



PARTNER PROGRAM GUIDE

2021 / 22



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*The information in this guide is in effect
beginning July 2021.*



TO OUR PARTNERS

An opportunity for growth

Now in its fifth decade, SAS has grown in every year of its existence. From our pioneering roots in analytics, our company has grown consistently through our industry leadership in business intelligence, data management, fraud and risk solutions, customer intelligence, analytics modernization and security intelligence. Even now, we continue to expand our reach in delivering capabilities around the Internet of Things and artificial intelligence. We continue to grow.

We continue to grow with – and through – our partners.

We've always known that our software is only as good as the ecosystem that creates it and surrounds it. That is why we have put a premium on our employees since our company began; and that is why we put a premium on our partners today. Our partners bring our software to life, creating innovative new applications to solve business problems, guiding our customers through deployment, and helping them get the most out of SAS for all of their analytics needs.

In turn, we want to help our partners continue their own growth trajectories. This program guide is designed to help our partners understand the benefits we've built into our software and how it will deliver them an outstanding return on their investment in SAS. The guide also outlines the requirements for earning those benefits, as well as strategies for maximizing them in the marketplace.

Thank you for being a SAS Partner, and we look forward to many more years of growth together.



SAS brings more than 40 years of experience in applying the world's leading advanced business analytics to our customers' toughest problems.

Our unifying data management, analytics platform and leading-edge technology solutions, coupled with our partners' deep industry- and topic-level expertise, empowers our customers to solve today's challenges and uncover tomorrow's opportunities.

Together we're helping our customers transform a world of data into a world of intelligence. We call this synergistic relationship the Power of the Partner.

Why SAS?



Our Products

SAS is a Gartner Magic Quadrant leader in analytics platforms, including data science, data integration tools, data quality tools, digital marketing analytics and others.



Our People

SAS has been among Fortune's "Great Places to Work" since the list's inception approximately 20 years ago.



Our Partners

SAS continues to see double-digit growth in partner-related revenue, and partner satisfaction in the Partner Program has risen each of the last four years.



Our Program

Interested in joining the SAS Partner Program? Email partners@sas.com to start the process of joining our Partner Program. We'll send you a partner inquiry form that will be reviewed to determine your eligibility. Once approved, you'll have access to PartnerNet, our partner portal referenced in this guide.



Our joint path to success

How we partner

Alliance Partners

SAS Alliances include relationships with key industry, solution and specialized implementation partners to develop, market, sell and deliver comprehensive analytics solutions. Alliance partners are eligible for teaming fees for identifying leads and helping SAS sales teams close deals.

Resellers

Resellers receive discounts on the sale of new SAS software licenses while selling their own consulting and integration services. Terms and conditions for SAS software resale can be found on partners.sas.com.

Service Providers

Managed Analytic Services Providers (MASPs) combine their own intellectual property with SAS software in a hosted cloud environment. An xSP is a service provider that offers reporting and analytic services using SAS tools combined with the xSP's data and expertise. Both types of service providers – and their clients – benefit from scalable pricing and flexible delivery.

Technology Partners

Technology partners work with SAS to ensure both companies' solutions are optimized for interoperability in customer environments.

Ecosystem Partners

Ecosystem partners work with SAS by providing complementary value to the SAS portfolio and greater flexibility in responding to rapidly changing market demands. This complementary value may fill a gap where a SAS product or solution does not provide a specific connectivity or functionality for our customers or assist in a go-to-market opportunity. Ecosystem partners are not members of the SAS Partner Program, but do receive limited benefits as outlined later in this guide.

Differentiation through SAS®

Our badging initiative

Partners can differentiate their business and market and sell their skill sets through the SAS Partner Program's badging initiative. Our badging initiative is designed around tiers and competencies.

Tiers illustrate the depth of a partner's business with SAS and the extent of its SAS-based skill set.

All partners enter the Partner Program in the Silver tier. In order to earn your tier badge – or to move up in tier – partners must fulfill a variety of requirements, including a set number of SAS credentials, a set number of credentialed employees and revenue requirements. For a complete list of program requirements by tier, go to [page 14](#).

In addition to the new badge, as partners move up in tiers, they receive additional benefits from SAS. A complete list of program benefits is included on [page 9](#) of this guide. SAS may choose to add new tiers to reflect changes in the program.

Partner Program Tiers



The value of a SAS badge



88.7% of SAS customers said that they were more likely to hire a vendor that had earned a badge.

