SAP® PartnerEdge®

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**SAP PartnerEdge Program**
Program Overview for Authorized Resellers

# SAP® PartnerEdge®: Delivers Powerful New Advantages to Your Customers – and Your Business

## Higher Sales and Profits Are Closer than You Think

Now you can realize powerful benefits and more marketplace value by becoming a member of the SAP® PartnerEdge program for authorized resellers. Best of all, these advantages will be yours without any additional expense – no program fees apply.

As a program member, you will have the ability to:

- Engage small businesses and midsize companies with a deeper range of solutions specifically for their current needs
- Add more value and depth to your solutions portfolio – without new overhead or complication
- Gain the ability to sell and implement a popular selection of SAP BusinessObjects™ business intelligence (BI) solutions designed, packaged, and priced for today's hottest opportunities

This partner program now provides everything you need to add more breadth and competitive advantage to your current business, perfectly complementing any SAP Crystal solutions offering. Our award-winning BI solutions are ideal in both features and price points for small and midsize customers, as we target the five market categories of **applications, analytics, cloud, mobility,** and **database and technology**.

As an authorized reseller in the SAP PartnerEdge program, you'll receive free online sales executive and consultant training, plus access to essential tools and resources to support your marketing and selling activities. You can conveniently source corresponding solutions through your preferred SAP distributor.

## Open Your Door to Growth Opportunities Today

The steps to join as an authorized reseller are as simple as 1-2-3:

1. Fill out the brief application form.
2. Sign and return the SAP PartnerEdge program agreement to your SAP distributor.
3. Upon acceptance into the program, simply complete SAP's free online product authorization training so you can start selling and implementing.

Please note that participation in this program is subject to SAP's acceptance of your signed program agreement and adherence to specified criteria.

Capture more sales and deliver more business value with BI solutions from SAP that make sense for your customers. Now you have the opportunity to capture more of your customers' wallet share – and deliver more customer satisfaction – with incremental BI solution resale opportunities.

Visit our online information center for additional details.

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