

Enrolling in Partner Advantage Quick Reference Guide

This overview of Google Cloud Partner Advantage is for informational purposes and does not amend or supplement any written agreements between you and Google. If you have questions about Google Cloud Partner Advantage go to <https://cloud.google.com/partners/become-a-partner>. If you're still not able to address enrollment or login issues after reading this quick reference guide, please [open a support case](#).

Enrolling in Partner Advantage

[Google Cloud Partner Advantage](#) is a rewarding program built for and with partners. It has been designed to maximize our partners' success across business models, customer requirements, success metrics, and strategic priorities.

The partner enrollment process consists of three steps:

1. Filling out the Partner Advantage [application form](#).
2. [Logging into the Partner Advantage portal](#)
3. [Setting up your Member account](#)

Before enrolling in Partner Advantage, you should ensure:

- Your organization does not already have an account
- You are authorized to sign the Partner Advantage agreement on behalf of your organization
- You are the right person to act as a Partner Administrator for your organization (provisioning other users, updating your Partner Directory listing, etc.)

Setting up a new member account overview

Capabilities	Partner Users	Partner Admins
Can view My Account information?	Yes	Yes
Can edit My Account information?	No	Yes
Can add a new Contact?	No	Yes
Can edit My Profile information?	Yes	Yes

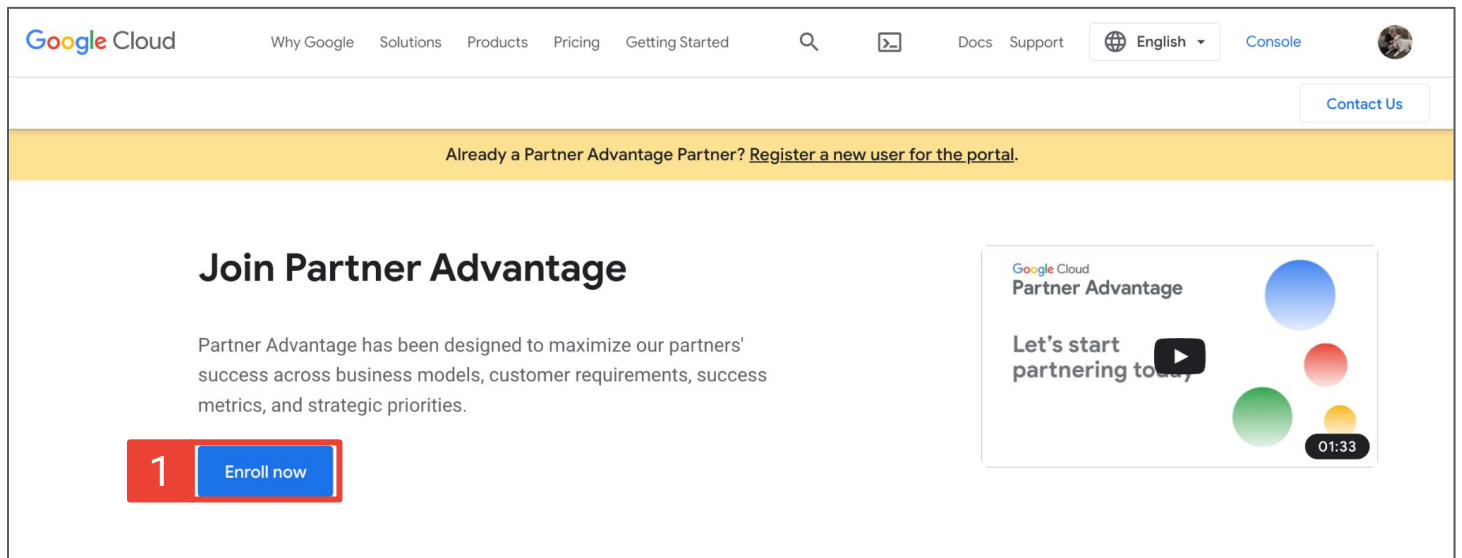
Setting up a new member account overview

The partner enrollment process consists of three steps:

1. [Complete](#) the member enrollment form.
2. [Log in](#) to the system by creating a Google account from the link in the welcome email.
3. [Set up](#) the member account by adding contacts and completing account information.