88.5% of customers said that a SAS badge influenced their organization's decision to hire the partner.



Demonstration of domain expertise and demonstration of industry expertise ranked No. 1 and No. 4 in the top eight most important factors in hiring a partner.



Badges may be used in all of your marketing materials and customer communications in order to demonstrate your organization's capabilities in a particular SAS skill. Promote them on your website, social media, presentations, brochures, tradeshow booths, email signatures and more!



Competency badges

In order to earn a competency badge, a partner organization must employ individuals holding credentials in EACH of the following areas:

- Sales.
- Technical sales.
- SAS programming.
- Install and configuration.
- Administration.
- Post-sales implementation.

You can view a list of SAS certification exams and coursework that can earn these credentials on partners.sas.com/learn.



Specialization badges

Interested in demonstrating even more specific skills to customers? SAS offers a solution just for partners called “specializations.” You can view more information about partner specializations on partners.sas.com/learn/specialization.



Know your badge terminology

Credential

Held by an individual, a credential is earned when an individual passes a certification exam or completes required coursework. Visit partners.sas.com/learn for a list of requirements.

Credentials remain with individuals even when they change companies. So encourage employees to update their existing certification profile with your company information so that SAS can associate their training with your organization.

Competency

Held by an organization, a competency badge is earned when a company employs individuals with credentials in key areas for a particular SAS technology (either Analytics, Visualization, Data Management or SAS Viya).



Partner program benefits

Benefits	Silver Partner	Gold Partner	Platinum Partner	Ecosystem Partner
SAS.com partner page/profile	●	●	●	●
Partner Forum invitation	●	●	●	●
Partner newsletter	●	●	●	●
Teaming fees*	●	●	●	
PartnerNet resources	●	●	●	
50% off Pearson VUE certification vouchers	●	●	●	
Standard SAS software	●	●	●	
Access to Partner Demo Center	●	●	●	
Complimentary e-learning with access to virtual labs	●	●	●	
75% discount on Live Web and public courses	●	●	●	
30% discount on SAS publications and course notes	●	●	●	
Access to SAS Technical Support	●	●	●	
Market development funds (MDF)**	●	●	●	
RFP template	●	●	●	
Eligibility for SAS Partner Awards	●	●	●	
Access to R&D lab (by request/approval)		●	●	
Designated partner marketing support		●	●	
Priority access to SAS executive briefing center			●	
RFP assistance			●	
Custom digital marketing			●	
Dedicated partner marketing support			●	
2 free Pearson VUE certification vouchers	●			
15 free Pearson VUE certification vouchers		●		
50 free Pearson VUE certification vouchers			●	

* With approved opportunity registration and applicable proof of performance.

** By request with approved business plan.

PartnerNet

PartnerNet is a secure portal available to all SAS Partners. It's the place to go for everything you need to access. PartnerNet requires an active partner agreement and a SAS profile.

Manage and grow your membership

Register new opportunities, research program requirements, request marketing development funds, and gather news and updates on SAS in order to improve the return on your investment.

Get training

Build your SAS skills, stay current and strengthen customer relationships. Learn more about competency paths, credentials and specializations, which are designed to differentiate you from the competition. And take advantage of the training perks.

Market and sell

Find everything on how to market and sell SAS software in one convenient location - from quick pitches, competitive intelligence, demos and presentations to logos, co-branding assets and social insights.

Partner Demo Center (PDC)

The PDC provides a set of preconfigured SAS software images - along with supporting assets such as sample data, demo scripts and videos - which can be customized and saved for future use. The PDC environment and supporting infrastructure allow partners to professionally showcase SAS and become more familiar with SAS capabilities, functions and features.



 **PartnerNet**

partners.sas.com

We've recently upgraded PartnerNet into a portal environment so that we can share with you data relevant to your partnership with SAS. The portal includes all of the training, enablement, and marketing materials from PartnerNet - as well as company-specific data visible for approved roles.

