



# **SAS® ALLIANCE PROGRAM GUIDE**

An overview of the SAS Alliance program, including the benefits and commitments of being a member



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## Introduction

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The SAS® Alliance builds a complementary and valuable relationship with our partners. It is designed to create new avenues for delivering and implementing SAS solutions. The alliance is derived from a network of strategic partnerships that include:

- Systems integrators and consultants.
- Complementary hardware, application and software providers.
- Outsourcing, application and data service providers.

This network of partners, combined with SAS software and solutions, gives organizations access to unparalleled domain, industry and technology expertise. Our partners contribute high-level business knowledge, while SAS contributes functional and technical expertise around solution areas. Together, we align our go-to-market initiatives and center those activities around solving our collective customers' most critical business challenges.

This SAS Alliance Program Guide provides a description of the SAS Alliance and the various benefits and commitments of being a member. If you have any questions related to the program guide, please e-mail [alliance@sas.com](mailto:alliance@sas.com).

From time to time, SAS may update or modify this guide. SAS reserves the right to make the benefits listed in this guide available to any of its partners, or to withhold any of the benefits. Alliance members are responsible for their employees' compliance with the guidelines and terms of the SAS Alliance and the SAS Alliance Master Agreement. The information in this guide should be considered accurate at the time of printing; however, members should review this program guide on the SAS Alliance Web site for any changes. This guide is available online at [www.sas.com/alliance](http://www.sas.com/alliance). SAS is not responsible for members' reliance on specific terms of this guide that are subsequently modified by SAS. Unless otherwise stated, all electronic transmissions and printed materials are in English.

## SAS® Alliance

The SAS Alliance seeks to establish powerful relationships with key industry, solution and specialized implementation partners. Together, SAS and SAS Alliance members will develop, market, sell and deliver the most comprehensive intelligence solutions available.

Using the SAS Alliance Program Guide, organizations can learn about the wide selection of technical, marketing and sales programs available to members of the SAS Alliance. Questions not addressed in this program guide may be sent to the SAS Alliance Team at [alliance@sas.com](mailto:alliance@sas.com). Companies that would like to pursue being a member should complete the detailed application found on the SAS Web site at [www.sas.com/alliance](http://www.sas.com/alliance).

## SAS® Alliance Programs

All members of the SAS Alliance meet the same high standards for market knowledge, vision, integrity and customer satisfaction that SAS sets for itself. SAS Alliance members can be in one or more of the following programs: Technology, Consulting, Application, Outsourcing, OEM, Reseller or Affiliate.

### ■ Technology Program

The Technology Program drives targeted lead-generation programs to support joint revenue initiatives. Technology Program members offer services for implementing SAS solutions and applications to existing and potential customers.

### ■ Consulting Program

The Consulting Program establishes targeted SAS solution practices with other business organizations around the world. Consulting Program members commit significant time, resources and expertise to deliver high-quality services and support to customers.

### ■ Application Program

The Application Program promotes the integration of strategic SAS technologies into third-party software solutions. This integration extends SAS' coverage in specific market segments and provides customers with world-class intelligence solutions.

### ■ Outsourcing Program

The Outsourcing Program allows partners to host applications in a professionally managed environment, allowing customers to reduce ownership costs while maintaining access to mission-critical applications.

### ■ OEM Program

The OEM Program is designed for independent software vendors (ISVs) to embed or integrate SAS software technology into their enterprise software applications. The application may be sold as an installable product or via a hosted or software-as-services solution.

### ■ Reseller Program

The Reseller Program enables partners to sell within predefined accounts, industries and solutions. Resellers implement SAS software as part of a complete solution. This program is currently unavailable in Asia Pacific.

### ■ Affiliate Program

The Affiliate Program is designed for individual consultants, consulting organizations or single-practice teams within a large firm who are willing to continuously update their SAS skills and knowledge. Through the SAS Alliance, SAS provides program management with additional infrastructure (such as Web) support to SAS affiliates.

## Program Levels

To better serve the multiple geographies that fall within the international scope of the SAS Alliance, and to most effectively prioritize and allocate resources, alliance programs are tiered into three levels: Platinum, Gold and Silver.

### ■ Platinum

Platinum members consist of global companies that have products and/or services that provide major strategic and critical advantages to SAS software and solutions. Platinum members and SAS make substantial investments in the relationship in order to build solutions-targeted SAS practices. SAS engages Platinum members early in the development process to ensure the smoothest integration possible. Additionally, SAS dedicates a worldwide relationship manager and team to develop and deploy a strategic business plan with Platinum members.

### ■ Gold

Gold members work to support and deliver SAS technology. They are more regional in their market reach and are typically smaller in revenues and resources than Platinum members. Account management of Gold members remains within the geographies and is implemented by the SAS regional or country business relationship manager. Gold members have program support from our worldwide organization, which works with the local SAS contact to develop and implement a joint business plan and strategy.

### ■ Silver

Silver members work to support and deliver SAS technology. They receive field support from SAS regions, countries or districts. SAS provides program support and infrastructure via such avenues as partner summit meetings and Web support. Silver members are charged a program participation fee in return for the support and infrastructure they receive from SAS.

### ■ Affiliate

Affiliate members are individual consultants, consulting organizations or single-practice teams within a large firm who are willing to continuously update their SAS skills and knowledge.

Prospective partners who meet the requirements for a specific EMEA office can join the SAS Alliance at the Affiliate level for a one-year probationary period. At the end of the one-year probationary period, the partner must be able to qualify for the Silver or Gold program level.

## Alliance Management

Platinum members require global support and will be assigned dedicated resources and SAS Alliance management teams to oversee all partner-related activities as outlined in the partner's custom business plan.

Alliance managers for Gold members will work with a limited number of multinational partners. Working together with the member, the SAS Alliance manager will develop, implement and support a custom business plan. A template for a custom business plan is located on PartnerNet at [www.sas.com/partners/partnet/programkit](http://www.sas.com/partners/partnet/programkit).

SAS Alliance managers for Silver members are responsible for several members within a designated geographical area. A standard business plan for Silver members is located on PartnerNet at [www.sas.com/partners/partnet/programkit](http://www.sas.com/partners/partnet/programkit).

The SAS Alliance Team will appoint alliance managers and alliance management teams based on the SAS Alliance member's tier.

## Alliance Programs

The following sections detail the seven programs included in the SAS Alliance. Within each alliance program, the annual requirements and benefits are identified for each partner tier. SAS reserves the right to modify, add or delete the annual requirements and benefits from time to time.

### Technology Program

Members of the SAS Alliance Technology Program drive targeted lead-generation programs to support our joint revenue initiatives. Members of the Technology Program offer a variety of services — including system sizing, configuration options, benchmarking, system optimization and performance testing — to joint and potential customers.

The SAS Alliance has developed a comprehensive, worldwide program to support our Technology Program members. The program is a combination of technical, training, sales, marketing and account management support. Eligibility for certain programs is based on the member's level of commitment to the partnership.

### Requirements

The table below outlines the requirements that must be met by members of the **Technology Program**, according to program level. These minimum requirements must be met within the first six months of membership. Detailed descriptions of requirements and benefits are provided in Appendix G.

Annual Requirements Criteria	Platinum	Gold	Silver
<b>GENERAL</b>			
*Program Fee	\$100K	\$20K	\$10K
Global Presence	Two Continents	Multinational	National
Alliance Application	Yes	Yes	Yes
Alliance Master Agreement	Yes	Yes	Yes
Joint (Annual) Business Plan	Yes	Yes	Standard
Detailed Activity Reporting	Yes	Yes	Yes
<b>SOFTWARE, TRAINING &amp; SUPPORT</b>			
SAS Solutions Showcase	Yes	Yes	Yes
Joint Research and Development	Significant	Limited	Limited
<b>MARKETING SUPPORT</b>			
Market Development Funds	\$1M – Minimum	\$100K – Minimum	\$50K – Minimum
Solution-Focused Sell-With Commitment	Yes	Yes	Yes
Exhibit at a SAS User Group (and/or SAS Global Forum) and/or The Premier Business Leadership Series	Yes	Yes	Yes

\* Program fees may differ slightly based on geography.

