



SAP® PartnerEdge® Program Guide for Authorized Resellers

Table of Contents

3	SAP PartnerEdge Program: Accelerating Your Growth Gain an Edge on Your Competition	10	SAP-Delivered Support Options: Support Choices Provide Flexibility and Predictability for Customers Why Provide Options for Support Offerings?
5	Program Requirements: How to Become an Authorized Reseller Prerequisites for Membership	11	Rewards for Active Participation General Program Benefits Business Enablement Benefits Marketing and Selling Support Benefits
7	Product Authorization: The First Step Toward Selling How to Become Authorized Once Your Company Meets Program Requirements How to Maintain Product Authorization	15	Appendix: Logo for SAP PartnerEdge Program Members
9	SAP PartnerEdge Education: Overview of Training, Qualification, and Certification Curriculum Formats Role-Based Training		

SAP® PartnerEdge® Program: Accelerating Your Growth

This guide explains how the SAP® PartnerEdge® program works for authorized resellers. We hope you will find this guide useful in explaining the specific requirements and program benefits available to you.



GAIN AN EDGE ON YOUR COMPETITION

We look forward to your participation in the SAP PartnerEdge program. SAP's goal is to build a strong partnership that offers you significant opportunities to expand your revenue and market potential.

As a member of the program, you receive top-notch training and support to promote, sell, and implement select powerful, business-enhancing SAP solutions designed, packaged, and priced for businesses of all sizes. As an authorized reseller in the SAP PartnerEdge program, you can:

- Win more business by offering a key selection of award-winning SAP software
- Increase profitability by winning deals that can bolster the bottom line
- Improve your revenue utilization for professional services by getting the training to successfully implement the solutions you sell
- Receive expert assistance through your SAP distributor
- Access online automated tools to drive your company's brand awareness and demand generation
- Gain ongoing consulting revenue from significant add-on sales and product upgrades
- Offer your customers a broader set of SAP solutions and SAP-delivered support

The SAP PartnerEdge program is designed for authorized resellers just like you. The program is designed to get you quickly on board as you work with your SAP distributor, who will manage your SAP relationship and provide the SAP solutions.

After you meet the minimum program requirements, your company will be granted full access to the **partner-dedicated Web site**, www.sappartneredge.com. In the portal you will find resources, product information, and training to obtain the required product authorization you'll need to sell and implement with confidence. To remain in good standing, your company is required to meet the minimum program requirements. (Information about minimum program requirements is located in this guide.)



Program Requirements: How to Become an Authorized Reseller

To become a member of the SAP PartnerEdge program, your company must meet the minimum program requirements as outlined in this section. For new members, minimum program entry requirements include accreditation requirements. Upon satisfactory completion of minimum program requirements (including product authorization), your company can start to effectively sell and, if you choose, implement the SAP products and get access to the program benefits.

PREREQUISITES FOR MEMBERSHIP

A key part of your program membership is to achieve product authorization. That means having your selected employees successfully complete the required training and respective qualification tests within six months of the date on which your company signs the agreement. To get you started, your company will be given limited access to the [partner-dedicated Web site](#) for the sole purpose of completing the required trainings (free e-learning) and respective Web-based qualification tests. The training qualifications and assessments are organized by different roles to ensure that individual employees receive the relevant education. These roles are:

- Sales executives
- Presales consultants
- Solution consultants

Once you meet the requirements including product authorization, and as an official authorized reseller in the SAP PartnerEdge program, your company:

- Is authorized to resell the approved solutions available through your SAP distributor. Check the *Authorized Resellers* section of the [partner-dedicated Web site](#) for the most current list.
- Begins receiving program benefits
- Gets full access to the [partner-dedicated Web site](#)
- Is eligible to use the “SAP Reseller” logo and SAP trademarks

SAP reserves the right to deauthorize your ability to resell SAP products or terminate the authorized reseller agreement if your company does not meet product authorization.

Upon deauthorization, you are not permitted to order or sell SAP products any longer. SAP will inform its distributors about your deauthorization.