Revenue sharing schedule

Qualifying Activities in Support of Software Sales	Teaming Fee Value
New Sales Opportunity	
Partner is bringing the opportunity to SAS.	10%
Proposed Activities	
Partner will introduce SAS to new C-level customer executive relationships.	5%
Partner will participate in joint customer visit(s) or telephone call(s) to validate SAS' value proposition and/or expand customer vision with subject-matter expertise.	3%
Partner will act as technical liaison between SAS and the customer for architectural design.	3%
Partner will influence customer to eliminate steps in sales cycle, such as the need for an RFP, formal selection process, proof of concept or proof of value.	5%
Partner will configure/build proof of concept (POC/pilot).	5%
Partner will provide assistance to SAS in creating our proposal.	3%
Partner will coach SAS sales representative and provides customer intelligence, such as advice on the customer's budget, purchasing and contract process and feedback on customer reaction to SAS offering.	3%
Total Combined Maximum Percentage (approved percentages may be subject to local market conditions)	Not to exceed 15% of FYF*

* Total compensation for each opportunity not to exceed US\$250,000 unless otherwise approved by SAS in writing. Proof of performance required.

Partner software bundle

All new SAS partners will receive licenses for SAS® Visual Data Science Decisioning, which includes the following components: Data Access, Preparation and Quality, Visualization and Reporting, Statistics, Machine Learning and Deep Learning, Model Deployment and Management, Forecasting, Text Analytics, Optimization, Econometrics, Digital Decisioning and Event Stream Processing (ESP). Additional SAS solutions may be licensed with business justification.

Training discount policy

We provide attractive training discounts for our partners, as well as flexible learning environments. The following tables detail partner discounts, and PartnerNet includes links to a wide variety of free learning opportunities through e-learning and our Learning Boards.

Partner Training Discount Policy

Type of Training	Partners
Sales & E-Learning	Complimentary
SAS Education Public & Live Web Classes	75% off APD75
On-Site/Private or Custom Training*	Custom proposal

* Any specific partner class requests or changes to course will require a custom proposal.

Business Knowledge Series (BKS) - 50% discount only. Code = APD50.

Market development funds

Overview

SAS makes available market development funds (MDF) to partners for lead generation activities. Platinum and Gold partners may request MDF to support their sales and marketing strategies designed to develop joint revenue opportunities for the partner and SAS.

Funding is determined per initiative, and SAS may fund up to 100% based on the anticipated return on investment to SAS, the eligibility of the activity, the strength and focus of the activity, and budget available.

Partners must have an approved marketing plan in place as part of their joint business plan prior to submitting an [MDF request form](#).

Partners will be reimbursed once all appropriate proof of performance (PoP) is submitted with the claim. MDF is based on the calendar year; approved activities must be completed and claims submitted within the year in which the activity was approved. Otherwise, the funds expire on Dec. 31 and may not be carried over into the next year.

Eligible MDF activities

- Direct marketing.
- Customer-facing events.
- Advertising, media buys and PR.
- Web marketing.
- Demand generation content creation.
- Translations for SAS branded collateral.
- Hosting expenses related to a qualified hackathon.

Process to request and claim MDF

1. Create a joint business plan

Gold and Platinum partners and resellers must have an approved marketing plan as part of the joint business plan prior to requesting MDF.

2. Request MDF

- The SAS MDF request form must be submitted at least 30 days before the activity commences. The form requires a description of the event, time frame, amount of money requested, ROI, etc.
- Requests must align with SAS competencies/specializations or a joint business development initiative as described in the joint business plan for Gold and Platinum partners and resellers.
- Requested amounts will be prorated if another vendor is participating.
- SAS will approve or reject the request within 10 business days of form submission.
- SAS may approve all or a portion of the required activity.
- SAS may decline requests submitted less than 30 days prior to the activity start date.
- The SAS MDF request form can be found under the Sell & Showcase section of partners.sas.com.

3. Follow branding guidelines

Although materials do not need SAS branding approval in advance of use, you must adhere to SAS' branding guidelines for the SAS logo found in the Sell & Showcase section of partners.sas.com. SAS may conduct random audits as needed.

4. Conduct activities

- Activities must be conducted within the approved time frame identified in the SAS MDF request form. If the activity date(s) change, the partner must notify SAS at partners@sas.com and include the proposed new activity date(s).
- For Gold and Platinum partners, your SAS partner marketing manager will assist you as needed to conduct the activity. Silver partners can obtain limited support through partners@sas.com or 800-727-0025 (US/Canada), 919-677-8000 (international).