**Benefits**

The benefits of being a SAS Alliance **Technology Program** member are outlined below. Benefits are awarded based on program level.

<b>Annual Benefits</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>
<b>GENERAL</b>			
Teaming Agreement	✓	✓	✓
SAS Alliance Manager Assigned	Dedicated Resource	Dedicated Resource	Dedicated Resource
SAS Alliance Conference Attendance	\$	\$	\$
<b>SOFTWARE, TRAINING &amp; SUPPORT</b>			
Partner Standard Software License	✓	✓	✓
Technical Support for Marketing Events and Joint Customer Engagements	✓	✓	✓
SAS Public Course – 50% Matching Funds	\$	\$	\$
SAS Publication – 20% Funding	\$	\$	\$
Pre-Production Software	✓	✓	✓
SAS Alliance Partner Training (High Velocity and BI Framework)	✓	✓	✓
SAS Self-Paced e-Learning Codes	10	Five	Five
Always On Sales Training	✓	✓	✓
Access to PartnerNet on www.sas.com	✓	✓	✓
<b>MARKETING SUPPORT</b>			
Right to use the SAS Alliance Logo	Platinum	Gold	Silver
Promotional Marketing Support	\$	\$	\$
Partner Portal	✓	✓	✓
Editorial Content in SAS Publications	✓	✓	✓
SAS Executive Conference Attendance	✓	✓	✓
SAS Executive Conference Presentation Opportunities	\$	\$	\$
Sponsor/Exhibit at SAS User Group Conference (and/or SAS Global Forum)	✓	✓	✓
Joint PR Associated with Marketing Initiatives and Customer Success Stories	✓	✓	✓
Visibility on www.sas.com	✓	✓	✓
Salesforce Awareness	Global Awareness	Regional Awareness	Regional Awareness
Notification of SAS (External) Webcasts	✓	✓	✓
Sponsor/Exhibit at The Premier Business Leadership Series	\$	\$	\$
Content to BetterManagement.com	✓	✓	✓
**Opportunities with BetterManagement.com	✓	✓	✓

✓ *Benefits are included as part of program membership fee and additional fees may be required. SAS reserves the right to modify from time to time the benefits received. SAS reserves the right to determine the level and type of benefit received. Actual benefits may vary depending on the joint business plan developed and agreed upon with member organization and according to geography.*

\$ *Additional fees may be required.*

\*\* *BetterManagement.com opportunities may include sponsorship on BetterManagement.com and/or Web seminars with BetterManagement.com.*

## Consulting Program

The intent of the Consulting Program is to establish and grow targeted SAS solution practices with other leading business organizations around the world. Members of the SAS Alliance Consulting Program commit significant time, resources and expertise to provide customers with the best quality services and support. Consulting Program members provide project management, training, business process redesign, proof-of-concept implementations and systems integration in order to deliver powerful and repeatable solutions built with SAS applications and software. In conjunction, they receive training and support from SAS to help close and deliver the joint solutions.

The SAS Alliance has developed a comprehensive, worldwide program to support our Consulting Program members. The program is a combination of technical, training, sales, marketing and account management support. Eligibility for certain programs is based on the partner's level of commitment to the partnership.

**Requirements**

The requirements for joining the SAS Alliance as a **Consulting Program** member are outlined below. These minimum requirements must be met within the first six months of membership. Detailed descriptions of requirements and benefits are provided in Appendix G.

<b>Annual Requirements Criteria</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>
<b>GENERAL</b>			
Program Fee	\$100K	\$20K per region	See Appendix D
Corporate Revenue	\$100M+	\$5M+	N/A
Global Presence	Two Continents	Multinational	Not Required
Generate New SAS Revenue	\$5M	\$2M	\$250K
Generate New SAS Customers	10 Accounts	Five Accounts	One Account
Internal SAS Sponsor	Yes	Yes	Yes
Alliance Application	Yes	Yes	Yes
Alliance Master Agreement	Yes	Yes	Yes
Joint Business Plan	Yes	Yes	Yes – Standard or Custom – as Appropriate
Submit Activity Reports	Monthly	Quarterly	Semiannually or per Business Plan
Submit & Update Company Profile	Yes	Yes	Yes
Attend Partner Orientation Seminar	Yes	Yes	Yes
Submit Referenceable Joint Customer Success Stories	Yes	Yes	If Appropriate
Completed Marketing Plan	Yes	Yes	If Appropriate
<b>SOFTWARE, TRAINING &amp; SUPPORT</b>			
SAS Certified Consultants	10 Minimum per Market Segment or SAS Solution Focus	10 Minimum	*Three Minimum
Attend SAS Training	20 Minimum	10 Minimum	One Minimum
SAS Solutions Showcase	Required	Not Required	Not Required
<b>MARKETING SUPPORT</b>			
Market Development Funds	\$1M – Minimum	\$50K – Minimum	N/A
Attendance at SAS User Groups (and/or SAS Global Forum)	Five	Four	One
Present at a SAS User Group or SAS Global Forum	Two	Two	Not Required
Exhibit at a SAS User Group (SAS Global Forum) and/or The Premier Business Leadership Series	Required	Required	Not Required

\* *Note: Minimum requirement for organizations with less than three employees would be one certified consultant.*

See Appendix D for additional information, including fees for adding operating systems/platforms and for adding software packages.

**Benefits**

The benefits received by SAS Alliance **Consulting Program** members are outlined below. They vary within each member level.

Annual Benefits	Platinum	Gold	Silver
<b>GENERAL</b>			
Teaming Agreement	✓	✓	✓
SAS Alliance Manager Assigned	Dedicated Resource	Dedicated Resource	Dedicated Resource
SAS Alliance Conference Attendance	\$	\$	\$
<b>SOFTWARE, TRAINING &amp; SUPPORT</b>			
Partner Standard Software License	✓	✓	✓
SAS On-Line Certification Training Course	Course for Five Consultants Included	Course for Three Consultants Included	Course for One Consultant Included
SAS Certification Test	Test for Five Consultants Included	Test for Three Consultants Included	Test for One Consultant Included
Technical Support	✓	✓	✓
SAS Public Course – 50% Matching Funds	\$	\$	\$
SAS Publication – 20% Funding	\$	\$	\$
Beta Software	✓	✓	✓
SAS Alliance Partner Training (High Velocity and BI Framework)	✓	✓	✓
SAS Self-Paced e-Learning Codes	10	Five	Five
Always On Sales Training	✓	✓	✓
Access to PartnerNet on www.sas.com	✓	✓	✓
<b>MARKETING SUPPORT</b>			
Alliance Rewards	✓	✓	✓
Right to use the SAS Alliance Logo	Platinum	Gold	Silver
Promotional Marketing Support	\$	\$	\$
Partner Portal	✓	✓	✓
Editorial Content in SAS Publications	✓	✓	✓
SAS Executive Conference Participation	\$	\$	\$
Sponsor/Exhibit at SAS User Group Conference (and/or SAS Global Forum)	\$	\$	\$
Joint Customer Success Stories	✓	✓	If Appropriate
Publicity Planning	✓	✓	If Appropriate
Visibility on www.sas.com	✓	✓	✓
Salesforce Awareness	Global Awareness	Regional Awareness	✓
Notification of SAS Webcasts	✓	✓	✓
Sponsor/Exhibit at The Premier Business Leadership Series	\$	\$	\$
Content to BetterManagement.com	✓	✓	✓
**Opportunities with BetterManagement.com	✓	✓	✓

✓ Benefits are included as part of program membership fee and additional fees may be required. SAS reserves the right to modify from time to time the benefits received. SAS reserves the right to determine the level and type of benefit received. Actual benefits may vary depending on the joint business plan developed and agreed upon with member organization and according to geography.

