



Tech Partners

# Sage Partner Network: Marketplace Commercial Guide

Sage

# Introduction

This guide provides information about our cloud native and connected solutions available for integration, and the commercial terms for inclusion on the Sage Business Cloud Marketplace. Please familiarise yourself with the content before signing the Tech Partner Marketplace agreement.



## **Our solutions**

We provide innovative, market leading solutions across 23 countries worldwide to help our customer's businesses flow. Each of these solutions provide an opportunity for our partners to collaborate with us to provide additional customer value.

## **Sage Accounting**

A simple, yet powerful cloud accounting solution designed exclusively for start-up and small businesses.

## **Sage Intacct**

Industry-leading Cloud Finance Software built for growing businesses serving multiple industries.

## **Sage Business Cloud**

Helping organisations to manage their entire business on a global scale from procurement to warehousing, production, sales, customer service, and financial management.

Availability of integrations varies by geography.



# Promote your app on the Sage Business Cloud Marketplace

By integrating to our digital network, we offer you a tailored experience, centered around your needs. You'll gain access to:

- Our large customer base
- A self-serve marketplace to showcase your app
- The trust and credibility of the Sage brand
- Sage expertise and support

We work together with partners, guiding and empowering them to provide innovative solutions and services that give our customers the confidence to make bold decisions and grow.



## Tools

Enjoy a custom partner experience that accelerates speed to market with helpful systems and resources.



## Expertise

Access tailored learning paths to develop knowledge, expand partner services and boost performance.



## Network

Use our digital network to innovate, scale and collaborate to drive customer success.

## Commercial models

Apps are listed on the marketplace and the type of commercial relationship is decided by our go-to-market plan. There are three types of commercial model:



### Listing

A detailed listing on the Marketplace (with self-service capabilities) to generate leads. Apps are promoted, sold and supported by the Tech Partner.



### Referral (invitation only)

Niche and specialist apps designed for small and medium businesses in specific verticals or sub-verticals. These solutions are best offered on a referral basis to ensure customers have access to a specialist sales and onboarding experience. Apps are supported by the Tech Partner.



### Resell (invitation only)

When a Tech Partner solution is important to our overall customer value proposition we may choose to include this solution on our price list. These apps are promoted and sold by Sage or our Business Partners, in agreed regions. Apps are supported by the Tech Partner.

# Contacts

For Sage Tech Partner assistance, please contact your Sage regional account team, Sage Tech Partner contact, or email

[ISVrecruitment@sage.com](mailto:ISVrecruitment@sage.com)

**Partner confidential**

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