



THE SAP® EXTENDED BUSINESS PROGRAM

A NEW WAY FOR VALUE-ADDED RESELLERS TO PROSPER WITH THEIR PARTNERS

As a value-added reseller (VAR) doing business as an SAP channel partner, your organization probably works with a number of partners that are unaffiliated with SAP yet still recommend, implement, or develop SAP® solutions. Because of their specialized expertise, they are highly valued by your organization and play a significant role in your success. But the truth is that you could probably get even more out of your partnership with them.

What if your partners had the same SAP training as your own employees? What if they had access to the same SAP educational resources?

Introducing the SAP Extended Business Program

The SAP Extended Business program is designed to help you get the most out of your partnerships with companies that develop, implement, or recommend SAP solutions.

Simply nominate your stronger partners for inclusion in this program. Upon joining, your partner establishes a formal relationship with you and SAP.

Once an official member, your partner can access the same training and key SAP resources – without joining the SAP PartnerEdge™ program. All this helps you and your partners become better able to deliver qualified SAP partner solutions to your customers

Creating, managing, and developing your own network through the SAP Extended Business program provides you with a number of benefits:

- **Expand your business opportunity**
 - By recruiting and managing a **complementary** network of program members, you can increase the size of the addressable market – reaching additional geographies, verticals, or other market segments.
 - You can achieve higher and faster ROI for your own qualified SAP Business All-in-One partner solutions.

- You can rapidly increase the number of transactions for the SAP Business One application that you complete.

- **Protect your investments**

- By supporting you in creating your own partner network, SAP is protecting your investments in solution development and capability building.
- By achieving higher volumes of transactions, you can reach a higher level in SAP PartnerEdge and maintain it over time (for higher discounts and market development funds).

One key point: You maintain the relationship with the member of the SAP Extended Business program. It's your business, so our role is only to support you and your partner by providing the training resources and information the partner needs, not to get involved.

How It Works

When you identify partners that regularly participate with you on SAP projects, you can discuss this opportunity and how it benefits them. The only thing we ask you is to treat these partners as extended members of your team. That means helping them build their knowledge, working with them in discovering new opportunities, and supporting them in all phases of the sales and implementation cycle.

Next steps for your partner include:

- Obtain official sponsorship from your SAP channel development manager
- Sign an agreement with SAP
- Formalize cooperation with your company
- Create a joint business plan with your company
- Ensure that your partner meets the minimum program requirements, which include having employees take the required SAP training and pass the corresponding test

Then your partner is ready to go.

Find Out More

To find out more about how to nominate one of your partners for the SAP Extended Business program, please contact your channel organization.

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