

Partner Communication Guidelines

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Introduction

These guidelines help you communicate partnerships with SAP and the relationship of partner and third-party products and offerings with SAP products and services.

The content in this document is valid at the time of publication and subject to changes and updates. Contact brandvoice@sap.com or brand@sap.com if you have any questions.

Trademarks and This Document

A trademark is a word, phrase, symbol, design, or combination thereof that identifies unique ownership. Registered or pending trademarks bear the ™ symbol. Registered trademarks carry the ® symbol.

SAP partners can find further information about the use of SAP product names and trademarks in [Additional Trademark Usage Information for Third Parties](#) on the SAP Web site. The current list of SAP trademarks, both registered and pending, is also included in the [Trademark Guidelines](#) on SAP Brand Tools (www.sapbrandtools.com, internal only).

When referring to a specific product or service offering from SAP in partner marketing materials, use the name exactly as it appears in [Approved Names](#) on SAP Brand Tools (internal only) or in the list of approved names in the *Logos, Images & Guidelines* section on the SAP PartnerEdge Web site: www.sappartneredge.com (partner access).

At first mention of an SAP product or offering in a headline and in text, include the ® symbol with “SAP”, and the ® or ™ symbol with a specific product name as listed in Approved Names. After first mention, you can drop the trademark symbol. Do not include the trademark symbol when referring to SAP as the company.

Examples:

SAP published quarterly results last week.
(Use no trademark symbol when referring to the company.)

SAP® Business Suite
(Include trademark symbol with the “SAP” brand at first mention in a product name.)

SAP HANA®
(The entire name holds the trademark; include the ® symbol at the end.)

Note: We have not applied trademarks to product names in this document to avoid confusion with references, guidance, and examples on using trademarks.

Choice of Words

Words such as “certified,” “qualified,” “authorized,” “recognized,” “validated,” and “endorsed” refer to having met defined criteria for a specific certification, designation, or program, or passing specific tests with SAP. Use them only when approved, not as general descriptive terms.

Certified – This term can apply to an individual, company, or offering. Examples are an SAP-certified application associate, SAP-certified provider of operations services, or a partner’s product that has SAP-certified integration with SAP software or technology. Certification means fulfilling a catalog of closely monitored, specific criteria and passing tests. Product certifications are typically managed by the SAP Integration and Certification Center (SAP ICC).

Qualified – This term can apply to an individual, company, or offering. Examples are a “qualified consultant” and qualified partner-packaged solutions. For an individual or company, qualified means generally known or proven to be competent and able to do the stated job, for example, a qualified consultant. For an offering, it means generally known or proven to be of the type stated or fits a basic definition or criteria. Though the company or offering must meet certain criteria, qualification does not necessarily require direct testing by SAP or passing of examinations to prove operational performance.

Authorized – This term applies to a company. An example is an authorized reseller of SAP software, and generally means “allowed.” Resellers are allowed to sell SAP software.

Recognized – This term can apply to a company or an offering and generally means verified. Examples are the “SAP Recognized Expertise” designation or a company with recognized expertise in the automotive industry. The company or offering is confirmed or checked to meet specific criteria. Requirements include having trained individuals in the focus area or industry and a track record of customer success, as well as the submission of business development plans. The recognition is initially valid for one year and extended if all requirements are still met during regular checks.

Do not refer to the offering of a partner or third party as “**preferred**” or “**recommended**” by SAP.

Joint or codevelopment – The terms “joint offering,” “joint solution,” “joint development,” and “codevelopment” imply that both parties bear legal responsibility for product quality and reliability. Use these terms only when approved.

Do not refer to the offering of a partner or third party as a “joint offering,” “joint solution,” “joint development,” or “codevelopment” with SAP, unless the SAP global legal department and the legal department of the partner or third party have reviewed and approved the statement.

Do not refer to an SAP offering as a “joint” effort or offering or “codevelopment” with another party, unless SAP’s legal department has reviewed and approved the statement or it is specified for the name in [Approved Names](#) on SAP Brand Tools (internal only) or in the list of approved names in the *Logos, Images & Guidelines* section on the SAP PartnerEdge Web site: www.sappartneredge.com (partner access).

Replace unapproved references by using other words to describe the two parties working together or to explain the compatibility of offerings. For example, you can say that SAP helps or supports partners during their development efforts. You can also state that the two parties work together, collaborate, or cooperate. Or you can communicate that that a partner’s offering is based on, built on, complements, supports, works with, or is compatible with an SAP offering. For more information, see [Compatibility with SAP Software](#).

The Names of Products from Partners, Prospects, and Third Parties

SAP partners and other third parties can mention the names of SAP offerings when describing their compatibility with their own programs or applications. But do not include the name "SAP," a logo of SAP, a trademark of SAP, the name of an SAP offering or similar variations into your own names.

What you can do

- Mention the names of SAP offerings or the respective SAP environment when describing their compatibility with your own offerings, solutions, applications, or services
- Use general references in messaging, for example, "SAP® solutions," "SAP® technology," "SAP® software"

What you cannot do

Do not include

- The name **"SAP"** or variations thereof
- The **name of an SAP offering** or variations thereof
- A **logo of SAP** or variations thereof
- A **trademark of SAP**
- **SAP slogans** or **messaging lines**

in any of

- Your **company name**
- Your **product, offering, or service** names
- **Primary URLs, Web site, or domain** names
- **E-mail account** names
- **Social media account/channel** names
- **Claims or slogans**
- **Event** names
- Your **logos** or **visual elements**

Neither include or use any official messaging line or tagline of SAP, such as Run Simple, The Best Run SAP, or other SAP-proprietary messaging.

Note: Violations of this guidance can lead to legal consequences or to your application for an SAP partnership being held off or not accepted.

The content in this document is valid at the time of publication and subject to changes and updates.











Contact brandvoice@sap.com or brand@sap.com if you have any questions, if you need assistance during the naming process, or if you have incorrectly named your company or brand, domains, social media channels, SAP-related offerings, URLs, events, or logo.

In addition to this document, you can also take the short video training "[Naming Your Company and SAP-Related Products and Offerings](#)."

Examples

Incorrect

Correct

<p> SAP-ups The SAP startup company</p> <p>Do not create the impression that the company or messaging is or belongs to SAP.</p>	<p> The Startups Kickstarting your SAP® software</p> <p>You may refer to the SAP environment in messaging. Do not use "SAP" stand-alone.</p>
<p> Funtelligence The Best Run Our SAP Cloud</p> <p>Do not copy SAP messaging lines or slogans. Do not make your slogan and messaging appear as if from SAP. Do not use SAP offering names as if yours.</p>	<p> Funtelligence Services to run with the best.</p> <p>Cloud solutions to run with the best.</p> <p>You may evoke the connection to SAP. But create your own distinct slogan.</p>
<p> Annual Funtelligence SAP Conference</p> <p>Do not name your own events as if an event held by SAP.</p>	<p> Annual Funtelligence Conference Showcasing SAP® solutions</p> <p>You can refer to the SAP context in messaging.</p>
<p> SAPtelligence@xyz.com</p> <p>YourSAP@xyz.com</p> <p>Do not use "SAP" in your e-mail names.</p>	<p> Funtelligence@xyz.com</p>
<p> www.solutions4sap.com</p> <p>Do not use "SAP" or SAP offering names in your main URL or in your social media account names.</p>	<p> www.funtelligence.com/sap</p> <p>www.xyz.com/sapsolutions</p> <p>You may use a reference to SAP or our offerings in the "search area" of a URL, or as topics in social media and tweets</p>

Naming guidance

You can state the SAP offering or environment related to your product or engagement after your product name. For more information, see "[Mentioning the SAP Environment](#)."

