

---

## **SAS<sup>®</sup> Alliance Program Guide**

An overview of the SAS<sup>®</sup> Alliance, including the benefits and commitments of being a member

---



## Table of Contents

<b>Introduction to the SAS® Alliance .....</b>	<b>1</b>
About this Guide.....	1
Overview of SAS® Alliance Programs .....	2
Program Levels .....	3
Alliance Management .....	4
<b>Alliance Programs .....</b>	<b>4</b>
Technology Program .....	5
Consulting Program .....	7
Application Program.....	10
Outsourcing Program .....	13
OEM Program.....	16
Value-Added Reseller Program .....	18
Ambassador Program .....	21
Alliance Local Country Agreement .....	21
<b>SAS® Alliance Benefits in Detail.....</b>	<b>22</b>
Software Package(s).....	22
Training .....	22
Alliance Logo.....	23
Alliance Web Site – Internal and External .....	23
SAS® Alliance PartnerNet .....	24
Jointly Branded Collateral .....	24
Public Relations/Marketing Communications .....	25
BetterManagement.com .....	25
Teaming Agreements .....	25
Subcontracting .....	26
<b>Applying for SAS® Alliance Membership .....</b>	<b>26</b>
Application Steps.....	26
Acceptance Criteria .....	27
<b>Appendix D: Alliance Program Fee Information and Software Packages.....</b>	<b>28</b>
2009 Standard Software Licenses and Fee Information .....	28
<b>Appendix G: Definitions .....</b>	<b>33</b>

## Introduction to the SAS® Alliance

---

The SAS® Alliance builds a complementary and valuable relationship with our partners. It is designed to create new avenues for identifying sales opportunities, and 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. Together, SAS and SAS Alliance members develop, market, sell and deliver the most comprehensive analytic and business intelligence solutions available. We align our go-to-market initiatives and focus those activities on solving our collective customers' most critical business challenges.

### About this Guide

---

This SAS Alliance Program Guide describes how the SAS Alliance works; its wide selection of technical, marketing and sales programs; 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 applicable SAS Alliance 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.

## Overview of 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, Value-Added Reseller or Ambassador.

### ■ 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-a-service solution.

### ■ Value-Added Reseller Program

The Value-Added Reseller Program enables partners to sell SAS software licenses within predefined accounts, industries and solutions. Value-Added Resellers implement SAS software as part of a complete solution.

## ■ Ambassador Program

The Ambassador Program is a new category developed in 2008 to address the goal of developing more formal relationships with individuals, companies or organizations that are thought leaders in their respective verticals and/or are highly regarded and connected within their industries. These organizations are not typically described as management consulting companies or system integrators, but are highly regarded within an industry for their expertise. They are sought for their experience, as well as their insight into industry business challenges and how best to apply SAS technology to address these challenges.

## 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. Consultants who are considering joining the Consulting Program have the additional option of becoming an Affiliate-level member.

### ■ 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 solution-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.

### ■ Gold

Gold members work to support and deliver SAS technology and services. They are generally more regional in their market reach and are typically smaller in revenue 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 meetings, conference calls and the PartnerNet.

## ■ Affiliate

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

**Note:** Prospective partners who meet the Affiliate requirements in an EMEA SAS subsidiary can join the SAS Alliance at the Affiliate level for a one-year probationary period. At the end of this 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 partner-related activities as outlined in the partner's custom business plan.

Gold members are assigned a SAS Alliance manager who manages a limited number of national or 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).

Silver members receive a designated SAS Alliance manager who is responsible for several partners 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 and joint activity. Information about the tier structure will be defined later in this program guide.