Complete the member enrollment form

1. To access the enrollment form click **Enroll Now** at <https://cloud.google.com/partners/become-a-partner>



The screenshot shows the Google Cloud Partner Advantage enrollment page. At the top, there is a navigation bar with the Google Cloud logo, links for 'Why Google', 'Solutions', 'Products', 'Pricing', and 'Getting Started', a search icon, a 'Docs Support' link, a language selector set to 'English', and a 'Console' link. A 'Contact Us' button is located in the top right corner. Below the navigation bar, a yellow banner contains the text: 'Already a Partner Advantage Partner? [Register a new user for the portal.](#)'

The main content area features the heading 'Join Partner Advantage' and a paragraph: 'Partner Advantage has been designed to maximize our partners' success across business models, customer requirements, success metrics, and strategic priorities.' Below this text is a red box containing the number '1' and a blue button labeled 'Enroll now'.

On the right side, there is a video player with the title 'Google Cloud Partner Advantage' and the text 'Let's start partnering today'. The video player includes a play button and a duration of 01:33.

Complete the member enrollment form

2. Select your preferred language from the drop-down.
3. Read the instructions on top of the page for guidance on the form. The Instructions / Request Support links are available on each step of the form. There are three steps (pages).
4. Set up as the Partner Admin contact for the new account, start by entering your business **Contact Information**.
5. Complete Step 1 by selecting the **engagement(s) of interest** and **solution(s) of interest** for your company.
6. Click **Next** to move to Step 2.

The screenshot shows the 'Join Partner Advantage' enrollment form. At the top right, a language dropdown menu is highlighted with a red box and the number '2'. Below the header, the form is divided into three main sections, each with a red box and a number:

- 3** Step 1: -- You are here! Sign up your company to become a Member. This section contains instructions for submitting the enrollment form, accepting the Partner Program Agreement (PPA), and completing the requirements for Partner status.
- 4** Contact Information. This section includes fields for First Name, Last Name, Job Title, Job Function (with radio buttons for Alliance Manager, C-level Executive, Marketing, Sales, Technical, and Other), Country of Residence (a dropdown menu), Email, and Phone Number.
- 5** Engagement Information. This section includes checkboxes for Engagement of Interest (Sell, Service, Build) and Google Solution of Interest (Chrome Enterprise, Google Cloud Platform, Google Cloud Training, Google for Education, Google Maps Platform, Google Workspace, Professional Services Organization). It also features a 'Target Regions of Operation' section with a 'Available' list (ANZ - Australia & New Z..., CEE - Central and Easter..., DACH - Germany, Austri...) and a 'Chosen' list.

At the bottom right, a blue 'NEXT' button is highlighted with a red box and the number '6'. The footer contains links for 'About Google', 'Privacy', 'Site Terms', 'Google Cloud Terms', and 'Get Help'.

Complete the member enrollment form

- Step 2 requests your **company information**, including headquarters address, number of employees, customers, and total annual revenue.

When completing your Account Domain details, ensure your corporate email address and account domain match.

- Click **Next** to move to the final step.

Join Partner Advantage

Follow the steps outlined below to join Partner Advantage.

Step 1: You are here!
Sign up your company to become a Member
Submit the enrollment form (below), accept the Partner Program Agreement (PPA) to sign up your company to attain Member designation.

Step 2:
Qualify for Partner status
Allow 2-3 business days for your account to be verified. Upon verification, you will receive a welcome email. Follow instructions in the email to login to the Partner Advantage portal and create an authorization request. Complete the requirements to achieve Partner status.

Step 3:
Start your journey
Explore training, tools, and other resources on the Partner Advantage portal. Select a learning path to get started on your journey as a Partner.

Questions or need help? Refer to these enrollment instructions or request support here is your company already enrolled in Partner Advantage? Register as a new user

7 Your Company

Please provide complete information for all the name, website URL, and account details. Your email address should match the company domain provided. For example, if your corporate email address is user.name@domainxyz.com, then your account domain could be domainxyz.com.