\$ Additional fees may be required.

\*\* BetterManagement.com opportunities may include sponsorship on BetterManagement.com and/or Web seminars with BetterManagement.com.

## **Application Program**

The SAS Alliance Application Program has been designed to encourage and promote the integration of strategic SAS technologies and applications into third-party software. This integration extends the coverage of SAS in specific market segments and provides customers with world-class intelligence solutions.

This program also works with select application and software vendors who provide best-of-breed technology and software that can be integrated into SAS. Customers benefit from this integration by getting comprehensive, high-quality solutions for CRM, SRM, financial and IT management, and more.

The Application Program does not compete with an existing sales force. Customers can be assured that the software in which we choose to embed, complement or interoperate with has received extensive quality assurance testing and validation.

The SAS Alliance has developed a comprehensive, worldwide program to support our Application Program members. The program is a combination of technical, training, sales, marketing and account management support. Eligibility for certain programs is based on the member's level of commitment to the partnership.

## Requirements

The requirements for becoming an **Application Program** member are outlined in the table below. These requirements must be met within the first six months of membership. Detailed descriptions of requirements and benefits are provided in Appendix G. In addition, Application partners may be required to submit their products and applications for formal validation and testing. To have your SAS-based application reviewed and tested, please e-mail [partners@sas.com](mailto:partners@sas.com). The SAS Alliance Partner Development Team will review the SAS Alliance application and any additional information provided, and you will be contacted by a SAS Alliance Manager.

Annual Requirements Criteria	Platinum	Gold	Silver
<b>GENERAL</b>			
Program Fee	\$100K	\$20K	\$10K
Corporate Revenue	\$100M+	\$10M+	N/A
Global Presence	2 Continents	Not Required	Not Required
Generate New SAS Customers	25	10	5
Alliance Application	Yes	Yes	Yes
Alliance Master Agreement	Yes	Yes	Yes
Joint Business Plan	Yes	Yes	Yes
Submit Activity Reports	Monthly	Quarterly	Quarterly
Submit & Update Company Profile	Yes	Yes	Yes
<b>SOFTWARE, TRAINING &amp; SUPPORT</b>			
SAS Sales Overview	Yes	Yes	Not Required
SAS Certified Consultants and/or SAS Trained Staff	2	1	1
<b>MARKETING SUPPORT</b>			
Market Development Funds	\$1M - minimum	\$100K - minimum	N/A

**Benefits**

**Application Program** members are eligible to receive the benefits outlined in the table below, based on each member’s program level.

<b>Annual Benefits</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>
<b>GENERAL</b>			
SAS Alliance Manager Assigned	Dedicated Resource	Dedicated Resource	Dedicated Resource
SAS Alliance Conference Attendance	\$	\$	\$
<b>SOFTWARE, TRAINING &amp; SUPPORT</b>			
Partner Standard Software License	✓	✓	✓
SAS On-Line Certification Training Course	*	*	*
SAS Certification Test	*	*	*
Technical Support	✓	✓	✓
SAS Public Course – 50% Matching Funds	✓	✓	✓
SAS Publication – 20% Funding	✓	✓	✓
Pre-Production Software	✓	As Appropriate	As Appropriate
SAS Alliance Partner Training (High Velocity and BI Framework)	✓	✓	✓
SAS Self-Paced e-Learning Codes	10	Five	Five
Always On Sales Training	✓	✓	✓
Access to PartnerNet on www.sas.com	✓	✓	✓
<b>MARKETING SUPPORT</b>			
Right to use the SAS Alliance Logo	Platinum	Gold	Silver
Promotional Marketing Support	\$	\$	As Appropriate
Partner Portal	✓	✓	✓
Editorial Content in SAS Publications	✓	As Appropriate	As Appropriate
SAS Executive Conference Participation	✓	✓	✓
Sponsor/Exhibit at SAS User Group Conference (and/or SAS Global Forum)	\$	\$	\$
Joint Customer Success Stories	✓	✓	✓
Publicity Planning	✓	✓	✓
Visibility on www.sas.com	✓	✓	As Appropriate
Salesforce Awareness	Global Awareness	Regional Awareness	✓
Notification of SAS Webcasts	✓	✓	✓
Sponsor/Exhibit at The Premier Business Leadership Series	\$	\$	\$
Content to BetterManagement.com	✓	✓	✓
**Opportunities with BetterManagement.com	✓	✓	✓

✓ *Benefits are included as part of program membership fee and additional fees may be required. SAS reserves the right to modify from time to time the benefits received. SAS reserves the right to determine the level and type of benefit received. Actual benefits may vary depending on the joint business plan developed and agreed upon with member organization and according to geography.*

\$ *Additional fees may be required.*

\* *Determined on a case-by-case basis.*

\*\* *BetterManagement.com opportunities may include sponsorship on BetterManagement.com and/or Web seminars with BetterManagement.com.*

## Outsourcing Program

SAS Alliance Outsourcing Program members utilize or incorporate SAS products to provide value-added services to their clients. Outsourcing partners may use SAS in conjunction with their clients' data – helping them achieve fast access to mission-critical applications and reducing their capital investment.

**Application Service Providers (ASPs)** provide managed access to certain SAS software applications that are hosted by the ASP. The ASP may host only SAS applications and/or tools, or it may host a solution that uses SAS software as a component of a proprietary (value-added) application. Any required SAS licenses are licensed by the ASP. The ASP's clients may access and use the SAS solution or application components only in the context of the ASP solution and for no other purposes. SAS' current standard Master License Agreement (MLA) prohibits a customer from using SAS software to perform ASP activities without an amendment setting forth additional terms and conditions, and the payment of additional fees.

**Data Service Providers (DSPs)** process clients' data or other third-party data in order to produce hard copy or static electronic reports for such clients. The DSP client is not permitted to access and use the SAS software; only the DSP is authorized for access. Any required licenses are licensed by the DSP. A DSP may use another application, in addition to SAS software, to produce the reports. SAS' current standard MLA prohibits a customer from using SAS software to perform DSP activities without an amendment setting forth additional terms and conditions, and the payment of additional fees.

**SAS Solution Providers (SSPs)** provide managed access to certain SAS solutions that are hosted and/or operated by the SSP. The SSP may host only SAS solutions, or it may provide other value-added applications in conjunction with the SAS solution. Any required SAS licenses are licensed by the SSP. The SSP's clients may access and use the SAS solution or application components. SAS' current standard MLA prohibits a customer from using SAS software to perform SSP activities without an amendment setting forth additional terms and conditions, and the payment of additional fees.

**Information Technology Outsourcing Providers (ITOs)** manage the software and hardware infrastructure for their clients. The ITO provider maintains its own facility and permits its clients to access and use the software and hardware installed at that facility in support of that client. SAS' current standard MLA prohibits a customer from using SAS software to perform outsourcing activities without an amendment setting forth additional terms and conditions.

**Business Process Outsourcing Providers (BPOs)** provide outsourcing services to manage the business and IT management and operations for either an entire business process (e.g., HR, customer care), or a business function (payroll, benefits administration, claims processing). BPO providers incorporate SAS software to deliver value-added BPO services to their clients.

The SAS Alliance has developed a comprehensive, worldwide program to support its Outsourcing Program members. The program provides technical support, training, sales and marketing support, and account management. Eligibility for certain programs is based upon the member’s level of commitment to SAS.

**Requirements**

Requirements for becoming an **Outsourcing Program** member are described in the table below. These requirements must be met within the first six months of membership. Detailed descriptions of requirements and benefits are provided in Appendix G.

