



Developing a solution with Sage? No problem. Build on.

The essential guide to getting started on the Sage Partner Program for Independent Software Vendors.

Welcome to Sage

We're really pleased that you've made the decision to partner with Sage. Our products and services are used and valued by hundreds of thousands of customers around the world, giving you a unique opportunity to deliver your solutions to a new, broader market.

As a Sage ISV partner, you get all the benefits of the Sage Partner Program as well as greater awareness of your solution through the Sage Marketplace. Plus, all the support you'll need along the way.

Get onboard with Sage now. It's quick and easy to get started with Sage. Simply follow these steps to integrate and launch your Sage add-on and use our partner tools to promote your business and drive new opportunities. Get in touch if you need any further information or support.

The Sage Partner Program offers you a wealth of business, marketing and technical resources, based on three core values to encourage business growth.



Simplify my life



Build my knowledge



Grow my business

Welcome

1 Plan

2 Learn

3 Integrate

4 Validate

5 Launch

6 Go to market

2



A simple step-by-step approach

1 PLAN

First things first. We suggest you [take a look](#) at the Sage Marketplace and see how your solution fits among the existing add-ons. This may help inform how you approach your development.

Sage has products to serve your business today and scale with you as you grow.

Sage Business Cloud Accounting: simple yet powerful cloud accounting for small businesses

Sage 50: Sage 50 (formerly known as Pastel Partner/Xpress) is more than traditional small business accounting software.

Sage 200 and Payroll Professional: Sage 200 (formerly known as Evolution) is an entire business management solution.

Sage 300 Cloud and People: Sage 300 (formerly known as Sage ERP Accpac) goes beyond the ordinary ERP solution you have become accustomed to.

Sage X3: next generation business management for enterprises



Welcome

1 Plan

2 Learn

3 Integrate

4 Validate

5 Launch

6 Go to market

3



2 LEARN

Stay one step ahead. We're committed to helping you to deliver the most from your partnership with Sage. It's why we offer a range of training and certification options, to improve your knowledge and increase your marketable value among Sage customers. From classroom training, to e-learning opportunities, how-to guides and product knowledge, you'll have access to in-depth, practical information.



To find the learning modules and certification recommended for you:

- Please visit www.sageu.com/africa_welcome.html
- Select your product and create a profile, if it's your first visit
- Log into Sage University
- Under Sage Product training, click Select the Sage product and choose the product you are interested in
- Begin with the Getting Started path to gain foundational knowledge and then, depending on the role you have and the life cycle of your business, increase your skills by choosing from the additional training options available
- Once you've completed your training, make sure to complete the product certification process for your Sage products

Welcome

1 Plan

2 Learn

3 Integrate

4 Validate

5 Launch

6 Go to market

4



3 INTEGRATE

Integrate your solution with Sage. Once you've joined the Sage Partner Program, you get all the tools you need to integrate your solution with Sage – enhancing your offering and giving you additional reach in the market.

To get started, use the [Sage API getting started guide](#) to determine the best way to integrate to your preferred Sage solution.

To do this, you will need to provide us with the following information in the ISV Partner Evaluation form:

- The Sage product for your integration
- Company name
- Country
- Your job title and email address
- Technical contact's name, phone and email, if different from above
- Your company's product name



