
SAS[®] Alliance Program Guide

An overview of the SAS[®] Alliance, including the benefits and commitments of being a member



Table of Contents

| | |
|--|-----------|
| Introduction | 1 |
| About this Guide | 1 |
| SAS® Alliance | 1 |
| SAS® Alliance Programs..... | 2 |
| Program Tiers | 3 |
| Alliance Management..... | 4 |
| Alliance Programs | 4 |
| Technology Program | 4 |
| Consulting Program..... | 7 |
| Application Program | 10 |
| Value-Added Reseller Program | 14 |
| Ambassador Program..... | 17 |
| Loyalty Partner Program..... | 18 |
| SAS® Alliance Benefits..... | 19 |
| Alliance Program Software..... | 19 |
| Training..... | 19 |
| Alliance Logo | 19 |
| Alliance Website – External and Internal..... | 20 |
| SAS® Alliance PartnerNet..... | 20 |
| Jointly Branded Collateral | 21 |
| Public Relations/Marketing Communications..... | 21 |
| Teaming Agreements..... | 21 |
| Subcontracting | 21 |
| Alliance Local Country Agreement | 22 |
| Application Process..... | 22 |
| Acceptance Criteria | 23 |
| Appendix D: Alliance Program Software and Fee Information | 24 |
| Appendix G: Definitions..... | 29 |

Introduction

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

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.

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. SAS offers a variety of flexible partnership options that allow you to enter into a relationship that best reflects your business strategy and strengths.

About this Guide

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 email partners@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 website for any changes. This guide is available online at 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. Questions not addressed in this program guide may be sent to the SAS Alliance Team at alliance@sas.com. Companies that would like to be a member should complete the detailed application found in Appendix A, available on the SAS website at 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 or Value-Added Reseller.

■ **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 is designed to encourage and promote the integration of strategic SAS technologies and applications into or with third-party software. This integration extends SAS' coverage in specific market segments and provides customers with world-class intelligence solutions.

■ **Value-Added Reseller Program**

The Value-Added Reseller Program enables partners to sell SAS software licenses. SAS customers benefit from the value-added reseller's ability to extend SAS software capabilities through implementation services and value-added components to create a complete solution. Value-Added Reseller Program members commit significant time, resources and expertise to deliver high-quality services and support to customers.

■ **Ambassador Program**

The goal of the Ambassador Program is to develop more formal relationships with individuals, companies or organizations that are thought leaders and/or are highly regarded and connected within their industries. They are sought for their experience, as well as their insight into industry business challenges and how to best apply SAS technology to address these challenges.

■ **Loyalty Partner Program**

The Loyalty Partner Program acknowledges and supports individuals who are recognized experts in their fields and have a long-term relationship (more than 10 years) with SAS. These partners have committed significant time, resources and expertise to provide SAS customers with the highest-quality services and support.

Program Tiers

To better serve the multiple regions 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 (Consulting only).

■ Platinum

Platinum members are 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 regions 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 partner meetings, conference calls and the PartnerNet.

■ Affiliate

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

Note: Prospective partners who meet the Affiliate requirements of an EMEA SAS subsidiary can join the SAS Alliance at the Affiliate tier 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 tier.

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/partnernet/programkit for your review.

Silver members are assigned 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/partnernet/programkit for your review.

The SAS Alliance Team may 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 five 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.

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 partnership tier.

Requirements

The table below outlines the requirements that must be met by members of the **Technology Program**, according to program tier. Detailed descriptions of requirements and benefits are provided in Appendix G.

| Annual Requirements Criteria | Platinum | Gold | Silver |
|--|-------------------------|------------------------------|-------------------------------------|
| GENERAL | | | |
| Program Fee* | \$100,000 | \$20,000 | \$10,000 |
| Corporate Revenue | More than \$100 Million | \$10 Million – \$100 Million | Up to \$10 Million |
| Global Presence | Two Continents | Multinational | National |
| Alliance Application | Yes | Yes | Yes |
| Alliance Local Country Agreement | Yes | Yes | Yes |
| Generate New SAS Revenue | \$5 Million | \$2 Million | \$250,000 |
| Generate New SAS Customers | 10 Accounts | Five Accounts | Two Accounts |
| Generate New SAS Software Leads | 25 | 10 | Five |
| Internal SAS Sponsor | Yes | Yes | Yes |
| Joint (Annual) Business Plan | Custom | Custom | Standard or Custom – as Appropriate |
| Submit Detailed Activity Reporting | Monthly | Quarterly | Semiannually or per Business Plan |
| Submit and Update Company Profile | Yes | Yes | Yes |
| Attend Partner Quick Start | Yes | Yes | Yes |
| Submit Referenceable Joint Customer Success Stories | Yes | Yes | Yes |
| SOFTWARE, TRAINING AND SUPPORT | | | |
| SAS Sales Overview | Yes | Yes | Not Required |
| SAS Certified Consultants and/or SAS Trained Staff | Five Minimum | Three Minimum | One Minimum |
| SAS Solutions Showcase, Competency or Discovery Center | Required | Required | Required |
| Joint Research and Development | Significant | Limited | Limited |
| SALES AND MARKETING SUPPORT | | | |
| Market Development Funds | Per Business Plan | Per Business Plan | Per Business Plan |
| Attendance at SAS Users Group (and/or SAS Global Forum) | Required | Required | Required |
| Present at a SAS Users Group or SAS Global Forum | Required | Required | Encouraged but Not Required |
| Exhibit at SAS Users Group Conference, The Premier Business Leadership Series, and/or other SAS business conferences | Required | Required | Encouraged but Not Required |

