

SAS® Partner Program Guide

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Interested in SAS® Viya™?

Assets for SAS Viya are already available on PartnerNet, with additional materials and training being updated throughout the year. As products and solutions running on SAS Viya are made available, they will be added to the SAS Partner Program competency tracks.

From the CEO



The past four decades saw impressive breakthroughs in analytics, but that's nothing compared to the revolution happening now. With analytics now easier and faster to use, accessible to people of all backgrounds, and able to solve entirely new types of challenges, the boundaries of possibility continue to expand.

As a customer-driven company, SAS saw those changes coming early, and we responded with a transformational new platform, SAS® Viya™. By being open, unified, powerful and cloud-friendly, SAS Viya is ready to handle the full diversity of analytic and data challenges. When you combine that power with the considerable strengths of SAS 9.4, the opportunities for our mutual customers are immense.

"Data for good" is not just a catchphrase – it's a strategy for progress. And innovation means more than merely finding what's new or different – it's about adding real value for customers. That is why we are so determined to deepen and widen our partner ecosystem; because in the mission to move the world through the power of analytics, you are the front line. As our trusted partners, we know you recognize the urgency of capturing the value presented by cutting-edge analytics, and we thank you for helping our customers be there first.

Jim Goodnight, CEO of SAS

Why SAS?

SAS, the world's largest independent vendor in the business intelligence market, has been recognized for its strategic focus on analytics since 1976. Reputable analyst firms such as Forrester Research have specifically commented on SAS' "unmatched breadth and depth" in its analytics solutions.¹

Our customers and partners benefit from our unwavering commitment to research and development across high-growth areas such as high-performance analytics, data visualization and exploration, data management, customer intelligence, security intelligence, fraud detection and prevention, and risk management. Our active engagement with emerging open source platforms, such as Apache Hadoop, and ongoing investment in cloud computing technologies keep us at the forefront of what businesses need to prepare for the future.

We appreciate the fact that a successful partnership needs to be mutually beneficial, offering complementary skills and relationships that can uncover opportunities to help businesses grow in evolving markets. As a SAS partner, you have access to:

- Worldwide reach: More than 14,000 SAS employees across the globe to help with reliable and consistent coordination of sales and implementation activities.
- The Most advanced analytics on the market. Across numerous industries, businesses depend on SAS predictive analytics to provide competitive insights and transform how they support customers.
- Comprehensive training and support: sales kits, e-learning tools, technology exchanges, video tutorials and our 24/7 online technical support.
- Collaborative sales engagement: ongoing, strategic guidance to identify key areas of opportunity, as well as the ability to specialize in relevant SAS software.

As part of our continued commitment to our partners, we are providing the following enhancements to our partner program:

- Opening the application process for specialization to all partners. Partners have the opportunity to apply to the program in one of four specializations: Customer Intelligence, Security Intelligence, Risk or Analytic Modernization. This program offers compelling benefits that will allow qualified partners to continue to differentiate themselves in the marketplace based on their area of focus and expertise.
- Making the resale of SAS products even more attractive to partners. SAS has reduced the revenue requirements for Gold reseller/MASP partners from US\$500,000 to \$250,000 and Platinum reseller/MASP partners from \$10 million to \$5 million in resell revenue (excluding sell-with revenue) in order to realize more program benefits.
- Focusing the MDF program on marketing and lead generation to help you grow your business.
- Enhancing training/certification benefits, including:
 - Increased available number of free certification vouchers per tier.
 - Free public training for resellers.
 - A set number of free training vouchers for public training and delivery classes for Platinum partners based on approved business plan.
- Creating additional ways to earn competencies/credentials:
 - Earning the Data Management competency no longer requires that one consultant pass both the Data Integration certification and the Data Quality certification. Now, two consultants can contribute to the Data Management competency by each passing one of the exams.
 - Data Management credentials can now be earned by passing SAS Grid Technology certification exams.

¹ "The Forrester Wave™: Big Data Predictive Analytics Solutions, Q2 2015," Forrester Research, April 2015.

How to Use This Guide

This program guide includes the following sections:

- Partner Program Framework – An overview of SAS’ competencies, specializations and go-to-market models. It also includes details regarding the membership period and how you can enroll and advance in the program.
- Program Benefits and Requirements Tables by Tier – An overview of your benefits and requirements at each tier.
- Strategic Benefits – A more in-depth overview of MDF, opportunity registration/sales engagement, competencies and specializations.
- Terms and Conditions – An overview of the terms and conditions of the SAS Partner Program.

“The ability to sell SAS analytics products has broadened our current portfolio, and we are now seeing increased demand for these products.”