---

## Alliance Programs

---

The following sections detail the seven programs included in the SAS Alliance, and conclude with a brief overview of the SAS Alliance Local Country Agreement (which officially defines the relationship between SAS and an alliance member). Within each alliance program section, 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	US\$100K	US\$20K	US\$10K
Global Presence	Two Continents	Multinational	National
Alliance Application	Yes	Yes	Yes
Alliance Local Country 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 <i>Sell-With</i> Commitment	Yes	Yes	Yes
Exhibit at a SAS Users 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>			
Joint 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	\$	\$	\$
Preproduction Software	✓	✓	✓
SAS Alliance Partner Training (Partner Quick Start and BI Framework)	✓	✓	✓
SAS Self-Paced e-Learning	10	Five	Five
Always On Sales Training	✓	✓	✓
Access to PartnerNet on www.sas.com	✓	✓	✓
Access to Partner Demo Center	✓	✓	✓
<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 Users Group Conference (and/or SAS Global Forum)	✓	✓	✓
Joint PR Associated with Marketing Initiatives and Customer Success Stories	✓	✓	✓
Visibility on www.sas.com	✓	✓	✓
Sales Awareness	Global Awareness	Regional Awareness	Regional Awareness
Notification of SAS (External) Webcasts	✓	✓	✓
Sponsor/Exhibit at SAS Conferences	\$	\$	\$
Content on 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. This 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 in the table on the following page. 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>Affiliate</b>
<b>GENERAL</b>				
*Program Fee	\$100K	\$20K per region	See Appendix D	See Appendix D
Corporate Revenue	\$100M+	\$5M+	N/A	N/A
Global Presence	Two Continents	Multinational	Not Required	Not Required
Generate New SAS Revenue	\$5M	\$2M	\$250K	N/A
Generate New SAS Customers	10 Accounts	Five Accounts	One Account	N/A
Generate New SAS Software Leads	25	10	Three	N/A
Internal SAS Sponsor	Yes	Yes	Yes	Yes
Alliance Application	Yes	Yes	Yes	Yes
Alliance Local Country Agreement	Yes	Yes	Yes	Yes
Joint Business Plan	Yes	Yes	Yes – Standard or Custom – as Appropriate	N/A
Submit Activity Reports	Monthly	Quarterly	Semiannually or per Business Plan	Yes
Submit & Update Company Profile	Yes	Yes	Yes	Yes
Attend Partner Quick Start	Yes	Yes	Yes	Yes
Submit Referenceable Joint Customer Success Stories	Yes	Yes	If Appropriate	Yes
Completed Marketing Plan	Yes	Yes	If Appropriate	N/A
<b>SOFTWARE, TRAINING &amp; SUPPORT</b>				
SAS Certified Consultants	10 Minimum per Market Segment or SAS Solution Focus	10 Minimum	**Three Minimum	**Three Minimum
Attend SAS Training	20 Minimum	10 Minimum	Five Minimum	One
SAS Solutions Showcase	Required	Not Required	Not Required	Not Required
<b>MARKETING SUPPORT</b>				
Market Development Funds	\$1M – Minimum	\$50K – Minimum	N/A	N/A
Attendance at SAS Users Groups (and/or SAS Global Forum)	Five	Four	One	Encouraged but Not Required
Present at a SAS Users Group or SAS Global Forum	Two	Two	Encouraged but Not Required	Encouraged but Not Required
Exhibit at a SAS Users Group (SAS Global Forum) and/or The Premier Business Leadership Series and/or SAS Business Conference	Required	Required	Encouraged but Not Required	Encouraged but Not Required

*\* Program Fees may differ slightly based on geography.*

*\*\* Note: Minimum requirement for organizations with fewer 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	Affiliate
<b>GENERAL</b>				
Teaming Agreement	✓	✓	✓	✓
SAS Alliance Manager Assigned	Dedicated Resource	Dedicated Resource	Dedicated Resource	Dedicated Resource
SAS Alliance Conference Attendance	\$	\$	\$	\$
<b>SOFTWARE, TRAINING &amp; SUPPORT</b>				
Partner Standard Software License	✓	✓	✓	✓
SAS Online Certification Training Course	Course for Five Consultants Included	Course for Three Consultants Included	Course for One Consultant Included	Course for One Consultant Included
SAS Certification Test	Test for Five Consultants Included	Test for Three Consultants Included	Test for One Consultant Included	Test for One Consultant Included
Technical Support	✓	✓	✓	✓
SAS Public Course – 50% Matching Funds	\$	\$	\$	\$
SAS Publication – 20% Funding	\$	\$	\$	\$
Preproduction Software	✓	✓	✓	✓
SAS Alliance Partner Training (Partner Quick Start and BI Framework)	✓	✓	✓	✓
SAS Self-Paced e-Learning	10	Five	Five	One
Always On Sales Training	✓	✓	✓	✓
Access to PartnerNet on www.sas.com	✓	✓	✓	✓
Access to Partner Demo Center	✓	✓	✓	✓
<b>MARKETING SUPPORT</b>				
Alliance Rewards	✓	✓	✓	✓
Right to use the SAS Alliance Logo	Platinum	Gold	Silver	✓
Promotional Marketing Support	\$	\$	\$	\$
Access to PartnerNet on www.sas.com (Partner Portal)	✓	✓	✓	✓
Editorial Content in SAS Publications	✓	✓	✓	✓
SAS Executive Conference Participation	✓	✓	✓	✓
Sponsor/Exhibit at SAS Conferences	\$	\$	\$	\$
Joint Customer Success Stories	✓	✓	If Appropriate	✓
Publicity Planning	✓	✓	If Appropriate	✓
Visibility on www.sas.com	✓	✓	✓	✓
Sales Awareness	Global Awareness	Regional Awareness	✓	✓
Notification of SAS Webcasts	✓	✓	✓	\$
Content on 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 send an e-mail to [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	Five
Generate New SAS Software Leads	25	10	Three
Alliance Application	Yes	Yes	Yes
Alliance Local Country 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	Two	One	One
<b>MARKETING SUPPORT</b>			
Market Development Funds	\$1M - minimum	\$100K - minimum	N/A