Do not imply that your product is produced or authorized by SAP. For example, do not represent your training programs as "authorized SAP training," unless you have written approval from SAP.

Do not use any grammatical construction that makes your product name appear to be an offering from SAP.

Incorrect:

✗ SAP® Extender
SAP® Leonardo by XYZ
SAP HANA® Analyzer
Company Name 4HANA

Choose a name that clearly shows that an offering is from your company by using your company or brand name.

Do not place "SAP" or the name of any SAP offering or trademark of SAP immediately next to your company name, brand names, or product names.

✗ <Partner company or brand name> SAP Extender	✓ <Partner company or brand name> Extender
✗ <Partner company or brand name> SAP Analyzer	✓ <Partner company or brand name> Analyzer

You can refer to an SAP offering name, but not solely to "SAP." Only use "SAP" without further specification when referring to the company, not as a replacement for products, solutions, or for the SAP portfolio as a whole. Do not use a trademark sign with "SAP" when referring to the company.

✗ Our product runs with SAP.	✓ Our product runs with SAP S/4HANA® We offer an add-on to SAP S/4HANA® We partner with SAP to help you ... We work together with SAP to ...
✗ <Company name> Slogan: SAP for You	✓ <Company name> Slogan: Managing SAP® Solutions for You

Using SAP offering names and trademarks

Use the official names of SAP offerings exactly as they appear in the [list of approved names in the Logos, Images & Guidelines section on the SAP PartnerEdge Web site](#). If you do not have access to this Web site or list, contact brandvoice@sap.com.

You can use an abbreviation or acronym of a name, but only if it is listed as an official short form with the approved name.

Use the required trademark signs at first mention of an SAP name. Trademarks are listed with the approved name and in the trademark list under [Additional Trademark Usage Information for Third Parties](#) on the SAP Web site.

Mentioning the SAP Environment

Your product or offering name can state the relevant SAP environment as an addition using "for."

✓ <Partner product name> for SAP S/4HANA®
<Partner product name> for SAP HANA®

Use natural language to communicate that your product is designed for use with SAP solutions or with a specific SAP offering. For more information, see [Compatibility with SAP Software](#) and [Additional Trademark Usage Information for Third Parties](#) on the SAP Web site.

✓ <Partner product name> provides additional functionality for the following SAP® solutions: ...



Include your company or brand name in an offering name that mentions the SAP environment.

✗ Data Manager for SAP® Cloud for Customer	✓ <Partner company or brand name> Data Manager for SAP® Cloud for Customer
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Use "for" to denote the SAP environment, not "with" or words that could be misinterpreted.






✗ <Partner product name> with SAP S/4HANA®	✓ <Partner product name> for SAP S/4HANA®
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You can also refer to “SAP® software,” “SAP® solutions,” “SAP® applications,” “SAP® technology,” or other descriptive terms. Do not simply say “for SAP.”



	<i><Partner product name> for SAP</i>		<i><Partner product name> for SAP® solutions</i>
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Compatibility with SAP Software

You can communicate that your offering is “for,” “based on,” “designed for use with,” “compatible with,” “works well with,” “is complementary to,” “runs on,” “runs with,” or “is an add-on for/to” an SAP product.

	<i>Our product is designed for use with/works well with SAP® Customer Data Cloud solutions.</i>
	<i>Our application is compatible with/complementary to SAP S/4HANA®.</i>
	<i>Our application is based on the SAP HANA® business data platform.</i>
	<i>Our application runs with SAP Business One®.</i>
	<i>Our solution is an add-on to SAP S/4HANA®.</i>



Clearly show that your product is designed to work with the SAP offering. Avoid language that implies the two products are bundled together and offered as a singular, priced offering, unless it is an explicitly approved codevelopment and jointly marketed offering.

	<i>Our application is part of SAP® Customer Data Cloud.</i>		<i>Our application can integrate with SAP® Customer Data Cloud solutions.</i>
	<i>Our application complements SAP® Customer Data Cloud.</i>		<i>Our application integrates with SAP® Customer Data Cloud solutions.</i>
			<i>Our application works well with SAP® Customer Data Cloud solutions.</i>
			<i>Our application interoperates with SAP® Customer Data Cloud solutions.</i>
			<i>Our application runs on SAP® Customer Data Cloud solutions.</i>

When accurate, you can communicate that your product’s interface to the SAP offering is designed to allow the two offerings to work together without further integration effort from the customer. You can use the word “integration.” Do not imply that the two products are bundled together and offered to customers as a singular, priced offering.

	<i>Our application is integrated with the SAP HANA® business data platform for data exchange. This integration helps organizations implement business processes.</i>		<i>Our application can integrate with SAP HANA® for data exchange. This integration helps organizations implement business processes.</i>
	<i>Our application comes integrated with SAP® Cloud Platform for data exchange. This integration helps organizations implement business processes.</i>		<i>Our application integrates with SAP HANA® for data exchange. This integration helps organizations implement business processes.</i>
			<i>Our application works with SAP® Cloud Platform for data exchange. This integration helps organizations implement business processes in the cloud.</i>

When referring to compatibility, refer to SAP software or to a specific SAP product, not just to “SAP.”

	<i>Our solutions run with SAP.</i>		<i>Our solutions are designed for use with SAP® software.</i>
			<i>Our solutions run with SAP S/4HANA® applications.</i>

Third-Party Products with Embedded SAP Software

You can communicate that your solution or offering uses embedded SAP software. Use the SAP brand name or SAP-approved terminology, accurately stating the scope of included SAP software or technology.

✓ *Our product includes SAP® Billing and Revenue Innovation Management.*

Refer to “SAP® software” in general statements when more than one product is included but identify specific SAP offerings when space permits.

✗ *Our product includes SAP.* ✓ *Our product includes SAP® software.*
Our product includes SAP® Business Suite applications.

For partner or third-party products that include SAP software, you can use “with” or “for” SAP <product name>. For offerings that include multiple SAP products, you can use the general descriptor “with” or “for” SAP® software.

✗ *<Partner product name> with SAP*
<Partner product name> enabled by SAP
<Partner product name> powered by SAP S/4HANA
<Partner product name> based on SAP software ✓ *<Partner product name> for SAP S/4HANA®*
<Partner product name> with SAP S/4HANA®

Partner and Member Levels, Logos, Font Treatments, and Messaging Lines

Depending on their relationship with SAP, companies are granted a membership or partner level and partner logo. For more information and communications guidance, see [The SAP PartnerEdge Program](#) and [Partners Outside the SAP PartnerEdge Program](#).