* 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

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

| Annual Benefits | Platinum | Gold | Silver |
|--|--------------------------------------|---------------------------------------|------------------------------------|
| GENERAL | | | |
| Teaming/Finder's Fee Agreement | ✓ | ✓ | ✓ |
| SAS Alliance Manager Assigned | Dedicated Resource | Designated Resource | Designated Resource |
| SAS Alliance Conference Attendance | \$ | \$ | \$ |
| SOFTWARE, TRAINING AND SUPPORT | | | |
| Partner Standard Software License | ✓ | ✓ | ✓ |
| Preproduction Software | As Approved | As Approved | As Approved |
| SAS Alliance Partner Training (Refer to the PartnerNet for available training.) | ✓ | ✓ | ✓ |
| SAS Self-Paced e-Learning | 10 Individuals | Five Individuals | Five Individuals |
| Always On Sales Training | ✓ | ✓ | ✓ |
| 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 |
| SAS Public Course – 50 Percent Discount | \$ | \$ | \$ |
| SAS On-Site Course – 20 Percent Discount | \$ | \$ | \$ |
| SAS Publication – 20 Percent Discount | \$ | \$ | \$ |
| Access to PartnerNet on www.sas.com | ✓ | ✓ | ✓ |
| Access to Partner Demo Center | ✓ | ✓ | ✓ |
| Technical Support | ✓ | ✓ | ✓ |
| SALES AND MARKETING SUPPORT | | | |
| Sales Awareness | Global Awareness | Regional Awareness | Local Awareness |
| Partner Pipeline Report | If Applicable | If Applicable | If Applicable |
| SAS Alliance Logo | Platinum | Gold | Silver |
| Alliance Rewards | N/A | ✓ | ✓ |
| Promotional Marketing Support | \$ | \$ | \$ |
| Custom Partner Portal | ✓ | N/A | N/A |
| Editorial Content in SAS Publications | ✓ | ✓ | ✓ |
| SAS Executive Conference Participation and Presentation Opportunities | ✓ | ✓ | ✓ |
| Sponsor/Exhibit at SAS Users Group Conference, The Premier Business Leadership Series, and/or other SAS business conferences | \$ | \$ | \$ |
| Joint PR Associated with Marketing Initiatives and Customer Success Stories | ✓ | ✓ | ✓ |
| Listing on SAS Partner Directory | ✓ | ✓ | ✓ |

✓ *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.*

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. They also 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 member's partnership tier.

Requirements

The requirements for joining the SAS Alliance as a **Consulting Program** member are outlined below. Detailed descriptions of requirements and benefits are provided in Appendix G.

| Annual Requirements Criteria | Platinum | Gold | Silver | Affiliate |
|--|---|----------------------------|-------------------------------------|-----------------------------|
| GENERAL | | | | |
| Program Fee* | \$100,000 | \$20,000 per region | See Appendix D | See Appendix D |
| Corporate Revenue | More than \$50 Million | \$5 Million – \$50 Million | Up to \$5 Million | N/A |
| Global Presence | Two Continents | Multinational | Not Required | Not Required |
| Alliance Application | Yes | Yes | Yes | Yes |
| Alliance Local Country Agreement | Yes | Yes | Yes | Yes |
| Generate New SAS Revenue | \$5 Million | \$2 Million | \$250,000 | \$100,000 |
| Generate New SAS Customers | 10 Accounts | Five Accounts | Two Accounts | One Account |
| Generate New SAS Software Leads | 25 | 10 | Five | Three |
| Internal SAS Sponsor | Yes | Yes | Yes | Yes |
| Joint (Annual) Business Plan | Custom | Custom | Standard or Custom – as Appropriate | N/A |
| Submit Detailed Activity Reports | Monthly | Quarterly | Semiannually or per Business Plan | Annually |
| Submit and Update Company Profile | Yes | Yes | Yes | Yes |
| Attend Partner Quick Start | Yes | Yes | Yes | Yes |
| Submit Referenceable Joint Customer Success Stories | Yes | Yes | Yes | Yes |
| SOFTWARE, TRAINING AND SUPPORT | | | | |
| SAS Certified Consultants and/or SAS Trained Staff | 10 Minimum per Market Segment or SAS Solution Focus | 10 Minimum | Three Minimum** | Three Minimum** |
| Attend SAS Training Annually | 20 Minimum | 10 Minimum | Five Minimum | One |
| SAS Solutions Showcase, Competency or Discovery Center | Required | Not Required | Not Required | Not Required |
| MARKETING SUPPORT | | | | |
| Attendance at SAS Users Groups (and/or SAS Global Forum) | Required | Required | Required | Encouraged but Not Required |
| Presentation at a SAS Users Group or SAS Global Forum | Required | Required | Encouraged but Not Required | Encouraged but Not Required |
| Sponsor/Exhibit at SAS Users Group Conference, The Premier Business Leadership Series, and/or other SAS business conferences | Required | Required | Encouraged but Not Required | Encouraged but Not Required |

