



SAP PARTNEREDGE PROGRAM EXPANSION:
WHAT IT MEANS FOR
SAP CHANNEL PARTNERS

May 2008

OVERVIEW

The award-winning **SAP PartnerEdge** program, SAP's groundbreaking partner business framework, launched in 2005 and originally available only to channel partners who focus on the SME market, has been expanded to include services partners (systems integrators) who support SAP-sold implementations and software solution partners (formally referred to as ISVs) and developers who build and design solutions based on SAP technology.

This program expansion, announced at SAPPHIRE '08, creates two additional program tracks aimed at partners who generally are outside of the scope of our SME solutions and market segmentation:

- **Software Solution Partners (SSPs):** design and build complementary software products based on SAP technologies such as SAP NetWeaver.
- **Services Partners:** provide systems integration and consulting services— spanning all SAP supported industries. Some of the world's leading consulting organizations, such as Accenture, IBM, Cap Gemini and Wipro are SAP services partners.

BUSINESS AS USUAL FOR CHANNEL PARTNERS

For SAP channel partners who sell, implement and develop SAP solutions for small businesses and midsize companies, including: SAP Business One, SAP Business All-in-One, SAP Business ByDesign, and Business Objects solutions, the latest developments around SAP PartnerEdge do not affect their current status, benefits or requirements in the SAP PartnerEdge program.

Our network of SAP channel partners, which includes authorized Value-Added Resellers (VARs), SSPs and solution resellers, will continue to belong to the current SAP PartnerEdge channel track structure and will continue to receive the high level of robust benefits and resources it provides. We continually drive new enhancements to improve the channel partner's program experience, the latest of which were made available with the launch of the SAP PartnerEdge channel partner Spring Release 2008 on April 28. ([Read more.](#))

It also is important to note that the announcement of the new Software Solution Partner track in SAP PartnerEdge does not affect software solution partners who are focused on developing add-on solutions around SAP Business One or VARs that build and market SAP Business All-in-One partner solutions.

While the program expansion calls for a new partner category called Software Solution Partners, **SSPs that build solutions for SAP Business One will remain served within the channel track**, and will continue to receive the benefits associated with their current partner type(s).

BUSINESS INTELLIGENCE OPPORTUNITIES FOR SAP CHANNEL PARTNERS

The recent SAPPHIRE announcement also pointed out that as the integration of SAP and Business Objects continues, new opportunities are available to partners regardless of current program affiliation.

SAP channel partners are invited to expand their business opportunities by joining the Business Objects Small and Midsized Enterprise Reseller Program where, once authorized, they can resell the BusinessObjects Edge Series, a simple affordable and proven suite of business intelligence products for small and midsize companies. Special integration tools are available, making BusinessObjects Edge and SAP Business All-in-One ideal solutions for expanding companies.

Special incentives have been put in place to assist current SAP partners with leveraging the synergies of the Business Objects solutions. Partners in good standing may be offered benefits usually reserved for program members at higher tiers, as well as fast-track enablement resources. *Partners should consult their local channel management teams for eligibility and local offer details.*

Business Objects Crystal solutions (Crystal Reports and Crystal Reports Server) are among the most sought after in the industry and available immediately to ALL SAP channel partners via global distributors without the need for any additional program affiliation or requirements. Partners can expand their business opportunities with this popular line of BI/reporting solutions.

Visit [SAP Channel Partner Portal](#) for more information.

OPPORTUNITY CONTINUES TO KNOCK WITH THE SAP REFERRAL PROGRAM

Don't forget that SAP channel partners and Business Objects partners should not pass up ANY opportunities even if they are outside the scope of their current business and/or solutions. All partners are invited to join the SAP Referral Program at no cost, and leverage a program that rewards their organization for passing leads to SAP that turn into closed deals. The SAP Referral program covers the full array of SAP SME solutions and Business Objects products. Already, some SAP partners have earned more than \$80,000, simply by referring leads.

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SUMMARY OF SAP PARTNEREDGE PROGRAM		
SAP PARTNEREDGE PROGRAM TRACK	PARTNER DESCRIPTION	PROGRAM TRACK DESCRIPTION
SAP PartnerEdge for Channel Partners	Sell, implement and/or develop SAP solutions designed for small and midsize companies. Typically VARs and Software Solution Partners (i.e., ISVs)	Designed specifically for value-added resellers and SME SSPs of all sizes providing partners with robust program resources, enablement and benefits. Channel partners currently focus and sales, development and services around SAP Business One and SAP Business All-in-One. Partners enrolled in the Early Partner Program for SAP Business ByDesign are also members of the channel track. Offers a three-tier program structure – Associate, Silver and Gold. Partners earn Value Points for various activities and achievements, which help them grow to higher levels in the program. (ISVs in the channel track are now called Software Solution Partners.)
NEW SAP PartnerEdge for Services Partners	Work with larger SAP customers to design, implement, and integrate SAP solutions, optimize business processes; instill best practices; provide business consulting that complements the SAP portfolio	SAP PartnerEdge is designed for services partners of all sizes. The program provides equal opportunities for all services partners, regardless of size, revenue, and geographical location.
NEW SAP PartnerEdge for Software Solution Partners	Software solution partners build solutions based on SAP technology and software for larger companies	SAP PartnerEdge offers software solution partners assets and benefits that provide a great deal of value as compared to other partner programs.