



SUNGARD®  
**AVAILABILITY  
SERVICES™**  
BUSINESS PARTNER

## SUNGARD AVAILABILITY SERVICES PARTNER PROGRAM: AT A GLANCE

### COMMITTED TO PARTNERS FOR SHARED SUCCESS

A dramatic shift is occurring in the IT services industry. As your customers seek out more elastic, cost-effective infrastructure and support for their IT needs, a growing number are exploring cloud-based solutions. Through Sungard Availability Services' Partner Program, you have access to a complete set of Availability Services that help companies of all types and sizes manage operational risk and maintain flexible, resilient IT environments. The Partner Program is designed to help you successfully add cloud and "as-a-service" solutions to your portfolio and keep pace with evolving customer demands.

#### AS A SUNGARD AS BUSINESS PARTNER YOU RECEIVE SUPPORT TO:

- ▼ Build upon your resale business model and develop a new recurring revenue stream
- ▼ Increase your Information Availability expertise and differentiate your business from the competition
- ▼ Increase productivity and reduce the cost of sale with targeted marketing and sales resources
- ▼ Create new opportunities for your business and meet customer needs for OPEX financing

The Program recognizes two channel partner tracks tailored to your business model.

- 1. Solution Partners:**  
Incorporate Availability Services into your current hardware, software and services portfolio to create complete customer solutions.
- 2. Associate Partners:**  
Extend your business by recommending Sungard Availability Services and facilitating customer relationships.

#### HOW CAN YOU BUILD EXPERTISE?

The Partner Program offers sales and technical training and other resources to equip you with the expertise needed to sell to new and existing customers. For Premier Solution Partners, specializations can help set you apart from the competition with demonstrated expertise in Managed Services (i.e. Managed Hosting and Cloud Services) or Business Continuity (i.e. Recovery Services and Business Continuity Software).

#### ADDITIONAL PARTNER CATEGORIES

**Technology Alliances:** Sungard Availability Services forms strategic alliances with key technology suppliers, such as Cisco, EMC and NetApp, to offer joint solutions that provide unique value propositions for channel partners.

**Consultants:** Independent consultants participate in the Consultant Liaison Program, a community of like-minded professionals with access to resources to help them make informed recommendations about managed, cloud and recovery services.

PARTNER EXPECTATIONS AND PROGRAM BENEFITS	SOLUTION PARTNER		ASSOCIATE PARTNER
	Premier	Select	
<b>PARTNER REQUIREMENTS</b>			
<b>Performance (must satisfy Revenue Requirement plus 2 additional criteria)</b>			
Revenue Requirement	\$100K MRR		
Pipeline	✓		
Quarter over Quarter Growth	✓		
Net New Logo Minimum	At least 5		
<b>Competency</b>			
Training	Specialization	✓	✓
<b>Engagement</b>			
Named Channel Liaison	✓	✓	✓
Channel Plan	Quarterly	Annually	
Completed On-Boarding	✓	✓	✓
Completed Partner Profile	✓	✓	✓
<b>PROGRAM BENEFITS</b>			
Discounts/Referral Fees	Higher discounts	✓	✓
On-Site Training	✓	✓	✓
Online Training	✓	✓	✓
Market Development Funds (MDF)	Increased funds	✓	✓
Partner Marks	✓	✓	✓
Sales & Marketing Resources	✓	✓	✓
Exclusive Lead Registration	✓	✓	✓
Channel Account Manager Support	Dedicated	✓	✓
Multiple Contract Options	✓	✓	
Advisory Council Eligibility	✓		
Sungard AS Sponsorship	✓		

SEE PROGRAM GUIDE FOR DEFINITIONS AND DETAILS

# WHAT IS A SUNGARD AS SOLUTION PARTNER?

*As a solution integrator, you have worked hard to become a trusted advisor for your customers and to continually evolve to address new market needs. As a Solution Partner member in our Partner Program, you can integrate our differentiated and comprehensive Availability Services into your current portfolio of hardware, software, and services to satisfy your customers' requirements for cloud and "as-a-service" offerings as well as OPEX financing models. Plus, you have the flexibility to choose from different contract options to meet your own business needs. The more you achieve, the greater your rewards. When you hit key thresholds for performance, strategic focus, and resource dedication, you will become a Premier tier partner and boost the level of benefits you receive.*