\* Program fees may differ slightly based on geography.

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

**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	<i>Dedicated Resource</i>	Dedicated Resource
SAS Alliance Conference Attendance	\$	\$	\$
<b>SOFTWARE, TRAINING &amp; SUPPORT</b>			
Partner Standard Software License	✓	✓	✓
SAS Online 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	✓	✓	✓
Preproduction Software	✓	As Appropriate	As Appropriate
SAS Alliance Partner Training (Partner Quick Start and BI Framework)	✓	✓	✓
SAS Self-Paced e-Learning	10	Five	Five
Always On Sales Training	✓	✓	✓
Access to PartnerNet on www.sas.com	✓	✓	✓
Access to Partner Demo Center	✓	✓	✓
<b>MARKETING SUPPORT</b>			
Right to use the SAS Alliance Logo	Platinum	Gold	Silver
Promotional Marketing Support	\$	\$	As Appropriate
Access to PartnerNet on www.sas.com (Partner Portal)	✓	✓	✓
Editorial Content in SAS Publications	✓	As Appropriate	As Appropriate
SAS Executive Conference Participation	✓	✓	✓
Sponsor/Exhibit at SAS Users Group Conference (and/or SAS Global Forum) or Premier Business Leadership Series	\$	\$	\$
Joint Customer Success Stories	✓	✓	✓
Publicity Planning	✓	✓	✓
Visibility on www.sas.com	✓	✓	As Appropriate
Sales Awareness	Global Awareness	Regional Awareness	✓
Notification of SAS Webcasts	✓	✓	✓
Sponsor/Exhibit at SAS Conferences	\$	\$	\$
Content on 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 licensing agreement 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. SAS' current standard MLA prohibits a customer from using SAS software to perform outsourcing activities without an amendment setting forth additional terms and conditions.

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
Generate New SAS Leads	25	10	Three
Internal SAS Sponsor	Yes	Yes	Yes
Alliance Application	Yes	Yes	Yes
Alliance Local Country Agreement	Yes	Yes	Yes
Joint Business Plan	Yes	Yes	Standard
Submit Activity Reports	Monthly	Monthly	Quarterly
Submit & Update Company Profile	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 Users Groups (and/or SAS Global Forum) and/or Premier Business Leadership Series and/or SAS Business Conference	Five	Four	One

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

## 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 Online 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	\$	\$	\$
Preproduction Software	✓	✓	✓
SAS Alliance Partner Training (Partner Quick Start and BI Framework)	✓	✓	✓
SAS Self-Paced e-Learning	10	Five	Five
Always On Sales Training	✓	✓	✓
Access to PartnerNet on www.sas.com	✓	✓	✓
Access to Partner Demo Center	✓	✓	✓
<b>MARKETING SUPPORT</b>			
Right to use the SAS Alliance Logo	Platinum	Gold	Silver
Promotional Marketing Support	\$	\$	\$
Access to PartnerNet (Partner Portal)	✓	✓	✓
Editorial Content in SAS Publications	✓	✓	✓
SAS Executive Conference Participation	\$	\$	\$
Sponsor/Exhibit at SAS Users Group Conference (and/or SAS Global Forum)	\$	\$	\$
Joint Customer Success Stories	✓	✓	✓
Publicity Planning	✓	✓	If Appropriate
Visibility on www.sas.com	✓	✓	✓
Sales Awareness	Global Awareness	Regional Awareness	Regional Awareness
Notification of SAS Webcasts	✓	✓	✓
Sponsor/Exhibit at SAS Conferences	\$	\$	\$
Content on 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.

