



Sage HRMS Cross Sell Sage ERP Business Partners

Sage 100 ERP

Sage 300 ERP

Sage 500 ERP

Sage ERP X3

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Sage HRMS Cross Sell

Purpose & Benefits

The purpose of the Sage HRMS cross sell initiative is to create additional awareness of Sage HRMS within Sage mid-market deals. Take advantage of this opportunity to create tremendous value for your customers by positioning Sage HRMS as an add-on solution for HR and payroll management. Sage ERP business partners will notice immediate benefits with this program, including:

1. Easy tier credits - We do the work for you.
2. Additional revenue.
3. Increased stickiness within Sage ERP opportunities.
4. Competitive advantage – Be better equipped to compete with the end-to-end solutions offered by the competition.
5. Increased Sage footprint with customers.

Sage HRMS Engagement Options

The Sage HRMS team has created a series of options available to our Sage ERP business partners who promote the Sage HRMS solution. The following options provide the resources needed to position Sage HRMS to both new prospects and existing Sage ERP customers:

1. Cross Product Referral Program for Sage Business Partners

When you identify a customer or prospect with a need for a Sage product that you would like to refer to another Sage business partner, you can earn 10% of the net selling price and/or 50% tier credit for the net business partner cost on referral leads that close. It's our way of saying, "Thanks for keeping customers in the Sage family."

(Please review the full Partner Advantage Program, Cross-Product Referral Program Form located on Sage Sell at www.mysagesell.com.)

2. Sage HRMS Alignment for Sage ERP Business Partners

Under this option a Sage HRMS Strategic Account Manager will be aligned with the Sage ERP business partner to manage the sales process including needs requirements, presentation, pricing proposal, and ordering of the Sage HRMS solution. The Sage Professional Services Group will be leveraged for implementation of the Sage HRMS solution.

Sage HRMS will provide a 20% referral on the net license to Sage as well as full new license and total product tier credit with the order of the Sage HRMS solution. Sage also offers margin on implementation services performed on the business partner's behalf. All referral fees and margin on services will be credited to the Sage ERP business partner's account after billing to the customer has been completed. The following is an example of a previous successful win:

Customer 1

Net License to Sage: \$70,672

20% Referral Credit: \$14,134

3. Sage HRMS Authorization and Certification

Under this option our Sage ERP business partners can add Sage HRMS to their portfolio of products by becoming authorized and certified. The advantage is being able to resell Sage HRMS to all new prospects and existing customers. This option also provides full partner margins and tier credit on license and Sage Business Care based on the Sage tier program guidelines.



Sage HRMS Lead Management

Lead Registration

In order to ensure proper margins, referrals credits, and tier credits are received, all new prospects and existing customer leads must be registered with Sage HRMS. Depending on the engagement options used above there are different lead registration processes which are as follows:

1. Sage HRMS Authorized and Certified

If you are a Sage HRMS authorized and certified business partner you should register all Sage HRMS leads with your Sage HRMS Regional Sales Manager.

2. Cross-Product Referral Program for Sage Business Partners

Please see the full Partner Advantage Program, Cross-Product Referral Program Form located on Sage Sell at www.mysagesell.com. The document will provide instructions and contact information for submitting lead registration information. For additional questions please contact your Sage ERP Regional Sales Manager.

3. Sage HRMS Alignment for Sage ERP Business Partners

To register leads for the Sage HRMS cross sell referral option please submit the new prospect or existing customer information to your Sage ERP Regional Sales Manager. He or she will register the opportunity with Sage HRMS and a Strategic Account Manager will contact you directly to assist with the opportunity. Please note that the lead must be a cross sell opportunity involving Sage 100 ERP, Sage 300 ERP, Sage 500 ERP, or Sage ERP X3.



Sage HRMS Contacts

For questions on the information presented in this document, please feel free to contact any of the following Sage HRMS resources for additional assistance:

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Sage HRMS Sales Playbook

The Sage HRMS team would like to provide all Sage business partners with the resources they need to position Sage HRMS to both new prospects and existing Sage ERP customers. To this end, the Sage HRMS team is providing a brand new Sage HRMS Sales Playbook for all business partners to reference. The Sage HRMS Playbook can be found on Sage Sell at www.mysagesell.com.



Sage HRMS Overview

Overall Theme – ROEI

ROEI: Return on Employee Investment

The people that make up a company are that organization's unique and biggest asset. For most businesses, the workforce is also its largest expense, or better put, its largest investment.

At Sage, we believe that employees are the most important component in the quest to improve business results. It makes sense to treat employee related expenses as an investment in the workforce. Like any other investment, this critical company investment must yield a healthy return. We call that the Return on Employee Investment or ROEI.

Most executives would be the first to tell you that the success of their businesses depends on their employees. People are a critical asset that needs to be cultivated and properly managed. Without the right employees, businesses will not grow, become more profitable, or generate new ideas. In this context, it is only logical to conclude that a company's workforce is not merely a necessary expense, but also an investment in future competitiveness and earnings. Much research supports the idea that keeping employees engaged and motivated, as well as retaining the best performing employees over the long term, have positive effects on corporate financial results.

Investing in employees affects the bottom line in two ways. First, it reduces employee turnover, sick leave and healthcare costs. Second, investments in employee engagement programs, training, talent management, information and decision support, communication, wellness programs and technology all have a positive effect on workforce performance and productivity.

Investing in an HRMS system, integrated with performance management, learning & training, tools for decision support, self-service portals and more is an investment in the most important asset of the organization: its employees. And the return on the investment in employees can turn a struggling company into a winner.

Once of the biggest challenges we face is not so much developing the technology, but overcoming the common mistaken belief that human capital management is a cost center and not contributing to the bottom line of the organization. Investing in technology to empower, engage and manage talent should really be seen as investing in the employees, with a very healthy return. We call that the Return on Employee Investment (ROEI).

(Refer to the ROEI: Return on Employee Investment white paper for more information.)

Sage HRMS

Built by HR professionals, Sage HRMS is designed to help organizations maximize their Return on Employee Investment (ROEI) and to support business decision-making. Sage HRMS provides a reliable, single point of truth by storing all of the information about your organization's past and present employees in one centralized database.

Sage HRMS includes solutions for Payroll Management, Risk Mitigation and Compliance, Talent Management, Paperless HR, Employee Benefits Management, Decision Support, Recruiting and Onboarding, and Time and Attendance Management.