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

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

** *Note: Minimum requirement for organizations with fewer than three employees is one certified consultant.*

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

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 |
|--|--------------------------------------|---------------------------------------|------------------------------------|------------------------------------|
| GENERAL | | | | |
| Teaming/ Finder's Fee Agreement | ✓ | ✓ | ✓ | ✓ |
| SAS Alliance Manager Assigned | Dedicated Resource | Designated Resource | Designated Resource | Designated Resource |
| SAS Alliance Conference Attendance | \$ | \$ | \$ | \$ |
| SOFTWARE, TRAINING AND SUPPORT | | | | |
| Partner Standard Software License | ✓ | ✓ | ✓ | ✓ |
| Preproduction Software | As Approved | As Approved | As Approved | As Approved |
| SAS Alliance Partner Training (Refer to PartnerNet for available training.) | ✓ | ✓ | ✓ | ✓ |
| SAS Self-Paced e-Learning | 10 Individuals | Five Individuals | Five Individuals | One Individual |
| Always On Sales Training | ✓ | ✓ | ✓ | ✓ |
| 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 |
| SAS Public Course – 50 Percent Discount | \$ | \$ | \$ | \$ |
| SAS On-Site Course – 20 Percent Discount | \$ | \$ | \$ | \$ |
| SAS Publication – 20 Percent Discount | \$ | \$ | \$ | \$ |
| Access to PartnerNet on www.sas.com | ✓ | ✓ | ✓ | ✓ |
| Access to Partner Demo Center | ✓ | ✓ | ✓ | ✓ |
| Technical Support | ✓ | ✓ | ✓ | ✓ |
| SALES AND MARKETING SUPPORT | | | | |
| Sales Awareness | Global Awareness | Regional Awareness | Local Awareness | Local Awareness |
| Partner Pipeline Report | If Applicable | If Applicable | If Applicable | N/A |
| SAS Alliance Logo | Platinum | Gold | Silver | ✓ |
| Alliance Rewards | N/A | ✓ | ✓ | ✓ |
| Promotional Marketing Support | \$ | \$ | \$ | \$ |
| Custom Partner Portal | ✓ | N/A | N/A | N/A |
| Editorial Content in SAS Publications | ✓ | ✓ | ✓ | ✓ |
| SAS Executive Conference Participation and Presentation Opportunities | ✓ | ✓ | ✓ | ✓ |
| Sponsor/Exhibit at SAS Users Group Conference, The Premier Business Leadership Series, and/or other SAS business conferences | \$ | \$ | \$ | \$ |
| Joint PR Associated with Marketing Initiatives and Customer Success Stories | ✓ | ✓ | ✓ | ✓ |
| SAS Partner Directory Listing | ✓ | ✓ | ✓ | ✓ |

✓ *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.*

Application Program

The SAS Alliance Application Program is designed to encourage and promote the integration of strategic SAS technologies and applications into or with third-party software.

Customers can be assured that the software 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 organizations including:

■ Outsourcing Partners

These partners use 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 critical applications and reducing their capital investment.

■ Application Service Providers (ASPs)

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 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)

Data Service Providers (DSPs) process clients' data or other third-party data in order to produce hard copy or static electronic reports. 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 Software Solution Providers (SSPs)

SAS Software Solution Providers (SSPs) provide managed access to certain SAS solutions that are hosted and/or operated by the SSP. The SSP may host 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. SAS' current standard MLA prohibits a customer from using SAS software to perform outsourcing activities without an amendment setting forth additional terms and conditions.

■ OEM Partners

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, hosted solution or software-as-a-service solution.

Requirements

The requirements for becoming an **Application Program** member are outlined in the table below. 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 software-based application reviewed and tested, please send an email to 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.