In addition, SAP can grant specific font treatments, designations, and messaging lines to partners that have proven to meet required criteria, for example for SAP Recognized Expertise, qualifications, or SAP-certified integration with SAP solutions or technology.

Logos and font treatments are specially created pieces of artwork supplied in electronic files. Use only the files supplied by SAP and don’t alter the logo or font treatment in any way.

SAP can also grant permission to a partner to use a special phrase or messaging line as an identifying statement or motto when marketing a product. Partners can include this phrase as a text line in their marketing material using their own design style.

In marketing and communication materials, you will not normally need to refer to the SAP partner logo or font treatment, since the materials will likely display the visual itself. If you need to refer to the logo or font treatment, use lowercase or put the name of the logo or font treatment in quotation marks:

Incorrect:

We have been granted the use of an SAP Partner Logo.
We can use the SAP Gold Partner logo in our marketing material.
You can use the SAP Platinum Partnership logo in your marketing material.

Correct:

Our company has been granted the use of a font treatment according to SAP brand guidelines.
We can use the SAP gold partner logo in your marketing material.
You can use the SAP platinum partner logo in your marketing material.
Our company has been granted the use of the “SAP Reseller” font treatment.
SAP has granted our company use of the “SAP-Certified in Hosting Operations” font treatment.

Note: The logos and font treatments included in this document are examples only. Do not copy them from this source. Use the image files and formats in the appropriate resolutions that have been sent to you by SAP.

To request your partner logo files, or if you have a question about the logos, font treatments, and messaging lines you can use as a partner, send an e-mail to partner@sap.com.

For detailed instructions on how partners can use the logos and font treatments, including their placement within materials and relationship to other logos and visual elements, see the [Partner Branding](#) section on SAP Brand Tools (SAP internal). Branding, Logo, and Communication guidelines are available to partners on the SAP PartnerEdge Web site www.sappartneredge.com > [Partnership > Marketing > Logos, Images & Guidelines](#)

Using the SAP Corporate Logo and Design Elements

Note: Marketing and communications materials from partners must not include the SAP corporate logo or the SAP design style.

Use your own corporate logo and design. Additionally, you can include your SAP partner logo and any special logos, font treatments, or messaging lines that have been granted by SAP. Do not include SAP contact information or the official "About SAP" boilerplate statement.

For additional information, see the [Partner Branding](#) section on SAP Brand Tools. Branding, Logo, and Communication guidelines are available to partners on the [SAP PartnerEdge Web site](#).

In special circumstances, a piece of marketing material may need to include both the SAP corporate logo and the corporate logo of the partner. Because of the legal responsibilities implied by use of the SAP corporate logo and the partner logo in joint branding, this is only allowed in restricted cases. If you are developing any cobranded materials, first contact the Global Brand team at brand@sap.com for approval.

SAP-related external marketing material and press releases published by a partner must be approved by the partner's local or global SAP partner management or PR team prior to public release.

The SAP PartnerEdge Program

The SAP PartnerEdge program gives partners access to resources, services, and benefits to establish and maintain a successful partnership with SAP. All information and materials related to the program are available on the SAP PartnerEdge Web site: www.sappartneredge.com.

Please note that there are different levels of support depending on your choice of engagement with SAP.

This section applies to all members and partners in the SAP PartnerEdge program. It helps you communicate your relationship with SAP and provides essential information on the use of SAP partner logos.

Silver, gold, and platinum partnership – as well as membership in the SAP PartnerEdge open ecosystem – and the related font treatments and partner logos are exclusive to the SAP PartnerEdge program.

Note: If you are a member in the SAP PartnerEdge open ecosystem, you will find detailed information in the [SAP PartnerEdge Program Guide for Members of the Open Ecosystem](#) and in the [SAP PartnerEdge Open Ecosystem Font Treatment and Communication Guidelines](#).

If your company is not in the SAP PartnerEdge program, you will find detailed information about your partner logo and usage examples in the [SAP Partner Branding Guidelines for Partners Outside the SAP PartnerEdge Program](#).

If you have questions or need further information, contact your SAP partner manager or send an e-mail to brand@sap.com.

Communicating the Program

Use the descriptor “program” on first mention of the SAP PartnerEdge program. After the first mention, you can omit the descriptor.

Example:

The SAP PartnerEdge program helps SAP partners grow and optimize their business results.

Communicate SAP PartnerEdge as a single, unified program, even though the program has distinct requirements and offers unique opportunities for different engagements.

Example:

SAP PartnerEdge provides unique opportunities for SAP partners.

The name “PartnerEdge” is a trademark of SAP. Use the trademark symbol ® after this name at first mention in a title, headline or subhead, if it contains the first mention of the name, and at first mention in text. Also include the registered trademark symbol ® after “SAP” if “SAP PartnerEdge” is the first mention of the SAP brand.

Example:

The SAP® PartnerEdge® program

Include “SAP” in the name, and do not abbreviate the name or alter its spelling in any way.

Incorrect:

The PartnerEdge program

The PE program

The SAP PE program

SAP’s PartnerEdge program

The SAP Partner Edge program

Correct:

The SAP PartnerEdge program

Do not alter the capitalization of “SAP PartnerEdge” in body text. It is preferable not to alter the capitalization in titles and subheads, but designers may, at their discretion, fully capitalize to “SAP PARTNEREDGE” in titles and subheads.

Preferred title style:

THE SAP PartnerEdge PROGRAM

Acceptable title style:

THE SAP PARTNEREDGE PROGRAM

Program Opportunities

In the SAP PartnerEdge program, companies can choose their level of commitment. From exploring SAP solutions and opportunities in the SAP PartnerEdge open ecosystem to a fully committed partnership with full benefits and support in the SAP PartnerEdge program.

SAP PartnerEdge open ecosystem: If you want to explore options and experience what SAP offers with minimal contractual obligations, you can become a basic member in the SAP PartnerEdge open ecosystem. If you want to expand your scope and cooperation with SAP, you can become a specialized member. This more formal cooperation includes specific requirements, criteria, and benefits.

For more information about membership in the SAP Partner Edge open ecosystem, see the [SAP PartnerEdge Open Ecosystem Font Treatment and Communication Guidelines](#).

If you would like to increase your commitment to SAP by joining the SAP PartnerEdge program as an SAP partner, you can find more information in the [partner section](#) on www.sap.com.

SAP silver partner: The silver level is the standard entry level for new partners in SAP PartnerEdge program based on a partnership contract with SAP. By collecting value points, you can advance to the next level, and become an SAP gold partner. The SAP silver partnership offers access to key benefits, training, and marketing support from SAP.



SAP gold partner: The second and advanced partnership level including a stronger association with SAP and additional benefits such as access to marketing development funds for several engagement models, increased opportunity for training and enablement, and marketing support.



SAP platinum partner: The most strategic and global partnership level, by invitation only. Partners are offered this level based on a business case that is approved by the SAP Executive Board. Benefits include highest level of joint go-to-market efforts, and visibility with a platinum partnership logo.



