



# ..... SAS® Partner Program Guide .....

2018 - 2019 Program Year

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## To Our Partners

### An opportunity for growth

Jim Goodnight, CEO

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 and analytics platform, 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 nearly 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 three years.

# 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 [sas.com/partnernet](https://sas.com/partnernet).

### Service Providers

Managed Analytic Service 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.

### Original Equipment Manufacturers

Independent software vendors and manufacturers can integrate SAS' market-leading advanced analytics technology directly into their solutions to meet the data needs of their customers.

### Technology Partners

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

## 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 (no revenue requirement for the Silver tier). For a complete list of program requirements by tier, go to page 18.

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 on page "Partner program benefits" on page 10 of this guide.

#### Partner Program Tiers



### 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 [sas.com/partnernet](https://sas.com/partnernet) for a list of requirements.

#### Competency

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





## 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 & Product Knowledge
- SAS Programming
- Install & Configuration
- Administration

You can view a list of SAS certification exams and coursework that can earn these credentials under the Training section of [sas.com/partnernet](https://sas.com/partnernet).



**Visualization**  
Competency in SAS\*



**Analytics**  
Competency in SAS\*



**Data Management**  
Competency in SAS\*



## 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 [sas.com/partnernet](https://sas.com/partnernet).



**Customer Intelligence**  
Specialization in SAS\*



**Fraud**  
Specialization in SAS\*



**Risk**  
Specialisation in SAS\*

## 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.

## Partner program benefits

Benefits	Silver Partner	Gold Partner	Platinum Partner
Teaming fees	●	●	●
PartnerNet resources	●	●	●
Partner Forum invitation	●	●	●
Free access to SAS University Edition software	●	●	●
Standard SAS software	●	●	●
Access to Partner Demo Center	●	●	●
Partner newsletter	●	●	●
Complimentary e-learning	●	●	●
50% discount on SAS public courses	●	●	●
30% discount on SAS publications and course notes	●	●	●
Access to SAS Technical Support	●	●	●
Market development funds (MDF)	●	●	●
RFP template	●	●	●
SAS.com partner page/profile	●	●	●
Access to R&D lab (by request/approval)		●	●
Designated partner marketing support		●	●
Priority access to SAS executive briefing center			●
RFP assistance			●
Custom digital marketing			●
Free public training vouchers			●



## 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.

> [sas.com/partnernet](https://sas.com/partnernet)

### Manage and grow your membership

Refer to helpful resources like the online version of this program guide, our New Partner Kit and funding request forms to better understand the requirements and financial benefits of partnering with SAS.

### 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 based on your partner tier.

### 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.



## Revenue sharing schedule

Qualifying Activities in Support of Software Sales	Teaming Fee Value
<b>New Sales Opportunity</b>	
Partner provides a partner-developed offering that is positioned by SAS or partner to generate a new opportunity.	10%
Partner provides SAS with a new sales opportunity where SAS has not been engaged.	10%
Partner includes SAS in proposal submission where SAS software is not a required element.	10%
<b>Proposed Activities</b>	
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 a 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%
<b>Total Combined Maximum Percentage</b> (approved percentages may be subject to local market conditions)	<b>Not to exceed 15% of FYF</b>

## Partner software bundle

Silver, Gold and Platinum partners receive a standard set of SAS software products aligned to competencies. Additional nonstandard software can be requested in support of approved business plans. A list of provided software is available on [sas.com/partnernet](https://sas.com/partnernet).

## Training discount policy

We provide attractive training discounts based on partner tier alignment. The greater your investment in SAS, the greater your training discounts. Note that in 2018 a limited number of free public training vouchers are available for Platinum partners based on business priorities. Nonqualified Silver and Gold resellers receive discounts based on their tier.

### Sales and SAS Education training

Type of Training	Silver Partner	Gold Partner	Platinum Partner	Qualified Reseller
Sales Training (Basic and Advanced)	FREE			
E-Learning Courses on PartnerNet	FREE			
SAS Education Public Training/ Live Web Class*	50% off	75% off		100% off Free vouchers for qualified resellers
SAS Education On-Site Class	50% off	35% off		

\* If Live Web is delivered by a third party (not SAS), free vouchers do not apply.

### SAS Professional Services Delivery (PSD) Training

SAS PSD Training is focused on post-sales activities and can include installation, configuration, implementation and administration. Specialization partners receive priority access to this training.

Type of Training	Silver Partner	Gold Partner	Platinum Partner	Qualified Reseller*
PSD Platform Delivery Training	\$600/seat/day	\$400/seat/day		
PSD Solution Delivery Training	Specialization partners receive 1 free voucher per specialization, with the rest at \$400/seat/day.			

\* A qualified reseller can be either a Silver or Gold reseller that has signed reseller agreements, completed a joint business plan and earned one sales credential. Nonqualified Silver and Gold resellers receive discounts based on their tier.



### A note about credentials

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.

## 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 percent 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. The MDF request form can be found on [sas.com/partnernet](https://sas.com/partnernet).

Partners will be reimbursed once all appropriate proof of performance (PoP) is submitted with the claim.

Eligible MDF activities include:

- 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.



### 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 pre-sales 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).



## 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 Market and Sell section on [sas.com/partnernet](https://sas.com/partnernet).