## 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-a-service 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)	More than \$2M	\$500K	Not Available
SAS Alliance Local Country Agreement	Required	Required	
Custom OEM Contract	Yes	Yes	
Completed Marketing Plan	Required	Required	
Alliance Application	Yes	Yes	
Joint Business Plan	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	✓	✓	Not Available	
Demo Licenses	✓	As Appropriate		
Preproduction Software	✓	✓		
SAS Quick Start 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 (Partner Quick Start and BI Framework)	✓	✓		✓
SAS Self-Paced e-Learning	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 Web Seminars	Yes	Yes		
Access to Partner Demo Center	✓	✓		✓
<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 PartnerNet	Yes	Yes		
Sponsor/Exhibit at SAS Conferences	\$	\$		
Joint Customer Success Stories	Available	As Appropriate		
Visibility on www.sas.com	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.

## Value-Added Reseller Program

The SAS Alliance Value-Added 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.

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

Resellers participating in the SAS Alliance Value-Added Reseller Program are mostly national or regional system integrators offering tailored and vertical solutions. They derive their revenues primarily from two business models:

- Consulting and integration services that are supported by reselling SAS software.
- Solving customers' specific business problems by reselling SAS software in combination with value-added services, support and other products.

SAS customers benefit from the Value-Added 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).

## Requirements

Requirements for becoming a member of the **Value-Added 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	More than \$20M	\$10M – \$20M	More than \$10M
*SAS Software Revenue Commitment (Net)	More than \$5M	\$1M	\$150K in the 1st year of the term and \$500K in the 2nd year of the term
Internal SAS Sponsor	Yes	Yes	Yes
Alliance Application	Yes	Yes	Yes
Alliance Reseller Local Country 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 Self-Paced e-Learning Technical Training	Five Minimum	Three Minimum	One Minimum
Salespeople 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	Six	Four	Two
*Market Development Funds	Mutually Agreed Upon	Mutually Agreed Upon	Mutually Agreed Upon
Attendance at SAS Users Groups and/or SAS Global Forum	Five	Two	One
Sponsor/Exhibit at SAS Conferences	Required	Required	Not Required

\* Americas only. Criteria may vary by geography.

**Benefits**

Value-Added Reseller 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>			
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 Online 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	\$	\$	\$
Preproduction Software	✓	✓	✓
SAS Alliance Partner Training (Partner Quick Start and BI Framework)	✓	✓	✓
SAS Self-Paced e-Learning	10	Five	Five
Always On Sales Training	✓	✓	✓
Access to PartnerNet on www.sas.com	✓	✓	✓
Access to Partner Demo Center	✓	✓	✓
<b>MARKETING SUPPORT</b>			
Right to use the SAS Alliance Logo	Platinum	Gold	Silver
Promotional Marketing Support	\$	\$	\$
Access to PartnerNet (Partner Portal)	✓	✓	✓
Editorial Content in SAS Publications	✓	✓	✓
SAS Executive Conference Participation	\$	\$	\$
Sponsor/Exhibit at SAS Users 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 SAS Conferences	\$	\$	\$
Content on 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.

## Ambassador Program

Members of the SAS Ambassador Program are individuals, companies or organizations who are thought leaders in their respective verticals and are highly regarded and respected within their industries.

The requirements for becoming a member of the Ambassador Program are shown below.

Requirements Criteria	Ambassador Partner
Program Fee	None
SAS Sponsor (Internal)	Yes
Annual Enrollment	Yes
Alliance Ambassador Agreement	Yes
Submit and Update Company Profile	Yes
Alliance Application	Yes

Ambassador Program members are eligible for the following benefits:

Benefits	Ambassador Partner
<b>GENERAL</b>	
Teaming Agreement	Yes
SAS Alliance Manager	Designated Programmatic Resource
Training	*Limited
SAS Alliance Conferences	Fees Required
<b>MARKETING SUPPORT</b>	
Member of the SAS Global Alliance Program	Yes
Use of SAS Ambassador Logo	Yes
Listed as member of SAS Global Alliance Program on SAS Intranet and Partner Directory (externally)	Yes

---

\* Limited training includes access to SPEL, public courses and/or other internal and external training courses that may be provided to Ambassadors on an as-needed or required basis.

