

# SAP® CONSULTING PARTNER PROGRAM

ENTER INTO A MUTUALLY BENEFICIAL PARTNERSHIP  
WITH SAP



SAP Services





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# PROGRAM OVERVIEW

## A TRUSTED PARTNERSHIP WITH SAP

When you partner with SAP, you enter into a mutually beneficial agreement to actively cultivate the market for SAP® solutions and work closely with SAP to develop and deliver the SAP business platform. Consequently, SAP looks for companies that are leaders in their fields. Most importantly, our customers must be able to put their trust in SAP partners for every phase of their SAP software project.

SAP Consulting Partner Program supports SAP's North American services business and is complementary to SAP's program for alliance partners. Partners that participate in the alliance program will have connection points into SAP Consulting Partner Program. Those connection points are specific to presales activities and customized SAP alliance models.

SAP Consulting Partner Program offers numerous benefits and focuses on a set of key objectives. These partnering objectives serve as the basis for all activities and interactions with our consulting partners. The program is designed to support the right interactions and business transactions in the field to help ensure success with our customers and partners.

SAP Consulting Partner Program does the following:

- Provides a partner business framework to help SAP and our partners succeed in the market
- Provides standard, repeatable, scalable business processes that make your interaction with SAP easy
- Delivers a new opportunity to grow your relationship with SAP in a standardized way
- Provides increased benefits for your commitment, competency, and performance

The program focuses on these key objectives:

- **Ease of use** – We have consistent processes to support and facilitate the right behaviors and activities to help ensure that there is an environment for SAP teams to connect with the right set of partners.
- **Quality** – There are committed quality levels for consulting resources, customer projects, and rules of engagements from and with our partners.
- **Business impact** – We have an ecosystem of partners that creates healthy competition and supports business growth. The program is designed to enable partners to share in our business growth and to reward our partners.
- **Customer success** – At SAP, we have a customer-driven culture, and all of our partner engagements must focus on the customer's success.

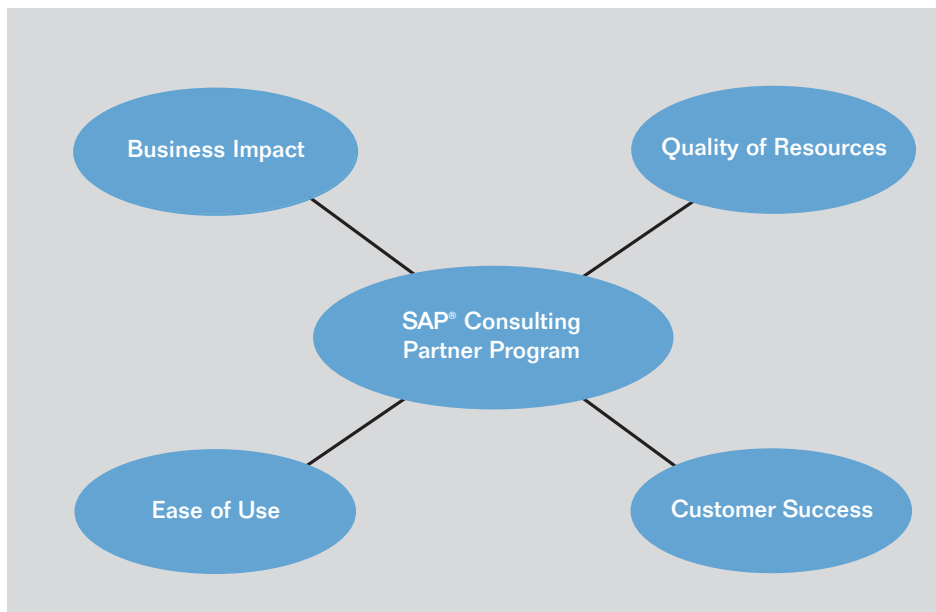


Figure: Key Objectives of Working with SAP Consulting Partner Program

# PROGRAM AT A GLANCE

## GROW YOUR BUSINESS ALONG WITH SAP

### Program Structure

SAP Consulting Partner Program follows a tiered approach that allows companies to grow their business with SAP. Each tier is aligned with a set of criteria, business impact, and visibility into the SAP Services organization. Tiers in the program include premier and gold, with an additional category for public services. Each partner relationship is driven and measured by program commitments and targets that map to the appropriate level or category.

Essential partner benefits of SAP Consulting Partner Program include:

- Visibility into open requirements
- Relationship building and field alignment
- Proactive staffing plans
- Consistent program processes to streamline business transactions

SAP Consulting Partner Program delivers a new opportunity to grow your relationship with SAP in a standardized way.