Ramanan Madhu, Senior Vice President and US Geo Head, Saksoft (SAS Reseller)

Partner Program Framework

SAS has a value-based program that encourages you to differentiate yourself by demonstrating capabilities in SAS technologies and solutions. Your achievement of competencies and specializations allows customers to feel confident that you have the skills necessary to use SAS technologies to solve their business problems.

This three-tier program framework enables, rewards and supports you based on your go-to-market engagement model and investment with SAS. Program benefits and requirements are tailored to support multiple engagement models.

The SAS Partner Program includes the following:

- **Competencies:** enable you to hone your skills in SAS technologies and allow you to differentiate yourself with customers in order to build your business. Competency paths list the training necessary to earn credentials that demonstrate specific skills in SAS technologies across sales, technical sales and post-sales. You are required to achieve a minimum number of credentials based on your program tier. Details on the competency paths are included in the strategic benefits section.
- **Specializations:** allow you to demonstrate depth and breadth in solution domains. Partners with solution domain skills and customer references can apply for one or more of the following specializations:
 - Customer Intelligence
 - Security Intelligence
 - Risk
 - Analytic Modernization

Channel Partners

In addition to supporting our sell-with partners, SAS also provides you with the flexibility to engage with SAS in other go-to-market models that align with your business strategy as described below:

- **Resellers** – As a SAS Reseller, you can help meet the market demand for SAS software in specific industries and customer segments. SAS Resellers derive incremental revenue and profit by providing their own consulting and integration services along with the resale of approved SAS software licenses. SAS Partners have the opportunity to achieve a SAS Reseller designation in addition to their current Silver, Gold or Platinum tier designations.

All SAS Resellers must meet the same high standards in the areas of market knowledge, vision, integrity and customer satisfaction that SAS sets for itself. Within the program, SAS Resellers may sell to both small and medium enterprise (SME) and enterprise accounts. SME accounts are those with annual revenue between \$300 million and \$1 billion and meeting the SME qualification criteria.

- **Managed Analytic Services Provider (MASP)** – MASPs provide outsourced analytics capabilities to clients powered by SAS Analytics software. MASPs now have access to the same benefits and requirements as resellers, with some slight modifications noted in the requirements table.
- **OEM** – OEM partners add value to their software applications by embedding SAS in their solutions across diverse industries. Organizations benefit from deploying an industry-leading analytics platform that is “powered by SAS.”

Technology Partners

- Technology partners who integrate and optimize their solutions with SAS software products are a critical part of the SAS ecosystem. Because technology partners are not typically focused on services delivery, we have identified a list of alternative requirements that they or other partners can choose to meet.

Referrals

- As a member of the program, you are eligible to receive teaming fees for identifying leads and engaging in activities that help SAS sales teams to close business. Nonmember third parties may be eligible to receive teaming fees for referrals.

If you are interested in joining any of these programs, please complete the partner application at sas.com/partners/application_process/application.html.

As a new partner, you enter the program at the Silver tier with a solid set of benefits and may advance to the Gold or Platinum tier upon achieving specified revenue targets and meeting the tiered program requirements.



Platinum Tier

Platinum is the highest tier in the program and includes global system integrators and technology companies that have made significant investments in building capabilities in SAS technologies and solutions. Platinum partners have invested in a SAS Center of Excellence and are engaged with SAS in our largest, most strategic accounts.



Gold Tier

Gold partners have demonstrated domain expertise in a specific industry or solution area and typically operate within a country, multiple countries or regional boundaries.



Silver Tier

Silver is the access point to the SAS Partner Program. Silver partners will have access to a robust set of benefits as they meet the minimum requirements for the Silver tier. In addition, partners may resell SAS software by signing the reseller agreement.

Membership Details

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.

Program Enrollment

Prospective partners interested in program membership are required to complete the partner application found under Partners at sas.com. If your application is approved, SAS will contact you regarding next steps and to obtain any additional information necessary to complete the application process.

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. Determinations for possible tier changes will be made during the annual renewal process. 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 are evaluated at program renewal and effective July 1. Membership tier changes will take effect no later than 30 days after the communication from SAS that the tier change has been approved. 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.

Program Benefits Table

The following table lists the specific benefits for each tier in the program.