<b>Annual Requirements Criteria</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>
<b>GENERAL</b>			
Program Fee	\$100K	\$20K	\$10K
Corporate Revenue	\$100M+	\$50M+	N/A
Global Presence	Two Continents	Multinational	Not Required
Generate New SAS Revenue	\$2M	\$500K	\$250K
Generate New SAS Customers	10 Accounts	Five Accounts	Two Accounts
Internal SAS Sponsor	Yes	Yes	Yes
Alliance Application	Yes	Yes	Yes
Alliance Master Agreement	Yes	Yes	Yes
Joint Business Plan	Yes	Yes	Standard
Submit Activity Reports	Monthly	Monthly	Quarterly
Submit & Update Company Profile	Yes	Yes	Yes
Attend Partner Orientation Seminar	Yes	Yes	Yes
Submit Referenceable Joint Customer Success Stories	Yes	Yes	If Appropriate
Complete Marketing Plan	Yes	Yes	Standard
<b>SOFTWARE, TRAINING &amp; SUPPORT</b>			
SAS Certified Consultants	10 Minimum per Market Segment or SAS Solution Focus	10 Minimum	Three Minimum *
Attend SAS Training	20 Minimum	10 Minimum	Three Minimum
SAS Solutions Showcase	If Appropriate	If Appropriate	Not Required
<b>MARKETING SUPPORT</b>			
Market Development Funds	\$1M – Minimum	\$50K – Minimum	N/A
Attendance at SAS User Groups (and/or SAS Global Forum)	Five	Four	One

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\* *Note: The minimum requirement for organizations with fewer than three employees would be one certified consultant.*

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## Benefits

**Outsourcing Program** members are eligible to receive the benefits outlined in the table below based on each member's program level.

Annual Benefits	Platinum	Gold	Silver
<b>GENERAL</b>			
Teaming Agreement	✓	✓	✓
SAS Alliance Manager Assigned	Dedicated Resource	Dedicated Resource	Dedicated Resource
SAS Alliance Conference Attendance	\$	\$	\$
<b>SOFTWARE, TRAINING &amp; SUPPORT</b>			
SAS On-Line Certification Training Course	Course for Five Consultants Included	Course for Three Consultants Included	Course for One Consultant Included
SAS Certification Test	Test for Five Consultants Included	Test for Three Consultants Included	Test for One Consultant Included
Technical Support	✓	✓	✓
SAS Public Course – 50% Matching Funds	\$	\$	\$
SAS Publication – 20% Funding	\$	\$	\$
Pre-Production Software	✓	✓	✓
SAS Alliance Partner Training (High Velocity and BI Framework)	✓	✓	✓
SAS Self-Paced e-Learning Codes	10	Five	Five
Always On Sales Training	✓	✓	✓
Access to PartnerNet on www.sas.com	✓	✓	✓
<b>MARKETING SUPPORT</b>			
Right to use the SAS Alliance Logo	Platinum	Gold	Silver
Promotional Marketing Support	\$	\$	\$
Partner Portal	✓	✓	✓
Editorial Content in SAS Publications	✓	✓	✓
SAS Executive Conference Participation	\$	\$	\$
Sponsor/Exhibit at SAS User Group Conference (and/or SAS Global Forum)	\$	\$	\$
Joint Customer Success Stories	✓	✓	✓
Publicity Planning	✓	✓	If Appropriate
Visibility on www.sas.com	✓	✓	✓
Sales Force Awareness	Global Awareness	Regional Awareness	Regional Awareness
Notification of SAS Webcasts	✓	✓	✓
Sponsor/Exhibit at The Premier Business Leadership Series	\$	\$	\$
Content to BetterManagement.com	✓	✓	✓
**Opportunities with BetterManagement.com	✓	✓	✓

✓ *Benefits are included as part of program membership fee and additional fees may be required. SAS reserves the right to modify from time to time the benefits received. SAS reserves the right to determine the level and type of benefit received. Actual benefits may vary depending on the joint business plan developed and agreed upon with member organization and according to geography.*

\$ *Additional fees may be required.*

\* *Determined on a case-by-case basis.*

\*\* *BetterManagement.com opportunities may include sponsorship on BetterManagement.com and/or Web seminars with BetterManagement.com.*

## OEM Program

OEM Program members are independent software vendors (ISVs) that embed or integrate SAS software technology within their enterprise software applications. The applications may be sold as installable products or via a hosted or software-as-services solution.

### Requirements

As an **OEM Program** member, you agree to commit to the requirements based on your partnership level, as described below.

Annual Requirements Criteria	Platinum	Gold	Silver
<b>GENERAL</b>			
SAS Software Revenue Commitment (Net)	>\$2M	\$500K	Not Available
SAS Alliance Master Agreement	Required	Required	
Custom OEM Contract	Yes	Yes	
Go-To Market Plan	Required	Required	
Alliance Application	Yes	Yes	
Alliance Master Agreement	Yes	Yes	
Submit & Update Company Profile	Yes	Yes	

## Benefits

OEM Program members are eligible to receive the benefits outlined in the table below, based on each member's program level.

Annual Benefits	Platinum	Gold	Silver
<b>GENERAL</b>			
SAS OEM Partner Manager	As Assigned	As Assigned	Not Available
SAS Alliance Summit Attendance	Three Passes	One Pass	
<b>TRAINING &amp; KNOWLEDGE TRANSFER</b>			
Development Software Licenses	Yes	Yes	Not Available
Demo licenses	Yes	As Appropriate	
Beta Software	Yes	Yes	
SAS QuickStart services offering	Available at OEM Partner Rates	Available at OEM Partner Rates	
Preferred Access to R&D resources	Yes	Yes	
Access to premium solution architect	As Assigned	As Assigned	
R&D Preview Day (Product Showcase)	Three Passes	One Pass	
Invitation to participate in SAS Product Advisory Council	Yes	By Invitation	
SAS Online Training courses	Course for Three Individuals Included	Course for One Individual Included	
SAS Public Course – 50% Matching Funds	\$	\$	
SAS Publication – 20% Funding	\$	\$	
SAS Alliance Partner Training (High Velocity and BI Framework)	✓	✓	✓
SAS Self-Paced e-Learning Codes	10	Five	Five
Always On Sales Training	✓	✓	✓
Customized training	At Special OEM Partner Rates	At Standard Rates	Not Available
Access to PartnerNet on www.sas.com	Yes	Yes	
Passes to SAS Global Forum	By request	By request	
Monthly and/or quarterly product/training Webinars	Yes	Yes	
<b>MARKETING SUPPORT</b>			
Right to use the SAS Alliance Logo	"Powered by SAS®" Logo Available	"Powered by SAS®" Logo Available	Not Available
Sales collateral, presentations, via extranet	Yes	Yes	
Sponsor/Exhibit at SAS customer conferences	\$	\$	
Joint Customer Success Stories	Available	As Appropriate	
Visibility on www.sas.com, listing and branding on Partner Web site	Yes	Yes	

✓ Software provided is based on the OEM software license. Benefits are included as part of the program membership fee and additional fees may be required. SAS reserves the right to modify from time to time the benefits received. SAS reserves the right to determine the level and type of benefit received. Actual benefits may vary depending on the joint business plan developed and agreed upon with the member organization and according to geography.

\$ Additional fees may be required.

## Reseller Program

The SAS Alliance Reseller Program provides customers with access to SAS software through indirect channels — allowing customers to work with their vendor of choice to acquire a complete solution.

Services provided by a reseller should cover the entire sales cycle and include:

- Consulting.
- Positioning and reselling of SAS software.
- Implementation.
- Education.
- Maintenance.

Resellers also provide access to new markets that SAS has been unable to penetrate in the past. There are specific industries or customer segments where SAS does not operate directly.

Resellers participating in the SAS Alliance Reseller Program are mostly national or regional system integrators, offering tailored and vertical solutions. They derive their revenues primarily from consulting and integration services that are supported by reselling software. These members can be further categorized as value-added resellers that provide solutions to fit customer needs by solving specific business problems through value-added services, support and products while reselling SAS software.