* *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.

| Annual Requirements Criteria | Platinum | Gold | Silver |
|--|------------------------|----------------------------|-------------------------------------|
| GENERAL | | | |
| Program Fee* | \$100,000 | \$20,000 | \$10,000 |
| Corporate Revenue | More than \$50 Million | \$5 Million – \$10 Million | Up to \$5 Million |
| Global Presence | Two Continents | Not Required | Not Required |
| Alliance Application | Yes | Yes | Yes |
| Alliance Local Country Agreement | Yes | Yes | Yes |
| Custom Contract | Yes | Yes | Yes |
| Generate New SAS Revenue | \$5 Million | \$2 Million | \$250,000 |
| Generate New SAS Customers | 25 Accounts | 10 Accounts | Five Accounts |
| Generate New SAS Software Leads | 25 | 10 | Five |
| Internal SAS Sponsor | Yes | Yes | Yes |
| Joint (Annual) Business Plan | Custom | Custom | Standard or Custom – as Appropriate |
| Submit Detailed Activity Reports | Monthly | Quarterly | Semiannually or per Business Plan |
| Submit and Update Company Profile | Yes | Yes | Yes |
| Attend Partner Quick Start | Yes | Yes | Yes |
| Submit Referenceable Joint Customer Success Stories | Yes | Yes | Yes |
| SOFTWARE, TRAINING AND SUPPORT | | | |
| SAS Certified Consultants and/or SAS Trained Staff | Five Minimum | Three Minimum | One Minimum |
| SAS Solutions Showcase, Competency or Discovery Center | Required | Required | Required |
| Joint Research and Development | Significant | Limited | Limited |
| SALES AND MARKETING SUPPORT | | | |
| Market Development Funds | Per Business Plan | Per Business Plan | Per Business Plan |
| Attendance at SAS Users Group (and/or SAS Glocal Forum) | Required | Required | Required |
| Present at a SAS Users Group or SAS Global Forum | Required | Required | Encouraged but Not Required |
| Exhibit at a SAS Users Group Conference, The Premier Business Leadership Series, and/or other SAS business conferences | Required | Required | Encouraged but Not Required |

Benefits

Application 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 |
|---|--------------------------------------|---------------------------------------|------------------------------------|
| GENERAL | | | |
| Teaming/Finder's Fee Agreement | As Appropriate | As Appropriate | As Appropriate |
| SAS Alliance Manager Assigned | Dedicated Resource | Designated Resource | Designated Resource |
| SAS Alliance Conference Attendance | \$ | \$ | \$ |
| SOFTWARE, TRAINING AND SUPPORT | | | |
| Partner Standard Software License | As Appropriate | As Appropriate | ✓ |
| Preproduction Software | As Approved | As Approved | As Approved |
| SAS Alliance Partner Training (Refer to PartnerNet for available training.) | ✓ | ✓ | ✓ |
| SAS Self-Paced e-Learning | 10 Individuals | Five Individuals | Five Individuals |
| Always On Sales Training | ✓ | ✓ | ✓ |
| 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 |
| SAS Public Course – 50 Percent Discount | \$ | \$ | \$ |
| SAS On-Site Course – 20 Percent Discount | \$ | \$ | \$ |
| SAS Publication – 20 Percent Discount | \$ | \$ | \$ |
| Access to PartnerNet on www.sas.com | ✓ | ✓ | ✓ |
| Access to Partner Demo Center | ✓ | ✓ | ✓ |
| Technical Support | ✓ | ✓ | ✓ |
| Preferred Access to R&D Resources | ✓ | ✓ | ✓ |
| SALES AND MARKETING SUPPORT | | | |
| Sales Awareness | Global Awareness | Regional Awareness | Local Awareness |
| Partner Pipeline Report | If Applicable | If Applicable | If Applicable |
| SAS Alliance Logo | Platinum | Gold | Silver |
| Alliance Rewards | N/A | ✓ | ✓ |
| Promotional Marketing Support | \$ | \$ | As Appropriate |
| Access to PartnerNet on www.sas.com | ✓ | ✓ | ✓ |
| Editorial Content in SAS Publications | ✓ | As Appropriate | As Appropriate |
| SAS Executive Conference Participation and Presentation Opportunities | ✓ | ✓ | ✓ |
| Sponsor/Exhibit at SAS Users Group Conference, The Premier Business Leadership Series and/or other SAS business conferences | \$ | \$ | \$ |
| Joint PR Associated with Marketing Initiatives and Customer Success Stories | ✓ | ✓ | ✓ |
| SAS Partner Directory Listing | ✓ | ✓ | ✓ |

✓ *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.*

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

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 not focused on in the past. There 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 revenues primarily from consulting and integration services that are supported by reselling software and providing solutions to fit customer needs by solving specific business problems through value-added services, support and 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 Value-Added Resellers are authorized to resell can be found on PartnerNet at www.sas.com/partners/partnet.

If your organization is interested in learning more about participation in the SAS Alliance as a Value-Added Reseller, email partners@sas.com (Americas and Europe) or 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 a review, additional terms and conditions may apply.