Welcome

1 Plan

2 Learn

3 Integrate

4 Validate

5 Launch

6 Go to market

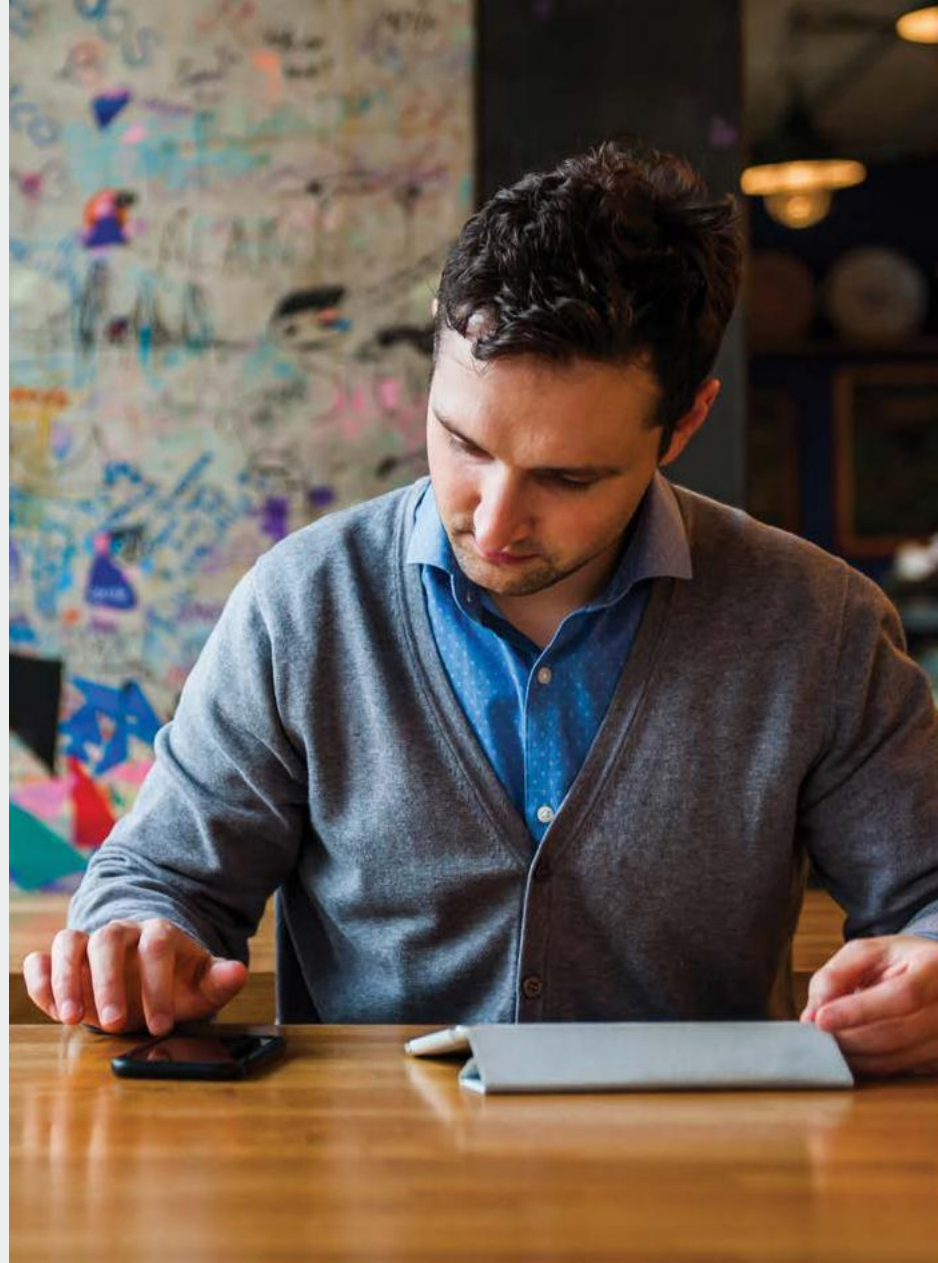
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4 VALIDATE

Validate your solution. Getting your application validated is simple and easy. Once your development work is complete and you're ready to make it available to customers, contact the ISV Technical Enablement Team by completing [**ISV PARTNER EVALUATION FORM**](#) online to get listed as part of the program and schedule a demonstration of your application and its integration with Sage.

Where possible, you'll need to provide our team with the products, keys or license necessary to test the integration internally. You will be requested to provide us with technical information about your solution and the Sage Integration and all the information will be treated as confidential.