5. Submit an MDF claim form with Proof of Performance (PoP)

- Claims must be made within 30 days of completion of the approved activity end date. SAS reserves the right to decline claims submitted more than 30 days after the approved activity end date.
- The claim process includes a summary of the activity and PoP.
- SAS will approve or reject the claim within five business days. Incomplete submissions will be rejected until all required documentation is provided.
- The SAS MDF claim process can be found under the Sell & Showcase section of partners.sas.com.
- Claims must include proof of payment for the activity.

6. Receive your payment

SAS will reimburse you through an electronic transfer within 30 days of claim approval.



Ineligible MDF activities

The following activities will not be approved for MDF:

- Charity donations.
- SAS sponsored event costs.
- Training fees.
- Travel costs (including for sales initiatives).
- Infrastructure and internal operating expenses, including web-hosting fees, website creation or software purchase.
- Shipping and labor costs.
- Personnel/staff/office space.
- Third-party presales system planning, assessment and related services.
- Alcohol when not associated with a co-sponsored event.
- Political activities and contributions.
- Crediting of incentives to an end-user customer (direct credit or indirect through price reductions or gifts).

Promotional models, hosts or hostesses, or other individuals that do not directly contribute to the content of the activity, or whose attire could be deemed inappropriate for a business environment.



Get started

Membership details

Program enrollment

Prospective partners interested in program membership are required to complete a partner inquiry by emailing partners@sas.com. SAS will review the inquiry, and if the joint value proposition meets the needs of the program, then SAS will forward the program application and related due diligence documentation to the prospective partner. If the application is approved, then SAS will contact you regarding next steps and to obtain any additional information necessary to complete the onboarding process.

Membership period

The membership period is from July 1 through June 30. To maintain your status, you must meet the minimum program requirements of your assigned tier by June 30. SAS reserves the right to evaluate your membership status at any time.

Contract renewal

Program membership is subject to an annual review. During the renewal process, your achievements relative to your program tier requirements are reviewed. You are accountable for meeting the requirements of the program. If milestones have not been achieved, your partner manager will work with you to collaboratively develop a plan for success.

Advancement in the program

Throughout the year, SAS proactively reviews your performance to determine if you may be eligible to move to the next membership tier. At any time during your membership period, you may request a review if you believe you meet the next program tier's requirements. Membership tier changes will take effect no later than 30 days after the communication from SAS that the tier change has been approved and your paperwork has been returned to SAS. Benefits accrued by moving to a new tier are not retroactive and are only effective upon membership update. You can send a request for a formal review to your partner manager or by emailing partners@sas.com.

Partner program requirements

Program Requirement	Silver Partner	Gold Partner	Platinum Partner	Ecosystem Partner
Application and due diligence process	●	●	●	●
Active agreement	●	●	●	●
Complete partner profile	●	●	●	●
Establish a primary contact	●	●	●	●
Identify SAS site representative	●	●	●	●
Include partner badge or SAS logo on website	●	●	●	●
Maintain 90% renewal rate (resellers only)	●	●	●	
Complete SAS sales credential	●	●	●	
Employ at least one credentialed individual (in addition to Sales credential)	●	●	●	
Joint business planning/QBRs		●	●	
Employ at least two individuals with a cumulative four credentials		●	●	
Identify marketing resource		●	●	
Name executive sponsor		●	●	
Identify SAS software administrator			●	
Employ at least six individuals holding a cumulative 10 credentials			●	
Earn minimum of two competency badges (or one competency badge and two specialization badges)			●	
Invest in at least one center of excellence that includes SAS software and six or more certified consultants			●	
Conduct at least four lead-generation activities per year			●	

Revenue requirements

Partner type	Revenue requirement
Platinum	US\$10 million
Gold	US\$500,000
Silver Reseller	US\$250,000
Silver	No revenue requirement
Ecosystem	No revenue requirement


Completing the opportunity registration form

SAS' sales engagement model provides a clear process that facilitates better transparency, global consistency and predictability for you throughout the sales engagement. All opportunities must be registered prior to engaging in the proposed activities. Proof of performance is required before payment of teaming fees. Details and instructions can be found on partners.sas.com.

Complete and submit the opportunity registration form (ORF). SAS will then initiate the sales engagement process, whereby the proposed activities are reviewed and the appropriate teaming fees or resell discounts are determined. SAS will maintain communication with you throughout the review and approval cycle. For resellers only, approved registrations are eligible for product discounts. Approved opportunity registrations are eligible for teaming fees for nonreseller partners.

This process keeps you aligned with our sales organization and Professional Services Division on the activities you propose to provide in the sales cycle.

