



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

Our approach

- 1 Plan
 - 2 Learn
 - 3 Integrate
 - 4 Validate
 - 5 Launch
 - 6 Go to market
- [Find out more](#)

A simple step-by-step approach

1 PLAN

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

Sage 50 Cloud: Sage 50 (formerly known as Pastel Partner/Xpress is more than traditional small business accounting software. www.sage.com/za/products/accounting-software/sage-pastel-xpress-advantage

Sage 200 Cloud: Sage 200 (formerly known as Evolution is an entire business management solution. www.sage.com/za/products/accounting-software/sage-evolution-revolutionise

Sage 300 Cloud: Sage 300 (formerly known as Sage ERP Accpac) goes beyond the ordinary ERP solution you have become accustomed to. www.sage.com/za/products/business-management-solutions/sage-300



Welcome

Our approach

1 Plan

2 Learn

3 Integrate

4 Validate

5 Launch

6 Go to market

Find out more



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

Our approach

1 Plan

2 Learn

3 Integrate

4 Validate

5 Launch

6 Go to market

Find out more



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, contact the Sage Integration Team to get access to the Application Programming Interface (API) or Software Development Kit (SDK).

To do this, email isvenablementmea@sage.com with the following information:

- 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

Our approach

1 Plan

2 Learn

3 Integrate

4 Validate

5 Launch

6 Go to market

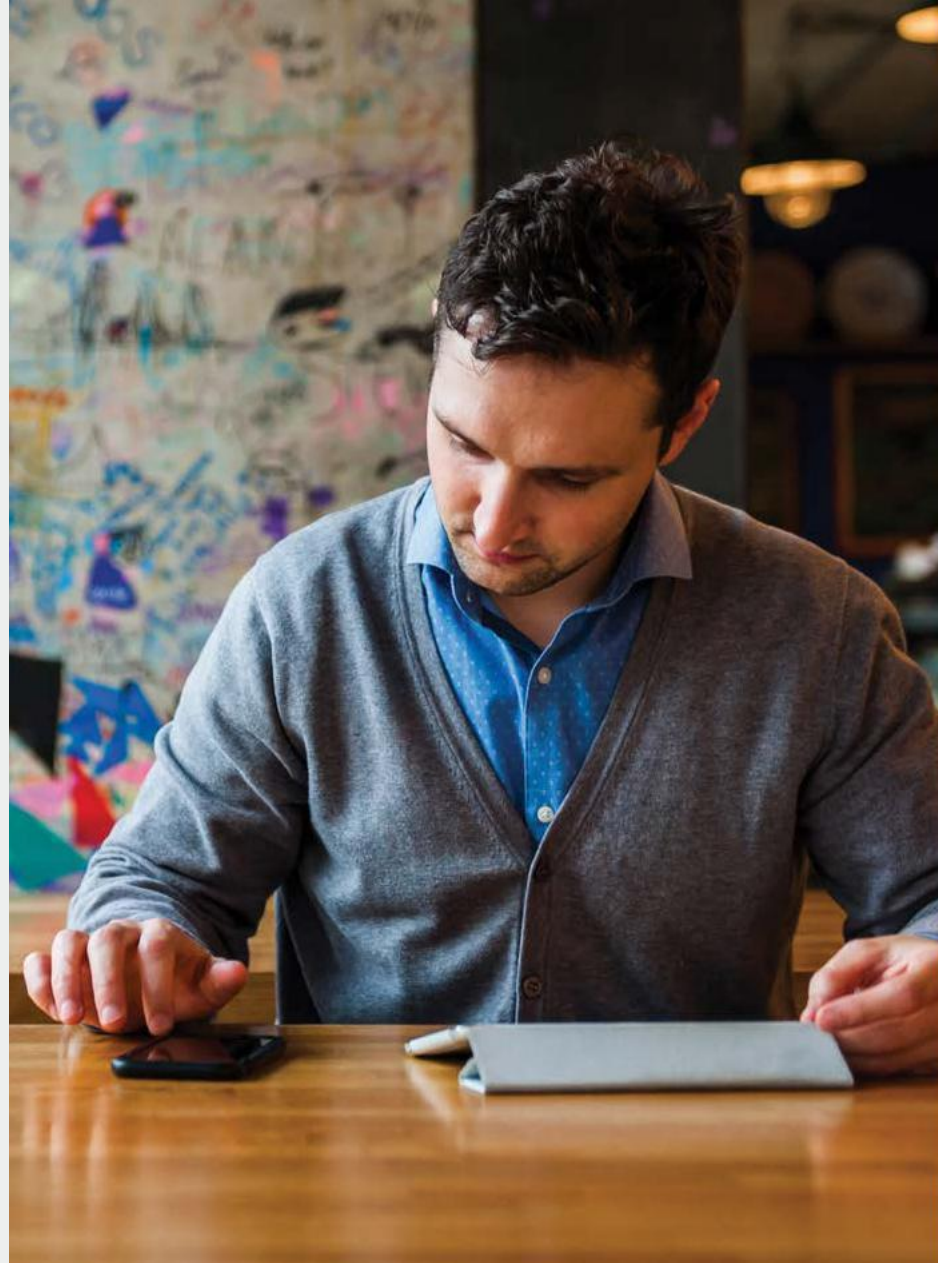
Find out more



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 at isvenablementmea@sage.com to 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.

For Sage 50 Pastel Partner, this review is typically completed within 24 hours. For Sage 300 and Sage 100 and 200 Evolution, the team will give an estimated validation timeframe based on the integration complexity.



Welcome

Our approach

1 Plan

2 Learn

3 Integrate

4 **Validate**

5 Launch

6 Go to market

Find out more

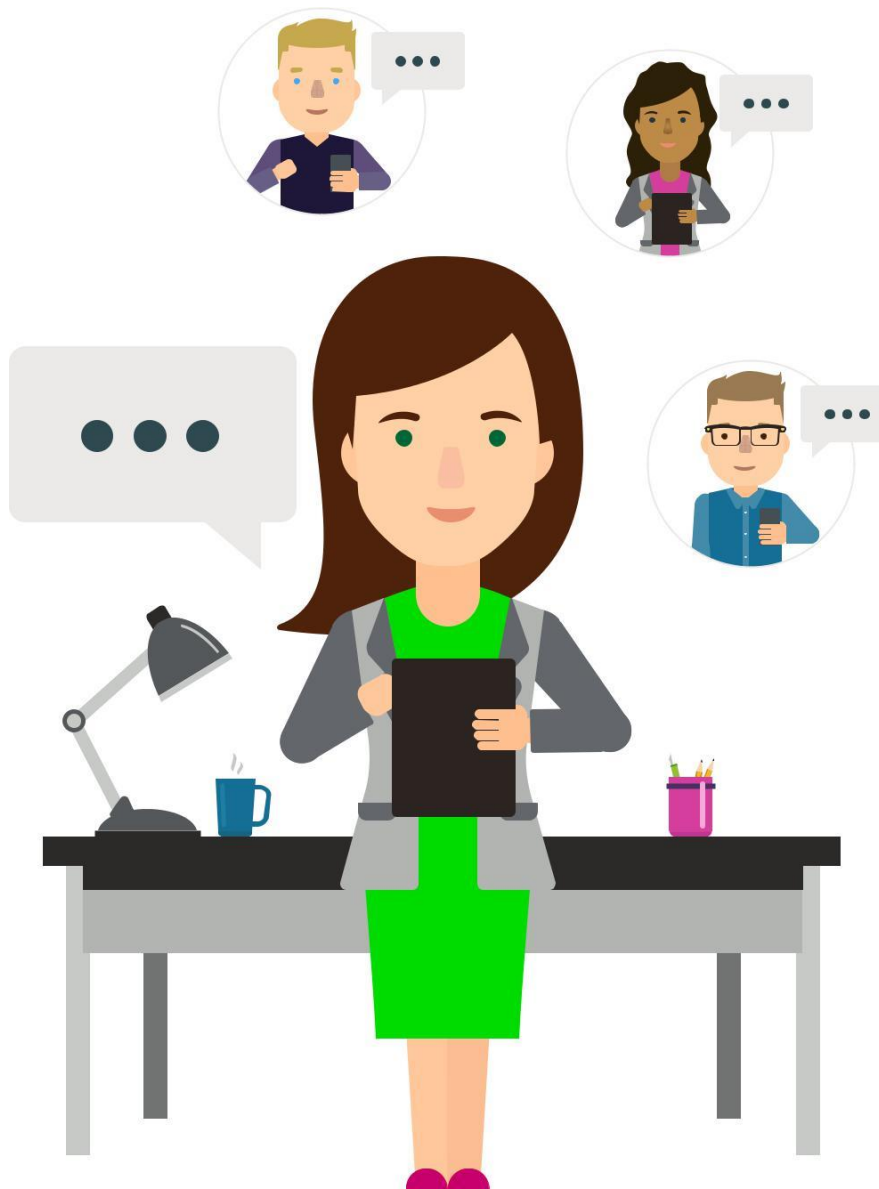


5 LAUNCH

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 [survey](#).

