

# Development Partner Program Overview

## Benefits

### Sage Partner Solution Source Listing

Gain exposure to thousands of potential customers and business partners.

[www.SagePSS.com](http://www.SagePSS.com)

### Access to Tools and Resources

Get our Software Development Kit, which features the tools, sample code, and the resources you need to successfully develop and test applications. For selected product lines (Sage 100 ERP), you may also request full application source code.

### Marketing Opportunities

Leverage a Development Partner logo that identifies your tier level and indicates you are a valuable member of the Sage partner community. As a Gold or Endorsed partner, you will enjoy additional marketing opportunities that will reach both Sage customers and reselling business partners.

### Technical Services

Receive developer-specific application or technical support. Additional benefits also include access to our knowledgebases, email forum, consulting services, early releases of our products, and more.

### Product Differentiation

Separate your solution from the rest by participating in the Sage Solution Certification program. Designations for Certified Solution and Endorsed Solution are available for qualifying products.

### Invitations to Participate in Beta Programs

As a development partner, you will receive insights into product line roadmaps and may be asked to participate in a beta program.

## Increase Your Exposure to the Vibrant Small and Midsized Applications Market

Sage is committed to the success of our development partner community. Join the Sage Development Partner Program today and get access to the tools and resources you need to develop, test, and market your applications and components for Sage ERP, CRM, accounting, nonprofit, and other solutions. The products included under this program are: Sage 100 ERP (formerly Sage ERP MAS 90 and 200), Sage 500 ERP (formerly Sage ERP MAS 500), Sage 100 Fund Accounting (formerly Sage MIP Fund Accounting), Sage 300 ERP (formerly Sage ERP Accpac), Sage 50 Accounting—U.S. Edition (formerly Sage Peachtree), Sage BusinessVision Accounting, Sage BusinessWorks Accounting, Sage Simply Accounting, Sage ACT!, Sage CRM, Sage SalesLogix, Sage Fundraising 50, Sage Millennium, and Sage HRMS (formerly Sage Abra HRMS).

If you have or would like to develop a software application that adds functional value to one of these Sage solutions, then we encourage you to apply for participation in our program. As a Sage development partner, your product will be listed on Sage Partner Solution Source, which is an online search engine designed specifically for third-party solution providers and reaches thousands of customers, prospects, and business partners annually. Through this directory and other comarketing opportunities, you will significantly increase your company's visibility and reach.

There are three levels of membership in the Sage Development Partner Program:

- **Silver Development Partner**—This entry-level tier is designed for developers with applications that enhance the breadth and depth of the Sage suite of solutions. As a Silver-level solution provider, you will receive a correlating logo for use in your collateral and trade show exhibit materials, as well as a listing identifying your applications on the Partner Solution Source.
- **Gold Development Partner**—This select tier is aimed at developers who wish to not only enjoy the benefits of the Silver-level development partner, but want even greater visibility and awareness for their solutions among Sage customers and reselling business partners. The Gold level offers the availability of additional marketing benefits, including exposure within Sage newsletters, a Gold-level logo, webcasts, access to the Sage Partner Advantage Program, and more.
- **Endorsed Partner**—Endorsed Partners meet rigorous strategic, technology, and integration criteria. Their solutions are handpicked by Sage and marketed alongside our core solutions. This is our highest and most strategic tier, and enrollment is by invitation only.



Complete your application today (<http://Partnership.SageSoftware.com> **DevelopmentPartner/**) and start increasing your solution exposure to our nearly 3.2 million small and midsized business customers in North America. To learn more about how you can gain increased exposure by joining the Sage Development Partner Program and utilize the Sage Partner Solution Source, contact us at [DevelopmentPrograms.NA@Sage.com](mailto:DevelopmentPrograms.NA@Sage.com).

## Solution Certification

Sage customers and partners have requested a certification program that would differentiate the solutions. This certification process includes basic quality and integration tests with Sage product lines. Certification is available for Gold-level partners whose products integrate with the current version of Sage 100 ERP, Sage 300 ERP, or Sage 500 ERP. Certification for products integrating with additional Sage product lines will be announced as they become available.

Full criteria and test plans are available at: [www.lionbridge.com/sage](http://www.lionbridge.com/sage). The certification criteria will be revised on an annual basis and keyed to new product releases. Ample time will always be given to allow for any retesting necessary. Criteria will vary by product but will generally focus on:

- General stability.
- Sage best practices.
- Specific feature support.
- Organizational support.

Certifying your solution will allow you to differentiate your products, simplify buying decisions for customers and partners, and potentially reduce technical support costs. You will also be given a logo to identify the level of certification for each of your solutions.