Minimum Program Requirements for All Authorized Resellers

Distributor sponsorship	Authorized resellers must be sponsored by their local SAP distributor.
Signed authorized reseller agreement	Each applicant must sign the SAP authorized reseller agreement. The agreement includes the terms and conditions for the relationship.
Application form	Each candidate completes a business application including company information, key contacts, assessment of company skills and capabilities, and other relevant information. You must keep your profile accurate at all times in the online <i>Manage My Partnership</i> application.
Product authorization	<p>Fulfilling the specific requirement for product authorization is mandatory prior to selling products. Your company must achieve product authorization within six months of entering the authorized reseller program. This is achieved by having employees take the required training and any associated Web assessments or certification exams, thereby meeting the minimum number of trained employees.</p> <p>An employee is qualified or certified by satisfactorily completing the required training and passing the corresponding Web-based assessment (for qualification) or in-person exam (for certification). Authorized resellers must maintain a minimum level of trained and qualified or certified employees.</p> <p>Your company must maintain product authorization to remain in good standing.</p> <p>The “Product Authorization” section in this guide provides you with the specifics on how many individuals need to be trained.</p> <p>See the “SAP PartnerEdge Education” section in this guide for the appropriate training roles.</p>

Product Authorization: The First Step Toward Selling

Getting off to a fast and productive start is easy. As soon as SAP receives your signed agreement and acknowledgement of your relationship with an SAP distributor, you should immediately focus on achieving product authorization on the solutions you choose to represent. During this period, your company will receive access to the *Authorized Resellers* section of the [partner-dedicated Web site](#), where you and your designated staff can access the online education content for the required training sessions and assessments. Once you achieve product authorization, you can then start selling software and the SAP-delivered support for the solutions you choose to represent. The section below details how to get authorized.

HOW TO BECOME AUTHORIZED

For resellers, product authorization is achieved when the required number of employees within your company complete mandatory training and pass the qualification and certification for each product family you plan to sell. The minimum number of trained individuals is listed in this section, and the training table below outlines the specific training required. Successful completion of the course assessment or exam is required. Requirements may be satisfied by the same employee who successfully completes multiple assessments or exams. If your company represents multiple SAP solutions in the marketplace, you must complete the product authorization requirements for all solutions. If you have any questions, please consult your SAP distributor.

ONCE YOUR COMPANY MEETS PROGRAM REQUIREMENTS

Upon completing all minimum program requirements, your company is entitled to official status as a member of the SAP PartnerEdge program and use of the “SAP Reseller” logo according to the terms of the collaboration agreement. As part of your program benefits, you receive access to test and demo software. Information on obtaining access is in the *Authorized Resellers* section on the [partner-dedicated Web site](#).

The minimum number of trained individuals is listed in this section. The training qualifications and assessments for SAP software are organized by different roles to ensure that individual employees receive the relevant education. The *Education* tab in the *Authorized Resellers* section of the portal provides the required training and links you directly to the Web-based training that you need for your specific SAP software product family, which includes analytics, database and technology, and mobile technology.

To obtain product authorization for your product portfolio of focus, you are required to complete all the applicable Level 1 training and pass the Web assessments required for authorization listed in the table below.

Requirements for Selling and Implementing SAP® Software per Product Family ¹	Level Type	Number of Employees
SAP-qualified sales executive Employee selling software to customers	Level 1	1
SAP-qualified presales consultant Employee who works with the sales team to help define customer needs and recommend the appropriate solution	Level 1	1
SAP-qualified solution consultant Employee responsible for implementing the software at customer sites	Level 1	1

FOOTNOTE

1. The SAP database and technology product authorization will not require training, but the training is still highly recommended. You will be notified if SAP will require mandatory database and technology training in the future.

HOW TO MAINTAIN PRODUCT AUTHORIZATION

Product authorization is a key element of the minimum program entry requirements and the ongoing program requirements. Your company must maintain at least one product authorization to remain an operational member in the program.

In July and January of each year, SAP will verify that members are meeting the ongoing program requirements. If product authorization compliance is not met in two consecutive checks, the reseller will become deauthorized.

Also, the loss of an employee trained or certified by SAP affects whether you meet the ongoing program requirements for product authorization. It is your responsibility to notify SAP when a trained employee leaves your company, and to correct and update any deficiencies in the *Manage My Partnership* application located on the [partner-dedicated Web site](#).

It is best to select another individual quickly for qualification or certification to avoid possible termination from the program.

Once SAP receives your signed authorized reseller agreement, the next step is to meet the program membership requirements. Achieving program membership is required so that your company can receive the benefits of the SAP PartnerEdge program.

Your company must achieve product authorization within six months of entering the authorized reseller program.

When a new release becomes available in your country, you will receive notice with a time frame of no less than six months for employees to get qualified or certified on the new release.



SAP PartnerEdge Education: Overview of Training, Qualification, and Certification

The SAP PartnerEdge Education program enables your employees to earn qualification or certification for specific products within the SAP portfolio. SAP helps your employees become better prepared to develop, sell, implement, or deploy your SAP solutions with confidence. Our intelligently designed training is organized by job role to ensure that individual employees get the right training.

