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## **For Immediate Release**

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## **Sage Software Expands Support for Independent Software Vendors with New Development Partner Program for All BMD Product Lines**

*Welcomes First 11 "Endorsed Development Partners" into Program*

**Irvine, Calif. – January 23, 2007** – Sage Software announced today a newly restructured ISV (Independent Software Vendor) program, which provides new services designed to expand the company's third-party software development community working with the company's Business Management Division (BMD). The Sage Software BMD Development Partner Program now is consolidated and simplified across all BMD product lines, so development partners enjoy consistent program benefits, incentives and revenue opportunities. The program also will provide greater quality assurance and breadth of industry-specific solutions available from Sage Software BMD accredited developers. In addition, Sage Software welcomes into the program the first 11 "Endorsed Development Partners," the highest achievable designation.

Sage Software's business management software portfolio includes award-winning brands, such as Sage MAS 90 ERP, Sage Accpac ERP and Sage SalesLogix, which have hundreds of thousands of customers supported by more than 5,000 business partners. Consequently, Sage Software has amassed more than 700 ISVs that have extended the value of Sage Software products through the development and integration of a diverse range of products, including document imaging, mobile access, EDI, specialty manufacturing and others. The Sage Software Development Partner Program gives successful ISVs development tools, a large potential customer base and marketing benefits to enable these valuable business partners to improve their revenue-generating opportunities. According to IDC, based on 2005 figures, Sage is the leading worldwide provider of ERP systems to companies with less than 500 employees\*.

"The market for business applications is continually evolving, creating great opportunity for developers to link their expertise to market leaders like Sage and reach customer prospects with innovative business solutions," said Alan Bryant, Sage Software BMD vice president ISV programs and developer relations. "We've consolidated the best practices of our development programs and given our ISVs a simplified, consistent and more accessible way to work with Sage Software to innovate and reach new markets."

The Sage Software BMD Development Partner Program is divided into three tiers:

**Silver Development Partner** – This entry-level tier is designed for developers with applications that enhance the breadth and depth of the Sage Software suite of solutions. Silver partners receive Software Development Kits (SDK) for appropriate products; discounted program membership fees for development of multiple products; developer-specific application and technical support; advanced shipment of product releases; a Silver Partner logo for use in promotional materials; a listing of the application, company and

contact information in the Sage Software Solutions Marketplace; plus eligibility for Beta programs and membership in Sage Software Advisory Councils.

**Gold Development Partner** – The Gold tier is for partners wanting even greater visibility and awareness for their solutions among Sage Software customers and business partners. In addition to all Silver partner benefits, Gold partners are assigned a dedicated program manager to help maximize participation in the program. Gold partners also receive exposure within Sage Software newsletters; a Gold Partner logo for promotional use; Web seminars; customer case studies; opportunities for involvement in Sage Software catalogs, direct mail campaigns and other promotions distributed to Sage business partners and customers; plus additional marketing benefits. All Gold development partners are required to maintain a minimum of one Sage Certified Solution.

**Endorsed Development Partner** – Endorsed Partners meet rigorous strategic, technology and integration criteria and are eligible by invitation only. In addition to all Gold program benefits, Endorsed partners receive quarterly consultations with Sage Software research and development managers, architects and designers; assistance creating a joint go-to-market plan for their solutions; access to Sage Software solution consultants trained to demo Endorsed partner solutions; access to a dedicated Endorsed partner technical newsgroup hosted by Sage Software; promotion on Sage Software’s web sites; and prominent inclusion in Sage Software marketing vehicles.

Gold and Endorsed Development Partners are required to have a minimum of one “Sage Software Certified Solution” in their respective product offerings. The designation as a Sage Software Certified Solution identifies for potential customers and reselling business partners that the solution is reliable and developed to the highest standards. Upon successful completion of the compliance testing process, Gold and Endorsed Development Partners receive an associated logo for promoting applications as Sage Software Certified Solutions.

“The new BMD Development Partner Program will add incredible value to products that we deliver to our mutual customers, and we look forward to taking advantage of the many benefits the program offers,” said Lynn Berman, President of SWK Technologies, Inc., a Livingston, New Jersey-based, long-time member of the Sage Software Development community. “The program will enable us to work more closely with the development team at Sage Software, which in turn will help us create software with greater functionality and tighter integration.”

Sage Software also welcomes the first 11 Endorsed Partners to the program:

Altec, Inc.; Endeavor Commerce, Inc.; Escape Velocity Systems; **InaPlex Limited**; QGate Software Limited Quest Software, Inc.; Ricoh Americas Corporation; Single Source Systems; Transition/1; TrueCommerce, Inc.; and Vineyardsoft Corporation.

For more information on the Sage Software Partner Development Program, please visit

[http://sagesoftware.com/partners/development\\_program/index.cfm](http://sagesoftware.com/partners/development_program/index.cfm)

\* Data based on software license and related product revenues. Source: IDC, Worldwide ERP Applications 2005 Vendor Shares: Top Vendors in Large, Medium-Sized, and Small Customer Segments, Doc #203672, Oct 2006

### **About Sage Software**

Sage Software supports the needs, challenges and dreams of nearly 2.8 million small and mid-sized business customers in North America through easy-to-use, scalable and customizable software and services. Our products support accounting, operations, customer relationship management, human resources, time tracking, merchant services and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit and real estate industries. Sage Software is a subsidiary of The Sage Group plc, a leading global supplier of accounting and business management software solutions and related products and services for small and mid-sized businesses. Formed in 1981, Sage was floated on the London Stock Exchange in 1989 and the Group now has 5.5 million customers and employs over 13,900

people worldwide. For more information, please visit the Web site at [www.sagesoftware.com/moreinfo](http://www.sagesoftware.com/moreinfo) or call (866) 308-2378.

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