* Registered Legal Company Name

* Website URL
List your website URL as www.domainxyz.com

* Account Domain
List only one domain, which should be the same as the domain for your email address. For example, if your corporate email address is user.name@domainxyz.com, then your account domain would be companyabc.com.

Company Description

Company Headquarters
Of course, this can be similar to legal address.

* Address Line 1

Address Line 2

* Zip/Postal Code

* City

* In which country is your company located?
-- None --

Company Details

* Years in Business
-- None --

Number of Employees

Number of Customers

Target Markets

Available Chosen

Consumers
Education
Government

Target Industries

Available Chosen

Advertising & Marketing
Agriculture
Automotive

Total Annual Revenue (USD)

PREVIOUS NEXT

8

Completing the member enrollment form

9. Step 3 requests information about your **product area** (required if applying for Build Engagement Model authorization).
10. The **Partner Program Agreement** is also displayed. Carefully read the Partner Program Agreement and select both checkboxes to confirm that you are authorized to sign and that you agree to the Terms and Conditions on behalf of your company.
11. Click **Submit**.

Step 3 of 3 English
Japanese - 日本語

9 Your Products

* Product Area

- Business Applications
- Containers
- Content Management
- Data and Analytics
- Databases

10 Terms of Use

[DOWNLOAD AS PDF](#)

GOOGLE CLOUD & GOOGLE FOR EDUCATION PARTNER PROGRAM AGREEMENT

This Google Cloud & Google for Education Partner Program Agreement (the "Agreement") is between Google LLC ("Google") and the entity accepting this agreement ("Partner"). If you are accepting this Agreement on behalf of Partner, you represent and warrant that: (a) you have full legal authority to bind Partner to this Agreement; (b) you have read and understand this Agreement; and (c) you agree, on behalf of Partner, to this Agreement. If you do not have legal authority to bind, please do not check the checkbox to indicate your agreement to these terms.

1. Google Cloud and Google for Education Partner Program

1.1 Program Overview. This Agreement governs Partner and relevant Affiliates' membership in the Google Cloud and Google for Education Partner Program ("Program"). Together with the Program Guide, this

* I confirm I am authorized to agree on behalf of the Company

* I agree to the Terms and Conditions

[PREVIOUS](#) [SUBMIT](#) **11**

Log into the Partner Advantage portal

Once you've completed the enrollment form, you'll be able to log into the Partner Advantage portal for the first time. Please read through [Logging into Partner Advantage Portal QRG](#) for step-by-step instructions.

Note that you will need to set up a Google account or connect your existing Google account to your business domain.

Select your opt in communication preferences

Once you are in the Partner Advantage portal, you can finish setting up your new member account.

1. Review/update your business contact information.
2. Opt In/Opt Out of your communication preferences.
3. Click **Save**.

When logging in to the portal the first time, US and India residents will automatically be opted in and can change communication preferences at any time. However, we highly recommend that you opt in so you can be made aware of any news or updates.

1

Welcome to the Google Cloud Partner Advantage Portal

Your user profile is missing some information that is required to continue. Please update your address information on your profile.

Street

Country

Zip/Postal Code

Mailing State/Province

City

UPDATE PROFILE

Marketing Communication Preferences

Sign me up to receive news, product updates, event information and special offers about Google Cloud from Google. I understand my personal data will be processed in accordance with Google's [Privacy Policy](#).