## SELECT SOLUTION PARTNER

As a Select Solution Partner, you work with Sungard AS to develop and execute against an annual channel plan. You receive:

- ▼ Discounts based on services sold
- ▼ Access to promotions and incentives
- ▼ On-site and online sales and technical training
- ▼ Access to Market Development Funds
- ▼ Sales and Marketing collateral and tools
- ▼ Partner Program branding marks
- ▼ "Sell with" engagement model with Sungard AS sales force
- ▼ Access to Sungard AS technical resource alignment
- ▼ Annual channel plan support
- ▼ Exclusive lead registration
- ▼ Flexible contract options
- ▼ Regional channel field liaison support
- ▼ Invitations to Sungard Availability Services events
- ▼ Regular program communications

## PREMIER SOLUTION PARTNER

We collaborate with our Premier Solution Partners to ensure close business alignment and regular account planning. In exchange for meeting program requirements, Premier Solution Partners enjoy a higher level of program benefits, which include all Select level benefits plus:

- ▼ Higher discounts based on volume, services sold, and achieving Specialization
- ▼ Customized on-site training
- ▼ Increased Market Development Funds
- ▼ Joint marketing planning
- ▼ Support for custom marketing campaigns and events
- ▼ Priority access to Sungard AS executives for strategic planning
- ▼ Dedicated Channel Sales Director
- ▼ Partner Advisory Council Eligibility

## WHY PARTNER WITH SUNGARD AVAILABILITY SERVICES?

*Grow your business based on customer needs with the recognized leader in Availability Services:*

**1. Enhance Customer Relationships.** Increase the value-added services you can offer to complement hardware and software sales with our comprehensive and differentiated services portfolio.

**2. Increase Your Revenue.** Transition your business and uncover new opportunities, such as moving customers to "as a service" offerings.

**3. Improve Productivity.** Achieve more with strong marketing and sales support and resources, rewarding you for your performance.

# WHAT IS A SUNGARD AS ASSOCIATE PARTNER?

*Associate Partners benefit from partnering with a recognized leader in Availability Services and recommend Sungard Availability Services to their customers.*

*Sungard Availability Services provides the appropriate sales follow-up to close the deal, reducing your cost of sales and enabling you to further grow customer relationships while we deliver the services. The Associate Partner track is ideal for partners looking to expand their portfolio to include Availability Services and start moving into the services market to meet customer IT needs, but may not want to manage full customer contracting and billing.*

*The Associate Partner category has a single tier, but benefits increase if you choose to receive residual payments over up-front referral fees, including higher commissions and service renewals.*

## ASSOCIATE PARTNER SELECT

As an Associate Partner, you identify leads, make decision maker introductions to a Sungard AS account executive and facilitate the customer relationship. Select Referral Partners enjoy

- ▼ Referral fees based on services sold
- ▼ One time or monthly recurring payment options
- ▼ Access to promotions and incentives
- ▼ Sales and technical training
- ▼ Access to Market Development Funds
- ▼ Sales and Marketing collateral and tools
- ▼ Partner Program branding marks
- ▼ "Sell with" engagement model with Sungard AS sales force
- ▼ Sungard AS technical resource alignment
- ▼ Regional channel field liaison support
- ▼ Invitations to Sungard Availability Services events
- ▼ Regular program communications

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## ASSOCIATE PARTNER PREMIER

In exchange for meeting program requirements, Premier Associate Partners enjoy all of the Select level benefits plus:

- ▼ Increased referral fees based on services sold
- ▼ Customized on-site training
- ▼ Increased Market Development Funds
- ▼ Joint marketing planning
- ▼ Priority access to Sungard AS executives for strategic planning
- ▼ Assigned Assigned Channel Sales Director
- ▼ Partner Advisory Council EligibilitySungard AS technical resource alignment

## FIVE STEPS TO GET STARTED

1. **Talk to the channel field liaison in your region about the Sungard AS offerings and partner track that are right for you**
2. **Register for the Sungard Availability Services Partner Program at [channels.sungardas.com](http://channels.sungardas.com) and complete partner registration**
3. **Review and sign the appropriate agreement for your partner track**
4. **Start the on-boarding process**
5. **Engage with Sungard AS to generate leads and revenue**