Refer to the Revenue Sharing Schedule on [page 10](#) for a description of the approved activities and their associated teaming fee percentages.



Ensure employees use their company domain email when creating SAS.com IDs and completing training using Pearson VUE so that SAS can attribute their credentials against your program requirements.

Glossary of program benefits

Please see the table on [page 9](#) of this guide to confirm your tier's eligibility for each benefit.

Access to SAS executive briefing center: Access to SAS' executive briefing center at world headquarters in Cary, NC, and subject matter experts for registered sales opportunities may be approved by submitting a compelling business case and close plan. Please work with your partner manager to develop and submit a request.

Access to SAS Technical Support: If your customer's problem cannot be addressed by using the SAS Knowledge Base, SAS provides free real-time support through phone, email or online access. For more information, please see support.sas.com/techsup/contact.

Annual Partner Forum: The annual Partner Forum is a premier event designed specifically for partners to learn about the latest in analytics, data management and visualization from SAS, and to gain information about the latest industry trends and highlights of the Partner Program. There is no fee to attend the event, but partners are responsible for travel and accommodations.

Certification vouchers: SAS provides a select number of free certification vouchers based on your tier. All additional certification vouchers are available at a 50% discount. To access these vouchers, please send a request to partners@sas.com.

Custom digital marketing: SAS will work with Platinum partners to develop and execute custom digital deliverables that drive revenue and/or market share. Examples of customer digital marketing include digital infographics, search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, e-commerce, social media marketing and other forms of digital media. Please contact your SAS partner marketing manager to utilize these assets.

Complimentary e-learning: SAS self-paced e-learning is accessible anywhere, anytime at no cost. The list of complimentary e-learning courses can be found in the Learn section of partners.sas.com.

Joint business development: Partners and SAS can jointly develop and bring to market repeatable, innovative solutions. There is a defined framework that includes sales, technical sales, delivery and marketing support for qualified and approved initiatives to ensure success and align to the go-to-market strategy of each initiative.

Joint business planning: SAS will collaborate with you to create a joint business plan that includes revenue goals, marketing initiatives and enablement activities. The plan will be reviewed regularly and may include regional plans. Please contact your partner manager for more information on business plans.

Market development funds: SAS offers you initiative-based MDF that can be requested for awareness and lead generation activities. MDF guidelines can be found in the MDF section of this guide under "market development funds" on [page 11](#).

Partner Advisory Board: Partners may be invited to participate in the Partner Advisory Board, a select group of partner executives that meets two to three times per year to advise SAS leadership on market trends, product direction and overall strategy.

Partner badges: You are encouraged to promote your SAS Partner badges on your website, in social media, advertisements, customer communications and other marketing materials. The badges and usage guidelines can be found in the Sell & Showcase section of partners.sas.com.



The executive briefing center was created to hold meetings and events for customers, partners and internal teams.



SAS works with Platinum partners to develop custom digital deliverables to help drive revenue.

Partner communications: SAS communicates regularly with partners and their employees about news, products, solutions, resources and program news through various communication channels, including newsletters, executive updates, webcasts and blogs.

Partner Demo Center: The Partner Demo Center (PDC) provides an environment where you can professionally showcase the features, functions and capabilities of SAS products in a SAS hosted environment. The standard software within the PDC can be customized to meet the needs of an opportunity. For access, please visit the Partner Demo Center in the Sell & Showcase section of partners.sas.com.

Partner manager: Partners have access to partner support via email (partners@sas.com) or phone (800-727-0025 or 919-677-8000). Gold partners have a designated partner manager, while Platinum partners have dedicated worldwide resources to oversee partner-related activities.

Partner marketing: Partners have access to partner marketing support to help with marketing activities. Silver partners have support through partners@sas.com, while Gold and Platinum partners have access to a designated partner marketing manager to implement initiatives in their business plans.

PartnerNet portal: [PartnerNet](https://partners.sas.com) is an authenticated website that serves as a single repository for a wealth of up-to-date information regarding membership, marketing and selling SAS products, demos, training, credentials and much more. In order to access PartnerNet, partners will need to maintain an active partner agreement and SAS profile associated with their valid company domain.

Provided SAS software: Silver, Gold and Platinum partners receive a standard set of SAS software products aligned to competencies, which may be found in the Learn section of partners.sas.com. Additional nonstandard software can be requested in support of approved business plans.