Yes, sign me up! **2**

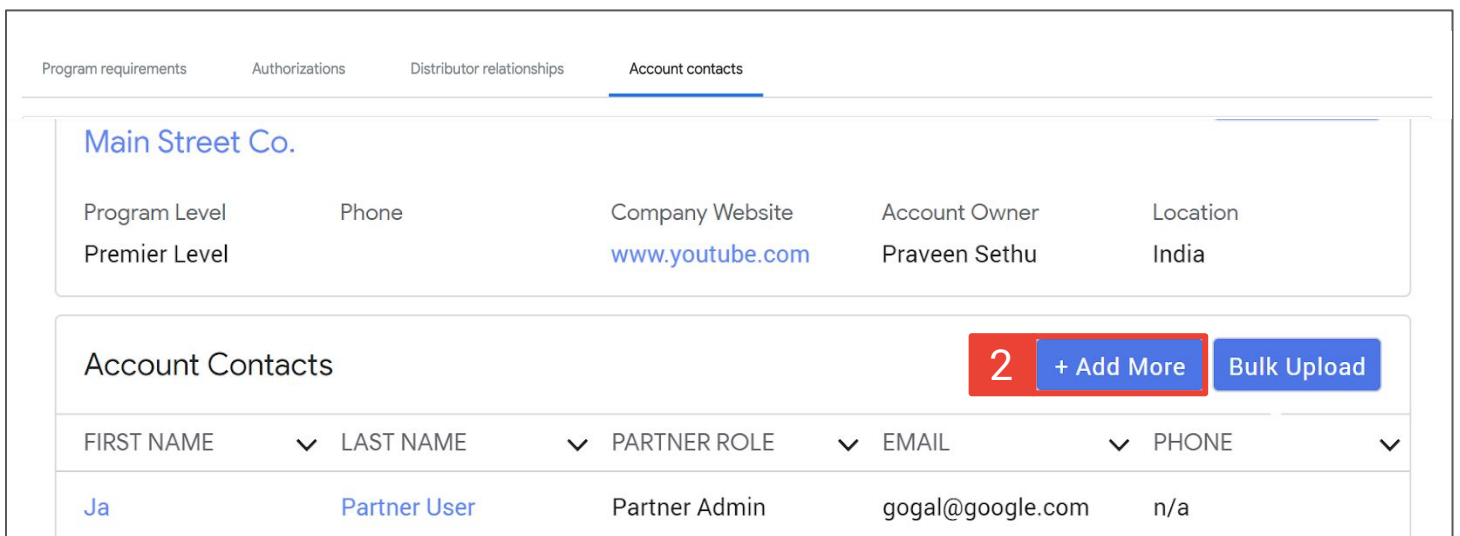
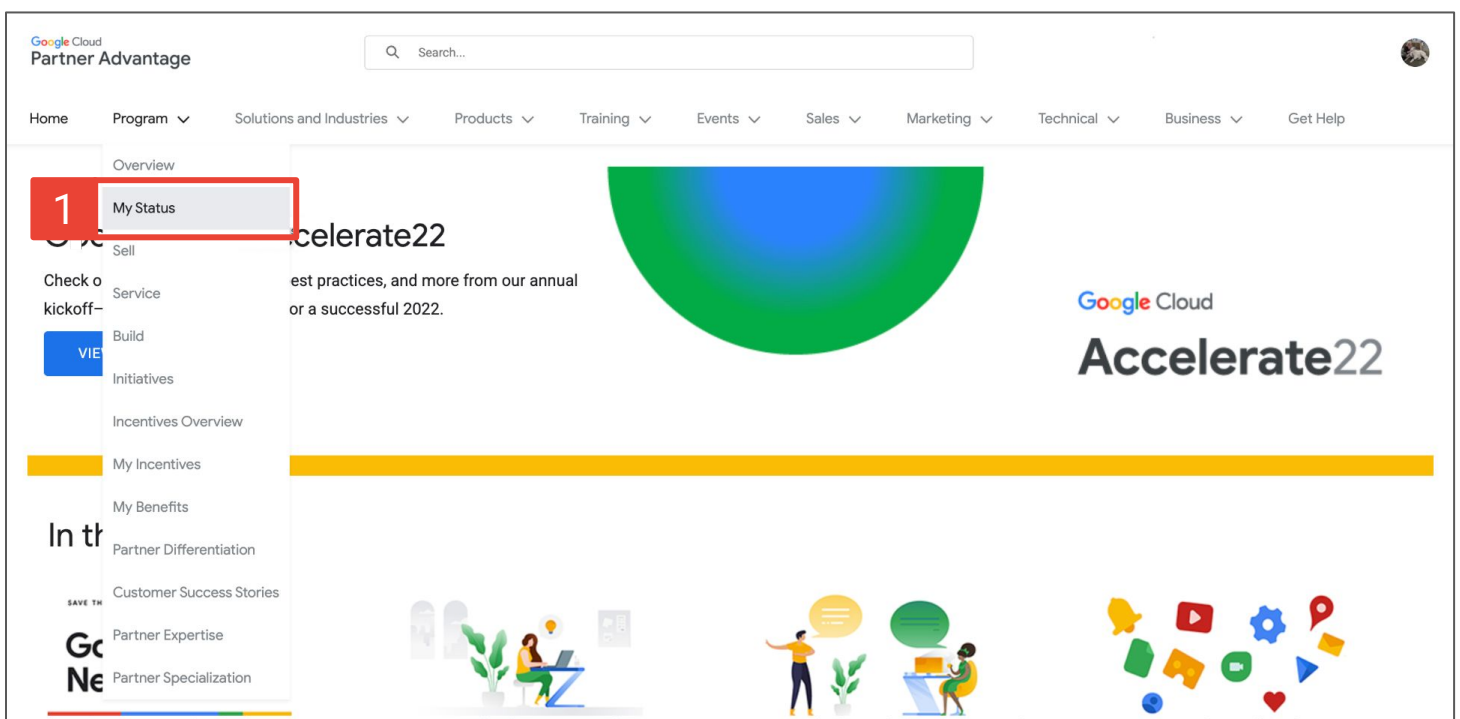
No thanks, not right now.

