



# Becoming a Sage Business Partner

Expand your business with an organisation that truly supports you

“We have been a Sage business partner since 1995. We have found Sage an easy company to deal with and the most channel friendly vendor that we have worked with.”

Harach Lucas, MicroChannel Services





## Our Focus: Our Partners

Global business management software vendor to 5.5 million customers

At Sage Business Solutions, our partners are our business. More so than any other software vendor we foster and develop very close relationships with our partners, offering extensive one-to-one contact with key management, sales, and marketing personnel to assist in the expansion of your business.

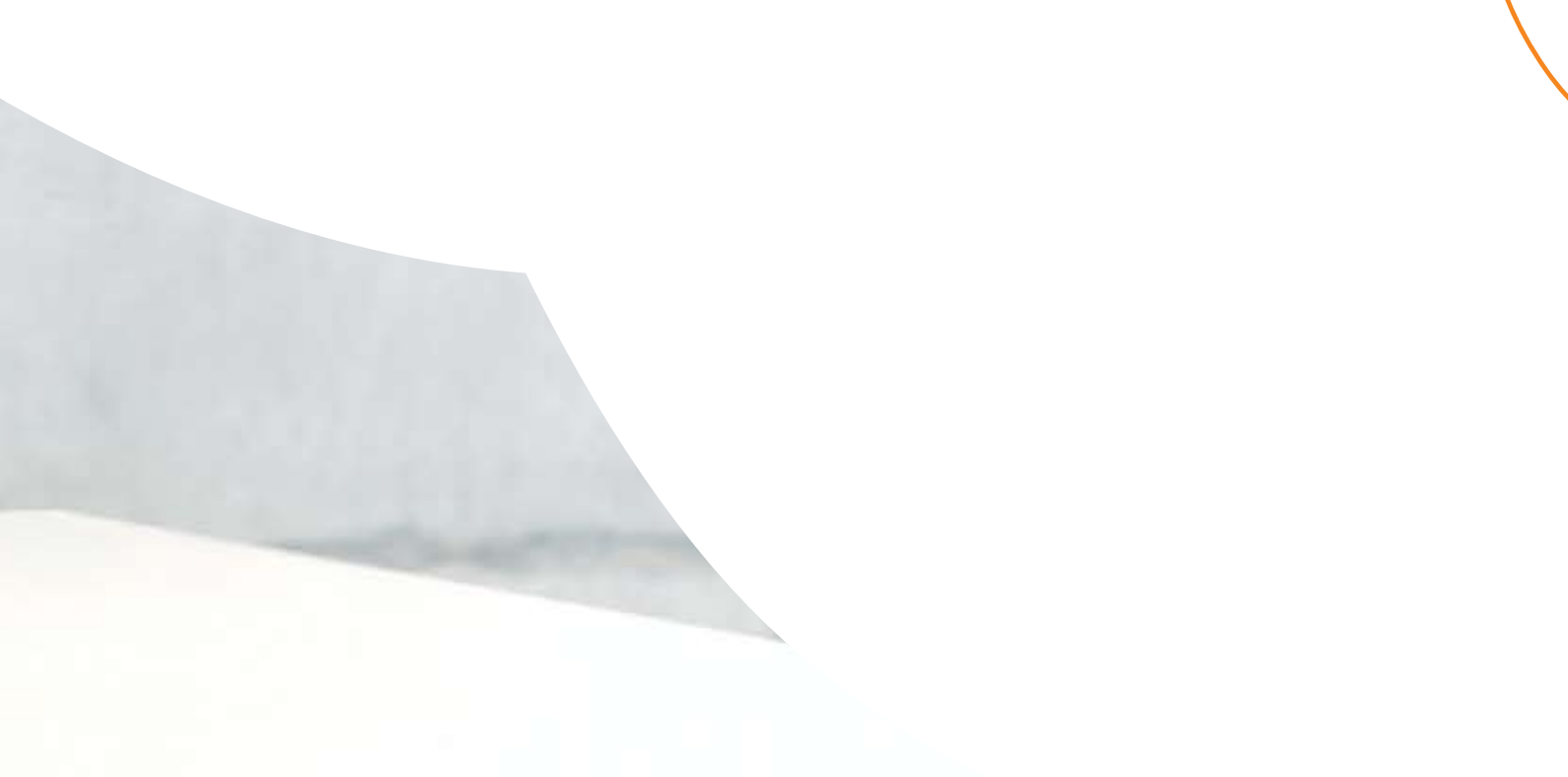
In recognition of this fact, we have a full range of business partner programs designed to ensure your success. Sage Business Solutions partner programs provide you with everything you need to make your business thrive.