Log on to www.sappartneredge.com to download your font treatment or partner logo. If your company is a specialized member in the open ecosystem in the “Sell” or “Service” specialization and fulfills the required criteria for go-to-market readiness for one or more offerings, SAP will grant you the use of the “SAP partner open ecosystem” font treatment to communicate these offerings. SAP silver partners can download the “SAP Silver Partner” logo. Gold and platinum partners can send an e-mail to partner@sap.com providing their company name. The team will verify your partnership status as well as any certification you may have, and send you the correct logo package.

For details about the correct use of font treatments and logos including usage examples, see the [SAP PartnerEdge Logo and Communication Guidelines](#).

You can find detailed information about the SAP PartnerEdge framework and requirements for the different partner levels in the [SAP PartnerEdge Program Guide](#).

Members in the SAP Partner Edge open ecosystem can find further information in the [SAP PartnerEdge Open Ecosystem Font Treatment and Communication Guidelines](#).

Note: The logos and font treatments included in this document are examples only. Do not copy them from this source. Use the image files and formats in the appropriate resolutions that have been sent to you by SAP.

Communicating Program Levels

To communicate your relationship with SAP, only refer to your membership or partner level. Precede the term with “SAP” at first mention. Use the name SAP PartnerEdge in uppercase. Do not leave out “SAP” in front of “SAP PartnerEdge.” Use the words “partner” or “partners,” “open ecosystem,” “silver,” “gold,” and “platinum” in lowercase in body text.

Incorrect:

Our company is an Open Ecosystem Member.
Our company is an Open Ecosystem Partner.
We are an SAP PartnerEdge OE Member.
Our company is a Silver Partner.
Our company is a Gold partner.
Our company is an SAP Platinum Partner.

Correct:

Our company is a member of the SAP PartnerEdge open ecosystem.
Our company is a specialized member of the SAP PartnerEdge open ecosystem.
Our company is an SAP silver partner.
Our company is an SAP gold partner.
Our company is an SAP platinum partner.

If you need to mention the SAP PartnerEdge program, include the reference after the partner level.

Correct:

Our company is a silver partner in the SAP PartnerEdge program
Our company is a gold partner in the SAP PartnerEdge program
Our company is a platinum partner in the SAP PartnerEdge program

SAP PartnerEdge: Engagement Models

When you are accepted into the SAP PartnerEdge program, you can select one or more of the following engagement models: “**Sell**,” “**Build**,” “**Service**,” or “**Run**.” The engagement models offer different ways of collaborating and aligning your efforts with SAP. You choose and establish your partnership based on your business model. This framework also allows you to select, add, and join multiple engagement models to expand your business.

Sell: This engagement model is designed for partners that resell SAP solutions. Partners in this model can also manage the entire customer lifecycle, including demand, sales, and implementation. Partners may provide maintenance and support services after successfully meeting specific requirements. This model includes, but is not limited to, resellers and value-added reseller.

Build: This engagement model is for partners that design, develop, and build applications, software, and integrated solutions. Partners can sell their offerings through SAP’s digital channels, such as SAP Store and SAP App Center.

Service: This engagement model is intended for partners that provide strategic business consulting to customers through the design, development, implementation, and integration of SAP solutions.

Run: This engagement model is designed for partners that provide services to end customers based on SAP solutions. The integrated offering contains a specific service, deployment in a private or public cloud, and is enhanced by the partner’s IP. The model includes, but is not limited to, providers of partner managed cloud, business process outsourcing, and SAP Business One.

For more information about engagement models, see the [SAP PartnerEdge Program Guide](#).

Communicating Engagement Models

Engagement models offer and describe different ways of collaborating and aligning your efforts with SAP. You can refer to the engagement model when you need to describe it, such as in guidelines or program references.

Correct:

In the SAP PartnerEdge program, you can choose an engagement model: Sell, Build, Service or Run

Partners that have chosen the “Service” engagement model.

Partners in the “Run” engagement model.

Partners with a “Sell” and “Build” focus.

Use an en-dash, colon, or comma to add the engagement model. You can use title case for headlines:

Correct:

SAP PartnerEdge: Sell

SAP PartnerEdge, Service

SAP PartnerEdge – Build

Do not use complicated grammar or syntax.

Incorrect:

As a member of the SAP PartnerEdge Program with a “Sell” focus.

Communicating Your Partnership and Engagement Model

In your communication to customers, only refer to your program level. Do not precede the term “partner” with the name of the engagement model, as if a partner level or category. Do not use the term “SAP PartnerEdge” as if a partner level or category.

Correct:

Our company is an SAP platinum partner.

You can follow up with a phrase explaining the engagement model in natural language.

Correct:

We are an SAP silver partner. Our company sells solutions that integrate with SAP software and provides services for ...

We are an SAP gold partner providing consulting services.

We are an SAP silver partner. We build applications that integrate with the SAP HANA business data platform.

As an SAP platinum partner, we build and manage applications for SAP customers.

Our company is an SAP silver partner. We resell SAP solutions.

As an SAP gold partner, we provide services based on SAP solutions.

Incorrect:

We are a Run partner.

We are an SAP silver partner with “Service” engagement.

We are an SAP Gold Service Partner.

Our company is a Sell partner with platinum status.

Our company is an SAP silver partner with Build and Sell engagement models.

We are an SAP PartnerEdge partner.

We are a Sell SAP PartnerEdge partner.

Communicating Fast Track for SAP PartnerEdge, Build

Fast Track for SAP PartnerEdge, Build is a service for qualifying members in the Build engagement model of the SAP PartnerEdge program, by which SAP provides support to develop and launch a partner application quickly.

Include the descriptor “service” at first mention.

Correct:

The Fast Track service for SAP PartnerEdge, Build

After first mention and when the context is clear, you can omit the descriptor and use a short reference.

Correct:

... Fast Track for SAP PartnerEdge, Build helps you ...

... The Fast Track service provides ...

... The service includes ...

... The fast track supports you ...

... on this fast track, you can ...

Communications Examples:

In the Build engagement model, you can be selected for a fast track services that enables you to ...

As a member of the open ecosystem in the Build engagement model, you can be selected for a fast track that ...

Communicating the Cloud, Integrate, On-Premise, and Custom Terms Options of SAP PartnerEdge, Build

In the Build engagement model of the SAP PartnerEdge program, there are different options partners can choose: the cloud option, the integrate option, the on-premise option, and the custom terms option.

SAP PartnerEdge, Build, cloud option

In the cloud option, partners use SAP Cloud Platform or other cloud technology from SAP to build to execute their apps.

In a bulleted list, refer to the option as:

SAP PartnerEdge, Build, cloud option

Use a comma, en-dash, or colon after “SAP PartnerEdge,” and a comma after “Build” to separate the parts of the name. Always use uppercase for the engagement model name “Build.”

Always use “cloud option” in lowercase in body text. You can use uppercase in headlines and when uppercase is required.