### 3 Follow branding guidelines

Although materials do not need SAS branding approval in advance of use, you must adhere to SAS' branding guidelines that can be found under the Market and Sell section on [sas.com/partnernet](https://sas.com/partnernet). 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](mailto: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](mailto: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 Market and Sell section on [sas.com/partnernet](https://sas.com/partnernet).
- 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.



### Branding guidelines

All materials that include SAS branding must adhere to SAS' branding guidelines found on [sas.com/partnernet](https://sas.com/partnernet).

# Get started .....







## Membership details

### Program enrollment

Prospective partners interested in program membership are required to complete a partner inquiry by emailing [partners@sas.com](mailto: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](mailto:partners@sas.com).

## Partner program requirements

Program Requirement	Silver Partner	Gold Partner	Platinum Partner
Application process	●	●	●
Sign partner agreement	●	●	●
Complete partner profile	●	●	●
Establish a primary SAS contact	●	●	●
Identify SAS site representative	●	●	●
Maintain 90% renewal rate (resellers only)	●	●	●
Include partner badge or SAS logo on website	●	●	●
Complete SAS® Viya® training	●	●	●
Employ at least one credentialed individual	●	●	●
Revenue requirement (resellers only: US\$250,000)	●	●	●
Regionally determined revenue requirements (US\$500,000)		●	●
Joint business planning/QBRs		●	●
Employ at least two individuals with a cumulative four credentials		●	●
Identify marketing resource		●	●
Name executive sponsor		●	●
Meet US\$10 million revenue requirement			●
Identify SAS software administrator			●
Employ at least six individuals holding a cumulative 10 credentials			●
Earn minimum of two competency 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			●

## 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. Detailed instructions for resellers can be found on [sas.com/partnernet](https://sas.com/partnernet) under Membership.

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 12 for a description of the approved activities and their associated teaming fee percentages.

The ORF can be found under the Membership section on [sas.com/partnernet](https://sas.com/partnernet).

## Glossary of benefits

Please see the table on page 10 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 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 [sas.com/partnernet](https://sas.com/partnernet).

**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](https://support.sas.com/techsup/contact).

**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](https://sas.com/universityedition).

**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.



*The Executive Briefing Center was created to hold meetings and events for customers, partners and internal teams.*

**Certification vouchers:** SAS provides a select number of free certification vouchers based on your tier. All additional certification vouchers are available at a 50 percent discount. To access these vouchers, please send a request to [partners@sas.com](mailto: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 under the Training section on [sas.com/partnernet](https://sas.com/partnernet).

**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. The joint business plan can be found under the Membership section on [sas.com/partnernet](https://sas.com/partnernet).

**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 on page "Market development funds" on page 14.

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

**Partner badges:** You are encouraged to promote your SAS Partner badges on your website, in advertisements, customer communications and other marketing materials. The badges and usage guidelines can be found under the Membership section on [sas.com/partnernet](https://sas.com/partnernet).

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

**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 [sas.com/partnernet](https://sas.com/partnernet).

**Partner manager:** Partners have access to partner support via email ([partners@sas.com](mailto: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.



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

**Partner marketing:** Partners have access to partner marketing support to help with marketing activities. Silver partners have support through [partners@sas.com](mailto: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](#) 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 under the Membership section on [sas.com/partnernet](https://sas.com/partnernet). 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, which can be found on the Market and Sell section of [sas.com/partnernet](https://sas.com/partnernet).

**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. The competitive discount form can be found in the Membership and Market and Sell sections on [sas.com/partnernet](https://sas.com/partnernet).

**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](https://support.sas.com/training). To receive the discount, go to the Training section on [sas.com/partnernet](https://sas.com/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, and Platinum partners are eligible for a set number of free public training seats based on the joint business plan.

**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](https://support.sas.com/publishing). To receive the 20 percent discount, go to the Training section on [sas.com/partnernet](https://sas.com/partnernet) to get instructions before you order a book.

**Teaming fees:** Teaming fees (of up to 15 percent of FYF) 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 under the Membership and Market and Sell sections on [sas.com/partnernet](https://sas.com/partnernet).

**Technical sales:** Partners can use pre-sales technical resources to assist with opportunities.



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

## Glossary of program requirements

Please see the table on page 18 of this guide to confirm your tier's responsibility for each requirement.

**Application process:** An application is required to become a member of the SAS Partner Program. This inquiry form can be found under Partners on [sas.com](https://sas.com). 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 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 [sas.com/partnernet](https://sas.com/partnernet).

**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. The joint business plan can be found under the Membership section on [sas.com/partnernet](https://sas.com/partnernet).

**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.

**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. The ORF can be found in the Membership and Market and Sell sections on [sas.com/partnernet](https://sas.com/partnernet).



*Validate your skills and set yourself apart with SAS credentials.*

**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](https://sas.com). To update your profile, please go to the Membership section of [sas.com/partnernet](https://sas.com/partnernet).

**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](mailto:partners@sas.com).

**Reseller renewal rates:** SAS Resellers must maintain a customer renewal rate of 90 percent 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 14 of this guide or refer to the Membership section on [sas.com/partnernet](https://sas.com/partnernet).

**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.

**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.

**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 [sas.com/partnernet](https://sas.com/partnernet).



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