SAS customers benefit from the reseller's ability to extend SAS software capabilities through services and value-added components.

A full list of SAS technologies that qualified partners are authorized to resell can be found on PartnerNet at [www.sas.com/partners/partnet](http://www.sas.com/partners/partnet).

If your organization is interested in learning more about participation in the SAS Alliance as a reseller, e-mail [partners@sas.com](mailto:partners@sas.com) (Americas and Europe) or [ap.partners@sas.com](mailto:ap.partners@sas.com) (Asia Pacific) and a SAS Alliance manager will contact you. Each request and alliance application is evaluated on a case-by-case basis. The following criteria must be met, at a minimum, and based upon review, additional terms and conditions may apply.

## Requirements

Requirements for becoming a member of the **Reseller Program** are outlined in the table below. Detailed descriptions of requirements and benefits are provided in Appendix G.

Annual Requirements Criteria	Platinum	Gold	Silver
<b>GENERAL</b>			
Program Fee	To Be Determined	\$20K	\$10K
Annual Corporate Revenues	>\$20M	\$10M – \$20M	<\$10M
*SAS Software Revenue Commitment (Net)	>\$5M	\$1M	\$500K
Internal SAS Sponsor	Yes	Yes	Yes
Alliance Application	Yes	Yes	Yes
Alliance Master Agreement	Yes	Yes	Yes
Joint Business Plan	Yes	Yes	Standard
Submit & Update Company Profile	Yes	Yes	Yes
Attend Partner Orientation Seminar	Yes	Yes	Yes
<b>SOFTWARE, TRAINING &amp; SUPPORT</b>			
SAS Certified Consultants	To Be Determined	Five Minimum	Two Minimum
SAS e-Learning Technical Training	Five Minimum	Three Minimum	One Minimum
Sales People Trained	To Be Determined	Three Minimum	One Minimum
Trained Pre-Sales System Engineers	To Be Determined	Three Minimum	One Minimum
<b>MARKETING SUPPORT</b>			
Joint Customer Success References	Three	Two	One
Completed Marketing Plan	Yes	Yes	If Appropriate
Partner Lead-Generation Activity	Two	Two	Two
*Market Development Funds	To Be Determined	15,000 Reward Points	5,000 Reward Points
Attendance at SAS User Groups and/or SAS Global Forum	Five	Two	One
Exhibit at a SAS User Group (SAS Global Forum) and/or The Premier Business Leadership Series	Required	Required	Not Required

\* Americas only. Criteria may vary by geography.

**Benefits**

**Reseller Members** are eligible to receive the benefits outlined in the table below based on each member’s program level.

<b>Annual Benefits</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>
<b>GENERAL</b>			
Finder’s Fee Agreement	N/A	N/A	N/A
SAS Alliance Manager Assigned	Dedicated Resource	Dedicated Resource	Dedicated Resource
SAS Alliance Conference Attendance	\$	\$	\$
<b>SOFTWARE, TRAINING &amp; SUPPORT</b>			
Partner Standard Software License	✓	✓	✓
SAS On-Line Certification Training Course	To Be Determined	Course for Three Individuals Included	Course for One Individual Included
SAS Certification Test	To Be Determined	Test for Three Individuals Included	Test for One Individual Included
Reseller Technical Support	✓	✓	✓
Customer Implementation Support	✓	✓	✓
SAS Public Course – 50% Matching Funds	\$	\$	\$
SAS Publication – 20% Funding	\$	\$	\$
Pre-Production Software	✓	✓	✓
SAS Alliance Partner Training (High Velocity and BI Framework)	✓	✓	✓
SAS Self-Paced e-Learning Codes	10	Five	Five
Always On Sales Training	✓	✓	✓
Access to PartnerNet on www.sas.com	✓	✓	✓
<b>MARKETING SUPPORT</b>			
Right to use the SAS Alliance Logo	Platinum	Gold	Silver
Promotional Marketing Support	\$	\$	\$
Partner Portal	✓	✓	✓
Editorial Content in SAS Publications	✓	✓	✓
SAS Executive Conference Participation	\$	\$	\$
Sponsor/Exhibit at SAS User Group Conference and/or SAS Global Forum	\$	\$	\$
Joint Customer Success Stories	✓	✓	✓
Publicity Planning/Joint PR	✓	✓	✓
Visibility on www.sas.com	✓	✓	✓
Notification of SAS Webcasts	✓	✓	✓
Sponsor/Exhibit at The Premier Business Leadership Series	\$	\$	\$
Content to BetterManagement.com	If Appropriate	If Appropriate	If Appropriate
**Opportunities with BetterManagement.com	✓	✓	✓

✓ *Benefits are included as part of program membership fee and additional fees may be required. SAS reserves the right to modify from time to time the benefits received. SAS reserves the right to determine the level and type of benefit received. Actual benefits may vary depending on the joint business plan developed and agreed upon with member organization and according to geography.*

\$ *Additional fees may be required.*

\*\* *BetterManagement.com opportunities may include sponsorship on BetterManagement.com and/or Web seminars with BetterManagement.com.*

## Affiliate Partner

SAS Affiliates are individual consultants, consulting organizations or single-practice teams within a large firm who are willing to continuously update their SAS skills and knowledge through the SAS Alliance. SAS provides program management with additional infrastructure (such as Web) support to SAS Affiliates.

The SAS Alliance seeks to partner with organizations that present a strong market opportunity, a complementary or joint product, and services that support the market opportunity. At this entry level in the alliance, individuals/organizations primarily receive access to SAS software and technical support. SAS Affiliates may utilize SAS software ONLY for the member's internal training requirements, development of applications, development of demos and prototypes, or the development of reusable solutions. SAS Affiliates must demonstrate strong SAS skills/knowledge, or receive training prior to receiving SAS software.

SAS and the prospective affiliate partner must jointly determine what level of investment is appropriate. The SAS Alliance is pleased to offer various investment levels to ensure alliance participation is available and mutually beneficial to all parties.

SAS Affiliates are charged a participation fee for SAS Affiliate benefits — see the requirements and benefits charts below.

## Requirements

Annual Requirements Criteria	Affiliate Partner
<b>GENERAL</b>	
Program Fee	See Appendix D
Alliance Application	Yes
Alliance Master Agreement	Yes
Master License Agreement and Alliance Supplement	Yes
Submit & Update Company Profile	Yes
<b>SOFTWARE, TRAINING &amp; SUPPORT</b>	
Attend SAS Training – Affiliates must stay current in SAS technology capabilities and invest in increasing skills (formal/informal training)	Required
<b>MARKETING SUPPORT</b>	
Attendance at SAS User Group Meeting (SAS Global Forum) and/or The Premier Business Leadership Series	Yes

See Appendix D for software packages and additional pricing information.

**Benefits**

<b>Annual Benefits</b>	<b>Affiliate Partner</b>
<b>GENERAL</b>	
Teaming Agreement	✓
SAS Alliance Manager Assigned	Designated Resource
SAS Alliance Conference Attendance	\$
<b>SOFTWARE, TRAINING &amp; SUPPORT</b>	
Partner Standard Software License	✓
SAS On-Line Certification Training Course	Course for One Consultant Included
SAS Certification Test	Test for One Consultant Included
Technical Support	✓
SAS Public Course – 50% Matching Funds	\$
SAS Publication – 20% Funding	\$
SAS Alliance Partner Training (High Velocity and BI Framework)	✓
SAS Self-Paced e-Learning Codes	✓
Always On Sales Training	✓
Access to PartnerNet on www.sas.com	✓
<b>MARKETING SUPPORT</b>	
Partner Portal	✓
Right to use the SAS Alliance Logo	Yes
Editorial Content in SAS Publications	If Appropriate
Joint Customer Success Stories	If Appropriate
Visibility on www.sas.com	✓
Sales Force Awareness	✓
Sponsor/Exhibit at The Premier Business Leadership Series	✓
Content to BetterManagement.com	✓
**Opportunities with BetterManagement.com	\$

✓ *Benefits are included as part of program membership fee and additional fees may be required. SAS reserves the right to modify from time to time the benefits received. SAS reserves the right to determine the level and type of benefit received. Actual benefits may vary depending on the joint business plan developed and agreed upon with member organization and according to geography.*

\$ *Additional fees may be required.*

\*\* *BetterManagement.com opportunities may include sponsorship on BetterManagement.com and/or Web seminars with BetterManagement.com.*

Solution packages may be licensed, subject to availability, upon completion of the appropriate training for each product; agreement to additional licensing terms as may be required.

