



sage

Sage Partner Program

PARTNERING REIMAGINED

Why partner with Sage?

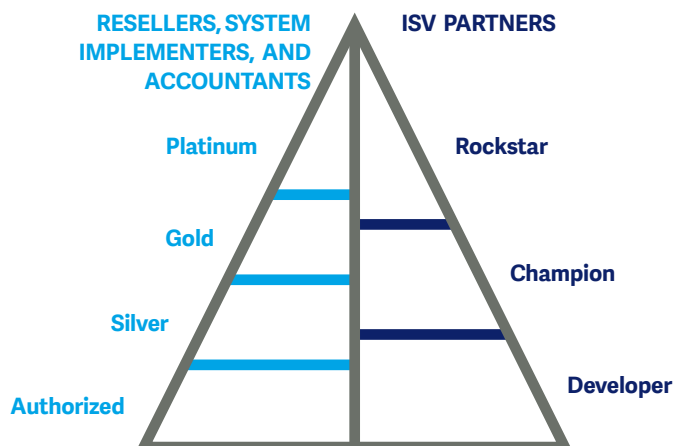
At Sage, we've been helping small and medium businesses succeed for more than 30 years. Our market-leading, payroll, HR, payments, and accounting solutions are used by over 3 million companies around the world, helping them make smarter decisions, minimize manual admin, and focus on what really matters: growing their revenues.

By creating major efficiency benefits for our customers, Sage solutions naturally offer compelling sales and revenue opportunities for partners. With 70 million potential small business customers and a million new companies founded worldwide each month, the market for Sage products is virtually limitless.

Introducing the Sage Partner Program

Cloud solutions, mobile platforms, and the demand for value-added solutions and services open doors to significant revenue opportunities for Sage partners. The new Sage Partner Program is designed to simplify the way Sage engages, manages, and helps you tap into the latest technology advances and growing market demand for cloud products, including Sage One, Sage Live, Sage X3, and Sage Impact.

The program offers opportunities for resellers (VARs and cloud partners), system implementers and integrators, ISVs, accountants, and strategic alliances and corporate partners. It provides a simplified tiered framework with requirements and benefits that increase with partner revenue contributions, marketing commitments, and technical and sales expertise. Partners at all levels can tap into a range of compelling program benefits.



Five great reasons to partner with Sage

- 1 Market-leading brand** with **3 million customers** in 23 countries
- 2 Huge growth opportunity** with **70 million potential customers**, growing by 1 million each month
- 3 Growing cloud revenues** providing new **subscription-based sales, referral, and service opportunities**
- 4 Customers for life** – we extend our customer commitment to you, helping you **build profitable, lifelong relationships with your customers**
- 5 Partner investment** in your success to **drive new business opportunities and accelerate your growth with Sage**

Sage cloud products

Sage offers a range of cloud and mobility-based solutions to help your customers transform their businesses, anytime, anywhere.

Sage One	Cloud-deployed software ideally suited for businesses with up to ten employees. With its intuitive design for the mobile-first mindset, the Sage One Accounting mobile app lets users create and send invoices and access data from anywhere with an Internet connection.
Sage Live	The next-generation accounting engine designed for real-time processing, social collaboration, and mobile access for companies of 10-200 employees. Built on the Salesforce 1 cloud platform, Sage Live enables business to run completely in the cloud and integrate with third-party applications.
Sage X3	Takes the complexity out of integrated enterprise business management for midsized and enterprise businesses. Unlike traditional ERP systems, Sage X3 simplifies business processes with rich functionality, offering multicurrency, multicompany, multilanguage, and multilegislation support.
Sage Impact	Created by accountants for accountants, Sage Impact is the go-to resource with apps for accounting, financial management, business intelligence, value-based pricing, community, and business leads—all accessible through one online hub and integrated with Sage products.

Partnering reimaged

Sage partners benefit from compelling sales margins, referral incentives, and development and service opportunities, but these are just the beginning. Partners can also take advantage of top-of-the-line products, education, support resources, and networking opportunities to get up to speed in no time and accelerate your Sage partnership.

Choose Sage and help your customers leverage the latest technology to run their business in the moment, gain highly relevant insight at the tip of their fingers, and bring their people and their data together, to create a single, fast-moving, and proactive team.

Partner with Sage today! www.sage.com/partners

Top program benefits

The Sage Partner Program offers partners a wealth of business, marketing, and technical support. Sage partners benefit from:

Increased revenues based on compelling sales, referrals, service opportunities, and incentives for new customer acquisitions.

Faster time to market through access to the latest Sage solutions, education and support, to help you meet rapidly growing customer demand for cloud-based products and services.

Enhanced marketing effectiveness and reach based on key marketing enablers including the Sage Marketplace and Marketing Development Funds (MDF).

Increased competitive advantage with the ability to differentiate your brand based on your partner tier and proven expertise in Sage products and services.

Ongoing commitment to partnership and increased channel investment to help you offer new Sage solutions, implement new business models, and accelerate your growth.

Join us today

We give businesses around the world the information, insight, and tools they need to succeed today. We energize their success through the use of smart technology and the imagination of our people and valued partner community. **We invite you to join us!** www.sage.com/partners

About Sage

Sage is the 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.

Sage—the market leader for integrated accounting, payroll, and payment systems, supporting the ambition of the world's entrepreneurs.

For more information, visit www.sage.com



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