

*SAGE GLOBAL PARTNER PROGRAM*

# REIMAGINE PARTNERING

sage

# SAGE GLOBAL PARTNER PROGRAM

The Sage Global Partner Program (GPP) is the business framework that enables partners to develop new business opportunities and provide exceptional value to companies worldwide. It rewards new customer acquisition, stimulates sales growth and encourages the highest levels of customer satisfaction and retention.



## *FIVE partner types*

- Resellers (VARs and Cloud Service Providers)
- System Implementers (SIs)
- Independent Software Vendor (ISVs)
- Alliance Partners
- Accountants



As a partner, your company gains exclusive access to resources to help you drive both license and service business, create new opportunities, increase profitability and close deals more quickly.

# WHY PARTNER WITH SAGE

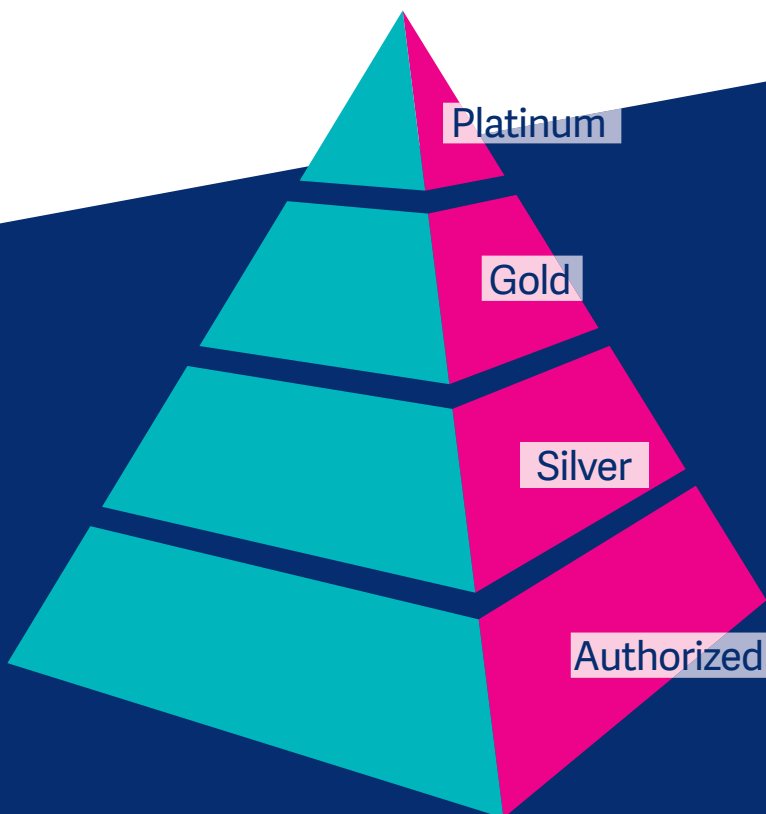
**Market share growth**—There are significant growth opportunities we want to explore together with our partners in the Cloud and through new types of business collaboration. Join us to expand your market reach and drive more customer mind share.

**Revenue growth**—Sage partners have access to an unrivaled breadth of solutions from entry-level to larger enterprise, and for all types of industries. We invest in partner enablement programs to help partners take advantage of the substantial opportunities to accelerate growth.

**Customers for life**—Customers are the lifeblood of our mutual businesses. The extensive Sage product portfolio allows partners to provide solutions that enable a customer's business to succeed throughout its evolution and growth.

**Transition to subscription**—As the market is evolving to subscription-based and cloud solutions, Sage is providing its partners with a multitude of options in its product offering, as well as support to transition to these new business models.

**Partner value creation**—Sage recognizes and rewards partners for sales performance, support capabilities and industry competencies. That's why we've simplified our University curriculum and eased the access to sales enablement and trainings programs.



## *FOUR tier levels*

Platinum, Gold, Silver, Authorized partners, providing partners with the ability to articulate status and differentiate (except for ISVs where 3 levels are offered: Developer, Champion and Rockstar)



23 countries



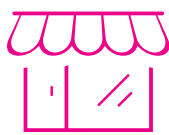
We serve over  
**3 million**  
small and medium  
businesses

We give businesses around the world the information, insight and tools they need to succeed today. We energise their success through the use of smart technology and the imagination of our people and partners.

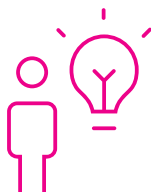
Small and medium businesses know Sage as their champion to help them energize, manage and grow their businesses



accountants



retail



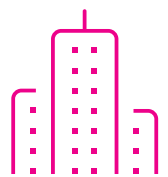
start-ups



small



medium



enterprise

## AT SAGE, WE GO BEYOND SOFTWARE

We provide accounting, ERP, HR, payroll, asset management, and payment solutions for businesses.



On-premises



In the cloud



With innovative partners

We collaborate with partners to drive mutual growth and profitability. Your company can benefit from:

**Clear engagement guidelines** and partner value propositions including strong commercial offerings and marketing enablement programs including Marketing Development Funds (MDF).

**A programmatic approach** to drive sales and marketing enablement programs, training opportunities and support that reward partner performance and loyalty.

**A compelling financial** incentives model aligned with Sage strategic objectives of new customer acquisition and subscription-based business models.

**The Sage world class brand** that is committed to your success and that millions of companies worldwide recognize and trust.



Partner with Sage to deliver cloud or on-premises solutions to help companies make smarter business decisions and run their business in the moment, anytime, anywhere.



*WELCOME TO THE NEW WORLD OF  
SAGE PARTNERS*

# Take Part in Sage Re-imagined Partnership

Join Sage Global Partner Program  
by visiting [www.sage.com/partners](http://www.sage.com/partners)

Talk to us. There is much more to reimagine!



To learn more contact:  
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Sage is a market leader for integrated accounting, payroll, and payment systems, supporting the ambition of the world's entrepreneurs. Sage began as a small business in the U.K. 30 years ago, and over 13,000 colleagues now support millions of entrepreneurs, across 23 countries, as they power the global economy. We reinvent and simplify business accounting through brilliant technology, working with a thriving community of entrepreneurs, business owners, tradespeople, accountants, partners, and developers. And as a FTSE 100 business, we are active in supporting our local communities and invest in making a real difference through the philanthropy of the Sage Foundation.

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