Correct:

SAP PartnerEdge – Build, cloud

SAP PartnerEdge – Build, cloud option

In headlines and when uppercase is required:

SAP PartnerEdge – Build, Cloud

SAP PartnerEdge: Build, Cloud Option

Use natural language to refer to the cloud option in body text. After first mention, you can also shorten simply to “the cloud option” or the “option.”

Correct:

The cloud option in/of the Build engagement model ...

The cloud option for/in SAP PartnerEdge, Build ... This option allows you to ...

SAP PartnerEdge, Build, offers a cloud option for partners to ...

This option can be combined with the SAP PartnerEdge, Build, custom terms option. Use natural language to communicate this.

Correct:

Custom terms for the cloud option of SAP PartnerEdge, Build, include ...

SAP PartnerEdge, Build, cloud option with custom terms ...

SAP PartnerEdge, Build, custom terms option

In the custom terms option, partners fulfill specific business and go-to-market criteria on flexible engagement terms.

In a bulleted list, refer to the option as:

SAP PartnerEdge, Build, custom terms option

Use a comma, en-dash, or colon after “SAP PartnerEdge,” and a comma after “Build” to separate the parts of the name. Always use uppercase for the engagement model name “Build.”

Always use “custom terms option” in lowercase in body text. You can use uppercase in headlines and when uppercase is required.

Correct:

SAP PartnerEdge – Build, custom terms

SAP PartnerEdge – Build, custom terms option

In headlines and when uppercase is required:

SAP PartnerEdge – Build, Custom Terms

SAP PartnerEdge: Build, Custom Terms Option

Use natural language to refer to the custom terms option in body text. After first mention, you can also shorten simply to “the custom terms option” or the “option.”

Correct:

The custom terms option in/of the Build engagement model...

The custom terms option for/in SAP PartnerEdge, Build ... This option allows you to ...

SAP PartnerEdge, Build, offers a custom terms option for partners to ...

This option can be combined with the SAP PartnerEdge, Build, cloud and on-premise options. Use natural language to communicate this.

Correct:

Custom terms for the cloud option of SAP PartnerEdge, Build, include ...

Custom terms for the on-premise option of SAP PartnerEdge, Build, include ...

SAP PartnerEdge, Build, on-premise option with custom terms ...

SAP PartnerEdge, Build, cloud option with custom terms ...

SAP PartnerEdge, Build, integrate option

In the integrate option, partners focus on integrating applications and cloud services executed on third-party platforms with cloud and on-premise solutions from SAP.

In a bulleted list, refer to the option as:

SAP PartnerEdge, Build, integrate option

Use a comma, en-dash, or colon after “SAP PartnerEdge,” and a comma after “Build” to separate the parts of the name. Always use uppercase for the engagement model name “Build.”

Always use “integrate option” in lowercase in body text. You can use uppercase in headlines and when uppercase is required.

Correct:

SAP PartnerEdge – Build, integrate

SAP PartnerEdge – Build, integrate option

In headlines and when uppercase is required:

SAP PartnerEdge – Build, Integrate

SAP PartnerEdge: Build, Integrate Option

Use natural language to refer to the integrate option in body text. After first mention, you can also shorten simply to “the integrate option” or the “option.”

Correct:

The integrate option in/of the Build engagement mode I...

The integrate option for/in SAP PartnerEdge, Build ... This option allows you to ...

SAP PartnerEdge, Build, offers an integrate option for partners to ...

SAP PartnerEdge, Build, on-premise option

In the on-premise option, partners use on-premise technology from SAP for execution of their apps.

In a bulleted list, refer to the option as:

SAP PartnerEdge, Build, on-premise option

Use a comma, en-dash, or colon after “SAP PartnerEdge,” and a comma after “Build” to separate the parts of the name. Always use uppercase for the engagement model name “Build.”

Always use “on-premise option” in lowercase in body text. You can use uppercase in headlines and when uppercase is required.

Correct:

SAP PartnerEdge – Build, on premise

SAP PartnerEdge – Build, on-premise option

Note: The hyphen is removed when “on premise” is not followed by “option.”

In headlines and when uppercase is required:

SAP PartnerEdge – Build, On Premise

SAP PartnerEdge: Build, On-Premise Option

Use natural language to refer to the on-premise option in body text. After first mention, you can also shorten simply to “the on-premise option” or the “option.”

Correct:

The on-premise option in/of the Build engagement model...

The on-premise option for/in SAP PartnerEdge, Build...This option allows you to...

SAP PartnerEdge, Build, offers an on-premise option for partners to...

This option can be combined with the SAP PartnerEdge, Build, custom terms option. Use natural language to communicate this.

Correct:

Custom terms for the on-premise option of SAP PartnerEdge, Build, include...

SAP PartnerEdge, Build, on-premise option with custom terms...

Communicating Membership in the SAP PartnerEdge Open Ecosystem

Basic membership in the open ecosystem

Businesses that want to explore the opportunities SAP offers through a self-service model with minimal contractual obligations can become a basic member in the SAP PartnerEdge open ecosystem by accepting the SAP PartnerEdge terms of use.

You can communicate your basic membership by referring to your company as a “member” or an “official member” of the open ecosystem.

Apply the registered trademark symbols to SAP® PartnerEdge® at first mention in headlines and in body text and when you use the phrase as stand-alone messaging line. Do not leave out “SAP” in front of SAP PartnerEdge. Write “open ecosystem” in lower case in body text. You can use title case in headlines, subheads, or when title case is required for design reasons.

Correct:

We are a member of the SAP® PartnerEdge® open ecosystem.

We are an official member of the SAP® PartnerEdge® open ecosystem.

You can also use this stand-alone messaging line in your communication:

Member of the SAP® PartnerEdge® open ecosystem

Use the full name “SAP PartnerEdge open ecosystem” at first mention. After first mention, and when the context is clear, you can simply refer to “open ecosystem,” or use the abbreviation “OE.”

Correct:

Our company is a member of the SAP PartnerEdge open ecosystem. In the open ecosystem ...

As a member of the open ecosystem, we offer ...

You can join the SAP PartnerEdge open ecosystem (OE). OE members profit from ...

Note: Basic members in the SAP PartnerEdge open ecosystem are not entitled to use an SAP partner font treatment or logo, or call themselves “SAP partner.”

Specialized membership in the open ecosystem

If you want to expand your scope and cooperation with SAP, you can become a specialized member in the SAP PartnerEdge open ecosystem and sign an agreement with SAP. You can choose one or more of three specializations: “Sell,” “Build,” and “Service.”

Use “open ecosystem” and “specialization” in lower case in body text. You can use title case in headlines, subheads, or when title case is required for design reasons. Separate the reference to the specialization by a comma, an en-dash, or a colon.

Correct body text:

In the Build specialization of the SAP PartnerEdge open ecosystem, you can ...

Correct headlines and use of title case:

SAP PartnerEdge Open Ecosystem – Sell

SAP PartnerEdge Open Ecosystem: Build

SAP PartnerEdge Open Ecosystem, Service

SAP PartnerEdge Open Ecosystem, Build Specialization

SAP PartnerEdge Open Ecosystem: Service Specialization

Incorrect:

SAP PartnerEdge Open Ecosystem Build

SAP PartnerEdge Sell

SAP PartnerEdge Service Open Ecosystem

Preferably, describe the specialization in normal language.

