minor Outlying Islands
Faroe Islands	Guam	United States



MEA - Middle East and Africa

Afghanistan	Gambia	Qatar
Algeria	Ghana	Réunion
Angola	Guinea	Rwanda
Bahrain	Guinea-Bissau	Saint Helena, Ascension and Tristan da Cunha
Benin	Iraq	San Marino
Bosnia and Herzegovina	Israel	São Tomé and Príncipe
Botswana	Jordan	Saudi Arabia
Bouvet Island	Kazakhstan	Senegal
British Indian Ocean Territory	Kenya	Seychelles
Bulgaria	Kuwait	Sierra Leone
Burkina Faso	Kyrgyzstan	Somalia
Burundi	Lebanon	South Africa
Cameroon	Lesotho	South Sudan
Cape Verde	Liberia	Sudan
Central African Republic	Libya	Syria
Chad	Madagascar	Tajikistan
Comoros	Malawi	Tanzania
Congo, Democratic Republic of the	Mali	Togo
Congo, Republic of the	Mauritania	Tunisia
Côte d'Ivoire	Mauritius	Uganda
Djibouti	Mayotte	United Arab Emirates
Egypt	Morocco	Uzbekistan
Equatorial Guinea	Mozambique	Western Sahara
Eritrea	Namibia	Yemen
Eswatini	Niger	Zambia
Ethiopia	Nigeria	Zimbabwe
Gabon	Oman	
	Palestine	