


2015 PARTNER PROGRAM BENEFITS - VAR

	ELITE	ADVANCED	BASIC
SALES & MARKETING ASSETS			
Not for resale (Internal Use Only) Sugar licenses	25-users	20-users	5-users
Collaborative business planning with SugarCRM	Annual and Quarterly	Annual and Quarterly	By Invitation
Quarterly marketing business planning	✓	By Invitation	
Invitation to the SugarCRM Partner conference (fees may apply)	✓	✓	✓
Invitation to the Global Partner Summit (fees may apply)	✓	✓	✓
Invitation to ongoing SugarCRM Partner update webcasts	✓	✓	✓
Marketing campaign templates	✓	✓	✓
Marketing assistance to develop own customer case study	✓	✓	
Access to Partner Portal(s)	✓	✓	✓
SugarCRM marketing support for local initiatives	✓	By Exception	By Exception
SugarCRM product/demonstration support	✓	By Exception	By Exception
Priority technical customer support	✓	By Exception	As Available
Subscription to SugarCRM newsletter	✓	✓	✓
Preferred listing on SugarCRM web Partner directory	1st Tier	2nd Tier, (1st Tier by Exception)	2nd Tier
Priority to post and promote Partner-related events	✓	By Exception	By Exception
Access to SugarCRM support portal	✓	✓	✓
Access to Sugar University on-line training libraries	✓	✓	✓
Approved use of SugarCRM logos and trademarks	✓	✓	✓
Participation in SugarCRM commercial discussion forums	✓	✓	✓
Rights to 1 license key and 1 On-Demand sandbox ¹	✓	✓	✓
Dedicated Channel Manager	✓	By Exception	
Regional Advisory Group (by invitation only)	2-yr Term	By Exception	
Co-Marketing funds	✓	✓	

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FINANCIAL TERMS			
Margins for new/additional subscription sales	10 - 40%*	10 - 40%*	10 - 40%*
Renewal margin for existing subscriptions	20 - 25%**	20 - 25%**	10-25%**
Participation in SugarCRM major account program	✓	By Exception	
Annual partner fee	\$3,000	\$3,000	\$3,000
OPERATIONAL GUIDELINES			
Sign the Partner Program Agreement	✓	✓	✓
Complete sales & implementation certification	✓ 	✓	✓
Maintain certification requirements	3 Sales, 3 Admin, 1 Dev	1 Sales, 1 Admin, 1 Dev	1 Admin
Complete an annual business plan with quarterly targets	✓	By Exception	
Record leads & opportunity status in SugarCRM's Partner Portal	✓	✓	✓
Participate in weekly pipeline reviews with sales team	✓	✓	✓
Meet or exceed agreed upon quarterly business targets	✓	Optional	Optional
ON-GOING PARTNER PROGRAM TERMS			
Maintain AR Balances below 60 days	✓	✓	✓
Annual business plan & quarterly targets review with sales team	✓	By Invitation	By Invitation
Continue to meet staffing and training/certification requirements	✓***	✓	✓
Create and drive social media Sugar campaigns	✓	✓	✓
Participate in local & global SugarCRM-sponsored events	✓	✓	✓
Obtain case studies and deliver to SugarCRM for publication annually	✓	As Requested	As Requested
Comply with terms & conditions of the SugarCRM Partner Agreement	✓	✓	✓
Minimum renewal rates for existing customer subscriptions	75%	75%	75%
Access/Participation in pre-release product training	✓	By Invitation	By Invitation
Maintain knowledge of pre-release product schedules and roadmaps	✓	✓	✓
Meet minimum annual new & additional revenue targets	\$250K, \$150K****	\$100K, \$50K, \$30K	

* Specific margin is determined by achieving specific new & additional license revenue thresholds.

** Specific margin is determined by achieving specific renewal revenue threshold. Partners will retain their customer base as of 12/31/13, with renewal margins paid at the then current rate, (after 1/1/14) new subscription orders placed will be billed directly by SugarCRM and no renewal margins will be paid.

*** Elite partners will hold 3 developer, 3 system administrator, and 1 sales certification. Advanced partners will hold 1 developer, 1 system administrator, and 1 sales certification. Basic partners hold carry 1 system administrator certification.

**** New/Additional Revenue is measured by "net annual recurring revenue (NARR) to SugarCRM." Regional requirements; Core Elite \$250K+, Advanced \$100K-\$250K, Basic >\$100K, Growth Elite \$150K+, Advanced \$50K-150K, Basic >\$50K, Emerging Elite \$150K+, Advanced \$30K-\$150K, Basic >\$30K.

¹ A second key may be provision upon signature of MSA. There are no limitations of use for On-Site Sandboxes.