		Silver Partner	Gold Partner	Platinum Partner
Coverage				
Partner manager	Partners have access to partner support via email or phone: partners@sas.com , 1-800-727-0025 (US/Canada) or 1-919-677-8000 (international). In addition, Gold partners have a designated partner manager, while Platinum partners have dedicated worldwide resources to oversee partner-related activities.	✓	Designated	Dedicated
Technical sales	Partners can use pre-sales technical resources to assist with opportunities.	✓	✓	✓
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 identified in their business plan.	✓	Designated	Dedicated
SAS executive sponsor	Platinum partners will be assigned a named SAS executive to participate in periodic joint business reviews.			Designated
Relationship				
PartnerNet portal	PartnerNet is a password-protected 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, you will need to maintain an active partner agreement and SAS profile.	✓	✓	✓
Participation in 360-degree feedback	SAS wants to ensure a successful relationship with you. We have implemented a 360-degree feedback process that includes the new Partner Satisfaction Survey and internal stakeholder surveys. For Gold and Platinum partners, specific feedback will be shared periodically. High-level findings will be shared with all partners.	✓	✓	✓
Partner recognition	SAS recognizes the contributions and successes of SAS partners worldwide. For more information, please refer to the Membership section on PartnerNet.	✓	✓	✓
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 you are responsible for travel and accommodations.	By invitation	✓	✓
Joint business development initiatives	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.	Resellers & MASPs only	✓	✓
Joint business planning/QBRs	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. The joint business plan can be found under the Membership section on PartnerNet.	SAS resellers only	✓	Quarterly

		Silver Partner	Gold Partner	Platinum Partner
Financial				
SAS Reseller product discounts with approved registrations	SAS Resellers receive product discounts for approved opportunity discounts with approved registrations. These discounts must be requested at the time of registration. This form can be found in the Membership and Market and Sell sections on PartnerNet.	✓	✓	✓
Flexible partner business models	As described in the Partner Program Framework section in the guide, SAS has several go-to-market business models that you can employ to capitalize on market opportunities. Models include both sell-with (referral) and resell (channel). Channel models also include OEM and MASP.	✓	✓	✓
Reseller incentives	SAS Resellers may be eligible for rebates and other incentives by reaching jointly agreed upon objectives.	✓	✓	✓
Teaming fees with an approved registration	Teaming fees (of up to 15 percent) are based on value-added 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 under the Membership and Market and Sell sections on PartnerNet	✓	✓	✓
SAS® Software Access Options				
Complimentary access to SAS® University Edition	SAS University Edition provides you with the latest releases of SAS Studio, Base SAS, SAS/STAT®, SAS/IML® and SAS/ACCESS® in an easy-to-download prebuilt software image or via the cloud with Amazon Web Services. A powerful graphical interface provides you point-and-click access to advanced statistical and forecasting tools. Partners can download this software at sas.com/universityedition .	✓	✓	✓
Provided SAS® software	Gold and Platinum partners receive a standard set of SAS software products aligned to competencies, which may be found under the Membership section on PartnerNet. If you are a Silver partner, you may request the standard set of products by contacting your partner manager or by sending a request to partners@sas.com . Additional nonstandard software can be requested in support of approved business plans.	By request	✓	✓
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 refer to the Partner Demo Center section on PartnerNet.	✓	✓	✓
Sales				
Access to sales tools	SAS offers a complete set of sales tools and collateral, including presentations, videos, e-books, etc. Sales materials and tools can be found under the Market and Sell section on PartnerNet.	✓	✓	✓
Access to executive briefing centers	Access to SAS' executive briefing centers 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.	✓	✓	Priority
RFP templates	Platinum partners are provided personalized RFP assistance that can be requested through your partner manager or partner support. To access RFP templates, refer to the Market and Sell section on PartnerNet.	✓	✓	RFP assistance

Communications & Marketing		Silver Partner	Gold Partner	Platinum Partner
SAS Partner Kit	Access to an online SAS Partner Kit guides you through activities, links, logos and tools to differentiate your practice. To access the partner kit, please refer to the Membership section on PartnerNet.	✓	✓	✓
Partner communications	SAS communicates regularly with you about news, products, solutions, resources and program changes through various communications channels, including newsletters, executive updates, webcasts, blogs, etc.	✓	✓	✓
Market Development Funds (MDF)	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.	Ability to request	✓	Priority
Partner badges by tier	You are encouraged to promote your SAS Partner Program tier achievement on your website, in advertisements, customer communications and other marketing materials. The badges and usage guidelines can be found under the Membership section on PartnerNet.	Silver badge	Gold badge	Platinum badge
Syndicated content	SAS syndicated dynamic content is available at no charge and allows you to quickly and seamlessly host SAS content within your own website. For information on incorporating the SAS hosted page on your website, please refer to the Market and Sell section on PartnerNet.	✓	✓	✓
Self-service marketing assets	SAS provides you with collateral and materials that can be co-branded. Local language support will vary. To access these assets, please go to the Market and Sell section on PartnerNet.	✓	✓	✓
Partner Directory	Build visibility with customers through your listing on the SAS Partner Directory. The directory features an alphabetical listing of SAS partners and search capabilities for identifying you by area of expertise, location, program tier and services provided to customers. The information displayed in this directory is populated with information provided by you in your Partner Profile. To update your Partner Profile, please go to the Membership section on PartnerNet.	✓	✓	✓
SAS event sponsorship opportunities	You have the opportunity to sponsor many SAS-hosted events such as SAS Global Forum, the Analytics Experience conference and other premier user events. Sponsorships range in cost and size. Sponsorship for users group events and industry forums will be determined on a case-by-case basis. More information on these opportunities can be found on PartnerNet as available.	✓	✓	Priority
Social media support and training	Partners have the ability to access a variety of SAS social platforms. SAS will schedule posts to promote our partnership on your behalf. Platinum partners receive co-production of social content, and SAS will work with you to produce content for social sharing. Please contact your SAS partner marketing manager to get started. For more information, visit sas.com/social .	✓	Social content support	Joint content development and production
Competency and specialization badges	Promote your competency and specialization achievements and build visibility with customers through new badges. Competency and specialization badges will be distributed as achieved.	As achieved	As achieved	As achieved