Completion of SAS software licensing documents will be required prior to the software being provided.

**Note:** Affiliate partner fees may vary according to geography.

## SAS® Alliance Benefits

There are numerous benefits to being a member of the SAS Alliance. Many of those benefits, particularly those unique to each alliance program, are detailed in this guide. The benefits that apply to all program members are described in the following sections. Guidelines for taking advantage of alliance benefits are also outlined where appropriate.

### Software Package(s)

The Partner Standard Software License includes the SAS software most commonly used to develop SAS applications. There are also a number of optional solution packages available to members that have a specific application need. This package is made available to all members of the alliance in good standing, and is just one of the many benefits included in the program membership fee. Note that membership fees may vary depending on geography and the number of consultants who will use and have access to the software. This software is made available for use in performing alliance-related activities and is not available, under the Alliance Master Agreement, to operate members' internal business or administrative functions. Please refer to the Alliance Master Agreement and Alliance Program Development and Demonstration Software Supplement for additional software usage restrictions. The complete software package and the associated fees can be found in Appendix D.

### Training

SAS knows that knowledge of our technology and solutions is a key component to success for our partners and resellers. SAS has created training initiatives for SAS Alliance members to learn the latest technology and solutions SAS offers.

There are a variety of partner training initiatives, including expanded global offerings, new training paths and a fast-track program designed to get partners up and running after just five days of in-class training.

### Alliance Logo

Members may use the SAS Alliance member logo developed for the program level to which they belong. Terms controlling the use of the logo are outlined in the SAS Alliance Master Agreement. Guidelines for the use of the SAS Alliance member logo are outlined on PartnerNet at [www.sas.com/partners/partnetnet/programkit](http://www.sas.com/partners/partnetnet/programkit).

## Alliance Web Site – Internal and External

To promote external awareness of the SAS Alliance and its members, an Alliance Web site is available on [www.sas.com](http://www.sas.com). This site provides a wide range of information on the SAS Alliance, including the requirements and benefits of participation.

The SAS Alliance Program Guide is available for review and download at [www.sas.com/alliance](http://www.sas.com/alliance). Individual Web pages are maintained and featured for select alliance members at [www.sas.com/alliance/directory](http://www.sas.com/alliance/directory). Interested parties may view partner relationship statements, appropriate contacts, success stories, FAQs, joint collateral and much more on the individual partner Web pages. A worldwide SAS Alliance directory is available at [www.sas.com/apps/partners](http://www.sas.com/apps/partners). This directory features an alphabetical listing of all SAS Alliance members, as well as search capabilities for identifying members by area of expertise, location, partnership level, category and services provided. The partner information displayed in this directory is populated with information provided by alliance members in the Partner Profile Questionnaire on PartnerNet at [www.sas.com/partners/partnernet/programkit](http://www.sas.com/partners/partnernet/programkit).

Internal awareness of the SAS Alliance and its members is as important as external awareness. Therefore, the SAS Alliance Development division maintains an internal Web site on the SAS intranet, which is instrumental in promoting member awareness to the SAS sales organization and other interested parties. The intranet also features an internal partner directory, where select SAS Alliance members have individual Web pages with information such as partner business overviews, related news and events, appropriate contacts, FAQs, processes for engagement, marketing plans, collateral and much more.

## SAS® Alliance PartnerNet

The SAS Alliance PartnerNet ([www.sas.com/partnernet](http://www.sas.com/partnernet)) is a password-protected Web site that's exclusively for SAS Alliance members, and serves as a single repository for a wealth of information, including:

- Upcoming SAS corporate and alliance member-related events.
- Special programs and offers available to alliance members.
- New SAS products and services.
- Member highlights and success stories.
- SAS Training and SAS Certification information.
- Marketing opportunities and materials.
- SAS Alliance partner toolkits.
- SAS Alliance partner sales portals.
- SAS Alliance partner feedback mailbox for questions, suggestions and comments.

SAS Alliance members are encouraged to visit the PartnerNet frequently to remain up to date on current offerings and opportunities. To maintain security on PartnerNet, a new password is periodically assigned. To request a password, e-mail [partners@sas.com](mailto:partners@sas.com).

## **Jointly Branded Collateral**

Select SAS collateral assets can be found on PartnerNet. Collateral is intended for use in prospecting new accounts and promoting SAS products and solutions. Use will be limited to partner geography and local language requirements.

## **Public Relations/Marketing Communications**

SAS and SAS Alliance members will work together to develop publicity and marketing communication plans, which may include press releases and joint user success stories both in SAS and partner magazines, brochures and in the external press — as well as more strategic communications projects as appropriate. SAS Alliance members should make their best efforts to position SAS and SAS software in relevant activities associated with being a member of the SAS Alliance. SAS reserves the right to prioritize these activities.

## **BetterManagement.com**

BetterManagement.com is the authoritative Internet resource for business management information with content from over 250 leading organizations. Unlike a corporate Web site, BetterManagement.com brings together the business, software and education communities through the use of third-party content from best-of-breed partners and industry thought leaders. Membership to BetterManagement.com is free, and provides access to thousands of articles and white papers, dozens of Web seminars, audio/video presentations and a bookstore with thousands of business titles. BetterManagement.com provides effective go-to-market opportunities for SAS Alliance members, including dynamic Web seminars, video Webcasts, site sponsorships and more. Please visit [www.bettermanagement.com](http://www.bettermanagement.com) for additional information.

## **Teaming Agreements**

Teaming agreements are designed to actively motivate and encourage SAS Alliance members to promote SAS software and to assist in the closure of new sales opportunities. Please contact your designated SAS Alliance manager, visit PartnerNet, or e-mail [partners@sas.com](mailto:partners@sas.com) with questions in reference to establishing a SAS Teaming Agreement. Members can access PartnerNet to view the current rate table for fees based upon territory and program tier.

## **Subcontracting**

As an expansion of the SAS Alliance relationship, members who have demonstrated a particular expertise in the use of SAS software and/or SAS solutions may be asked to serve as SAS subcontractors. SAS Alliance members may determine that a subcontracting opportunity is desirable and may pursue that opportunity by completing a consulting agreement. While the alliance relationship may provide SAS with the occasion to consider a SAS Alliance member for subcontracting work, subcontracting is neither required nor implied by the alliance agreement. SAS Alliance members interested in learning more about becoming a SAS subcontractor should e-mail [partners@sas.com](mailto:partners@sas.com) or contact their SAS Alliance managers.

## **Alliance Agreement**

The SAS Alliance Agreement is the document governing the overall cooperative business relationship between SAS and an alliance member. The agreement outlines the general requirements and benefits of being an alliance member. Terms controlling management of the relationship, software usage and fees, marketing activities, publicity and logo use, as well as other pertinent aspects of the SAS and partner arrangement, are designated in this agreement.

## Application Process

The SAS Alliance application process helps SAS ensure that partner organizations meet the same high standards of market knowledge, integrity and customer satisfaction that SAS sets for itself. All applications undergo rigorous review to ensure that SAS customers can seek assistance from SAS Alliance members with the confidence that these organizations have the full support of SAS.