There are two levels of certification:

- **Certified Solution**—The ability to market your application as “Sage Certified” tells potential customers and reselling business partners that your solution is reliable and developed to the highest standards. To achieve this prestigious designation, Gold and Endorsed partners must submit their software application to Sage and VeriTest service of Lionbridge. Upon successful completion of the testing process, you will receive an associated logo that will identify your application as a “Sage Certified Solution.” Significant additional marketing benefits are available exclusively for Certified Solutions.
- **Endorsed Solution**—If your application meets additional strategic and technology criteria, Sage may “endorse” your solutions and promote it within our various marketing channels. Endorsed Solutions may be branded or cobranded as an integrated component of the Sage solution. This status is by invitation only.

## Development Program Benefits and Components

The program will be structured in three progressive tiers, summarized below. All benefits and requirements are subject to revision without notice.

Program Benefits and Components	Silver Level	Gold Level	Endorsed Level
Customizable listing on the online Sage Partner Solution Source	•	•	•
Not-for-resale copy of the Sage product for development purposes (including updates)	•	•	•
Use of corresponding program logo	•	•	•
Invitations to Sage conferences, business partner forums, and training opportunities (fees may apply)	•	•	•
Software Development Kit (SDK), including coding samples, technical documents, and more	•	•	•
Advance shipments of product releases	•	•	•
Eligibility to participate in Beta programs	•	•	•
Eligibility to participate in Sage advisory councils (by invitation only)	•	•	•
Discounted program enrollment fee for development on multiple Sage product lines	•	•	•
Technical phone and email support (number of cases vary based on level—see fee structure on page 5)	•	•	•
Access to developer portal, including partner forums, knowledge base, technical documents, downloads, and more (in progress)	•	•	•
Access to some of the Sage Partner Advantage Use programs		•	•

Program Benefits and Components	Silver Level	Gold Level	Endorsed Level
Access to marketing templates		•	•
Certified Solutions featured on Sage Partner Solution Source		•	•
Advanced notifications on product launches and market initiatives		•	•
Assigned a dedicated program manager within Sage		•	•
For Certified Solutions only, use of the Certified Solution logo (if testing and compliance requirements are met)		•	•
Access to Alpha Source Code (Sage 100 ERP and Sage 500 ERP) and prerelease SDK		•	•
Advanced previews of Sage product Roadmaps and invitations to insider briefings of Sage vertical and technology strategies		•	•
Opportunity to advertise Endorsed Solutions to business partners and/or customers in direct mail, email, and more (fees may apply)			•
For Endorsed Solutions only, eligibility to participate in joint public relations efforts, webcasts, success stories, and more			•
Firm eligible for "Partner of the Year" award		•	•
Eligibility to receive quotes from Sage staff for appropriate press releases			•
A joint go-to-market plan			•
Use of Endorsed Solution logo for the solutions that Sage endorses			•
Full integration with Sage sales, including revenue sharing			•
Aggressive promotion in Sage marketing and PR initiatives			•
Sage branding or cobranding of Endorsed Solutions (for example, MSS by Industrious)			•
Quarterly consultations with Sage research and development managers, architects, and designers			•
Free dedicated Endorsed partner technical newsgroup hosted by Sage			•
Endorsed Solutions highlighted in developer and product sections of Sage corporate and product websites			•
Endorsed applications prominently featured on Sage Partner Solution Source			•

## Partner Advantage Program

Sage Partner Advantage programs include: assistance in recruiting, hiring, and training of salespeople and consultants; one-on-one marketing assistance; additional margins for partner loyalty; assistance building alliances and improving cross-sell opportunities; plus, a variety of educational classes that focus on building successful businesses. This is what truly differentiates the Sage Partner Advantage program—a focus on delivering the right programs, resources, and tools that help to drive the overall business success of our channel partners.

**Note:** Some of the benefits in the Partner Advantage Program are tailored for business partners and are not available for Sage Development Partners.

## Sage Technical Services

Sage provides a wide variety of benefits under the umbrella of Sage Technical Services. Self-service support options include access to our knowledgebases and online forums as well as subscriptions to support bulletins, mailing lists, and news flashes. Technical support is available and covers Software Development Kits as well as standard product support questions. Many training options are available including classroom, web-based, and anytime learning through Sage University. Developer symposiums and conferences are offered periodically to provide additional training and opportunities to interact with your peers in a relaxed and collegial setting. The Early Release program allows development partners access to prerelease software and advance shipment of service packs and updates. The Inside Track program provides Gold and Endorsed partners with an early look at product roadmaps and invitations to insider briefings on Sage vertical market strategies and technology direction. Consulting services are available for most product lines and include architectural and design guidance, specialized code samples and demonstrations, problem detection, and isolation, and more.