Communications & Marketing (continued)		Silver Partner	Gold Partner	Platinum Partner
Program press release guidelines	SAS provides press release guidelines that you can use to announce your new SAS relationship or advancement from the Silver to Gold tier. For Gold partners that advance to the Platinum tier, SAS will develop a joint press release. The guidelines may also be used to announce your attainment of competency and specialization badges. The guidelines can be found in the Market and Sell section on PartnerNet.	✓	✓	Joint
Partner Advisory Board	Select partners may be invited to participate on the Partner Advisory Board.	By invitation	By invitation	✓
Opportunity for editorial content in SAS communications	SAS may periodically showcase the progress and achievements of you and your customers. Opportunities will be promoted on PartnerNet and other communication vehicles as appropriate. Please contact your SAS partner marketing manager or partners@sas.com to be considered.		✓	Priority
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.			✓
Enhanced marketing opportunities	Platinum partners have access to a unique set of enhanced marketing opportunities, such as funded third-party research projects, executive speaking opportunities, point of view papers, video-based success stories and joint success stories. Enhanced marketing support will be administered between you and SAS Partner Marketing.			✓

“The course gave me a great understanding in the diversity of SAS products, including how SAS collaborates with IBM, Oracle and SAP. I gained insights into the industries where SAS is used, and learned the added value of SAS on open source languages. This course will help me answer questions and resolve objections I receive about SAS.”

Thijs Verhaegh, Bright Cape B.V. (SAS Reseller)

Role-Based Training and Credentials		Silver Partner	Gold Partner	Platinum Partner
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 under the Training section on PartnerNet.	✓	✓	✓
Ability to apply for a specialization	You have the ability to apply for a specialization in any of the following solution areas: Customer Intelligence, Risk, Security Intelligence and Analytic Modernization. To apply for a specialization or for more information, please visit PartnerNet.	✓	✓	✓
Certification vouchers	SAS provides a select number of free certification vouchers based on your tier. All additional certifications vouchers are available at a 50 percent discount. To access these vouchers, please send a request to partners@sas.com .	2	15	50
SAS public courses – 50 percent discount	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 Training section on PartnerNet 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. Qualified resellers are eligible for free public training seats. Platinum partners are eligible for a set number of free public training seats based on the joint business plan.	✓	✓	✓
SAS publications and course notes – 20 percent discount	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 20 percent discount, go to the Training section on PartnerNet to get instructions before you order a book.	✓	✓	✓
On-site/custom classes – 20 percent discount	Please contact your partner manager to schedule an on-site or custom training class.	✓	✓	✓
SAS Professional Services Delivery Training – 25 percent discount	Our Professional Services team delivers hands-on classroom training to enable our partners to successfully support SAS clients and projects. Delivery courses can be found on PartnerNet in the Training section. Delivery Training is offered at \$600 per seat per day. Qualified resellers and Platinum partners are eligible for a set number of free training seats based on business plans.	✓	✓	✓

		Silver Partner	Gold Partner	Platinum Partner
Technical Assets				
Access to SAS Knowledge Base	The SAS Knowledge Base provides you searchable, online technical assistance regarding SAS products and solutions. This database includes technical articles about configuration, deployment and troubleshooting. To access the knowledge base, please go to support.sas.com .	✓	✓	✓
Access to SAS Technical Support	If your 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 .	✓	✓	✓
Communities	Product and topic-based online communities offer a unique way for you, our customers and SAS staff to exchange information and help solve problems. More information about communities can be found at communities.sas.com .	✓	✓	✓
Research & Development				
R&D involvement in quarterly business reviews (QBRs)	SAS R&D will participate in quarterly business reviews with selected Gold and Platinum partners when engaged in co-development activities.		By Selection	By Selection
Access to R&D Lab	Platinum partners are invited to test new products and features with SAS R&D staff.			✓

Program Requirements Table

The following table lists the specific requirements for each tier in the program.