Examples:

As a member of the SAP PartnerEdge open ecosystem, you can specialize in selling applications.

As a member of the SAP PartnerEdge open ecosystem, you can sell applications.

As a member of the SAP PartnerEdge open ecosystem, you can build applications.

As a member of the SAP PartnerEdge open ecosystem, you can offer services to help customers ...

If you need to refer to the name of your specialization – “Build,” “Sell,” or “Service” – you can include the reference as follows.

Examples:

In the Build specialization of the SAP PartnerEdge open ecosystem, you have access to ...

In the Sell specialization of the SAP PartnerEdge open ecosystem, you have access to ...

As a member of SAP PartnerEdge open ecosystem, Service, you have access to ...

If the context is clear, you can leave out “SAP PartnerEdge,” and use short references, such as “Build,” “Sell,” “Service,” “specialization,” ...

Examples:

In the Build specialization of the SAP Partner Edge program, you can.... The specialization allows you to ...

With a Service specialization in the SAP PartnerEdge open ecosystem, you have access to ...

As a member of the open ecosystem, your Build specialization includes ...

If your company has a “**Sell**” or “**Service**” specialization and fulfills the required criteria for go-to-market readiness for one or more offerings, SAP grants you the use of the “SAP partner open ecosystem” font treatment to communicate these offerings

SAP® Partner Open Ecosystem

You can then refer to your company as a “partner” to communicate your engagement with SAP. Include the complete name “SAP PartnerEdge open ecosystem” at first mention. Use the name “SAP PartnerEdge” in uppercase, use the words “partner” and “open ecosystem” in lowercase in body text. After first mention, you can use the short form “SAP partner,” or simply “partner.”

Correct:

Our company is a member of the SAP PartnerEdge open ecosystem.

Our company is a partner in the SAP PartnerEdge open ecosystem.

We are a partner in the SAP PartnerEdge open ecosystem. We sell ... /We offer the following services: ...

For detailed information, see the [SAP PartnerEdge Program Guide for Members of the Open Ecosystem](#) and the [program information](#) on the SAP PartnerEdge Web site.

Note: Members with a Build specialization in the SAP PartnerEdge open ecosystem are not entitled to use an SAP partner font treatment or logo, or call themselves “SAP partner.”

Distributors of SAP Products and Solutions

SAP can grant companies that distribute SAP products to sellers/resellers of SAP solutions the “SAP Distributor” reference and logo. To communicate that your company is a distributor of SAP offerings, you can use the following expressions. Use lowercase for the word “products,” “software,” and “distributor” in body text.

Incorrect:

Our company distributes SAP.

Correct:

Our company is a distributor of SAP products.

Our company distributes SAP software.

Use lowercase for the word “products” or “software” in body text.

Incorrect:

Our company is a distributor of SAP Software.

Correct:

Our company is a distributor of SAP software.

You can also simply refer to “SAP distributor.”

Correct:

Our company is an SAP distributor.

SAP distributors sign a distribution agreement with SAP, not a partner agreement. Don’t refer to a distributor as an SAP partner or to “distribution” as an SAP partner type or category. Do not refer to distributors as “authorized” distributor or “SAP-authorized” distributor.

Incorrect:

Our company is an SAP partner. We distribute SAP software.

Our company is an SAP solution distribution partner.

Our company is a distribution partner for SAP products.

Our company is an SAP distributor partner.

Correct:

Our company is a distributor of SAP software.

Our company distributes SAP products.

Our company is an SAP distributor, and we provide products to authorized SAP resellers.

When referring to a specific product or offering from SAP, use the name exactly as it appears in [Approved Names](#) on SAP Brand Tools (internal only) or in the list of approved names in the *Logos, Images & Guidelines* section on the SAP PartnerEdge Web site: www.sappartneredge.com (partner access).

Include the “SAP” brand, using the ® symbol upon its first mention in the material, as well as other ® and ™ symbols as they appear in Approved Names. Do not alter or abbreviate the name in any way except as it appears in Approved Names. Use the provided descriptor such as “software” immediately after the name upon its first mention in body text unless space is so constrained that you cannot physically fit the word in the allowed space.

Correct:

Our company is an SAP distributor, and we provide SAP® solutions to authorized resellers.



Note: The logos and font treatments included in this document are examples only. Do not copy them from this source. Use the image files and formats in the appropriate resolutions that have been sent to you by SAP.

SAP PartnerEdge Program for Application Development

The SAP PartnerEdge program for Application Development provides SAP partners with opportunities for deeper engagement with SAP, and enables other companies to explore these advantages. The program offers two engagement models, one for partners and one for other companies. SAP partners can offer an innovation pack of software and services. Other companies can offer an exploration pack of a similar combination of software and services.

The exploration pack is available in the following categories:

- Mobile
- SAP HANA and databases
- Application integration

Example: The exploration pack for mobile

The innovation pack is available in the following categories:

- Mobile
- SAP HANA and databases
- Application integration
- SAP Cloud Platform (incl. cloud solutions from SAP)

Example: The innovation pack for mobile

Use the descriptor “program” on first mention of the SAP PartnerEdge program for Application Development. After first mention, you can omit the descriptor. To communicate that your company is a member of the SAP PartnerEdge program for application development, you can use the following expressions:

Correct:

The SAP PartnerEdge program for Application Development provides SAP partners and providers with opportunities for deeper engagement with SAP. The benefits of this program for SAP partners and providers cross a spectrum of areas.

We are a member of the SAP PartnerEdge program for Application Development.

After first mention of the program, you can refer to your company as an “application development partner.” Use lowercase in body text. Do not precede the term with “SAP.”

Incorrect:

We are a member of the SAP PartnerEdge program for Application Development. As an SAP application development partner, we provide ...

Correct:

We are a member of the SAP PartnerEdge program for Application Development. As an application development partner, we provide ...

SAP Recognized Expertise

Partner organizations or other providers that have SAP Recognized Expertise in selected SAP solutions, focus areas, or industries have proven knowledge and competencies in those areas as well as a track record of meeting customer needs. SAP Recognized Expertise is granted by country.

“SAP Recognized Expertise” fully replaced the name “validated expertise.” The term “validated expertise” is not in use any more since July 2015.

If you need to include a descriptor in body text, use the term “designation.”

Examples:

SAP grants partners SAP Recognized Expertise for ...

SAP grants partners the SAP Recognized Expertise designation for ...

After verifying a company’s expertise, SAP provides a confirmation letter stating that the organization has achieved SAP Recognized Expertise. This is granted based on the organization’s proven knowledge and success in one or more specific focus areas or industries. Requirements include having trained individuals in the focus area or industry and a track record of customer success, as well as the submission of business development plans. The recognition is initially valid for one year and extended if all requirements are still met during semiannual checks. If a company keeps meeting requirements over time, confirmation letters will be extended on an annual basis.