SAP PartnerEdge Education is offered with progressively more challenging content at each level. For new program members, Level 1 is the required foundation training. As the SAP product portfolio expands, additional training opportunities may be offered. Level 2 training, which is optional, is offered at a fee and delivered in classes. Live virtual classroom training over the Internet is also available in some regions. In addition, certifications may also be required for certain products.

CURRICULUM FORMATS

We offer a blended approach of classroom training, workshops, and e-learning resources available via the *Education* section of the [partner-dedicated Web site](#). Once they complete the course work, your employees must pass tests to become qualified or certified. The tests consist of:

- Web assessments used for qualification
- Proctored exams at a certified testing center for SAP certification
- A combination of both, depending on the employee's role

Web assessments that are linked in a series must all be completed to be counted toward product authorization. Some Web assessments are offered in various local languages. All linked Web assessments should be completed in the same language.

ROLE-BASED TRAINING

The following table summarizes the training provided for the different job roles. The role may vary depending on the SAP solution. Please see the *Education* section of the [partner-dedicated Web site](#) for additional information and a detailed training matrix. Testing that requires an in-person proctored exam will be held at a certified testing center.

Role	Role Function
Sales executive	Sell to customers
Presales consultant	Work with the sales team to define customer needs and recommend the appropriate application
Solution consultant	Implement qualified partner solutions at customer sites and develop qualified partner solutions that package and productize these solutions

Note: We strongly recommend that resellers have the ability to demonstrate the technology. We encourage you to maintain and have access to a current functioning demo environment in support of the solutions they are selling. See the *Test & Demo* section in the *Authorized Resellers* section of the [partner-dedicated Web site](#).

SAP-Delivered Support Options: Support Choices Provide Flexibility and Predictability for Customers

Customers have the opportunity to choose between two different levels of support: **SAP Enterprise Support** or **SAP Standard Support services**. While both offerings are suitable for customers, SAP highly recommends SAP Enterprise Support as the choice for maintaining the highest customer satisfaction while reducing the total cost of ownership of SAP solutions.

SAP-delivered support is the smart option to offer customers. Since authorized resellers are not eligible to provide direct support to customers or eligible to achieve support certification for a partner center of expertise, SAP-delivered support helps ensure that your customer's support needs are covered.

WHY PROVIDE OPTIONS FOR SUPPORT OFFERINGS?

By offering customers a choice in the level of support they may receive, we are providing a reliable, consistent approach to maintenance and support that is applicable to the needs of their business. We stand by SAP Enterprise Support as the preferred choice, but there may be customers that are willing to forego a more comprehensive proactive support approach in favor of a lower-cost option in order to meet fiscal requirements. Talk to your customers. Make sure they know the significant difference between SAP Standard Support and SAP Enterprise Support. Help them make the right choice.

At a glance, here are some differences between the two support options:

- **SAP Standard Support** – Reactive support model focusing on legal updates, problem resolution, and quality management; keeps IT landscapes up-to-date and stable
- **SAP Enterprise Support** – Industry-leading proactive support offering that builds on standard support plus focuses on business continuity, business process improvement, and protection of investment and reduces total cost of operations by increasing efficiencies and decreasing system downtime.

You can find more information on the [partner-dedicated Web site](#).

Rewards for Active Participation

The SAP PartnerEdge program offers rich benefits that reward your organization for active participation and success with SAP products and programs. Actual benefits may vary by country.

GENERAL PROGRAM BENEFITS

The following benefits are available to all authorized resellers.

Partner Newsletter

Partner newsletters are available in both local and global editions. These e-newsletters keep you informed of product announcements and developments, program-related issues and news, and how to make the most of your partnership.

SAP PartnerEdge Program E-Welcome Kit

Upon entering the program, you will receive an e-welcome kit with documentation and resources to facilitate the initial selling and development of SAP products and solutions.

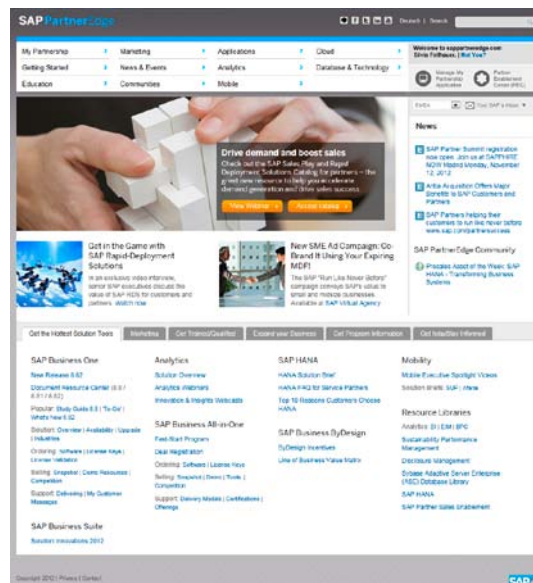


Figure: The Partner-Dedicated Web Site, www.sappartneredge.com

Access to the Partner-Dedicated Web Site

You receive access to the [partner-dedicated Web site](http://www.sappartneredge.com) – a password-protected, single-sign-on, partner-only Web site for easy information management and access to sales and marketing resources, educational content, and ordering (see the figure). The *Manage My Partnership* application allows you to manage your business relationship and more.