You may update or customize your communication preferences at anytime through your [User Profile Settings](#).

3 SAVE

Add users to the account

1. Partner Admins can add users by navigating to the Program tab and selecting **My Status**.
2. Under **Account Contacts** click on the **+Add More** button to add individual contacts.



Add users to the account

3. Complete **Account Contact** form fields.
4. Click **Save**.

The screenshot shows the 'Account Contacts' form in the Google Cloud Partner Advantage interface. The form includes fields for First Name, Last Name, Role(s), Email, Phone, and Country. A dropdown menu for Role(s) is open, showing options: Partner Sales User, Partner Admin, and Partner Executive. Below the form are 'CANCEL' and 'SAVE' buttons. A table below the form lists existing contacts. To the right, there is a checklist for 'Sell, Service and Build Premier Level' and a 'Primary Tasks' section with two items: 'Complete Build Partner Application' and 'Complete Sell Partner Application'.

Account Contacts

*First Name *Last Name *Role(s) *Email *Phone

*Country

CANCEL **SAVE**

FIRST NAME	LAST NAME	PARTNER ROLE	EMAIL	PHONE
Ja	Partner User	Partner Admin	gogal@google.com	n/a
Susan	Jones	Partner Sales User;P...	sjones@mainstreetc...	+44-1729468294
Translation	Test	Partner Admin	jajindal@deloitte.com	n/a
n/a	rai	Partner Admin	ashishrai1@deloitte.c...	n/a
n/a	raiii	Partner Admin	ashishrai1@deloitte...	n/a

CHECKLIST
Sell, Service and Build **Premier Level**

Complete the tasks below for the Partner Authorizations you have applied for. When all items are complete, edit the Partner Authorization and change the status to "Submit" to apply. Use the Engagement Model and Product filters below to sort your checklist items.

Select Region: All
Select Engagement Model: All

Primary Tasks

- Complete Build Partner Application
- Complete Sell Partner Application

Add users to the account by bulk upload

Partner Admins can add users by navigating to the Program tab and selecting **My Status**.

1. Under the **Account Contacts** tab click on the **Bulk Upload** button.
2. Click **New**.
3. Select **Partner Contact Upload**.
4. Click **Next**.

Program requirements Authorizations Distributor relationships **Account contacts**

Main Street Co.

Program Level Premier Level Phone Company Website www.youtube.com Account Owner Praveen Sethu Location India

Account Contacts + Add More **Bulk Upload** 1

FIRST NAME	LAST NAME	PARTNER ROLE	EMAIL	PHONE
Ja	Partner User	Partner Admin	gogal@google.com	n/a

Search... Susan Jones

Product Training Events Sales Marketing Technical Business

New Bulk Upload Request

Select a record type

Partner Contact Upload
This option should be selected for loading Contacts in bulk

Partner Deal Upload
This option should be selected for loading Deals in bulk

CANCEL **NEXT** 4

Add users to the account by bulk upload

5. Complete the form fields.
6. Click **Save**.
7. Click **Templates** to access the bulk upload template. Make a copy of the template and populate contact data. Download the document as a .csv file.
8. Upload the file under the **Files** component.
9. Click **Submit** to import the bulk upload.

