

# Developers Programme



**Design, build and market**  
Sage integrated software for business



Developer

# Introducing the Sage Developers Programme

## Get the tools and resources you need to integrate with Sage Software

Join a growing community of over 900 third-party software developers, who provide our customers with access to an exceptionally wide range of software and hardware options, that can integrate with Sage software.

With 4 levels of membership - Micro Market, Small Business, Mid Market and Universal, our programme offers a range of software and support resources, so you can choose the level that best fits your business needs.

To recognise the different requirements of the in-house, start-up and established commercial developer, we also have 2 key subscription streams - Community and Professional.

Read on, and find out what being a member of the Sage Developers Programme can do for your business.

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# All the tools and resources you need

**Our Community subscription is a great place to start for new developers, and also for Sage customers, who wish to develop their own in-house solutions**

Community subscription benefits include:

## Sage software

Software Development Kit (SDK) and Not For Resale (NFR) copies of Sage software are provided for development, testing and demonstration purposes, and activation keys are supplied to enable supported software variants.

Membership	Micro Market	Small Business	Mid Market	Universal
Sage Instant Accounts	✓	✓		✓
Sage Instant Payroll	✓	✓		✓
ACT! by Sage	✓ (Exc Premium)	✓		✓
Sage 50 Accounts		✓		✓
Sage 50 Payroll		✓	✓	✓
Sage 50 CIS		✓		✓
Sage 50 Client Manager		✓		✓
Sage 200			✓	✓
Sage Line 500			✓	✓
Sage 1000			✓	✓
Sage CRM			✓	✓

## SDK support

Our software is designed to be easy to use, but software development is often complex, challenging and varied, so it's reassuring to know that there's always someone to turn to for help and advice.

With almost 100 years combined experience in Sage software development and technical support, you can be certain of expert advice when you contact Sage Developer Services.

Membership provides you with email support and unlimited access to our telephone help lines from 9 to 5, Monday to Friday.

## Access to the Sage Developer area of [www.sage.co.uk](http://www.sage.co.uk)

- **Website** - provides a host of support resources, including how-to articles, code samples and download access to the latest software updates and upgrades
- **Forums** - available for members to exchange development information, tips and techniques online. Moderated by Sage staff, the forums provide a place to get answers to your questions, to learn from others, and share ideas

## Subscription to Sage Developer news

Our monthly newsletter and e-news service will keep you informed of the latest news and developments at Sage, including:

- Information about our software, services and future plans
- Hints and tips on using SDK
- Training courses and events

## Training resources

We want to help you make the most of your investment and maximise the benefits of membership as quickly as possible, so we recommend taking full advantage of our training and accreditation programme.

A training voucher is included as part of your membership welcome pack, and is redeemable to the value of £250 against any Sage Developer training course.

## Events

Delivered by Sage staff, our ongoing programme of developer events are run in various locations throughout the UK for your convenience.

- **dEvents** - Free and exclusive to programme members, Sage dEvents provide an effective way for you to stay up-to-date and get the information you need to make the most of Sage tools and technologies
- **Inside Track** - A cost-effective and convenient alternative to classroom based training, our fast track technical seminars deliver a high-intensity training experience, and are well suited for those seeking to develop skills with minimal time out of the office

For added convenience, we also host online meetings and webinars. No travel costs or lost time, simply 'click' and join us from the comfort of your own desk.

# Help to grow your software business

**Complementing and extending a Community subscription to the Sage Developers Programme, our Professional subscription provides extra benefits and support to developers that specialise in developing and marketing software solutions to Sage customers.**

Partner with Sage as a Professional developer, and you get additional resources to help deliver solutions, increase market opportunities, drive sales and support your customers.

You'll be better prepared to realise your market potential and equipped to serve your customers more effectively.

**A Professional subscription gives you access to all of the benefits of a Community subscription, plus:**

**Licences to use Sage software in-house\***

Get the following Sage software to help run your business:

Membership	Micro Market	Other
<b>Sage Instant Accounts Plus</b> Single company, 2 user	✓	✓
<b>Sage Instant Payroll</b> Single company, single user, 10 employees	✓	✓
<b>ACT! by Sage</b> 5 user	✓	✓
<b>Sage 50 Accounts Professional</b> Single company, 5 user		✓
<b>Sage 50 Forecasting</b> Single user		✓
<b>Sage 50 Payroll Professional</b> Single company, unlimited users, 100 employees		✓
<b>Sage 50 HR</b> Single company, single user, unlimited employees		✓

\* Licences are not upgradeable

## Help to use Sage software

With your licences to use Sage software in-house, you get unlimited access to our award-winning customer service, Monday to Friday, 9 to 5.

