



The SAS® Partner Program

As the world's largest independent vendor in the business intelligence market, SAS has been leading the way in analytics since 1976. And we couldn't do it without our partners. They are an essential part of our commitment to delivering value to our customers. From Hadoop to high-performance computing to visual analytics, we strive to give our customers unmatched software and services by combining our analytics expertise with our partners' industry and domain knowledge. **It's a partnership that pays off – for all of us.**

Why should I be a member of the SAS® Partner Program?

- **World-class support:** With digital marketing, social media, sales enablement and our 24/7 online technical support, SAS is here to help you grow your business.
- **Worldwide reach:** More than 13,000 SAS employees help create a global presence and more sales opportunities.
- **Best analytics on the market:** Regardless of size or industry, businesses depend on SAS to provide competitive insights.
- **Comprehensive training:** Stay current on new technologies with SAS' award-winning training, including e-learning, classroom and Live Web offerings.
- **Collaborative sales engagement:** Identify and capture opportunities with the help of ongoing, strategic guidance.
- **New partner program:** New benefits for partners at all levels to drive ROI.
- **Market development funds:** SAS supports partners with market development funds for demand generation, lead generation and partner enablement activities – reimbursable up to 100 percent (for approved requests).
- **Annual awards program:** Recognizes and encourages successful, effective partnerships.
- **Partner demo center:** Take your customer presentations from good to great with supporting resources and materials and current demo scripts.

Partner program framework

SAS offers a three-tier, value-based program that encourages you to differentiate yourself by demonstrating your capabilities in SAS technologies and solutions. This allows customers to feel confident that you have the skills necessary to use SAS technologies to solve customer business problems.

Features of the new partner program:

- **Competencies:** Enables you to hone your skills in SAS technologies and differentiate yourself with customers. Credentials are awarded upon successful completion of competency paths and are valid for three years.
- **Specializations:** After demonstrating skills in solution domains and garnering customer references, you are encouraged to apply for specializations.

Flexible go-to-market models that align with your business strategy:

- **Reseller:** Increase coverage and help meet the market demand for SAS software in specific industries and customer segments by becoming a SAS Reseller.
- **The Managed Analytic Services Provider (MASP) program:** Allows partners to provide outsourced analytics capabilities to clients powered by SAS Analytics software.
- **The SAS OEM program:** Allows organizations to add value to their software applications by embedding SAS in their solutions across diverse industries.

Silver Tier	Gold Tier	Platinum Tier
This is the entry tier for all new SAS partners. Silver partners have access to a robust set of benefits and are required to meet a minimum set of requirements.	Gold partners have demonstrated domain expertise in a specific industry or solution area. Gold partners demonstrate an increased commitment to SAS and meet the minimum set of requirements.	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.

Interested in becoming a partner?

Contact partners@sas.com to learn more and start the application process or visit sas.com/newpartner to learn about the application process, program features, benefits and requirements.

Program privileges, benefits and requirements at a glance	Silver Partner	Gold Partner	Platinum Partner
Benefits			
Pre-Sales technical resources	✓	✓	✓
Access to PartnerNet, the secure partner portal	✓	✓	✓
Teaming fees with an approved registration	✓	✓	✓
Provided SAS software	By request	✓	✓
Partner demo center (PDC)	✓	✓	✓
Market development funds (MDF)	Ability to request	✓	✓ Priority
Syndicated content	✓	✓	✓
Self-service marketing assets	✓	✓	✓
Social media support and training	✓	✓	✓
Requirements			
Program fees There are no program fees to be a member of the SAS Partner Program.	None	None	None
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 SAS Partner Program.	✓	✓	✓
Joint business planning/QBRs SAS Resellers, as well as Gold and Platinum partners, are required to collaborate with SAS to create a joint business plan that includes revenue goals, marketing initiatives and enablement activities.	SAS Reseller only	✓	✓
Credentials You must maintain a minimum number of credentials based on your program tier.	1 credential	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

"SAS' enhanced market development funds is an exciting benefit for partners. It will help us increase the speed and impact of promotion campaigns for our joint solutions."

John Leveille - Chief Executive Officer, d-Wise