

Further background details of SAP's HANA partner program:

- For the SAP Business Warehouse on HANA migration credit program, the SAP Better Choice incentive program will now be extended to VARs and System Integrators (Sis) for BW migration to SAP HANA.
 - a. **Channel partners** (VARs) can receive a deal-based migration rebate when selling SAP HANA Database Edition
 - All channel partners with SAP PartnerEdge reselling status (SAP Business All-in-One and SAP Business One) and intention to sell SAP HANA, simple application and deal registration required
 - The migration credit is granted in form of a credit note to partners, issued by SAP and can be utilized by the Partner against the license or maintenance invoices (for VAR delivered support) for the current transaction
 - Globally available, runs until end of 2012
 - b. Qualified **service partners** supporting SAP sales for SAP HANA Database Edition can use a customer migration services credit

- The **complete SAP HANA solution portfolio**, including SAP HANA Enterprise and Database Edition for Business Warehouse, will be available for **reselling at the same license conditions** as for direct sales. This comprises:
 - SAP HANA Enterprise Edition for enterprise data marts and unlimited usage (as GB licensed)
 - SAP HANA database edition for SAP Business Warehouse
 - A new SAP HANA Limited Runtime Edition (extensible with tiered pricing and upgradable) will be added also for partners to provide a compelling SAP HANA runtime for Rapid Deployment Solutions (e.g. CO-PA accelerator for profitability analysis, ERP operational reporting)
 - In addition, SAP HANA Edge Edition for midsized companies can now be extended up to 64GB (corresponds to ~200GB of raw data) to address departmental data mart scenarios along with multiple Rapid Deployment Solutions on one SAP HANA instance.

- A new SAP VAR delivered **support certification program for SAP HANA** is launched to allow qualified VARs to sell SAP HANA VAR delivered support
 - a. The SAP HANA VAR-delivered Support Program is open to existing PartnerEdge VARs
 - b. Partner must already be certified as a Partner Center of Expertise (**PCOE**)
 - c. 12 months intensive education and learning on the job at one of SAP's support centers for HANA (1 partner support consultant full time onsite, 1 partner consultant remote)
 - d. Partner benefits: Get first-hand SAP HANA implementation experience, become experts on SAP HANA and SAP support processes, get experience working on large and challenging customer engagements, access to SAP learning resources