To help manage your development, testing and demonstration requirements, over 300 UK-based technical support advisors are at the end of the phone to offer friendly, approachable and knowledgeable advice on how to use your Sage software. They'll also provide advice on how to get the best use of your Sage software in-house, to help build a better business.

In addition, you're entitled to free access to 'Ask Sage', our online support service. You'll find over 10,000 jargon-free answers to technical software questions, from 'How do I manually record opening and closing stock in Sage 50 Accounts?' to 'How do I set up and assign holiday schemes in Sage 50 Payroll?'

## Discounts on Sage software and services

Your business can enjoy discounts of up to 25% off RRP on purchases of selected Sage software and services for in-house use.

## Right to use the Sage Developer logo

Promote your status as a Sage Developer, by employing the Sage Developer logo on your company website, packaging and other marketing materials.



# Help to grow your software business

## Exclusive Sage advertising opportunities

Advertise in a Sage online or printed publication, and you can be confident that your marketing campaign has the best possible chance of being seen by your target audience.

Opportunities available to Professional subscribers include:

- **Sage Additions** - The definitive guide to Sage integrated software and services from the Sage Developer network. A helpful online resource and annually printed publication, Sage Additions puts your business directly in front of thousands of prospective and existing Sage customers, Business Partners, accountants and IT consultants.

A Professional subscription entitles you to a complimentary company listing (with contact details) in the Sage developer services directory. The printed edition also offers a variety of chargeable advertising options, for example - back page, half page and full page.

Professional subscribers are expected to take advantage of Sage Additions, and many take the opportunity to promote a range of products and services.

See the online directory at [www.sage.co.uk/additions](http://www.sage.co.uk/additions) where a soft copy (PDF) of the current printed guide is also available to download

- **Sage Business Partner Bulletin** - The monthly publication for Sage Business Partners. If you want to announce details of your software or service to our Business Partner community, look no further than Partner Bulletin. We've a range of chargeable advertising space available to Professional subscribers

## Opportunities to exhibit at Sage events

If you're looking to recruit a channel of Sage Business Partners to promote or sell your software or service, Sage Business Partner Connections and Sage Visions present you with the ideal opportunity. We can accommodate every level of exhibitor and have packages to suit a range of budgets.

- **Sage Business Partner Connections** - These informal, regional roadshows are designed to update our Business Partners with details of software and service developments, Sage's commercial roadmap and key channel strategies
- **Sage Visions** - This well respected event is the only occasion where all our Business Partners get together to network and learn about our plans for the future. The exhibition forms the hub of Visions, where Business Partners can investigate future business opportunities with us



# Help to grow your software business

## Authorisation to sell Sage software and services

Experience Sage software in-house and you'll want your customers to benefit too. With a Professional subscription, you can claim margins of up to 25% on sales of selected Sage products and services, including SageCover, Stationery, Training and the following software:

Membership	Micro Market	Other
Sage Instant Accounts	✓	✓
Sage Instant Payroll	✓	✓
ACT! by Sage	✓ (Exc Premium)	✓
Sage 50 Accounts		✓
Sage 50 Forecasting		✓
Sage 50 Payroll		✓
Sage 50 HR		✓

## Eligibility to attend Sage Business Partner events

As a delegate at these regular events, you'll benefit from the added value that comes from accessing a wider range of information, not just on core software developments, but on Sage company news, business strategy and mutual opportunities too.

What's more, these events are valuable networking occasions and, if becoming a Sage Business Partner is your next logical step, provide a useful insight into the Sage Business Partner world.

## Access to the Sage Business Partner area of [www.sage.co.uk](http://www.sage.co.uk)

To help you to market and sell Sage software, you'll find promotional materials, price lists, current offers, campaign templates and much more. You can use these resources as they stand, or adapt and incorporate them into your own campaigns. It's like having your own marketing team.

## Subscription to Sage Business Partner news

Our monthly publication and e-news service brings offers for you and your customers, software and service developments, events, seminars, tech tips and much more.