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 platform and product type. www.marketplace.sage.co.za/



Welcome

Our approach

1 Plan

2 Learn

3 Integrate

4 Validate

5 Launch

6 Go to market

Find out more

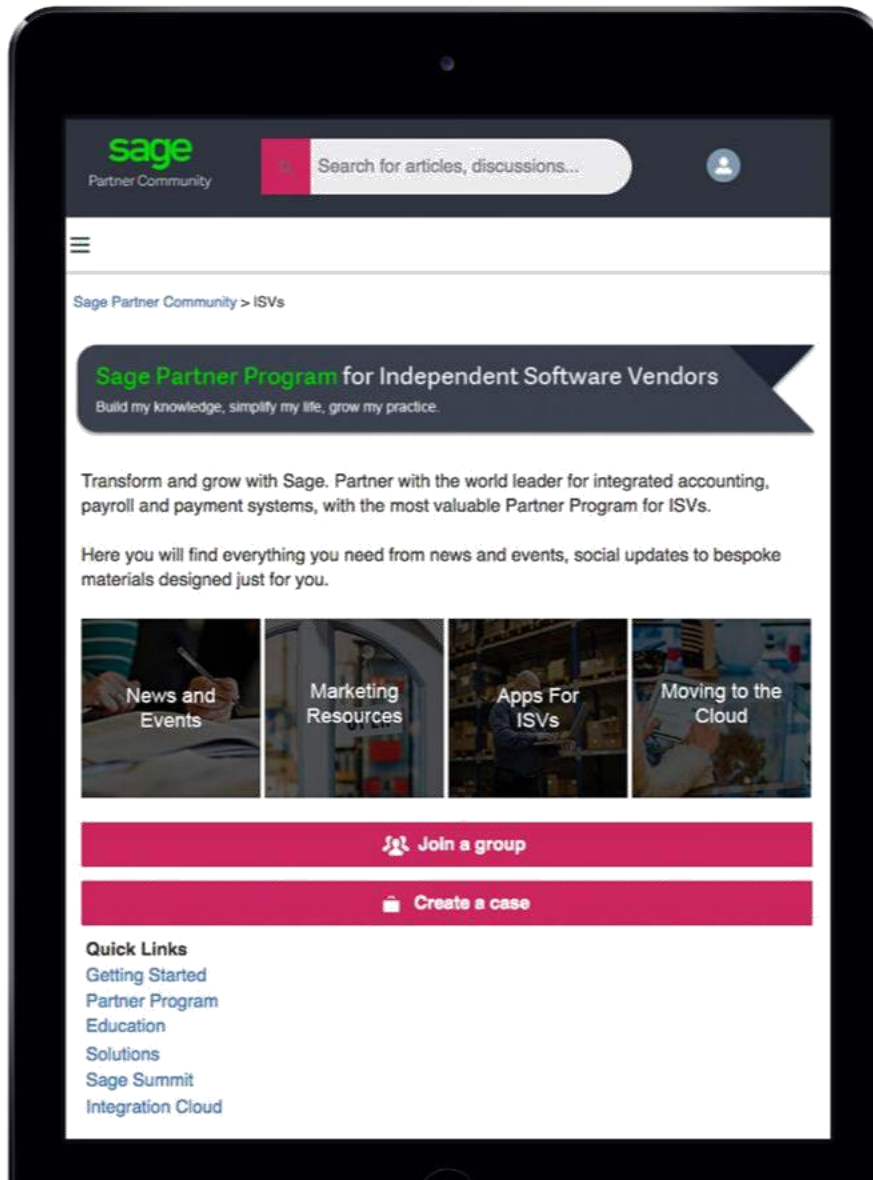


6 GO TO MARKET

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.

Sage Partner Hub - your information resource. Visit the ISV section of the Sage Partner Hub to find out more about everything in this section and download resources. Go to partners.sage.co.za and select Independent Software Vendor. **(Coming soon)**



Welcome

Our approach

1 Plan

2 Learn

3 Integrate

4 Validate

5 Launch

6 Go to market

Find out more



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 Market Development Funds (MDF) to support activities which meet joint business plan objectives and create new business for Sage solutions.

Welcome

Our approach

1 Plan

2 Learn

3 Integrate

4 Validate

5 Launch

6 Go to market

Find out more

Need more information?

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

[Sage Pastel Partner](#)
[Sage Evolution](#)
[Sage 300](#)

Discover the Sage Partner Hub Africa & Middle-East



partners.sage.co.za