** Americas only. Criteria may vary by geography.*

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 |
|--|-----------------------|---------------|--|
| GENERAL | | | |
| Program Fee* | To Be Determined | \$20,000 | \$10,000 |
| SAS Software Revenue Commitment (Net)* | More than \$5 Million | \$1 Million | \$150,000 in the first year of the term and \$500,000 in the second year of the term |
| Alliance Application | Yes | Yes | Yes |
| Alliance Reseller Local Country Agreement | Yes | Yes | Yes |
| Internal SAS Sponsor | Yes | Yes | Yes |
| Joint (Annual) Business Plan | Custom | Custom | Standard or Custom – as Appropriate |
| Submit Detailed Activity Reports | Monthly | Quarterly | Semiannually or per Business Plan |
| Submit and Update Company Profile | Yes | Yes | Yes |
| Attend Partner Orientation Seminar | Yes | Yes | Yes |
| SOFTWARE, TRAINING AND SUPPORT | | | |
| SAS Certified Consultants and/or SAS Trained Staff | Five Minimum | Three Minimum | One Minimum |
| Attend SAS Training Annually | 20 Minimum | 10 Minimum | Five Minimum |
| Salespeople Trained | To Be Determined | Three Minimum | One Minimum |
| Trained Pre-Sales System Engineers | To Be Determined | Three Minimum | One Minimum |
| Provide First Level Technical Support | Required | Required | Required |
| SALES AND MARKETING SUPPORT | | | |
| Joint Customer Success References | Three | Two | One |
| Completed Marketing Plan | Yes | Yes | If Appropriate |
| Partner Lead-Generation Activity | Six | Four | Two |
| Attendance at SAS Users Groups and/or SAS Global Forum | Required | Required | Required |
| Present at a SAS Users Group or SAS Global Forum | Required | Required | Encouraged but Not Required |
| Exhibit at a SAS Users Group, The Premier Business Leadership Series and/or other SAS business conferences | Required | Required | Encouraged but Not Required |

✓ *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.*

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 |
|---|--------------------------------------|---------------------------------------|------------------------------------|
| GENERAL | | | |
| Teaming/Finder's Fee Agreement | ✓ | ✓ | ✓ |
| SAS Alliance Manager Assigned | Dedicated Resource | Designated Resource | Designated Resource |
| SAS Alliance Conference Attendance | \$ | \$ | \$ |
| SOFTWARE, TRAINING AND SUPPORT | | | |
| Partner Standard Software License | ✓ | ✓ | ✓ |
| Preproduction Software | As Approved | As Approved | As Approved |
| SAS Alliance Partner Training (Refer to PartnerNet for available training.) | ✓ | ✓ | ✓ |
| Self-Paced e-Learning | 10 Individuals | Five Individuals | Five Individuals |
| Always On Sales Training | ✓ | ✓ | ✓ |
| SAS Online Certification Training Course | Course for Five Consultants Included | Course for Three Individuals Included | Course for One Individual Included |
| SAS Certification Test | Test for Five Consultants Included | Test for Three Individuals Included | Test for One Individual Included |
| SAS Public Course – 50 Percent Discount | \$ | \$ | \$ |
| SAS On-Site Course – 20 Percent Discount | \$ | \$ | \$ |
| SAS Publication – 20 Percent Discount | \$ | \$ | \$ |
| Access to PartnerNet on www.sas.com | ✓ | ✓ | ✓ |
| Access to Partner Demo Center | ✓ | ✓ | ✓ |
| Technical Support | ✓ | ✓ | ✓ |
| SALES AND MARKETING SUPPORT | | | |
| Sales Awareness | Global Awareness | Regional Awareness | Local Awareness |
| Partner Pipeline Report | If Applicable | If Applicable | If Applicable |
| SAS Alliance Logo | Platinum | Gold | Silver |
| Alliance Rewards | N/A | ✓ | ✓ |
| Promotional Marketing Support | \$ | \$ | \$ |
| Editorial Content in SAS Publications | ✓ | ✓ | ✓ |
| SAS Executive Conference Participation and Presentation Opportunities | ✓ | ✓ | ✓ |
| Sponsor/Exhibit at SAS Users Group Conference, The Premier Business Leadership Series and/or other SAS business conferences | \$ | \$ | \$ |
| Joint PR Associated with Marketing Initiatives and Customer Success Stories | ✓ | ✓ | ✓ |
| SAS Partner Directory Listing | ✓ | ✓ | ✓ |

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.

| Annual Requirements Criteria |
|-----------------------------------|
| General |
| Alliance Application |
| Alliance Ambassador Agreement |
| Annual Renewal |
| Submit and Update Company Profile |
| Internal SAS Sponsor |

Benefits

| Annual Benefits |
|--|
| General |
| Teaming Agreement |
| SAS Alliance Manager Assigned |
| Access to PartnerNet on www.sas.com |
| Sales Awareness |
| SAS Ambassador Logo |
| SAS Partner Directory Listing |

Loyalty Partner Program

This program acknowledges and supports individuals who are recognized experts in their fields and have a long-term relationship with SAS. Loyalty Partners have consistently attended and supported SAS-sponsored events such as SAS Global Forum, SAS regional users groups and The Premier Business Leadership Series. They may also have been a member of the SAS Alliance program for 10 or more consecutive years. Loyalty Partners have committed significant time, resources and expertise to provide SAS customers with the highest-quality services and support. In addition, Loyalty Partners may have written or co-written books, become SAS Certified or supported SAS in training SAS users.