The SAS Alliance application process includes the following steps:

- **Step 1:** Complete the SAS Alliance application available online at [www.sas.com/alliance](http://www.sas.com/alliance).
- **Step 2:** Once an application is submitted and reviewed, the SAS Alliance Team will determine whether to accept or deny the application.
- **Step 3:** If an application is accepted, the SAS Alliance Team will work with the applicant to complete the appropriate SAS Alliance Agreement and the Development and Demonstration Software Supplement for SAS software use.
- **Step 4:** A joint business plan is developed for Platinum, Gold and select Silver members. This business plan is a customized document developed between the SAS Alliance manager and the alliance member.

For more information on the SAS Alliance application process, please see [www.sas.com/alliance/application\\_process](http://www.sas.com/alliance/application_process) and direct any questions to [alliance@sas.com](mailto:alliance@sas.com).

## Acceptance Criteria

Acceptance into the SAS Alliance is based on an organization's ability to meet the requirements for the program to which they have applied. Those requirements are outlined in the program overview sections in this guide. A thorough review is made of each application. The goal of the SAS Alliance is to form long-term relationships with organizations whose corporate goals and identity complement those of SAS, benefit our mutual customers, and are mutually beneficial for SAS and the alliance member. SAS reserves the right to approve or reject applications that appear to be inconsistent with the goals of the SAS Alliance.

## Appendix D: Alliance Program Fee Information and Software Packages

### 2008 Standard Software Licenses and Fee Information

#### I. SAS® 9.1 Technology Solution Package and Access Package<sup>1</sup>:

- **SAS® Enterprise Data Integration Server**  
Includes: SAS Data Integration Studio, SAS Data Quality Solution\* and other infrastructure technologies.
- **SAS® Enterprise BI Server**  
Includes: SAS Web Report Studio, SAS Add-In for Microsoft Office, SAS Information Map Studio, SAS Information Delivery Portal, SAS/GRAPH®, SAS OLAP Server and other infrastructure technologies.
- **SAS® Intelligence Storage**  
Includes: SAS Scalable Performance Data Server®, SAS OLAP Server<sup>2</sup> and other infrastructure technologies.
- **SAS® Visual BI, powered by JMP® 7:**

##### **SAS® 9.1 Foundation Technology Package:**

- SAS® Analytics Pro (Base SAS®, SAS/GRAPH®, SAS/STAT®)
- SAS/ACCESS® Interface to ODBC
- SAS/ACCESS® Interface to PCFF
- SAS/ACCESS® Interface to OLE DB
- SAS/AF® software
- SAS® AppDev Studio™
- SAS/ASSIST® software
- SAS/CONNECT® software
- SAS/EIS® software
- SAS/FSP® software
- SAS/INSIGHT® software
- SAS/SHARE® software
- SAS/TOOLKIT® software

##### **SAS/ACCESS® Package\*:**

- SAS/ACCESS® Interface to DB2
- SAS/ACCESS® Interface to INFORMIX
- SAS/ACCESS® Interface to CA-OpenINGRES
- SAS/ACCESS® Interface to ORACLE
- SAS/ACCESS® Interface to MySQL
- SAS/ACCESS® Interface to Netezza
- SAS/ACCESS® Interface to SYBASE
- SAS/ACCESS® Interface to Teradata

\*Note that not all SAS/ACCESS products run on all operating systems.

<sup>1</sup> All technology solutions include Base SAS (with SAS Management Console and SAS Metadata Server) and SAS Integration Technologies.

<sup>2</sup> SAS 9.1 OLAP Server also includes SAS/MDDB® server legacy technology.

Partner will receive all software described on this page on one set of media and with one SID (license file) per operating system, with the option to install any or all of the Foundation Technology and/or SAS/ACCESS packages and the Technology Solution package.

One program fee is required for partners participating in more than one program.

## II. Additional Technology Package Software Licenses:

At SAS' discretion, the member may also license one or more of the following Technology Packages:

- **The Advanced Analytics Package:**
  - SAS/ETS®
  - SAS/OR®
  - SAS/LAB®
  - SAS/QC®
  - SAS/IML®
- **The Web Analytics Package:**
  - SAS® Web Analytics
- **The Data Mining Package:**
  - SAS® Enterprise Miner™
  - SAS® Text Miner
- **The Intelligent Warehouse for ERP Systems Package:**
  - SAS/ACCESS® Interface to R/3
  - SAS ACCESS® Interface to SAP BW
  - SAS® Data Surveyor for Oracle Applications
  - SAS® Data Surveyor for PeopleSoft
  - SAS® Data Surveyor for SAP
  - SAS® Data Surveyor for Siebel

## III. Additional Solution Packages:

At SAS' discretion, the member may also license one or more of the following Solution Packages:

- **The Activity-Based Management Package:**
  - SAS® Activity-Based Management
- **The Financial Management Package:** *(requires an application server)*
  - SAS® Financial Management
  - SAS® Financial Management Adapter for SAP
- **The Human Capital Management Package:** *(requires an application server)*
  - SAS® Human Capital Management
- **The IT Resource Management Package:**
  - SAS® IT Resource Management
  - SAS® IT Charge Management
- **The Marketing Automation Package:** *(requires an application server)*
  - SAS® Marketing Automation
  - SAS® Marketing Optimization
- **The Risk Management Package:**
  - SAS® Risk Management Enterprise
- **The Strategic Performance Management Package:** *(requires an application server)*
  - SAS® Strategic Performance Management

■ **The Supplier Relationship Management Package:**

- SAS® Spend Analysis
- SAS® Sourcing Data Quality
- SAS® Sourcing Strategy
- SAS® Procurement Scorecard

For solutions or products that are not listed above in the additional program packages, please contact your appropriate alliance manager.

**IV. SAS Global Program Fees**

■ Silver Program Member: **\$10,000**

■ Gold Program Member: **\$20,000**

Membership fees are in US dollars or local currency equivalent.

***Silver membership includes:***

- The Foundation Technology Solution Package on one platform.
  - The **option** of adding two additional software packages — for a total of three — at no additional charge.
  - The **option** of adding two additional platforms -- for a total of three — at no additional charge.

***Gold membership includes:***

- The Foundation Technology Solution Package on one platform.
  - The **option** of adding three additional software packages — for a total of four — at no additional charge.
  - The **option** of adding three additional platforms — for a total of four — at no additional charge.

Should the member desire to license the Foundation Technology Solution Package on additional platforms in addition to what is provided above, an additional line item is required on the supplement indicating the additional platform. There is an additional fee of \$1,200 per additional platform.

**Europe, Middle East and Africa Program Fees**

■ Silver Program Member: **10,000**

■ Gold Program Member: **20,000**

***Silver membership includes:***

- The Foundation Technology Solution Package on one platform.
  - The **option** of adding two additional software packages — for a total of three — at no additional charge.
  - The **option** of adding two additional platforms — for a total of three — at no additional charge.

**Gold membership includes:**

- The Foundation Technology Solution Package on one platform.
  - The **option** of adding three additional software packages — for a total of four — at no additional charge.
  - The **option** of adding three additional platforms — for a total of four — at no additional charge.

Should the member desire to license the Foundation Technology Solution Package on additional platforms in addition to what is provided above, an additional line item is required on the supplement indicating the additional platform. There is an additional fee of \$1,200 per additional platform. (Respective euros or corresponding amount in local currency).

**V. SAS US Partners Affiliate Partner Program Fees**

NUMBER OF SAS CONSULTANTS	AFFILIATE MEMBER FEE
One	\$3,000
Up to 10	\$5,000

**Canada, Asia Pacific and Latin America Affiliate Partner Program Fees**

NUMBER OF SAS CONSULTANTS	AFFILIATE MEMBER FEE
One	\$2,000
Up to five	\$3,000
Up to 10	\$5,000
Up to 20	\$8,000

**SAS Europe, Middle East and Africa Affiliate Partner Program Fees**

NUMBER OF SAS CONSULTANTS	AFFILIATE MEMBER FEE
Up to four	2,500

**Affiliate membership includes:**

- The Foundation Technology Solution Package on one platform.
  - The **option** of adding one additional software package — for a total of two — at no additional charge.
  - The **option** of adding one additional platform — for a total of two — at no additional charge.