If you are working with a business management software vendor that charges a fortune for

training and certification, but offers very little else in return – then it's time to work with an organisation who truly supports their partners every step of the way.

Beyond providing you with reliable products and great technological vision, Sage delivers exceptional customer and partner satisfaction, innovative marketing programs and support, expert pre-sales assistance, and award-winning support services.

Quite simply, no other business management solution software provider offers their business partners more competitive, all-encompassing product solutions and partner programs.



## Income-Generating Programs

Take advantage of these revenue-producing programs:

- **Cross-Product Referral Program**

When you become a Sage Business Solutions business partner, you can remain focused on the products you choose to specialise in while building relationships with other partners that can ultimately bring you more revenue. By aligning yourself with Sage Business Solutions business partners who represent the products that you are not authorised to sell, you gain opportunities that could otherwise be missed if your solutions don't meet the needs of your customers. You can start earning margin and tier credit on the entire Sage Business Solutions product family.

- **Sage Select Program**

We offer the Sage Select Partner Program to reward our business partners who exclusively sell and support Sage Business Solutions products. For their dedicated focus and singular commitment to Sage Business Solutions, Sage Select members will receive additional percentages in co-op funds.

- **In-House Use Program**

If you need software solutions to run your business more effectively, we can help. Sage Business Solutions business partners can now receive any Sage Business Solutions product of your choice, free of charge for in-house use, providing they purchase a maintenance plan for that product.

- **Other Business-Building Tools**

Sage Partner University provides a comprehensive set of educational opportunities that focus on how you, our partners, can improve your business success. Currently we offer courses on leadership, sales, marketing, and consulting that are unmatched by a channel-oriented company. Sage Business Solutions continually offers many programs to assist you in your success by bringing out from our best trainers who are able to share global best practice and contribute valuable insights to assist in running your business and generating more revenue.

- **Working with You on Areas of Greatest Challenge**

Sage Business Solutions shares best practice globally and we continue to introduce our Business Partners to innovative companies that are addressing specific challenges that you face on a daily basis. We are currently working with companies that can improve your new candidate assessment process, assist in the hiring of staff in the most critical areas, providing industry vertical information and allowing you to benchmark your business with global businesses of a similar type.

“Sage’s approach is unique by bringing thought leadership which improves key areas of our business. We are a more competitive business because of our partnership.”

Stephen Fouche, Enabling Group

## Leveraging Your Opportunities

Our wide range of front and back office applications have revolutionised the way small and mid-sized companies do business, allowing you to tap into new markets and expand the opportunities of your business. For more than 25 years, Sage has led the way in developing and supporting automated business management solutions. Our award-winning products and services satisfy the industry-specific needs of companies looking for, among many others:

- Integrated Accounting
- Customer Relationship Management (CRM)
- Human Resources and Payroll Solutions
- Fixed Asset Management
- Distribution and Manufacturing Solutions
- Government and Nonprofit Solutions
- Construction and Real Estate Accounting

## Programs Designed for Your Success

The Sage Partner Program includes a variety of outstanding partner programs designed to benefit you—our Business Partners. Our aim is to increase your sales force and revenue numbers through sales, product training, education, hiring assistance and marketing assistance programs.

Recognising that one program will not fit everyone exactly, Sage Business Solutions offers initiatives and programs to meet the needs of business partners of all sizes. Offerings are tailored for each stage of your business—whether starting out or already quite successful—providing a healthy mix of value add and growth programs. See how we can help you optimise income while increasing your visibility and reputation in the marketplace.



## Business Solutions that Sell

When you're affiliated with Sage Business Solutions, you represent products unparalleled in the industry. For more than two decades, we have published software solutions that help small and mid-sized businesses automate processes and achieve tangible results. Our broad range of integrated solutions positions you to be your customers' single-source provider of turnkey accounting and business management software. Further, we stand behind the quality of our products with world-class support to ensure that you remain responsive to your customers' needs. Our broad portfolio of integrated solutions offers functionality that spans accounting, distribution, and manufacturing to human resources, customer relationship management, and fixed asset management.

