



## The SAS® Alliance

Partnering to provide complete best-in-class solutions

### SAS Alliance core programs

- Technology Program
- Consulting Program
- Application Program
- Outsourcing Program
- OEM Program
- Value-Added Reseller Program
- Ambassador Program

### Program levels

- Platinum
- Gold
- Silver
- Affiliate

As the strategic supplier of business intelligence and analytic applications, SAS delivers solutions that solve the critical business problems faced by organizations worldwide. Partnerships are an essential part of our commitment to delivering value to our customers.

Our partnership program – the SAS® Alliance – actively cultivates relationships with market-leading consulting and technology organizations to support this endeavor. The SAS Alliance is designed to meet partner needs and ensure mutual success, as well as the success of our customers.

### A Strategic Value Proposition

A partnership with SAS enables the joint creation of new avenues for delivering, supporting and implementing superior solutions and technology. As partners, we want to ensure that you have the resources necessary to succeed in the partnership. Plus, SAS' recognized leadership in the business intelligence and analytics markets gives you immediate brand equity that will work to your advantage around the world – enabling you to offer market-driven solutions with significant benefits to your customers.

### Flexible Options, Ample Opportunity

SAS offers a variety of flexible partnership options that allow you to enter into a relationship that best reflects your business strategy and strengths. The SAS Alliance offers these core programs designed to support the diverse go-to-market objectives of our partners:

### 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. The 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, which helps 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 with their enterprise software applications. The applications may be sold as an installable product or software-as-a-service solutions.



### Value-Added Reseller Program

The Value-Added 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.

### Ambassador Program

The Ambassador Program was created in 2008 to address the goal of developing 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 sought for their experience and their insight into industry business challenges and how best to apply SAS technology to address these challenges.

*Note: Not all program categories may be available in all regions.*

### Program Levels

To better serve 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 four levels: Platinum, Gold, Silver and Affiliate.

- **Platinum** – The Platinum tier is reserved for strategic relationships with well-established global companies and is managed by a global team.
- **Gold** – The Gold tier is for partnerships with global reach that are implemented and managed regionally.
- **Silver** – The Silver tier is for relationships with a local or regional focus that are supported by SAS at specific regional, country or district levels.
- **Affiliate** – The Affiliate tier is for 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.

### Executive-Level Support

SAS executives actively support and promote our alliance partnerships on many levels, including the following events that were designed to strengthen partner relationships with our sales, R&D and strategy divisions.

#### Executive Events

Partners are invited along with prospects and customers to attend executive and hospitality events throughout the year. These events create an atmosphere in which SAS sales executives, partners and prospects have an

opportunity to discuss business value and potential fit within a customer's business.

#### Partner Exchange with SAS R&D

Partners are invited to present customer case studies and share in roundtable discussions on the direction of future SAS products and solutions.

#### Alliance Webcasts

Partners are invited to listen to SAS executives discuss changes in alliance, sales and product strategy, as well as how these changes may affect partner collaboration. Topics may include product direction, training and enablement programs; joint marketing efforts; and program changes.

#### Training

SAS knows that knowledge of our technology and solutions is a key component to success for our partners. There are a variety of both complimentary and discounted partner training offerings including public courses, on-site training and e-learning modules. SAS also provides training paths by job role and a fast-track program designed to get partners up and running after just five days of in-class training.



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