

## SAP PartnerEdge Program

Program Overview for Value-Added Resellers

# SAP® PartnerEdge®: Everything VARs Need to Grow and Prosper with SAP

## Validate Your Expertise and Stand Out from Competitors

SAP® solutions address a full range of business management requirements. Buyers want to be assured that they are sourcing such powerful software and related services from authorized partners. The SAP PartnerEdge® program validates and supports your expertise while giving you the training options, resources, and information you need as a value-added reseller (VAR) to continually advance your capabilities and success.

As an authorized member of the SAP PartnerEdge program, you are in the best position to grow with SAP. Extend your market reach, drive profitability, and showcase your unique capabilities as you offer SAP solutions in five market categories that SAP is focused on: [applications](#), [analytics](#), [cloud](#), [mobility](#), and [database and technology](#).

Whether you are selling and implementing on-premise or on-demand SAP solutions, your membership in the SAP PartnerEdge program includes many advantages:

- Sales and marketing support that helps you optimize sales cycles and sell more profitably
- Enablement and program benefits to drive down costs and boost opportunities
- A validated expertise designation enabling you to better promote your product
- Market development funds for capitalizing on opportunities
- A partner services advisor who helps with technical enablement program support
- Clear guidelines that minimize the potential for channel conflict
- Comprehensive training, qualification, and certification standards that help ensure that SAP partners competently advise customers and effectively provide related services

## Planning for and Rewarding Success

The SAP PartnerEdge program paves the way to work closely with SAP in many respects, including annual joint business planning. As soon as you officially enter the program, you should immediately focus on achieving product authorization on the solution(s) that you choose to represent. The program's tiered structure enables you to advance in status based on the Value Points system, with points earned in areas ranging from revenue and competency to marketing initiatives.

Regardless of the size of your business or the SAP solutions you sell, you can count on SAP's support and commitment to your success. The SAP PartnerEdge program elevates your status as a VAR in the SAP community and puts you on the best course for growth with the world's leading provider of business management solutions.

Fuel your success with powerful, business-enabling resources and a close partnership with SAP. The SAP PartnerEdge program elevates your status in the SAP community and validates your expertise and reputation to customers.

[Learn more](#) about the SAP PartnerEdge program.