## Qualification criteria

### To subscribe as a Professional developer, you must:

- Be a Micro Market, Small Business, Mid Market or Universal member of the Sage Developers Programme
- Provide or intend to provide Sage integrated software or developer services to Sage customers
- Agree to promote your company, software or service in Sage Additions (see page 8) within 18 months of activating your Professional subscription

### Just £200 extra a year

All this support costs just £200 a year, in addition to a Community subscription. That's less than £4 a week for an exceptional level of business support.

# Membership at a glance

	Micro Market	Small Business	Mid Market	Universal	
	Community	Community	Community	Community	Professional
<b>Subscription fees<sup>(1)</sup></b>	£495 per annum	Year 1 £1,500	Year 1 £2,000	Year 1 £2,500	+ £200 per annum
		Year 2+ £1,300 per annum	Year 2+ £1,800 per annum	Year 2+ £2,200 per annum	
<b>Service range</b>					
Sage Instant Accounts	✓	✓		✓	
Sage Instant Payroll	✓	✓		✓	
ACT! by Sage	✓ (Exc Premium)	✓		✓	
Sage 50 Accounts		✓		✓	
Sage 50 Payroll		✓	✓	✓	
Sage 50 CIS		✓		✓	
Sage 50 Client Manager		✓		✓	
Sage 200			✓	✓	
Sage Line 500			✓	✓	
Sage 1000			✓	✓	
Sage CRM			✓	✓	
<b>Sage software</b>					
Software Development Kit (SDK)	✓	✓	✓	✓	✓
Not For Resale (NFR) copies of Sage software for development, testing and demonstration purposes	✓	✓	✓	✓	✓
Licences to use selected Sage software in-house <sup>(2)</sup>					✓
<b>Technical support</b>					
SDK support	✓	✓	✓	✓	✓
Help to use a range of Sage software for development, testing and demonstration purposes					✓
Help to use selected Sage software in-house					✓
<b>Community</b>					
Website	✓	✓	✓	✓	✓
Forums	✓	✓	✓	✓	✓
Newsletter and e-news service	✓	✓	✓	✓	✓

	Micro Market	Small Business	Mid Market	Universal	
	Community	Community	Community	Community	Professional
<b>Training resources</b>					
Courses <sup>(3)</sup>	✓	✓	✓	✓	✓
Events <sup>(3)</sup>	✓	✓	✓	✓	✓
<b>Member discounts</b>					
Discounts on selected Sage software and services for in-house use					✓
<b>Sales and marketing support</b>					
Right to use the Sage Developer logo					✓
Exclusive Sage advertising opportunities <sup>(3)</sup>					✓
Company listing in the Sage directory of third-party developer services					✓
Opportunities to exhibit at Sage events <sup>(3)</sup>					✓
Authorisation to sell selected Sage software and services					✓
Eligible to attend Sage Business Partner events					✓
Access to the Sage Business Partner area of <a href="http://www.sage.co.uk">www.sage.co.uk</a>					✓
Subscription to the Sage Business Partner newsletter and e-news service					✓

<sup>(1)</sup> All prices shown are exclusive of VAT

<sup>(2)</sup> Licences are not upgradeable

<sup>(3)</sup> Subject to additional charge and availability

The fee, which covers the first year (the 'Term') of membership, is payable in full, in one lump sum, and is non-refundable.

On each anniversary of the start date of the term, membership shall be automatically renewed for a further 12 months, and an invoice for the prevailing Annual Licence fee, will be sent and is due and payable in advance.

See the Sage Developers Programme Agreement at [www.sage.co.uk/developers/agreement](http://www.sage.co.uk/developers/agreement) for further details.