Engagement & Relationship		Silver Partner	Gold Partner	Platinum Partner
Application process	<p>An application is required to become a member of the SAS Partner Program. This application can be found under Partners on sas.com.</p> <p><i>Note: To maintain effective compliance with the Foreign Corrupt Practices Act, in some cases, applicants to the SAS Partner Program will be required to complete additional documentation, allowing SAS to further assess participation.</i></p>	✓	✓	✓
Partner agreement	<p>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. Partners that want to resell SAS products must sign a reseller agreement. The reseller agreement includes all the terms for the partner program, so this is the only agreement that a reseller needs to sign.</p>	✓	✓	✓
Partner Profile	<p>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 Membership section of PartnerNet.</p>	✓	✓	✓
Annual SAS Partner Satisfaction Survey	<p>You are required to have at least one person from your company fill out the survey each year. Survey summary results will be shared with all partners.</p>	✓	✓	✓
Joint business planning/ QBRs	<p>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. The joint business plan can be found under the Membership section on PartnerNet.</p>	SAS Reseller and MASP only	✓	✓

		Silver Partner	Gold Partner	Platinum Partner
Coverage				
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.	✓	Designated	Dedicated
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.	✓	✓	✓
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.		Designated for reseller/MASP	✓
Executive sponsor	Platinum partners must name an executive sponsor to discuss partnership status and the joint business plan with their SAS executive sponsor on a regular basis.			✓
SAS software administrator	Platinum partners must identify at least one dedicated SAS software administrator. The administrator will manage the day-to-day operations of the SAS software environment.			✓
Revenue				
Revenue requirements	<p>Your revenue requirement is based on first-year fee software revenue for closed sales. This revenue number will be calculated annually at program renewal time and is based on prior calendar year revenue, or rolling average over three years, whichever is higher. SAS Services revenue is not included.</p> <p>Your revenue numbers are based on closed business as recorded in the SAS sales system (Orion), and include 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:</p> <ul style="list-style-type: none"> • 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. <p>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 refer to the Membership section on PartnerNet. Revenue requirements may vary by region. Partners that are both sell-with and resell partners must meet one of the revenue targets to qualify for that tier.</p>		Regionally determined (\$500,000 US) Resellers and MASPs \$250,000 (US)	\$10 million (US) Resellers and MASPs \$5 million (US)
Reseller renewal rates	SAS Resellers must maintain a renewal rate of 90 percent in order to maintain their highest discount level.	✓	✓	✓
Opportunity Registration Form (ORF)	<p>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 10 days of the opportunity being submitted.</p> <p>The approved ORF associates you to the opportunity in Orion. The ORF can be found in the Membership and Market and Sell sections on PartnerNet.</p>	✓	✓	✓

Role-Based Training & Credentials		Silver Partner	Gold Partner	Platinum Partner
Credentials	<p>You must maintain a minimum number of credentials based on your program tier.</p> <p>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). You will be required to certify in writing on an annual basis that your credentialed employees meet these criteria. Outside the United States, 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 (SAS 9.4 and SAS 9.3) will earn credentials. A list of specifically designated certification exams can be found on PartnerNet.</p>	1 credential (Sales competency required for resellers)	4 credentials in 4 different tracks (held by 2 or more people)	10 credentials (held by 6 or more people) across all 6 tracks AND EITHER 2 competency badges OR 1 competency badge and 2 specializations
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.			✓
Promotion & Marketing				
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.			✓
Website promotion	You are expected to promote SAS on your website. Access to the SAS logo, company description and guidelines can be found under the Market and Sell section on PartnerNet.	✓	✓	✓

Market Development Funds (MDF)

Overview

SAS is pleased to provide you with the opportunity to receive initiative-based MDF that can enhance and support your sales and marketing strategies and ultimately the development of joint revenue opportunities to secure new business.

Upon approval, MDF may be available to all partners, with priority access for Platinum partners.

MDF at a Glance

Investment and Contribution: You may request initiative-based MDF that SAS can fund up to 100 percent. Investment is based on the focus and strength of the activity, as well as dollars available.

Fund Requests: You can request MDF by completing the SAS MDF Request Form. Gold and Platinum partners must have an approved marketing plan in place as part of the joint business plan prior to submitting an MDF Request Form.

