

5-STAR WINNER

Partner Program GUIDE

Never Stop Winning. Ask the Million-Dollar Questions.

Today's businesses share a common objective: to work smarter, faster and more efficiently than ever before. However, if your customers are like many of the companies we talk to, they're straddling two worlds—they've got one foot in legacy and one foot in the cloud. They're struggling to deliver the speed and agility stakeholders want while maintaining the resilient and stable IT environments they need to make everyday business happen.

To rise above the noise of your competitors and help your customers effectively manage and protect their data so they can accelerate business objectives, it's time to change the conversations you're having. It's time to ask the Million-Dollar Questions, like these:

- Why haven't you moved everything to the cloud yet?
- What steps are you taking to reduce your IT risk?
- How protected is your business against the next big disaster?

By asking these types of questions, you will open new dialogues with your customers around the business topics that are most important to them. Topics like hybrid IT, managed public cloud, hosted private cloud, data security and disaster recovery/business continuity.

Transformational Partnerships

As a Sungard AS partner, we will provide you with the tools you need to elevate your conversations with customers and extend your reach across the enterprise to business and technical decision-makers. Plus, we'll give you the solutions that make it possible for your customers not only to achieve their business goals but also ensure the resiliency of their environments. With our broad portfolio of managed IT, cloud and recovery services as well as consulting services, you can simplify their digital transformation journeys.

As a Sungard AS Partner, you benefit from an expanded service portfolio; no additional investment in people or technology needed. In addition, we offer the resources to help you identify and win new incremental opportunities and the ability to earn attractive partner compensation and transition to a recurring revenue stream. Our industry-leading cloud recovery services also can help offset revenue declines in traditional hardware sales and our hybrid IT approach can improve customer retention. Let's partner!



Darren Thomas
Senior Vice President,
Global Channel Sales

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All conversations start with questions. The right ones close deals.
Learn more at channels.sungardas.com.