RFP templates: Platinum partners are provided personalized RFP assistance that can be requested through your partner manager or partner support. All partners have access to RFP templates. Contact your partner manager or email partners@sas.com.

SAS Reseller product discounts: SAS Resellers receive product discounts for approved opportunity registrations. Additional discounts may be considered in competitive situations. These discounts must be requested and approved prior to presentation of pricing to the customer. SAS is not obligated to honor any discounts presented to the customer without written approval and an updated quote to the reseller. Reseller terms can be found in the Sell & Showcase section of partners.sas.com.

SAS public courses: More than 100 SAS and statistical courses are offered in a classroom setting, in the Live Web classroom, or as self-paced e-learning. All SAS training classes provide a clear path to understanding, using and getting the most value out of SAS software. For a complete listing of public training courses and to register, please go to support.sas.com/training. To receive the discount, go to the Learn section of partners.sas.com to get the partner discount code before you register for the course. At time of registration enter the discount code in the Promo Code box. Partners may have the opportunity to earn additional discounts based on regional business priorities.

SAS publications and course notes: You can find reference and syntax guides, course notes and books on a variety of topics – such as SAS programming, analytics, business and leadership, data science, and much more – by going to support.sas.com/publishing. To receive the 30% discount, go to the Learn section of partners.sas.com to get instructions before you order a book.



Take advantage of partner discounts on hundreds of SAS and statistical courses.

Teaming fees: Teaming fees (of up to 15% of the software component of the deal) are based on value-add activities designed to motivate you to position SAS software and to financially reward you for identifying leads and advancing SAS software sales. These teaming fees must be requested through submission of the opportunity registration form prior to engaging in activities on behalf of SAS. This form can be found on partners.sas.com. Total compensation for this opportunity is not to exceed US\$250,000 unless otherwise approved by SAS in writing. Teaming fee amounts are based on the deal structure and subject to review of Proof of Performance documentation. You may view full details of the Teaming Fee Policy and Proof of Performance requirements on partners.sas.com/sell-and-showcase.

Glossary of program requirements

Please see the table on [page 14](#) of this guide to confirm your tier's responsibility for each requirement.

Application process: You must apply to become a member of the SAS Partner Program. (Note: To maintain effective compliance with the Foreign Corrupt Practices Act, applicants to the SAS Partner Program will be required to complete additional documentation, allowing SAS to further assess participation.)

Center of excellence (CoE): Platinum partners must invest in at least one center of excellence that, in part, focuses on SAS software, best practices and methodologies. The CoE must have at least six SAS certified consultants who support technical sales and/or delivery or have the ability to showcase innovative solutions using SAS software to their consultants or customers.

Credentials: You must maintain a minimum number of credentials based on your program tier. In the United States, a credentialed individual is an individual who receives an IRS Form W-2 from the partner organization and is not receiving an IRS Form 1099 from the partner organization (as a contractor or other temporary resource). Outside the US, a credentialed individual is someone who receives a paycheck as an employee from the partner organization and not someone who receives payment as a result of an invoice through accounts payable. Successful completion of specifically designated certification exams based on the current SAS release and the release immediately prior will earn credentials. A list of specifically designated certification exams can be found on partners.sas.com.

Executive sponsor: Platinum partners must name an executive sponsor to discuss partnership status and the joint business plan on a regular basis with their SAS executive sponsor.

Joint business planning: Silver resellers and Gold and Platinum partners have the opportunity to collaborate with SAS on a joint business plan that includes revenue goals, marketing initiatives and enablement activities. The plan will be reviewed regularly and may include regional plans. For more information on business planning, please contact your partner manager or email partners@sas.com.

Lead generation activities: Platinum partners must conduct a minimum of four lead generation activities per year as defined in the joint business plan. Your partner marketing manager will work with you to define the optimal activities to drive business around SAS competencies, specializations and joint offerings.

Marketing resource: Gold and Platinum partners must identify a designated marketing resource to help develop and implement marketing initiatives with the SAS partner marketing manager.



Ensure employees use their company domain email when creating SAS.com IDs and completing training using Pearson VUE.

Opportunity Registration Form (ORF): You must submit an opportunity registration for every deal to be eligible for a product discount (SAS Resellers) or teaming fee. SAS will review the submission and communicate approval or denial within 30 days of the opportunity being submitted. The approved ORF associates you to the opportunity record in SAS' sales system.