Eligible Activities: Funds are available for awareness and lead generation activities, focusing on SAS' competencies/specializations and joint business development initiatives. A list of eligible activities is included page 18.

Branding Approval: All materials that include SAS branding must adhere to SAS' branding guidelines.

Claims and Proof of Performance: You will be reimbursed once all appropriate Proof of Performance (PoP) is submitted with the claim, which is defined in a section on page 17.

Planning Process

Below is the step-by-step process to request and claim MDF.

Activity	Description
Joint Business Plan	<ul style="list-style-type: none">Gold and Platinum partners and resellers must have an approved marketing plan as part of the joint business plan prior to requesting MDF.
Requesting MDF	<ul style="list-style-type: none">The SAS MDF Request Form may 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.The SAS MDF Request Form can be found under the Market and Sell section on PartnerNet.
Branding approval	<ul style="list-style-type: none">Although materials do not need SAS branding approval in advance, you must adhere to SAS' branding guidelines that can be found under the Market and Sell section on PartnerNet. SAS may conduct random audits as needed.
Conducting the activity	<ul style="list-style-type: none">Activities must be conducted within the time frame identified in the SAS MDF Request Form.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 1-800-727-0025 (US/Canada), 1-919-677-8000 (international).
Submitting an MDF claim form with PoP	<ul style="list-style-type: none">Claims must be made within 30 days of completion of the activity.The claim form includes a summary of the activity and Proof of Performance (PoP) as indicated below.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 form can be found under the Market and Sell section on PartnerNet.
Receiving your payment	<ul style="list-style-type: none">SAS will reimburse you through an electronic transfer within 30 days of claim approval.

Eligible MDF Activities

Activity Type	Qualified Expenses	PoP	Suggested ROI
Direct marketing (email, direct mail, list acquisition, telemarketing campaigns)	Applied to the cost of a third-party agency for creative or conducting telemarketing, buying lists, postage, etc.	Copy of third-party itemized invoice(s) showing total costs PDF of email piece showing date of publication and integration of SAS solution	Number of impressions, views, respondents or opportunities
Customer-facing events (industry events, trade shows, seminars) <i>Note: does not include SAS hosted events</i>	Applied to the cost of a third-party agency for creative or conducting telemarketing, buying lists, booth fee, furniture rental, electrical expenses, caterer, speaker fees, etc.	Copy of third-party itemized invoice(s) showing total costs Photo of event or PDF of email piece showing SAS messaging	List of customer names that came to the booth, number of lead forms
Advertising, media, PR (print, online, press release)	Applied to the cost of advertising	Copy of third-party itemized invoice(s) showing total costs Summary of placement list, frequency, audience, targeting PDF of screen capture, URL or sample piece showing SAS brand and solutions	Number of placements, impressions, respondents or click-through opportunities
Web marketing (social media, SEO/SEM, webcasts, webinars, etc.)	Applied to the cost of a third-party agency for development, creative, production costs	Copy of third-party itemized invoice(s) showing total costs Screen captures, PDF of content such as retweets, reposts, shares	List of customers that attended webinar, number of attendees on webinar
Demand generation tools (white papers, case studies, success stories, etc.)	Applied to the cost of a third-party agency for creative, production costs	Copy of third-party itemized invoice(s) showing total costs PDF of collateral asset that shows SAS co-branding and messaging	Listing and dates of campaigns and promotions utilizing the collateral
Website support (support for syndicated content)	Applied to cost to support syndicated content	Copy of third-party itemized invoice(s) showing total costs URL of website that shows SAS co-branding and messaging	Number of click-throughs or displays by search engine
Translations	Applied to the cost of a third-party agency to conduct translations	Copy of third-party itemized invoice(s) showing total costs PDF, photo or sample of merchandise that shows SAS co-branding and messaging	Listing and dates of campaigns and promotions utilizing the collateral

Ineligible MDF Activities

Below is a list of ineligible activities for MDF.

- Charity donations.
- SAS-sponsored events.
- Training fees.
- Travel costs to attend training, customer events or meetings.
- Infrastructure and internal operating expenses, including web hosting fees, creating websites, graphics software or other software (exception is syndicated support described above).
- Shipping and labor costs.
- Personnel/staff/office space.
- Third-party pre-sales system planning, assessment and related services (may reconsider for marketing bureaus).
- 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).

Opportunity Registration & Sales Engagement

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. Detailed instructions for resellers can be found on PartnerNet under Business Operations.

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 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.

For sell-with, refer to the revenue sharing schedule for a description of the approved activities and their associated teaming fee percentages.

The ORF can be found under the Membership section on PartnerNet.

SAS Competencies Overview

SAS' competency framework enables you to hone your skills in SAS technologies to meet the credential requirements and differentiate yourself with customers to build your business.