- **Accounting and Financial Management** Award-winning Sage product lines offer deep functionality and superior usability. We specialise in bringing powerful, insightful accounting and business management solutions to mid-sized firms with between five and 1,000+ employees. And, with products for businesses in a wide range of industries, including both private and public companies, as well as nonprofit and government organisations, our diverse line of software solutions are ideal for the ever-changing needs in today's marketplace. Companies can benefit greatly from our accounting and financial management applications, which are designed to easily accommodate growth and smoothly migrate to the next level of sophistication in our Sage product family.
- **Customer Relationship Management (CRM) Software** industry analysts are predicting that customer contact and relationship management will become the largest growth segment in the software market, and will have a lasting impact on how companies conduct business in the future. Our flexible, adaptable CRM systems can be deployed on-site or as a Web-based solution, so businesses can choose from multiple options as they expand and grow. They provide enterprise-wide access to vital customer information—anytime, anywhere, so organisations can better manage their business by integrating field sales, internal sales, customer care, and marketing information. This allows companies to optimise every customer and prospect contact plus deliver superior service that can set them apart from the competition.
- **Fixed Asset Management** The fixed asset management solutions from Sage help organisations of all sizes save time and money—without sacrificing accuracy or control. By automating the task of managing fixed assets, we can help businesses get optimal results from their efforts, whether a private company or a nonprofit organisation. Our fixed asset management solutions meet the diverse demands of growing businesses, including solutions designed specifically to help government, schools, and nonprofits meet their government and asset accounting requirements.
- **Distribution and Manufacturing** Sage offers robust, insightful accounting and business management solutions tailored specifically for the distribution and manufacturing industries. Our distribution products help manage inventory to ensure on-time delivery and maximize productivity; while our manufacturing-specific solutions provide tools to keep production running smoothly and efficiently, including powerful inventory management capabilities, job costing tools, and much more.

In 2007 and 2008 Sage Software Earned Top Position in Business Software Strategic and Management Categories of CMP Channel's VARBusiness Annual Report Card with #1 Ranking in Support, Partnership, and Loyalty. Sage Software Outscored Microsoft, SAP and Others.

- **Construction and Real Estate Accounting** Our construction and real estate accounting solutions are backed by years of experience and award-winning support. Sage provides integrated financial and operations software to help manage projects, run real-time reports, track costs, produce estimates, forecast cash flow, and evaluate properties. Continuous information sharing throughout the entire system eliminates redundancies for tighter control of jobs, improved productivity, and optimised cash flow.

## Benefit from World-Class Support and Services

Since customer satisfaction is our hallmark, both you and your customers can expect exceptional support from Sage Business Solutions. Year after year, Sage Business Solutions strives to produce high partner satisfaction ratings in the areas of technical and sales support, product quality, training, and strength of marketing programs.

## Live Sales Assistance

Account managers are available to consult with you to formulate effective product and marketing solutions and strategies to capture new sales opportunities. Account managers work closely with you in the field to maximise sales opportunities and participate in strategic activities, such as prospect visits, user groups, and partner meetings.

## Online Marketing and Sales Services

Our online marketing and sales Web sites host an abundance of information to help you beat the competition. These services house communication archives, white papers, slide presentations, demonstration scripts, and much more. You can utilise our co-op marketing program to help with the strategic and tactical aspects of your marketing efforts.

## Annual Business Partner Conference

Insights is our annual business partner conference that offers key information about Sage Business Solutions, our products, and our focused strategies, providing you with solid ways to improve business and positively impact your growth. Connect and network with other business partners, plus discover winning opportunities to grow your business. You'll also get the latest facts on the products you sell and support by attending some of the many informative sessions that are offered every year.

## Online Events

We have access to valuable and highly informative, partner-only online events run in the US several times each month. These are often recorded as webexes and are downloadable for review at a convenient time.

## Join the Finest Partner Channel in the World

Rather than a direct sales model for our products and services, we focus on attracting top-quality business partners and then equip them with the tools and skills they need to be successful. Our partners benefit from powerful products and award-winning support services, superior marketing programs, personalised sales support, lead-generation programs, training, migration, and cross-product selling opportunities. You can be assured we will give you the competitive advantages necessary to help you achieve your desired goals.

We invite you to explore business partner opportunities with Sage Business Solutions. Whether you choose to focus on one, or all of our product lines, the possibilities and the future are yours to create.



## Take the Next Step

At Sage Business Solutions, our partner programs hinge on providing the knowledge you need to succeed, so you can win customers for life. Join the most competitive—and potentially lucrative—channel offering business management and accounting applications. Join Sage Business Solutions!

Call us today at **13 SAGE (13 7243)** or contact us by e-mail us at [troy.cole@sage.com](mailto:troy.cole@sage.com), and we'll be happy to discuss your future as a valued Sage Business Solutions business partner.