



SAS Distributor Managed Reseller Program

June 2015

Overview

In 2014, SAS rolled out a new reseller program and teamed with Arrow Enterprise Computing Solutions as a distributor to help manage our new reseller network. Arrow will recruit new resellers into the program, manage them on a daily basis, collect forecasts, generate quotes, help generate interest and leads with market development funds, and process all orders and invoices. This relationship will allow SAS to provide better coverage with greater scalability.

Program description

All SAS resellers must meet the same high standards for market knowledge, vision, integrity and customer satisfaction that SAS sets for itself. Within the program, resellers may sell to both SMB and Enterprise accounts. Access to SAS® software for demos and proofs of concept is an important benefit of this program. Resellers are eligible to participate in marketing, events and programs as available.

Program Feature	Description
Territory	Eligible territories are US, Canada and EMEA, based on the reseller's ability to cover the geographies. The reseller may participate in any or all of the geographies in which Arrow has coverage.
Pricing overview	SAS has commercial pricing and SMB pricing. Resellers are free to use either licensing model per the rules (see section subtitled "SMB account criteria"). Quotes will be generated and provided to the reseller by Arrow.
Reseller margins	Resellers receive a 25% margin off list price for first-year software fees and 12% off training. Unlike perpetual licenses, SAS sells an annual subscription. SAS uses the term first-year fees (FYF) to denote the first-year and renewal-year fees (RYF) for all subsequent years as long as minimum renewal rates are maintained.
Renewal discounts	For the first renewal year, the reseller receives 25% margin; for all subsequent years, the reseller must maintain a 90% renewal rate to stay at 25%. For renewal rates of 70-89%, margins drop to 20%, and for renewal rates below 70%, the margins drop to 0%.
Rebates	The reseller will be eligible to receive up to an additional 5% through rebates based on hitting milestones or tied to specific product incentives that will be included in the annual plan.
Customer tech support	All levels of tech support are provided directly to the end user by SAS.

Market development funds

The reseller will be eligible for market development funds (MDFs) to generate leads. These funds are managed by Arrow.

Program fee

There is no fee to become a SAS reseller.

Competitive discount

In the event a discount is needed to win a deal and has been approved by SAS, the reseller margin will be protected up to a 25% discount. Beyond 25% the reseller and SAS share the discount.

SMB qualification criteria:

1. Company or wholly owned subsidiary size <\$500 million annual sales (convert this to local currency for qualification purposes).
2. SMB fees apply only for the following:
 - a.) New sites, machine (hardware), where no SAS software is currently installed.
 - b.) Existing sites previously qualified and licensed through Inside Sales as a midsize business.
3. The customer is authorized to one install of the software on a single server running one SAS supported UNIX, Linux or Windows server operating system.
4. For server configurations, all users are sharing the same software license and hardware. If a second machine, partition or operating system is required, a new license must be established and must satisfy any minimum usage requirements or qualification criteria per machine.

Usage limitation: Hardware used within the configuration may not have more than eight processor cores on the server, virtual machine or server partition where SAS is installed.

Usage limitation: User pricing is limited to 40 total users per company. When thresholds are exceeded, the license should be converted to then-standard commercial pricing for the individual pieces included in the package.

Commercial Products

SAS® Data Management Standard
SAS® Data Quality Standard
SAS® BI Server
SAS® Enterprise Guide®
SAS® Office Analytics
SAS® Visual Analytics
SAS® Visual Statistics
SAS® Analytics Add-Ons
SAS® Other Add-Ons
SAS® Data Loader for Hadoop
SAS® Predictive Modeling Workbench for HANA Midmarket

SMB Products

SAS® Data Integration for Midsize Business¹
SAS® Data Quality for Midsize Business¹
SAS® Desktop Data Quality for Midsize Business¹
SAS® Business Intelligence for Midsize Business
SAS® Desktop Data Mining for Midsize Business
SAS® Analytics Pro for Midsize Business
SAS® Office Analytics for Midsize Business
SAS® Analytics Add-Ons
SAS® Other Add-Ons

Additional products may be approved by SAS on a case-by-case basis. Approval will be determined by the reseller's ability to successfully position and sell such products. The reseller is also authorized to resell licenses for SAS products that are prerequisites to or have product dependencies with the SAS products and SAS/ACCESS® engines for the SAS products.

¹ This SAS product license may only be resold to SMB accounts as defined in the SMB section of this document.



To contact your local SAS office, please visit: sas.com/partners