The requirements for becoming a member of the SAS Loyalty Partner Program are shown below.

| Annual Requirements Criteria |
|---|
| General |
| Alliance Application |
| Alliance Loyalty Partner Agreement |
| Annual Renewal |
| Submit and Update Company Profile |
| Internal SAS Sponsor and Approval of SAS Executives |
| Program Fee - \$2,500 |
| Submit One New Lead/Reference Per Year |

The benefits of being a SAS Loyalty Partner are outlined below.

| Annual Benefits |
|---|
| General |
| SAS Alliance Program Contact |
| SAS Teaming Agreement |
| Access to SAS Software |
| Access to PartnerNet on www.sas.com |
| Sales Awareness |
| SAS Loyalty Partner Logo |
| SAS Partner Directory Listing on www.sas.com |
| SAS Public Course - 50 Percent Discount |
| SAS Publication - 20 Percent Discount |
| SAS Certification Exams - 25 Percent Discount |
| Technical Support |
| Alliance Rewards |

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 most program members are described in the following sections. Guidelines for taking advantage of alliance benefits are also outlined where appropriate.

Alliance Program Software

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, with the exception of Ambassadors,* 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.

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

**Available on a case-by-case basis with valid business justification approved by Global Alliance Director*

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 Local Country Agreement. The logo and guidelines for the use of the SAS Alliance member logo are outlined on the PartnerNet at www.sas.com/partners/partnernet/programkit.

Alliance Website – External and Internal

To promote external awareness of the SAS Alliance and its members, an alliance website is available on 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. Individual Web pages are maintained and featured for select alliance members at 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. 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/partnetnet/programkit.

Internal awareness of the SAS Alliance and its members is as important as external awareness, which is why the SAS Global Alliance and Channels division maintains an internal website on the SAS intranet that 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 more.

SAS® Alliance PartnerNet

The SAS Alliance PartnerNet (www.sas.com/partnetnet) is a password-protected website that is exclusively for SAS Alliance members and serves as a single repository for a wealth of information regarding:

- 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 member toolkits.
- SAS Alliance member sales portals.
- SAS Alliance member 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. PartnerNet is available to individual members of the partner organization. Access is granted using a personalized login and password, which individuals create by completing a SAS Profile on the [corporate site](#). If the individual already has a SAS Profile, then they will be prompted to reset their password for authentication. If you have questions regarding access to PartnerNet, please email 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 that 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.

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 email partners@sas.com with questions about establishing a SAS Teaming Agreement. Members can access PartnerNet to view the current rate table for fee information.

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. If SAS Alliance members are interested in a subcontracting opportunity, they may complete a SAS consulting agreement. While the alliance relationship may provide SAS with the opportunity 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 email partners@sas.com or contact their SAS Alliance managers.

Alliance Local Country Agreement

The SAS Alliance Local Country 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 found 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.
- Step 2:** The SAS Alliance Team will review the application and determine whether to accept or deny participation in the program.
- 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. Completion of SAS' software licensing documents will be required prior to the software being provided, if appropriate.
- Step 4:** A joint business plan is developed with Alliance members according to the program level requirements. Please see the Annual Requirements Criteria for the applicable program level. This business plan is a customized document developed between the SAS Alliance Manager and the alliance member.

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 and direct any questions to partners@sas.com.

Acceptance Criteria

Acceptance into the SAS Alliance is based on an organization's ability to meet the requirements for the program. 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.

Membership is reviewed annually during the Program Renewal period, at which time the partner will be required to complete a renewal application. The renewal process and requirements may vary by geography.

-
- All technology solutions include Base SAS (with SAS Management Console and SAS Metadata Server) and SAS Integration Technologies.

All software is issued at current release level unless otherwise noted.

Partners will receive all software described 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 Software and the Technology Solution software.

Appendix D: Alliance Program Software and Fee Information

I. SAS®9 Technology Solution Package and SAS/ACCESS® Software:

■ SAS® Enterprise Data Integration Server

Includes: SAS Data Integration Studio, SAS Data Quality Server and other infrastructure technologies.

Note: This is provided to new partners as part of the standard software and is available to existing partners by request.