Competencies demonstrate your organization's expertise in three major competency categories (Analytics, Data Management and Visualization) across three tracks (Sales, Technical Sales and Post-Sales). Credentials are awarded to individuals upon completion of specific competency paths.

The total number of credentials and credentialed individuals a partner organization is required to have depends upon your tier (Silver, Gold or Platinum). Your organization has numerous ways to meet your competency and credential requirements, depending on your business focus, current expertise and business goals. See the table below for requirements.

	Silver Partner	Gold Partner	Platinum Partner
Number of Credentials	1	4	10
Held By	1 consultant	Minimum of 2 consultants	Minimum of 6 consultants
Number of Competency Tracks	1	4	6



Analytics

Competency in SAS®



Data Management

Competency in SAS®



Visualization

Competency in SAS®

Competency Paths

Competency paths are training paths that include the courses, workshops and other training assets necessary to gain competency and earn credentials. Competency paths include the training that partners need to competently sell, demonstrate, install, implement and support SAS' core technologies. Eleven competency paths map the competency categories (Analytics, Data Management and Visualization) to the competency tracks (Sales, Technical Sales and Post-Sales, including SAS Programming; Installation and Configuration; Implementation; and Administration). The 11 competency paths are represented by the cells in the table below.

Competency Tracks \ Competency Categories	Competency Tracks		Post-Sales			
	Sales	Tech Sales	SAS Programming	Install & Configuration	Implementation	Administration
Analytics						
Data Management						
Visualization						

The Sales, SAS Programming and Administration competency tracks span the three competency categories. There are two competency paths for Installation and Configuration: one addresses Analytics and Data Management, and the other addresses Visualization. The other tracks have specialized competency paths for each of the competency categories.

Competency Categories

The competency categories are Analytics, Data Management and Visualization.

- **Analytics:** Develop highly accurate descriptive and predictive models to help organizations discover unknown patterns, identify new opportunities, minimize risk, reduce costs and improve outcomes. SAS products highlighted in this category include SAS® Enterprise Miner™, SAS Forecast Server and SAS Visual Statistics.
- **Data Management:** Access and integrate data from various systems and improve the overall quality of data by eliminating duplication and errors. SAS products highlighted in this category include SAS Data Management, which includes data integration and data quality functions and SAS grid technology.
- **Visualization:** Produce dynamic interactive reports using multidimensional graphics. SAS products highlighted in this category include SAS Visual Analytics and SAS Office Analytics.

Competency Tracks

The competency tracks include Sales, Technical Sales and Post-Sales.

- The Sales track provides you with the training you need to position and sell SAS software licenses (Note: You must be an authorized reseller of SAS to resell SAS software licenses). You will understand the use, functionality and value of SAS product offerings and identify the appropriate SAS product offering to address your customers' business needs. You will also become familiar with adjacent technologies and have an understanding of the competitive landscape. Two webcasts are now available for sales professionals to learn about selling our new platform, SAS Viya. These webcasts are part of the Sales competency track requirements. An additional sales track will provide a series of on-demand learning modules focused on sales proficiency and productivity.
- The Technical Sales track shows you how to use SAS software to produce insightful visualizations, generate predictive models, and integrate and improve the quality of data. This information is useful for individuals supporting sales efforts by demonstrating software and assessing the customers' hardware and software environment. It also outlines how SAS software will integrate with existing systems, helps you develop proofs of concept, and provides a deep understanding of the software's features and functions.
- The Post-Sales track provides training for individuals performing one or more of the following roles:
 - **SAS programming:** writing SAS code in order to manipulate data and generate reports or other output.
 - **Installation and configuration:** installing SAS software.
 - **Implementation:** utilizing SAS software in a production environment: building data management process flows, developing data cleansing tasks, building predictive models, producing visualizations, etc.
 - **Administration:** handling the day-to-day operations of the SAS environment, including maintaining the metadata, applying hot fixes, running test suites on new versions of the software, backing up the software, and communicating with SAS Technical Support.

Credentials

Credentials are held by individuals. To earn a credential, the individual must pass the certification exam(s) (in the Technical Sales and Post-Sales tracks) or receive a certificate of completion for coursework (in the Sales track).

Depending on the specific certification, the exam is either a knowledge-based proctored exam taken at a Pearson VUE location worldwide or a performance-based practical exam taken at a SAS facility.

A credentialed individual must receive an IRS Form W-2 from the partner organization and must not receive an IRS Form 1099 from the partner organization (as a contractor or other temporary resource). Successful completion of specifically designated certification exams based on the current SAS release and the release immediately prior (SAS 9.4 and SAS 9.3) will earn credentials. A list of specifically designated certification exams can be found on [PartnerNet](#).