Customer Satisfaction Survey Program

SAP runs a partner-centric customer satisfaction survey program with an external vendor. The program helps you understand your company's performance in the market using a satisfaction benchmarking approach. If you are interested in joining this program, please talk to your SAP distributor.



Partner Conferences

SAP partner conferences and events offer an opportunity to learn about the latest products and program developments and provide a chance to meet SAP executives and colleagues.

BUSINESS ENABLEMENT BENEFITS

The following benefits help you grow your business relationship and market base with SAP.

Education

SAP provides you with online training so that you can get your sales executive and presales consultants and solution consultants trained.

Demo Software

Demo software is made available to partners. See the *Test & Demo* section in the *Authorized Resellers* section of the [partner-dedicated Web site](#). Availability varies by region. Fees may apply.

Product Briefings

All authorized resellers have the opportunity to receive the latest product briefings via different events or modes including electronic newsletters or mailings.

MARKETING AND SELLING SUPPORT BENEFITS

You may have access to a variety of marketing and selling support and resources to help you sell better, market better, and grow your business.

Demand-Generation Tools

Find demand-generation tools on the [partner-dedicated Web site](#), including the new online campaign creation tool. With this tool, you now have a simple, cost-effective way to generate quality sales leads for your organization.

Using this tool, you can develop targeted demand-generation campaigns from a library of materials – including e-mails, postcards, direct mailers, brochures, and more. Leverage demand-generation campaign messaging as well as prebuilt templates – or build your own campaigns. You can view, customize, and execute comprehensive marketing campaigns at little to no cost to your business.

In North America and the Asia-Pacific-Japan and Latin America regions, the tool is called the SAP Virtual Agency partner campaign creator. In Europe, the Middle East, and Asia, it is called SAP partner campaign creator.



Marketing Tools and Collateral

The [partner-dedicated Web site](#) includes tools to assist you in your marketing efforts, including marketing collateral, demand-generation marketing campaigns, and detailed product documentation to help you communicate with current and prospective customers.

SAP may also provide you with additional collateral for use in your marketing efforts (for distribution to prospective customers). Such collateral, as well as all marketing tools, is provided without warranty of any kind by SAP.

Marketing Training

SAP offers a free online training Web site created especially for SAP partners for the small and midsize enterprise market. All of the training modules have been specifically created to enable you to drive your own demand-generation campaigns.

Access to SAP Facilities

Use SAP facilities for demonstrations and customer briefs by making a request through your partner manager. Special conditions apply. Contact your SAP distributor for more details.

Partner Networking

On-site events provide a venue for partners to network with and promote their businesses.

Sales Tools

SAP has a variety of Web-based and CD resources and hard-copy tools to aid you through the customer engagement lifecycle.

SAP Logo Usage Rights and Logo Kit

Authorized partners may use the appropriate “SAP Reseller” logo and SAP trademarks in marketing and sales efforts, subject to terms and conditions outlined by SAP. Terms of the “SAP Reseller” logo license included with the SAP reseller agreement apply. A unique brand identifier and usage guidelines are available to partners. See *SAP PartnerEdge Branding and Logo Usage Guidelines for Partners*, which is available in the [partner-dedicated Web site](#).

Other Opportunities

SAP periodically conducts training and other events. Participation is dependent upon program level, and SAP may limit invitations to select partners.

Participation in Partner Advisory Council or Solution Partner Advisory Council

Partners may be selected to participate in an exclusive partner advisory council (by invitation only).

Invitational Webcasts, Specialized Workshops, Training, and Executive Summits

Your organization can boost business and technology acumen by participating in highly focused events.

Note: Please be advised that on the issue of termination, the provisions of the reseller agreement and its exhibits apply. Any unused benefits are forfeited upon termination.



Appendix: Logo for SAP PartnerEdge Program Members

Upon completing all minimum program requirements, your company is entitled to official status as a member of the SAP PartnerEdge program and may use the “SAP Reseller” logo according to the terms of the agreement. You can download the logo and logo usage guideline from the *Authorized Resellers* section on the [partner-dedicated Web site](#). Here is a reproduction of the logo.

SAP[®] Reseller





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