■ 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® Visual BI, powered by JMP®:

SAS®9 Standard Support Software

SAS Analytics Pro (Base SAS, SAS/GRAPH, SAS/STAT®)

| | |
|--|-----------------------|
| SAS/ACCESS® Interface to ODBC | SAS/ASSIST® software |
| SAS/ACCESS® Interface to PC Files | SAS/CONNECT® software |
| SAS/ACCESS® Interface to OLE DB | SAS/EIS® software |
| SAS/AF® software | SAS/FSP® software |
| SAS® AppDev Studio™ | SAS/INSIGHT® software |
| SAS® Scalable Performance Data Server® | SAS/SHARE® software |
| SAS/IntrNet® | SAS/TOOLKIT® software |
| SAS® OLAP Server* | |

SAS® Enterprise Guide® and SAS Integration Technologies also included in this package

SAS/ACCESS® Software:**

SAS/ACCESS® Interface to DB2
 SAS/ACCESS® Interface to INFORMIX
 SAS/ACCESS® Interface to CA-Open INGRES (8.2 only)
 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
 SAS/ACCESS® Interface to Aster nCluster
 SAS/ACCESS® Interface to Greenplum
 SAS/ACCESS® Interface to Sybase IQ
 SAS/ACCESS® Interface to Neoview (no longer available as of 9.3)

*SAS 9.1 OLAP Server also includes SAS/MDDB® server legacy technology.

**Not all SAS/ACCESS products run on all operating systems.

II. Additional Technology Software Licenses:

At SAS' discretion, the member may also license one or more of the following technology software.

■ Advanced Analytics Software:

SAS/ETS® SAS/OR®
 SAS/LAB® SAS/QC®
 SAS/IML®

■ Web Analytics Software:

SAS® Web Analytics

■ Data Mining Software:

SAS® Enterprise Miner™ Server
 SAS® Text Miner

Note: If operating system is not WNT, then WNDW Client is also included

■ Intelligent Warehouse for ERP Systems Software:

SAS/ACCESS® Interface to R3*
 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

**Available in 9.2 only*

***Not available in 9.2*

III. Additional Solution Software:

At SAS' discretion, the member may also license one or more additional solutions.
 See

www.sas.com for a comprehensive list of available solutions. To request additional solution software, please contact your alliance manager or send a request to partners@sas.com.

■ Activity-Based Management Software:

SAS® Activity-Based Management

*Includes SAS Activity-Based Management ETL Server (AMBSASSR)
 and SAS Activity-Based Costing Server (ABCOSTSR)*

■ Financial Management Software: (requires an application server)

SAS® Financial Management Server

SAS® Financial Management Adapter for SAP R/3 – optional

■ Human Capital Management Software: (requires an application server)

SAS® Human Capital Management

■ **IT Resource Management Software:** *(requires an application server)*

SAS® IT Resource Management
(WNDW Client also included)

SAS® IT Charge Management
(Not available on 9.2; WNDW Client also included)

■ **Marketing Automation Software:** *(requires an application server)*

SAS® Marketing Automation
 SAS® Marketing Optimization Server

■ **Risk Management Software:** *(requires an application server)*

SAS® Risk Dimensions® Enterprise Edition

■ **Strategic Management Software:** *(requires an application server)*

SAS® Strategy Management

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

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

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 Solutions on one platform.

- The **option** of adding two additional solutions – 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 Solutions on one platform.

- The **option** of adding three additional solutions – 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.

To license the Foundation Technology Solution Software on more platforms than what is provided above, an additional line item is required on the supplement. There is a fee of \$1,200 per additional platform.

Alliance members participating in multiple programs will only pay fees for their designated, primary program.

Europe, Middle East and Africa Program Fees

■ **Silver Program Member:** €10,000

■ **Gold Program Member:** €20,000

Silver membership includes:

The Foundation Technology Solution Software on one platform.

- The **option** of adding two additional software solutions – 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 Software on one platform.

- The **option** of adding three additional software solutions – 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.

To license the Foundation Technology Solution Software on more platforms than what is provided above, an additional line item is required on the supplement. There is a fee of \$1,200 per additional platform.

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 (IN US\$) |
|---------------------------|--------------------------------|
| 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 Software on one platform.

- The **option** of adding one additional software solutions – 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.

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

VI. Add-On Fees

Add-on software does not receive related services. The add-on software must be licensed on the platform for which the Foundation Technology Software is licensed.

Additional technology/solution software may be licensed for an additional program fee:

Additional technology/solution software may be licensed for an additional program fee:

■ US, Canada, Asia Pacific and Latin America

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

11 or more = US\$1,000

■ International

Additional fee = €1,200

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

Appendix G: Definitions

| | |
|---|---|
| Alliance Application | Document to be completed by an organization interested in becoming a member of the SAS Alliance. |
| Alliance Local Country Agreement | 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. |
| Alliance Logo | SAS Alliance program members can download and use SAS logos for business cards, stationery or for advertising. |
| Alliance Member | A company or organization with which SAS has developed a formal and cooperative relationship and that has signed a formal agreement with SAS. |
| Alliance Program Software | See Appendix D. |
| Always On Sales Training Modules | Always On modules are on-demand courses targeting customer-facing sales and sales support professionals who need information to help them identify, move and close SAS sales opportunities. |
| Attendance at a SAS Users Group (SAS Global Forum) | Number of SAS users group meetings a member organization agrees to attend. This may include local, regional, special interest or international users group meetings. Additional fees apply. |
| Corporate Revenue | An organization's annual revenue. |
| Custom Partner Portal | A jointly developed custom portal providing a mechanism for sharing joint sales engagement information, access to training, custom demos, shared presentations and other content to help support the relationship. The portal is password protected and is mutually accessible by SAS and the partner. |
| Exhibit at a SAS Users Group | Number of SAS users group meetings at which 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. |
| First-Level Technical Support | Value-Added Resellers are contractually obligated to receive the initial customer request for assistance, use their available knowledge and diagnostic tools to resolve the issue, maintain testing environments for problem replication/resolution, set priority for the customer request and escalate appropriate issues to SAS. |
| Generate New SAS Customers | Designated number of new SAS customers the partner will identify and/or agreed-to goal of new revenue. Specific numbers or revenue may be adjusted via the joint business plan. |
| Global Presence | 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. |
| Internal SAS Sponsor | 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. |