Partner agreement: You must sign a partner agreement that governs the overall cooperative business relationship between SAS and your organization. The agreement outlines the general requirements and benefits of participation in the Partner Program. Terms governing management of the relationship, software usage and fees, marketing activities, publicity and badge use, as well as other pertinent aspects of the SAS and partner arrangement, are found in the partner agreement.

Partner profile: You must complete and maintain your partner profile. The profile consists of information about your business, your areas of expertise and the markets you serve. The profile information is used to populate your company overview on the partner directory located on sas.com. To update your profile, please go to the Profile page of partners.sas.com.

Primary SAS contact: You are responsible for identifying a primary SAS point of contact within your organization responsible for the relationship and receipt of communications related to your membership in the program. Updates to contact information may be sent to partners@sas.com.

Proof of Performance: Documentation required for sell-with engagements where an Opportunity Registration Form has been submitted and approved for a Teaming Fee. Acceptable Proof of Performance is included in the Teaming Fee Policy on partners.sas.com/sell-and-showcase.

Reseller renewal rates: SAS Resellers must maintain a revenue renewal rate of 90% in order to maintain their highest discount level.

Revenue requirements: The revenue requirement is based on first-year fee software revenue for closed sales. This revenue number will be calculated annually and is based on prior calendar year revenue, or rolling average over three years, whichever is higher. SAS services revenue is not included.

Your revenue numbers are based on closed business as recorded in the SAS sales system, and includes both channel (resell, OEM and MASP) and "sell with" revenue. Your participation in a sales cycle in Orion can occur in one of two ways:

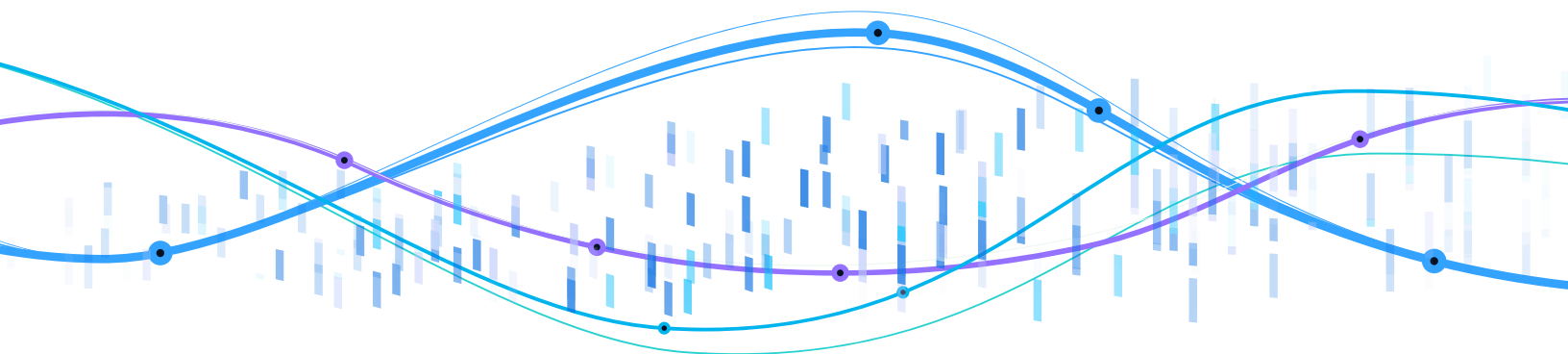
- A member of the SAS sales team can add you to the sales opportunity at any time prior to the close of a sale.
- Alliance and Channels Partner Program Operations can add you to the sales opportunity upon approval of an opportunity registration.

To ensure revenue is accurately captured, you should review all of your SAS sales activity with your partner manager during regular pipeline calls. You can submit an opportunity registration form for any missing opportunities. For more details on the opportunity registration process and the list of eligible partner activities, please see [page 12](#) of this guide or refer to the Sell & Showcase section of partners.sas.com.

SAS site representative: You are responsible for identifying a SAS site representative, who handles activities such as receiving the SAS software renewal keys and software orders.



Partners must identify a SAS site representative to help with renewal keys and software orders.



To learn more, visit partners.sas.com.



POWER
OF THE
PARTNER

At SAS, we love bold questions. And when we combine our analytics leadership with the innovative technology and expertise of our partners, we help our customers turn data into answers. That's the kind of curiosity that moves the world forward. That's the **Power of the Partner**.