New for 2017: Partners can now earn credentials in Technical Sales and Post-Sales Implementation for Data Management by passing the SAS Grid Technology certification exams. In addition, earning the Data Management competency no longer requires that one consultant pass both the Data Integration certification and the Data Quality certification. Now, two consultants can contribute to the Data Management competency by each passing one of the exams.

Competency Badges

SAS competencies are held by your organization. Your organization earns a competency badge in Analytics, Data Management or Visualization by having credentialed individuals in all six tracks – Sales, Technical Sales, SAS Programming, Installation and Configuration, Implementation, and Administration - in a particular competency category. For example, the illustration below shows a partner who has earned a competency badge in Visualization.

Competency Tracks Competency Categories	Post-Sales					
	Sales	Tech Sales	SAS Programming	Install & Configuration	Implementation	Administration
Analytics						
Data Management						
Visualization	✓	✓	✓	✓	✓	✓

Competency badges are not required for the Silver or Gold tiers, but acquiring them provides differentiation and expansion of your breadth of SAS technology knowledge.

Alternative choices for technology partners to meet credential requirements

For our partners whose primary business is selling hardware and software technology and not services delivery, we have identified a list of alternative options that can be used to meet the credential requirements.

At the Platinum level, a technology partner may choose to meet the Platinum credential requirements or can meet six out of the eight alternative requirements listed below.

At the Gold Level, a technology partner may choose to meet the Gold credential requirements or can meet four out of the eight requirements listed below.

Alternate SAS Partner Program Requirement Choices	Proof of Performance
Joint reference architecture(s), sales messaging, technical messaging	Document that defines SAS and partner joint reference architecture, joint sales and technical messaging for joint pursuits.
Dedicated resource(s) embedded in SAS R&D	Dedicated technical resource(s) working with SAS R&D to integrate and/or optimize the joint SAS and partner solution.
Resource(s) working with SAS Enterprise Excellence Center (EEC)	Named resource(s) working with SAS EEC around sizing software implementations.
Technical resource(s) for joint messaging to customers	Named resource(s) working with SAS technical support to create joint messaging for customers.
Integrated technical support strategy	A documented process for technical support for customers who have bought a joint SAS and partner solution.
Joint POC environment	A customer accessible environment that demonstrates a joint SAS and partner solution.
Implementation strategy	A document process for integration and implementation support for customers who have bought a joint SAS and partner solution.
Combined development road map	A defined joint product road map with specific customer available dates for delivery.

SAS Specialization Program

Partners with solution domain skills and customer references can apply to receive badges in one or more of four areas of specialization: Customer Intelligence, Risk, Security Intelligence and Analytic Modernization. Specializations are an excellent way for you to differentiate yourself in the market.

Below are the benefits and requirements to achieve a SAS specialization.

Requirements	Benefits
<p>Sales and Pre-Sales Training:</p> <ul style="list-style-type: none">• Ten consultants for Platinum partners.• Two consultants for other partners. <p>Implementation Training:</p> <ul style="list-style-type: none">• Ten consultants for Platinum partners.• Two consultants for other partners. <p>Revenue requirement:</p> <ul style="list-style-type: none">• One net-new deal in the specialization category to SAS within an 18-month period.	<p>Badge: The SAS specialization badge provides a differentiated market position for the partner:</p> <ul style="list-style-type: none">• Published in partner website, business cards, digital and hard-copy marketing assets.• SAS Partner Directory to list partners with specialization.• Plaques available on request. <p>Access to software and enablement resources.</p> <p>Events and thought leadership: Invitation to special SAS events, opportunities to co-present and participate in joint thought leadership.</p> <p>SAS product updates: Webcast with SAS on market trends, customer wins, product updates and road map.</p> <p>SAS Preferred Partner list: Heightened promotion of partners to customers.</p>

“Corios is thrilled to be the first SAS Partner to receive the SAS specialization badge for Customer Intelligence. Corios and SAS help our clients understand customer behavior through the power of analytics. Armed with a deeper understanding of their end customers, our clients are able to deliver the most effective marketing, sales and service strategies that meet their customers’ needs.”

Robin Way, President, Corios (Gold Partner, SAS CI Specialization)

SAS Specializations (continued)

Applications for specializations will first be reviewed by regional alliances, professional services and pre-sales personnel and then by a specialization review board comprising SAS corporate product management, SAS Technical Support and Professional Services management. Partners can find the specialization application on PartnerNet.



Customer Intelligence
Specialization in SAS®



Security Intelligence
Specialization in SAS®



Risk
Specialization in SAS®



Analytic Modernization
Specialization in SAS®

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