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## Sage Partner Solution Source

Sage puts forth great effort to ensure partner solutions are highly visible to customers and other business and development partners. The Sage Partner Solution Source ([www.SagePSS.com](http://www.SagePSS.com)) is a significant online catalog, which enables development partners to promote their applications. Each listing provides full product information and graphics as well as moderated customer comments and links to purchasing information.

While titles from all Sage development partners are listed and promoted to both customers and business partners, Certified and Endorsed titles are featured more prominently on the Sage PSS.

## Development Partner Portal

An enhanced portal for our development partners has been planned and will include rich content and collaborative functionality. The new portal will become your one-stop web location for program updates, marketing templates, news about upcoming vertical initiatives, technical documentation, moderated user forums, partner-to-partner contact information, and more. Until the launch of the Development Partner Portal, partners will have access to legacy portals, which are available for most product lines.

## Eligibility Requirements

We continually search for products that meet the needs of our diverse market. Any developer may apply to join the Development Partner Program at the Silver level if the following requirements are met:

- Must complete a formal application and submit for approval.
- Must complete the Development Partner Program Agreement.
- Must pay sign-up and annual renewal fees (see program fees on next page).
- Must agree to other requirements specified in the Terms and Conditions document at the time you formally apply for membership.

The products developed must add functional value to one or more of the following solutions:

### Start-up and Small Business:

Sage 50 Accounting—U.S. Edition  
Sage Simply Accounting

### Midsized Business:

Sage 100 Contractor  
Sage 100 ERP  
Sage 100 Fund Accounting  
Sage 300 Construction and Real Estate  
Sage 300 ERP  
Sage 300 Trade Specialty

### Larger Business:

Sage 500 ERP

### Nonprofit Solutions:

Sage 100 Fund Accounting  
Sage Fundraising 50  
Sage Millennium

### Human Resources and Payroll:

Sage Abra Suite

### Other:

Sage BusinessWorks Accounting  
Sage BusinessVision Accounting  
Sage PFW ERP

### Customer Relationship Management:

Sage ACT!  
Sage SalesLogix  
Sage CRM

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## Additional Eligibility Requirements for Gold-Level Development Partners

- Must agree to best practices established by Sage.
- Must additionally agree to best practices defined by relevant Sage product group.
- Must obtain the Sage Certified Solution status for at least one solution and maintain certification on at least one solution, ongoing (based on products and availability of certifications).
- Must provide ten customer references and five business partner references.
- Must maintain required product and developer certifications (requirements differ by product line).

## Additional Eligibility Requirements for Endorsed-Level Development Partners

- Endorsed status is by invitation only.
- No additional program fees apply.
- Must maintain an agreed level of customer and business partner satisfaction.

**Note:** Acceptance into the Sage Development Partner Program is at the sole discretion of Sage. Participation at the Silver or Gold level does not constitute an endorsement by Sage of a development partner or a product. You may not imply in your marketing activities or elsewhere that Sage in any way sponsors or endorses your company, products, or services.

	Category 1			Category 2		
<b>Product Lines</b>	Sage 50 Accounting—U.S. Edition, Sage Simply Accounting, Sage 100 Fund Accounting, Sage Fundraising 50, Sage Millennium, Sage BusinessVision, Sage BusinessWorks, Sage ACT!			Sage 100 ERP, Sage 500 ERP, Sage 300 ERP, Sage SalesLogix, Sage CRM, Sage HRMS		
<b>Tier Name</b>	Silver	Gold	Endorsed	Silver	Gold	Endorsed
<b>Program Fees</b> (per product line)						
Sign-up Fee	\$350	\$800	\$800	\$2,000	\$3,000	\$3,000
Annual Renewal	\$250	\$700	\$700	\$1,000	\$2,000	\$2,000
<b>Additional Fees</b>				Sage 100 ERP: \$7,000 Sage 500 ERP: \$3,000		
Source Code fee						
<b>Sage Solutions Marketplace</b>	Included	Included	Included	Included	Included	Included
<b>Support</b>						
Free Support cases	1	5	5	12	20	20
<b>Discounts</b>	At sign-up, pay renewal price instead of sign-up price for second product line in same category. No discounts on renewals. Gold partners who are authorized for multiple products pay the Gold plan fee for the first product line and the Silver plan fee for all others in the same category, for both sign-ups and renewals.					
Multiproduct discount						
Gold Partner discount						

### Apply Now

Our customers are always looking for new ways to enhance their Sage experience. Don't miss out on this great opportunity to gain increased exposure to the vibrant and growing small and mid-sized enterprise applications market. Submit your Developer Partner Program Application (<http://Partnership.SageSoftware.com/DevelopmentPartner/>) to start marketing your product and driving awareness within the Sage ecosystem.