The solution, focus areas, and industries for which SAP can recognize an organization’s expertise are subject to change. SAP reserves the right to redefine, discontinue, or create new categories of SAP Recognized Expertise as outlined in the relevant SAP PartnerEdge program guides.

For the latest information, contact your SAP partner manager, or check the SAP PartnerEdge Web site www.sappartneredge.com.

Do not use the term SAP Recognized Expertise unless you have a confirmation letter from SAP that is currently in effect. Contact your SAP partner manager if you have questions about your status.

Refer to SAP Recognized Expertise in title case at first mention. You can use the full name throughout your text. If the context is clear, you can refer to “recognized expertise” in natural language and use lowercase after first mention. Include the specific solutions, focus area, or industry when communicating your recognized expertise.

SAP Recognized Expertise is granted in a specific country. You can include the country at first mention.

Example:

Our company has SAP Recognized Expertise in data warehousing solutions in Italy. With recognized expertise in this area, we help you ...

Use sentence case (lowercase) to refer to the focus area or industry in body text.

Incorrect:

Our company has SAP Recognized Expertise in the Manufacturing Industry in Germany.

Correct:

Our company has SAP Recognized Expertise in the manufacturing industry in Germany.

When you have recognized expertise in a focus area, make clear that your expertise is providing solutions to customers in that area.

Incorrect:

Our company has SAP Recognized Expertise in governance, risk, and compliance.

Correct:

Our company has SAP Recognized Expertise in governance, risk, and compliance solutions.

SAP partners can refer to their partnership level and partner category along with their SAP Recognized Expertise designation. Use lowercase in body text.

Example:

Our company is an SAP gold partner with SAP Recognized Expertise in SAP S/4HANA Cloud.

SAP recognizes a partner organization's expertise in the SAP offering, focus area, or industry, not the partner company itself.

Incorrect:

Our company is SAP-recognized.

Our company has SAP Recognized Expertise.

Our company provides SAP Recognized Predictive Analytics software.

Correct:

Our company has SAP Recognized Expertise in SAP Predictive Analytics software.

Do not state or imply that your offering is recognized by SAP. Only your expertise, not your offering, is recognized by SAP.

Incorrect:

Our company provides SAP Recognized Expertise implementation services for business intelligence solutions.

Our company provides an SAP-recognized business intelligence solution.

Correct:

Our company has SAP Recognized Expertise in business intelligence solutions in Germany.

Do not refer to SAP Recognized Expertise as a partner category or program.

Incorrect:

We are an SAP Recognized Expertise partner.

Our company is an SAP services and SAP Recognized Expertise partner.

We are a member of the SAP Recognized Expertise program.

Correct:

We are an SAP silver partner. Our company has SAP Recognized Expertise in supply chain management solutions.

A company can be granted SAP Recognized Expertise in one or more focus areas or industries.

Examples:

We have SAP Recognized Expertise in customer relationship management and supply chain management solutions.

We have SAP Recognized Expertise in customer relationship management solutions and in the insurance industry.

We have SAP Recognized Expertise in human capital management solutions and in SAP Business ByDesign.

If the company has recognized expertise in more than one key area, you can also use a general statement and, if necessary, list the areas or include them in a bullet list.

Example:

Our company is an SAP gold partner with SAP Recognized Expertise in multiple focus areas/industries:
<Optional: List areas of expertise or add them as bullet list>.

SAP Recognized Expertise Font Treatments

Companies that are recognized by SAP for their expertise in one or more focus areas or industries are entitled to use an "SAP Recognized Expertise" font treatment in their marketing materials for the specific offering(s).

If an organization has recognized expertise in one key area or industry, use the font treatment with the respective qualifier that has been granted for the specific expertise in the confirmation letter from SAP.

In the font treatments, qualifiers are written in title case as part of the design style. In body text, use lowercase to refer to the focus area or industry.

Example:

SAP® Recognized Expertise

Oil and Gas

Our company has SAP Recognized Expertise in the oil and gas industry in the United States.

If you have SAP Recognized Expertise in more than one focus area or industry, use the corresponding font treatment with the respective qualifier when referring to one specific area or industry of expertise (see above).

When referring to more than one focus area or industry, avoid using separate font treatments for each specific focus area or industry. In that case, use the generic font treatment without the qualifier, refer to the expertise in a general statement, and, if necessary, list the focus areas and industries or include them in a bullet list.

Example:

SAP® Recognized Expertise

Our company is an SAP partner with SAP Recognized Expertise in multiple focus areas/industries:

<Optional: List areas of expertise or include them in a bullet list>.

Upon receiving their confirmation letter, partner organizations will be directed to the Web site for downloading SAP Recognized Expertise font treatments.

Note: Use only the font treatment(s) granted to you by SAP in the confirmation letter. Use them only to communicate SAP Recognized Expertise. Do not use them in any other context or to promote other products, services, or your company in general.

The use of any font treatment(s) not granted in the confirmation letter and/or the use of the granted font treatment(s) in any context other than communicating SAP Recognized Expertise can result in the termination of the agreement with SAP.

The logos and font treatments included in this document are examples only. Do not copy them from this source. Use the image files and formats in the appropriate resolutions that have been sent to you by SAP.

Partners Outside the SAP PartnerEdge Program

There are partner engagements that are not part of the SAP PartnerEdge program. These include:

- SAP education partners
- Global SAP partners
- SAP language service partners
- SAP outsourcing operations partner
- Strategic SAP partners;
global strategic SAP partners
- SAP support partners
- SAP technology partners
- SAP OEM partners
- SAP-Bildungspartner (Germany only)

The partner levels and logos for these partners are “SAP partner” and “SAP global partner.”



Log on to www.sappartneredge.com to download the “SAP Partner” logo directly. Global partners can send an e-mail request to partner@sap.com that provides your company name. The team will verify your partnership status as well as any certification that you may have and send you the correct logo package.

For more information about the correct use of partner logos, see the [Brand Guide for Partners Outside the SAP PartnerEdge Program](#).

If you have questions or need further information, contact your SAP partner manager or send an e-mail to brand@sap.com.

Communicating your partnership

To communicate your partnership with SAP, refer to your partner level. Precede the term with “SAP” at first mention. Use the words “partner” or “partners,” and “global” in lowercase in body text. You can drop “SAP” after first mention.

Prefer natural language to explain the type and scope of your engagement with SAP.

Incorrect:

Our company is an SAP Partner.

Our company is a Global Partner.

We are an SAP Technology Partner.

Correct:

Our company is an SAP technology partner.

Our company is a global SAP partner. We provide support for customers on a global scale. As a global partner, we are responsible for ...

We are an SAP partner. Our company provides maintenance and support services to SAP customers.

Our company is a global strategic SAP partner. We provide education and training programs in collaboration with SAP.

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OEM Partnerships

OEMs use elements of SAP software in their offerings. To communicate your partnership with SAP, you can reference the related SAP product.

When multiple SAP products are included in the offering, or if the element of SAP software is not a branded product, you can use the general description “with SAP software” or “including SAP software.”

Example:

<Partner Product Name> with SAP software

If a single element of SAP software is included in the partner offering, you can use the specific SAP product name, using “with,” “for,” or “including.” Use the SAP brand name or SAP-approved terminology, accurately stating the scope of included SAP software or technology.