Participation in the program does require an investment from our partners, aligned with your program tier or category, to handle the necessary business requirements and supporting processes.

### Guidelines and Qualification Criteria

To qualify as an SAP consulting partner, a company must fulfill the criteria defined for the partnership tier at which it intends to participate and complete the required application. SAP Services considers partner applications on an individual basis to determine the appropriate partnering relationship. All that are selected to participate in the program are required to execute a current SAP partner agreement.

Premier-tier qualifications include these:

- National impact in every region, making this consulting partner very important for SAP Services – for example, nationwide ability to provide just-in-time quality resources fulfillment that has increased the success or impact of a project, or the ability to staff hard-to-find resources across the country
- Proven track record as an SAP consulting partner with an experienced support and delivery model
- Unique tools and skill sets that augment existing SAP functions and technology capabilities
- Established offshore capability

Gold-tier qualifications include these:

- Coverage across multiple (at least two) regions
- Expertise in specific industry or solution areas
- Proven track record as an SAP consulting partner with an experienced support and delivery model
- Unique tools and skill sets that augment existing SAP functions and technology capabilities

Public services category qualifications are as follows: SAP recognizes the unique requirements in the public services environment and, therefore, established a separate category for partners who have distinct skills and specialize in this market. Qualification criteria for this category may include, but are not limited to, SAP industry solution skills, government clearance levels, and established customer relationships.

Please note the following:

- Participation in the premier program is offered by executive invitation only and based on the prerequisites listed in the following table.
- Admission to the program requires sponsorship of one of the consulting sales or delivery senior vice presidents (SVPs).
- Guidelines for alliance partners are deemed separate and are not impacted by the guidelines below. Engagement and execution models are customized for those partnerships.

## Partner Guidelines and Qualification Criteria

Partnership Guidelines	Premier Partner	Gold Partner	Public Services Partner
Geographical presence	National (U.S.) presence	National (U.S.) presence	National (U.S.) presence
Among the top companies in their segment	Qualitative information: perceived market leadership	Qualitative information: reviews based on partner	Qualitative information: reviews based on partner
Rate guidelines or statement of work (SOW)	Partner addendum and SOW	Partner addendum and SOW	Partner addendum and SOW
Compliance with quality resource(s) levels	5% of quality issues	5% of quality issues	5% of quality issues
Compliance with consulting services agreement, addendum, or SOW	Required	Required	Required
Formal program agreement signed	Required	Required	Required
Partnership reviews	Annual	Annual	Annual
Business plan or proactive staffing plan	Required	Field driven	Field driven
Proven SAP track record	Required	Required	Required

The following table describes the mutual commitments required for the different partner levels. To leverage the full potential of the partnership, both parties must have a clear understanding of the commitments involved.

## Partner and SAP Commitments

Partnership Guidelines	Premier Partner	Gold Partner	Public Services Partner
Sponsorship	Services EVP	Services SVP	Services SVP
Resource quality levels	Required	Required	Required
Rules of engagement quality levels	Required	Required	Required
Program fee (annual)	US\$100,000	None	None
Rate-card compliance	Required	Required	Required
Lead generation	Required	Supportive	Supportive
Established escalation management	Required	Required	Required
Offshore capability	Required	Optional	Optional
SAP® Safeguarding services engagements	Required	Required	Required
Standardized resume template	Required	Required	Required
Program processes	Required	Required	Required
Partner management	Required	Required	Required
Quarterly business review	Required	N/A	N/A
Joint business planning and execution	Required	Optional	Optional



SAP Consulting Partner Program offers numerous benefits and focuses on a set of key objectives. These partnering objectives serve as the basis for all activities and interactions with our consulting partners.

### Targets and Metrics

SAP and its consulting partners have an impressive history of achieving outstanding staffing results. To help ensure that all parties continue to enjoy optimal returns, partnerships are evaluated regularly against the following common set of industry targets and metrics:

- Quality of resources
- Rate-card compliance
- Customer success
- Compliance with rules of engagement
- Presales support
- Escalation support

- Evaluation of planned goals
- Positioning SAP Safeguarding services engagements
- Support and positioning of services software solutions

### For More Information

For more information about SAP Consulting Partner Program, please send an e-mail to [3rdpartypartner.america@sap.com](mailto:3rdpartypartner.america@sap.com), call 1-866-609-1124, or visit our Web site at [www.sap.com/usa/consulting/partner](http://www.sap.com/usa/consulting/partner).

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