Welcome

1 Plan

2 Learn

3 Integrate

4 Validate

5 Launch

6 Go to market

6



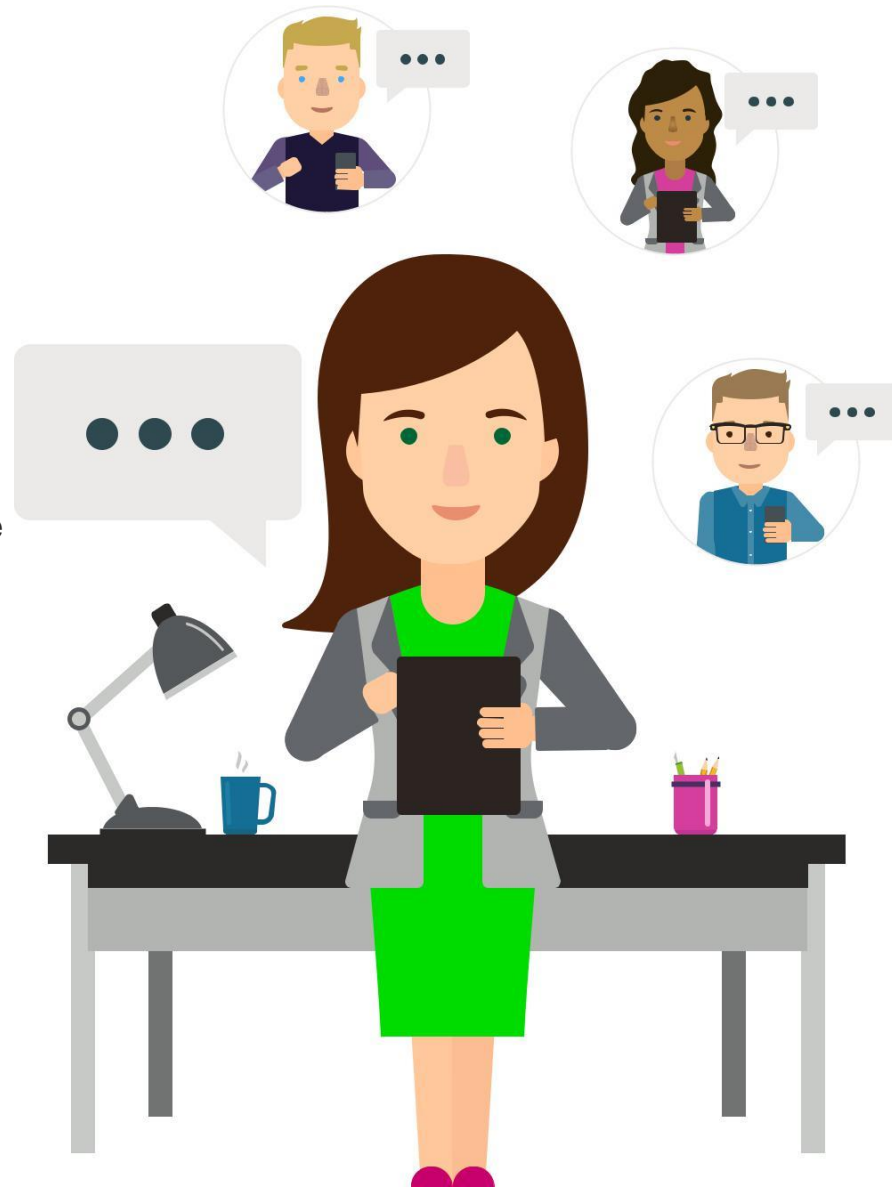
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LAUNCH

Getting solutions to customers. Once validation is complete, you'll receive an email confirming that your solution is ready to be added to the Sage Marketplace. Please complete this [Online Form](#).

You'll be notified when your solution is live and available on the Sage Marketplace.

Reaching your customers. Sage local Marketplace is the Regional distribution platform that enables ISVs and developers to showcase add-on components/ applications that are integrated with Sage products. Customers can buy directly from ISVs via the online Marketplace site, and apps are searchable by Industry and Function type. www.marketplace.sage.co.za/