## Next steps

If you would like to apply for membership of the Sage Developers Programme, you can register online using your credit / debit card at: **[www.sage.co.uk/developers/join](http://www.sage.co.uk/developers/join)**

Alternatively, please download, complete and send the application form with payment to:

Sage Business Partner Services  
Sage (UK) Limited  
North Park  
Newcastle upon Tyne  
NE13 9AA

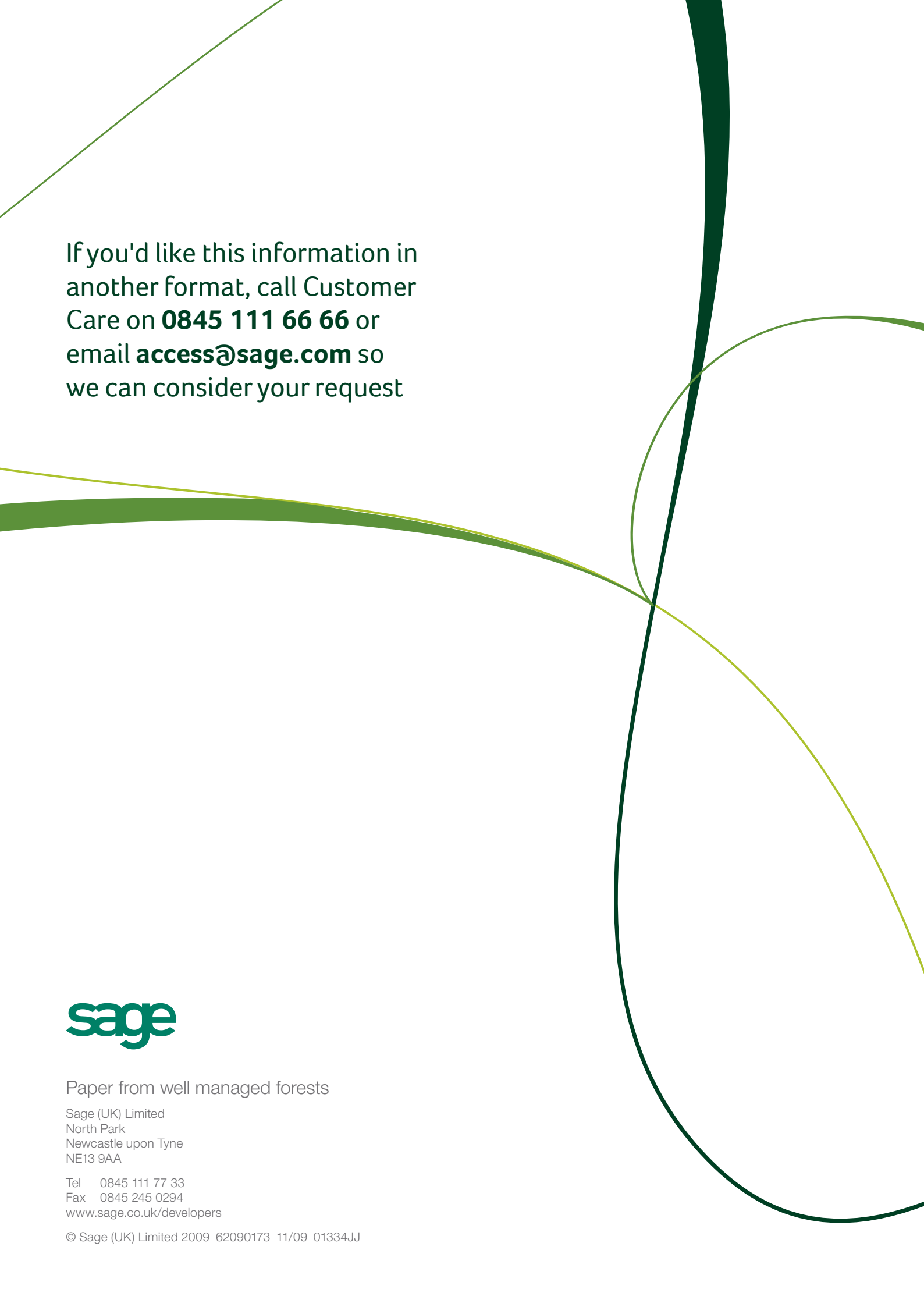
### Any questions? We're here to help

For more information on what being a member of the Sage Developers Programme can do for your business, including details of our software, support and developer tools, visit **[www.sage.co.uk/developers/about](http://www.sage.co.uk/developers/about)**

You can also call our Sage Developer Services helpline on **0845 111 77 33** or email **[developers.programme@sage.com](mailto:developers.programme@sage.com)**

Our advisors will be happy to discuss your requirements and advise which membership and subscription best fits your needs.



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If you'd like this information in another format, call Customer Care on **0845 111 66 66** or email **access@sage.com** so we can consider your request



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