---

## Alliance Local Country Agreement

For every SAS Alliance program (with the exception of the Ambassador Program), the SAS Alliance Local Country Agreement is the legal document that governs the cooperative business relationship between SAS and an alliance member. The agreement outlines general membership requirements and benefits. 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.

## SAS Alliance Benefits in Detail

The following sections detail many of the benefits listed in the previous tables, and provide any necessary guidelines for taking advantage of them. Most of these benefits are available to all SAS Alliance members; this document notes with an asterisk (\*) the few cases where a benefit does not apply to Ambassador Program members.

### 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 who 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 Local Country Agreement, to operate members' internal business or administrative functions. Please refer to the Alliance Local Country 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.

**\*Note:** The Partner Standard Software License is not available to Ambassador Program members.

### 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.

**\*Note:** This training is not available to Ambassador Program members.

## 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 Local Country Agreement. Guidelines for the use of the SAS Alliance member logo are outlined on the PartnerNet at [www.sas.com/partners/partnernet/programkit](http://www.sas.com/partners/partnernet/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 Global Alliance and Channels 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).

**\*Note:** The SAS Alliance PartnerNet is not available to Ambassador Program members.

## **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 more than 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 monthly, 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.

## 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 SAS 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.

---

## Applying for SAS Alliance Membership

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.

## Application Steps

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

### 2009 Standard Software Licenses and Fee Information

#### I. SAS® 9 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<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 PC File Formats
- SAS/ACCESS® Interface to OLE DB
- SAS/AF® software
- SAS® AppDev Studio™
- SAS Scalable Performance Data Server®
- SAS Integration Technologies®
- SAS/ASSIST® software
- SAS/CONNECT® software
- SAS/EIS® software
- SAS/FSP® software
- SAS/INSIGHT® software
- SAS/SHARE® software
- SAS/TOOLKIT® software
- SAS OLAP Server<sup>2</sup>
- SAS/IntrNet®

##### **SAS/ACCESS® Package\*:**

- SAS/ACCESS® Interface to DB2
- SAS/ACCESS® Interface to ORACLE
- SAS/ACCESS® Interface to MySQL
- SAS/ACCESS® Interface to Netezza
- SAS/ACCESS® Interface to SYBASE
- SAS/ACCESS® Interface to NCR's Teradata DBMS

*\*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 includes SAS/MDDB® server legacy technology.

Partner will receive all software described above 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 and in more than one region or country.

## 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 Baan
  - SAS/ACCESS® Interface to Peoplesoft
  - 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 Dimensions Enterprise Edition
- **The Strategic Performance Management Package:** *(requires an application server)*
  - SAS® Strategic Performance Management

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 Local Country 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 may elect to participate in the SAS Alliance Rewards Program (US). Registration and acceptance of terms for the SAS Alliance Rewards Program are required for participation (see SAS PartnerNet). Fifty percent of program fees will be placed in the SAS Alliance Rewards Program, where members can utilize reward funds for SAS public training, publications, SAS event attendance and SAS sponsorships.
<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 (aka Finder's Fee Agreement)</b>	A Teaming Agreement or Teaming Agreement terms are available to 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>Local Government End User (U.S. only)</b>	Local government end users include local government branches, agencies or departments in the United States, excluding California, who license the SAS products for their own use and not for resale. As used herein, “local” means a city, town, county, parish, metro or similar form of government; a population below 100,000 defines a city or town and a population below 250,000 defines a county, parish, metro or similar form of government. The following websites shall be used to determine population as of the date of SAS’ acceptance of the opportunity registration form: Cities/Towns - <a href="http://www.city-data.com/">http://www.city-data.com/</a> ; and Counties - <a href="http://quickfacts.census.gov/qfd">http://quickfacts.census.gov/qfd</a> .
<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.
<b>Partner Portal</b>	A unique application inside PartnerNet that 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>Value-added 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>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 made available specifically for members of the alliance. Notification of course descriptions, locations and dates are 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 (Appendix F, which is available at <a href="http://www.sas.com/partners/partnernet/resources/profile">http://www.sas.com/partners/partnernet/resources/profile</a> ). 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 <a href="http://www.sas.com">www.sas.com</a> .



**SAS Institute Inc. World Headquarters +1 919 677 8000** To contact your local SAS office, please visit: **[www.sas.com/offices](http://www.sas.com/offices)**

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. ® indicates USA registration. Other brand and product names are trademarks of their respective companies. Copyright © 2009, SAS Institute Inc. All rights reserved. 103944\_533038.0509