



Program benefits

- **Unmatched profit potential.** The more you sell, the more you earn.
- **Flexible program choices.** Choose the relationship type and participation level that work for your business.
- **Increased marketing opportunities.** Tap into SAS' extensive internal and external sales and marketing resources.
- **Greater visibility and market exposure.** Gain access to SAS' broad and growing customer base, and take advantage of our recognized industry leadership.
- **Competitive advantage.** Go to market with a complete, proven BI solution that has been validated by the marketplace and industry analysts.

¹Source: IDC. "Worldwide Business Intelligence Tools 2006-2010 Forecast," by Dan Vesset and Brian McDonough. April 2006.

²Source: Gartner Research. "Magic Quadrant for Business Intelligence Platforms, 1Q09," by James Richardson, Kurt Schlegel, Rita L. Sallam and Bill Hostmann, January 16, 2009.

SAS® Reseller Program

FLEXIBLE, TO FIT YOUR BUSINESS. INNOVATIVE, TO BENEFIT YOUR BUSINESS.

Significant revenue opportunity. State-of-the-art technical training. Exceptional marketing support. And the ability to sell the most comprehensive business intelligence (BI) offering in the industry. The time has never been better to join SAS' reseller program.

According to analyst firm IDC, the BI market "is entering a new phase, characterized by a broader adoption of BI," and will reach \$9.34 billion in worldwide software revenue by 2010.¹

SAS is poised to take full advantage of such growth by delivering advanced predictive analytics and the only truly integrated BI platform available. And now our world-class business intelligence and analytics software is available for you to resell.

SAS' momentum just keeps getting stronger. Our industry leadership offers instant brand equity that can set you apart from the competition. And our reputation for stability and integrity gives you and your customers confidence and peace of mind.

TAKE YOUR CUSTOMERS BEYOND BI™

SAS Business Intelligence offerings are built on a stable, scalable and integrated technology platform that includes data integration, intelligence storage, analytics and reporting.

Only SAS can take BI to the next level. While other vendors provide BI solely in the form of historical reports—or hindsight—SAS Business Intelligence delivers hindsight, insight and *foresight*. With this, organizations can understand the past, monitor the present and predict future outcomes. And now you can offer this power to your customers.

Leading technology and analysis firm Gartner Inc. positioned SAS in the Leader quadrant in its "Magic Quadrant for Business Intelligence Platforms, 1Q09" report.² According to Gartner, leaders are vendors that are able to demonstrate reasonably strong breadth and depth of BI platform capabilities, as well as deliver on enterprisewide implementations that support a broad BI strategy. Leaders successfully articulate a business proposition that resonates with buyers, supported by the viability and operational capability to deliver on a global basis. You can view the full Magic Quadrant report at www.sas.com/news/analysts.

DELIVER BREAKTHROUGH TECHNOLOGY

It's not just about accessing the data. It's about making the data relevant to the user by analyzing it. Extracting real intelligence from it. Gleaning predictive knowledge from it. And delivering that knowledge to those who need it, when they need it—in a format that's best for them—so they can use it for strategic, real-time decision making.

The breakthrough release of SAS®9 gave users of all types—with varying needs and skills—the power of predictive analytics, thus speeding better decision making while relieving the burden on IT. And now you can put powerful, easy reporting and analysis into the hands of more people across your customers' organizations.



A RESELLER PROGRAM THAT'S RIGHT FOR YOU

Your customers look to you for complete, reliable solutions that get results. As a SAS reseller, you'll maintain your customers' trust by offering them leading-edge, market-driven solutions that will help them reap significant benefits.

Our resellers are an important part of our go-to-market strategy. Join our team, and we'll empower you with the resources you need to grow your bottom line, differentiate your business and accelerate your profitability:

- Access to SAS' internal and external sales and marketing resources, giving you greater market exposure for expanding your business and revenue opportunities.
- Support for your sales efforts, with access to specialized training, marketing materials, lead generation and, when appropriate, working with our direct sales team or other partners to help close the deal.
- A progressive discount schedule and multiple levels of compensation that offer tremendous earning potential.
- Three levels of participation—Silver, Gold and Platinum—so you can choose the type of relationship that best fits your business.

SAS, THE LEADER IN BUSINESS INTELLIGENCE

Over the last three decades, SAS has built a reputation for stability, integrity, quality and reliability. Our longevity is a result of the strong customer and partner relationships we have developed over the years. We maintain this loyalty by focusing on customer needs, by continuously investing at least 22 percent of revenues into R&D.

Customer feedback, industry accolades and analyst reviews are testament to our continued focus on delivering leading data integration, intelligence storage, advanced analytics and business intelligence applications within a comprehensive enterprise intelligence platform. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®.

LET'S GET STARTED

Now it's up to you. Join the SAS reseller team, and leverage our unbroken string of three decades of growth and profitability to help ensure your own success.

To learn more about this unprecedented opportunity to sell the world's best BI and analytic software, visit us on the Web at www.sas.com/resellSAS1 or give us a call at **1-866-444-9162**.

■ SAS® Reseller Program

Features at a glance

- Multiple levels of compensation.
- The ability to resell renewals.
- Rapid-track, no-cost training.
- Marketing support.
- Inside sales support.
- Pre-sales technical support.
- Post-sales education and technical support.

■ Global reach, local presence

SAS stats

- 424 offices in 51 countries.
- 11,000 employees.
- 4.5 million users worldwide at 45,000 sites in 118 countries.
- Hundreds of local user groups globally.

■ For more information

www.sas.com/resellSAS1
1-866-444-9162



THE
POWER
TO KNOW®

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