New Bulk Upload Request: Partner Contact Upload

5

Information

Bulk Upload Request Id

*Status
New

*Upload Object
Partner Contact
[View all dependencies](#)

Account

File Status

File Status Description

*Transaction Type
Create New
[View all dependencies](#)

Results

Total # of Records

of Failed Records

of Successful Records

CANCEL SAVE & NEW SAVE 6

BULK UPLOAD REQUEST

BulkReq-00413

EDIT SUBMIT TEMPLATES 9 7

Details Related

Files (0) ADD FILES

8 UPLOAD FILES

Or drop files

Bulk Upload Request History (1)

DATE	FIELD	USER	ORIGINAL VALUE	NEW VALUE
5/13/2019 11:...	Created.	Susan Jones		

View All

Accept a self-registration user (for Partner Admins)

1. When someone self-registers, the Partner Admin will receive an email stating that a member in your organization has registered. To approve the user click **Please sign in** directing you to the Partner Advantage portal.
2. From the portal, click on **My Account**.
3. Scroll down to **Self-registration users to Process**. A list of names will appear of users that will need to be approved. Click on the desired user.

Hi there,

A member of your organization has registered themselves to your Google Cloud Partner Advantage account and currently has limited access to the portal. Please follow the below instructions to review their information and provision the appropriate access for them.

- To provision outstanding self-registration requests: **1** Please [sign in](#), click on your name in the top right-hand corner, and select "My Account" from the drop-down list. To see all outstanding self-registration user requests, click on "Self-Registration Users to Process." If this new user needs the ability to submit deals and edit opportunities, click "Approve."
- To remove access from a user: If you feel a user should not have been provisioned, please open the user record, click "Edit," and un-check the "Is Community Access Enabled?" box. This will prevent the person from accessing the Partner Advantage portal.

If upon login you find no outstanding requests under "Self-Registration Users to Process," another Partner Administrator on your account may have already approved them.

See you in the cloud,
The Partner Advantage Team

The screenshot shows the Partner Advantage portal interface. In the top right corner, a dropdown menu is open, showing options: Home, My Profile, My Account, Get Help, and Logout. A red box with the number '2' highlights this menu. Below the menu, the account name 'Jane Smith LLC' is displayed. Further down, a section titled 'Self-Registration Users to Process (5)' is highlighted with a red box and the number '3'. This section contains a table with columns for CONTACT, TITLE, EMAIL, and PHONE. The table lists five users: Michael Er., Jack Smith, Annette W., Spike Smith, and Sally Smith, each with a corresponding email address (e.g., selfreg4...). A 'View All' link is located at the bottom right of the table.

NOTE: Email sent to Partner Admins when someone self registers on their account will go to spam inbox. Be sure to check spam inbox and click **“not spam”**.

Accept a self-registration user (for Partner Admins)

4. Click the **Approve** button.
5. You will see a notification confirming that the approval was submitted.

The screenshot shows the Google Cloud Partner Advantage interface. At the top, there is a search bar and a user profile for 'Jane Smith'. Below the navigation menu, the contact details for 'Michael Erdenberger' are displayed. A red box highlights the 'APPROVE' button, with the number '4' next to it. The contact information includes the account name 'Jane Smith LLC', email 'selfreg32@vector-dom20.com', and contact owner 'GCPPRM Site Guest User'. The interface also shows sections for 'Contact Information', 'Address Information', 'Related Accounts (1)', 'Notes (0)', 'Open Activities (0)', and 'Activity History (0)'.

The screenshot shows the same Google Cloud Partner Advantage interface as above, but with a green notification box at the top. The notification box contains a checkmark and the text 'Contact Approved Successfully', which is highlighted with a red box and the number '5'. The 'APPROVE' button is no longer visible, and the 'EDIT' button is now present. The rest of the interface remains the same.

Reject a self-registration user (for Partner Admins)

1. Click on **Edit**.
2. A pop up window will appear to edit the contact. Scroll down and check **Is Community Access Enabled?**