| | |
|---|---|
| Joint Business Plan | The documented focus, objectives, measures of success and/or actions jointly agreed to between SAS and the member. |
| Joint Customer Success Stories | 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. |
| Local Government End User (US only) | 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 with a population of less than 100,000 for a city or town and a population or less than 250,000 for 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 – http://www.city-data.com ; and Counties – http://quickfacts.census.gov/qfd . |
| Loyalty Partner Program | The Loyalty Partner Program acknowledges and supports individuals who are recognized experts in their fields and have a long-term relationship (more than 10 years) with SAS. These partners have committed significant time, resources and expertise to provide SAS customers with the highest-quality services and support. |
| Market Development Funds | 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. |
| Marketing Plan | Jointly developed go-to-market strategies to develop awareness and demand generation opportunities. |
| Partner Demo Center | The Partner Demo Center (PDC) provides an environment and supporting infrastructure where members of the SAS Alliance can professionally showcase the features, functions and capabilities of SAS products. The standard software installations found in the PDC are customizable and can be demonstrated via the Internet. Access to the PDC is granted on an individual basis and the individual must complete the accreditation process and demonstrate proficiency before gaining access. |
| Partner Pipeline Report | A secure online summary of software opportunities where the partner's value has been validated and confirmed by the field sales team. A unique login ID and password are required to gain access to the information. |
| PartnerNet | PartnerNet is a password-protected website that is exclusively for SAS Alliance members and serves as a single repository for a wealth of information regarding events, training, program resources, sales aids and much more. |
| The Premier Business Leadership Series | The Premier Business Leadership Series, presented by SAS, is a forum for innovative thinking. The series takes place in North America, Europe and Asia Pacific and provides leaders with a new way of approaching day-to-day business decisions, showing them how to improve business performance, create business intelligence and apply business analytics. The conference is an invitation-only event targeting top-level executives and decision makers in the public and private sectors. |
| Present at a SAS Users Group | Number of SAS users group meetings 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). |

| | |
|--|--|
| Program Fee | The fee associated with alliance membership. This fee is dependent upon the program category and program membership level. |
| Renewal Application | The Renewal Application is used to evaluate the partners' continued participation in the Alliance Program and allows the partner to share successes and updates about their organization. The information is also used to update the Partner Directory on www.sas.com . The Alliance Program year runs July 1 through June 30. Annually, during the first quarter of the calendar year, SAS will communicate the program renewal process and timelines via email and will post the information on PartnerNet. |
| Sales Awareness | SAS Global Alliances and Channels creates alignment with our sales teams to develop and execute partner strategy. We do this by mapping the partner's value or unique domain expertise to the sales organization's customer business objectives. |
| SAS Alliance Conference | 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. This may be substituted with SAS Alliance Summit. |
| SAS Alliance Partner Training | Alliance partner training courses made available specifically for members of the alliance. Notification of course descriptions, locations and dates are posted to the PartnerNet. |
| SAS Certified Consultants | 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. |
| SAS Executive Conference Participation | 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. |
| SAS Public Course 50 Percent Matching Funds | SAS matches partner investments in public education on a dollar-for-dollar basis (based on space availability and verification within country). |
| SAS Publications | SAS funds 20 percent of the partner investment in most publications (based on space availability and verification within local country). |
| SAS Self-Paced e-Learning | SAS Self-Paced e-Learning is online training that is accessible 24/7, so that you can begin training immediately, at your own pace and eliminate travel costs and time away from your office. It provides a cost effective way to train a group of people. |
| SAS Trained Staff | Number of consultants a member organization agrees will receive/obtain SAS training on an annual basis. |
| Submit Detailed Activity Reports | 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. |
| Submit and Update Partner Profile Questionnaire | Partners must complete the Partner Profile Questionnaire form (Appendix F). This form enables SAS to better manage, refer and understand each member's areas of expertise. |
| Teaming Agreement (Finder's Fee Agreement) | A Teaming Agreement or Teaming Agreement terms are available for select members, and may be requested by contacting your alliance manager. |



SAS Institute Inc. World Headquarters +1 919 677 8000

To contact your local SAS office, please visit: **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 © 2011, SAS Institute Inc. All rights reserved. 103944_S76695.0711