## VI. Add-On Fees

The Add-On Package must be licensed on the platform for which the Foundation Technology Package is licensed.

Additional technology/solution packages may be licensed at an additional fee of:

- **US, Canada, Asia Pacific and Latin America**

1-10 = \$500 (fewer than 10 SAS consultants only)

11 or more = \$1,000

- **International**

Additional fee = 1,200

This pricing applies for any add-on package (or module not listed in one of the above add-on packages) and is provided upon review of the member's knowledge of and ability to support the requested add-on package or software module. Partners are charged an additional fee for each add-on package requested above what is provided with the program fee. Partners may place the add-on package on every platform for which the partner has placed the Foundation Technology Package at no additional charge.

The Foundation Technology Package and the Activity-Based Management Package combined provide the full functionality of the SAS Activity-Based Management solution available to all SAS users.

Additional packages may be licensed, subject to availability, upon completion of appropriate training for each product and agreement to additional licensing terms as may be required.

The total number of consultants is counted across all operating systems and may not exceed the total number of users licensed.

Completion of SAS' software licensing documents will be required prior to the software being provided.

A member who cancels the partner license may renew those products at then-current corporate renewal rates.

## Appendix G: Definitions

<b>Alliance Application</b>	Document to be completed by an organization interested in becoming a member of the SAS Alliance.
<b>Alliance Master Agreement</b>	Document to be completed and signed by an organization to become a member of the SAS Alliance. This document contains the terms and conditions for participation in the alliance.
<b>Alliance Member</b>	A company or organization with which SAS has developed a formal and cooperative relationship and that has signed a formal agreement with SAS.
<b>Alliance Rewards</b>	Upon payment of annual fees, Silver and Gold Consulting Program members will receive 5,000 and 15,000 points, respectively. Registration and acceptance of terms for SAS Alliance rewards points is required to earn/spend points. Members can redeem points for SAS public training, publications, SAS event attendance and SAS sponsorships. Members may earn additional points based on purchases with SAS. Offer is limited to Silver and Gold Consulting Program partners within the USA. Visit PartnerNet to view terms and registration.
<b>Attendance at a SAS Users Group (SAS® Global Forum)</b>	Number of SAS users groups a member organization agrees to attend. This may include local, regional, special interest or international users group meetings. Additional fees apply.
<b>BetterManagement.com</b>	The authoritative Internet resource for performance management information with content from over 250 leading organizations. Unlike a corporate Web site, BetterManagement.com brings together the business, software and education communities through the use of third-party content from best-of-breed partners and industry thought leaders.
<b>Corporate Revenue</b>	An organization's annual revenue.
<b>Exhibit at a SAS® Users Group</b>	Number of SAS users group meetings a member agrees to exhibit (sponsorship opportunities: Alliance Café, SAS Demo Area, or other exhibition). Specific users groups and activities available will be determined on a case-by-case basis and mutually agreed upon by SAS and the member organization. Only members in good standing can participate in the SAS demonstration areas. Additional fees may apply.
<b>Teaming Agreement</b>	A Teaming Agreement is available for select members, and may be requested by the alliance member.
<b>Generate New SAS Customers</b>	Designated number of new SAS customers partner will identify and/or agreed-to goal of new revenue. Specific numbers or revenue may be adjusted via the joint business plan.
<b>Global Presence</b>	Two continents: Must have offices and support personnel on two or more continents. Multinational: Must have offices and support personnel in more than one country.
<b>Internal SAS Sponsor</b>	Appropriate SAS personnel who are aware of the member's interest in becoming a member of the alliance and who can vouch for the member's SAS or business expertise.
<b>Joint Business Plan</b>	The documented focus, objectives, measures of success and/or actions jointly agreed to between SAS and the member.

<b>Joint Customer Success Stories</b>	From time to time the SAS Alliance will showcase progress and achievements of SAS and its partners. Members may request and receive special mention or be included in SAS publications.
<b>Market Development Funds</b>	Funds exclusively available for marketing, promotional activities and events that benefit both parties and offer a greater return on investment than either party could achieve by itself. Alliance managers must agree on a program-by-program or marketing activity basis. These funds are to be used to generate mutually beneficial lead generating or market awareness activities. In addition, the intent of market development funds is to reinvest in the partnership in order to develop additional business together.
<b>Marketing Plan</b>	Jointly developed go-to-market strategies to develop awareness and demand generation opportunities.
<b>Notification of Webcasts</b>	SAS may periodically make internal/external Webcasts available to members. This benefit is determined on a case-by-case basis.
<b>Partner Portal</b>	A unique application inside PartnerNet which provides selected partners and their alliance managers a vehicle to review joint sales activities, leads, award summaries and custom reports. The portal is updated nightly to allow access to real-time reports, and is protected by individual partner passwords. Availability may vary depending on geography.
<b>Partner Standard Software License</b>	See Appendix D.
<b>Present at a SAS® Users Group</b>	Number of SAS users groups a member agrees to present a paper or other technical presentation (graphics, white paper, roundtable discussion or other presentation). This may include a local, regional, special interest or international SAS users group meeting. Specific users group meetings will be identified/confirmed with the member and listed in the joint business plan (Gold and Platinum levels only).
<b>Program Fee</b>	The fee associated with alliance membership. This fee is dependent upon the program and program membership level.
<b>Resellers</b>	Value-added resellers (VARs). Firms engaged in value-added resale activity of SAS software and that provide turnkey customer solutions by integrating hardware, software and services. All SAS resellers offer significant added value in the form of products or services.
<b>Reseller Local Territory (US Only)</b>	Local government branches, agencies or departments in the United States, as further defined in the then-current SAS Alliance Program Guide.
<b>SAS Affiliate</b>	Individual consultants, consulting organizations or single-practice teams within a large firm who ensure their SAS skills and knowledge are the latest and most up to date.
<b>SAS® Alliance Conference</b>	Conference designed specifically for members of the SAS Alliance. This conference is typically a combination of marketing and product information updates coupled with hands-on training. May substitute with SAS Alliance Summit.
<b>SAS® Alliance Partner Training</b>	Alliance partner training courses are in development and will be made available to members. Notification of course descriptions, locations and dates will be posted to the PartnerNet.

<b>SAS® Certified Consultants</b>	Number of consultants a member organization must have who have obtained SAS Certification. Alliance members must meet this requirement within 120 days of obtaining membership status. Failure to do so may result in an immediate change of member status, or removal from the program.
<b>SAS Executive Conference Participation</b>	Opportunity to present or exhibit at a SAS executive conference. These benefits are determined on a case-by-case basis and additional charges may apply.
<b>SAS Public Course 50% Matching Funds</b>	SAS matches partner investments in public education on a dollar-for-dollar basis (based on space availability and verification within country).
<b>SAS Publications</b>	SAS funds 20 percent of the partner investment in most publications (based on space availability and verification within local country).
<b>SAS® Solutions Showcase</b>	Designated location/office where SAS solutions are available for demonstration and promotional purposes. Also known as a SAS Competency Center.
<b>SAS Trained Staff</b>	Number of consultants a member organization agrees will receive/obtain SAS Training on an annual basis.
<b>Submit Activity Reports</b>	Members are required to keep the SAS Alliance up to date on their SAS-related activities and are required to provide written progress reports annually, quarterly or monthly, depending on program level.
<b>Submit and Update Partner Profile Questionnaire</b>	Partners must complete the Partner Profile Questionnaire form. This form enables SAS to better manage, refer and understand each member's areas of expertise.
<b>Visibility on www.sas.com</b>	SAS members will be listed on the external SAS Web site. Members will be listed in the partner directory also available at www.sas.com.



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