

Intel® Partner Alliance

intel.
partner
alliance

As our world gets smaller, the opportunities to partner, connect, and network get larger—which is why we continue to reimagine and reinvigorate the Intel Partner Alliance.

One Program. Maximum Growth.

The Intel Partner Alliance gives you unique business-building opportunities tailored to your needs, including:



Invaluable training



OnDemand marketing content



Qualified lead generation



Financial benefits



Technical enablement & support¹

Increase Your Value with Intel Partner Alliance Points²

Intel Partner Alliance Points are available to program members at every level, with the value exchange increasing as you advance through the membership tiers. Engage with the program to earn, accrue, and redeem valuable points for incredible rewards.

7K+

partners that redeemed points and growing. Member tier partners can now redeem too!³

Learn the Power of Knowledge with Intel® Partner University

Intel's one-stop, virtual campus for partners is equipped with an industry-leading curriculum and specialized training paths aimed at alleviating role-specific pain points. Accelerate your business by improving existing protocols and products, creating more powerful and efficient solutions to thrive in a competitive and evolving market.

2,000+

Solution-oriented and technical training courses for partners' sales, marketing, and design needs⁴

Share Your Solutions on Intel® Solutions Marketplace

The Intel Solutions Marketplace is an easily accessible digital environment where partners can share their ideas and work together to develop solutions you might never have imagined. Explore this lead-generating channel to expand your business and uncover new avenues for collaboration and innovation.

60%

Increase in leads passed to partner YoY⁵

Get to Market Faster with Intel® Marketing Studio

A powerful marketing tool, Intel Marketing Studio provides customizable co-marketing assets to in-depth, full-scale strategic campaigns to tackle any advertising opportunity. Add this marketing weapon to your arsenal to deploy sound strategies to push qualified leads to the point of purchase—and beyond.

3,000+

Assets available⁶

Member Tiers

Intel® Partner Alliance offers three membership categories with varying value exchange levels, requirements, and benefits. Each level is uniquely advantageous, with additional upgrades to elevate your partner status and business outcomes.

	intel partner alliance	intel partner Gold	intel partner Titanium
Benefits	Base	Gold	Titanium
Member badge	Base	Gold	Titanium
Customer support	48-Hour SLA	24-Hour SLA	4-Hour SLA
Access to Intel® Solutions Marketplace	Listing in partner directory, AI matchmaking	Member benefits + storefront, post offerings, lead routing	Gold benefits + lead sharing and enhanced match-making
Intel® Partner University access	✓	Earn and display competency badges	Gold benefits + pre-launch training
Personalized Intel® Partner Alliance Program website	✓	✓	✓
Access to Intel® Partner Marketing Studio	✓	✓	✓
Point accrual for eligible products and services	✓	✓	✓
Partner Directory listing	✓	✓	✓
Intel® Partner Connect invitation	x	✓	Gold benefits + invitation to face-to-face training
Access to NDA content, such as business or technology disclosures	x	x	✓
Advanced sandbox technology ⁷	x	x	✓

Intel Partner Alliance is easy to join, navigate, and alter membership tiers.

Join the Intel Partner Alliance in minutes today.

[Start Now](#)



1. Subject to availability of Intel representatives. Account coverage by a dedicated Intel representative is provided, as available, for qualifying Titanium partners.
2. Subject to additional qualifications; Guest, Manufacturers, FPGA Design Services, and Distributors are not eligible for Points program.
3. Source: Points redemption information pulled from IPA internal analytics data from 2022.
4. Source: Intel Partner University Course Catalog, 2022.
5. Source: Internal Intel Salesforce data. Year over year data reflects 60% increase in number of leads passed to partners from 2021 to 2022.
6. Source: Internal Intel Partner Marketing Studio analytics, 2023.
7. A CSP Benefit, the Advanced Technology sandbox uses the Container Playground components to develop, build, and test your applications on Intel® hardware directly from your browser without any setup required on your local machine.