Welcome

1 Plan

2 Learn

3 Integrate

4 Validate

5 Launch

6 Go to market

7

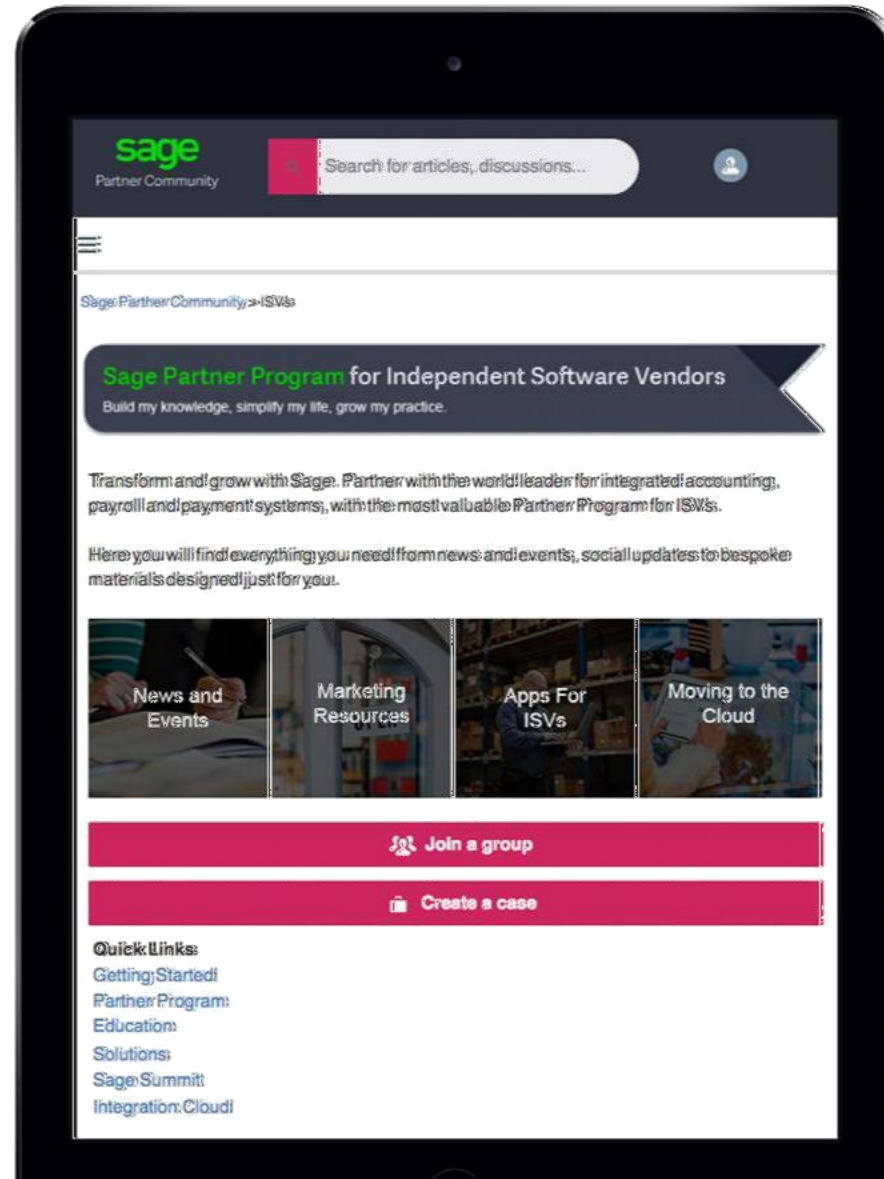


6 GO TO MARKET

Promote your solutions and drive opportunities.

As a Sage partner, you have access to a wide range of marketing resources that will help you to raise awareness of your partnership with Sage, generating demand for your solution and delivering tangible results from our partnership.

ISV Lean Business Canvas - In order for us to start positioning you strategically, we will require you as the ISV partner to create a lean business canvas template provided to you to help our PMM team with a clear Go-To Market strategy based on product positioning and segmentation



Welcome

1 Plan

2 Learn

3 Integrate

4 Validate

5 Launch

6 Go to market

Here's how to get started. Follow these simple steps for success...



Start using your Sage partner logo. Use the Sage Partner Guide to find the right logo for your business, whether you're a Developer, Champion or Rockstar, and read the latest usage guidelines. Use the Sage partner logo on your website and in marketing materials.



Promote the partnership between your company and Sage. Update your website to include the Sage logo.



Announce the partnership. Create and publish your own press release. Use our sample social media posts to create updates for your social accounts.



Start marketing! Promote your solution and Sage integration. Leverage our marketing resources, which includes ready-to-customize email templates, web and social media content.



Engage in co-marketing activities. Eligible partners (Rockstar and Champion) may be entitled to receive support regarding activities which meet joint business plan objectives and create new business for Sage solutions.

Welcome

1 Plan

2 Learn

3 Integrate

4 Validate

5 Launch

6 Go to market

Need more information?

Find out all about these Sage solutions
and more: www.sage.com

[Sage Accounting & Sage Payroll](#)

[Sage 50](#)

[Sage 200 & Sage Payroll Professional](#)

[Sage 300 Cloud & Sage 300 People](#)

[Sage X3 & Sage X3 People](#)

Discover the Sage ISV Marketplace.



Marketplace.sage.co.za