Do not use “powered by.”

Do not use “SAP” without a descriptor, such as “software,” “technology,” or “solutions.” SAP is the company.

Incorrect:

Our product includes SAP.

Our product is powered by SAP.

Our product is powered by SAP S/4HANA.

Correct:

<Partner Product Name> with SAP S/4HANA

<Partner Product Name> for SAP CRM

Our product includes SAP S/4HANA.

Our product includes SAP software.

SAP Solution Extensions

SAP Solution Extensions are solutions developed by SAP partners. They integrate with SAP software and complement SAP solution functionality. SAP qualifies, tests, approves, sells, and supports these solutions.

Do not call your offering a solution extension unless you have an “SAP Solution Extensions” agreement with SAP. Contact your SAP partner manager if you have any questions about the status of your solution extension.

The term “SAP Solution Extensions” refers to a category of solutions. It is not the name of a singular product offering. Always use the plural “Extensions.” Do not alter the term. After first mention or as a general reference, you can use “solution extension(s)” in lower case.

Do not abbreviate the term “SAP Solution Extensions,” except in urls or in e-mail addresses, where the use of “solex” as short form is allowed due to space restrictions.

Incorrect: *Solex; SOLEX; SAP Solex; SAP SE*

Communicating Marketing by SAP

SAP Solution Extensions that are sold and marketed by SAP under the approved SAP-branded name are legally SAP products. Use the SAP-branded name exactly as it appears in [Approved Names](#) on SAP Brand Tools (internal only) or in the list of approved names in the *Logos, Images & Guidelines* section on the SAP PartnerEdge Web site: www.sappartneredge.com (partner access).

Standard naming for all SAP Solution Extensions sold through SAP is

SAP <product name> by <company name>.

Examples:

SAP Invoice Management by OpenText

SAP Interactive Forms by Adobe

SAP Commerce Marketplace Management by Mirakl

A descriptive term is part of the name. It explains what the offering is: a solution, an application, software, ... At first mention, use the full name and descriptor. Use the descriptor before the company name “by ...”.

Examples:

... the SAP Interactive Forms software by Adobe

... the SAP Commerce Marketplace Management application by Mirakl

... the SAP Invoice Management application by OpenText

After first mention, you can drop “by <company name>” and the descriptor.

Examples:

We sell SAP Interactive Forms software by Adobe. With SAP Interactive Forms, you can ... The software allows you to ...

SAP Invoice Management by OpenText is a solution extension sold by SAP.

When referring to multiple solution extensions from a specific partner company, avoid the construction “SAP Solution Extensions from <company name>.” Instead, you can say, “SAP offers solution extensions from <company name>.”

Communicating Marketing by Partners

In your own marketing materials that are not owned or co-owned by SAP, use your corporate logo and SAP partner logo. In this case, market the software as your own offering using your own proprietary brand name, not the SAP-branded solution extension name.

When referring to one or multiple specific solution extensions, use the term in lowercase and without “SAP.”

Examples:

Our company offers the following solution extension(s) to SAP software: <product name(s)>.

<Product name> is a solution extension for SAP software. Our company offers the solution extension <product name>.

When referring to multiple solution extensions, avoid using the overall category term “SAP Solution Extensions from <company name>.” Instead, you can say:

Examples:

We offer solution extensions for SAP software.

SAP offers solution extensions from OpenText.

You can refer to your partnership level and partner status or category along with referring to the solution extension you offer, using lowercase in body text.

Examples:

Our company is an SAP partner. We offer the following solution extension: <product name>.

Our company is an SAP gold partner offering solution extensions for SAP software.

Do not refer to “SAP Solution Extension” as a partner category or program. Use the official partner category or simply “SAP partner.” Do not abbreviate to “Solex.” Use solution extension(s) in lowercase when referring to your specific solution in text.

Incorrect:

Our company is an SAP Solution Extension partner.

We are a Solex Partner offering SAP Solution Extensions.

We are a member of the SAP Solution Extension program.

We are an SAP gold partner offering an SAP Solution Extension that supports ...

Correct:

We are an SAP gold partner offering the following solution extensions to SAP software: ...

We offer solution extensions for SAP software.

We are an SAP platinum partner offering a solution extension that supports ...

Font treatment

You can use the “SAP Solution Extension” font treatment to identify your product as part of the SAP Solution Extensions portfolio.

Stacked and line version of the font treatment:



To request the font treatment and SAP Solution Extensions Communication and Font Treatment Guidelines for SAP Partners, contact: sapsolox@sap.com.

Note: The logos and font treatments included in this document are examples only. Do not copy them from this source. Use the image files and formats in the appropriate resolutions that have been sent to you by SAP.

SAP-Preferred Partner Solutions

Note: This designation and related font treatment are no longer granted to partners. Existing partners received a notification to discontinue the use. For more information, send an e-mail to brand@sap.com.

Partner Managed Cloud Software Subscriptions

“Partner managed cloud” (formerly “managed cloud as a service”) is a software subscription to SAP solutions in a private cloud hosted by an SAP partner or service provider, which may be supplemented with application migration, implementation, management and support services. It provides our customers with a way to easily use SAP software, and it offers our partners and service providers an opportunity to create new offerings, build pipeline, close more deals, and deliver faster time to customer value.

SAP can grant an SAP partner or other third parties a license to provide a partner managed cloud for SAP software.

Note: A license for partner managed cloud alone does not imply an official partnership with SAP. Therefore, do not treat “partner managed cloud” as a partner category or program.

If it is clear from the context that the provider is an SAP partner or service provider for SAP software, you can refer to “managed cloud.”

Incorrect:

Partner managed cloud partners offer ...

We are a managed cloud partner. We are part of the managed cloud as a service program.

We are part of the partner managed cloud program.

Correct:

We are an SAP partner/a service provider delivering a managed cloud.

We provide a partner managed cloud, a subscription delivery of SAP solutions through our hosted cloud.

We deliver a partner managed cloud for SAP software/ the following SAP solutions: ...

Do not capitalize “partner managed cloud,” except in titles, headers, or when title case is required. Do not abbreviate the term or precede the name with “SAP.”

Incorrect:

Partner Managed Cloud

SAP Partner Managed Cloud

SAP partner managed cloud

PMC

Depending on context, you may describe partner managed cloud as a model, an approach, an offering (or a provider’s offering), or a subscription delivery. But do not use those terms immediately after “partner managed cloud.”

Instead, use “model,” “approach,” “offering” (or “provider’s offering”), or “a subscription delivery” as alternatives to repeating “partner managed cloud.”

Incorrect:

The partner managed cloud model helps providers build new pipeline.

Customers can take advantage of the partner managed cloud approach, a subscription delivery of SAP solutions through a provider’s hosted cloud.

The provider delivers partner managed cloud offering.

Correct:

Partner managed cloud helps resellers build new pipeline. It enables combined hardware, software, and managed services through a subscription-based model.

Customers can take advantage of partner managed cloud. This approach gives them a subscription delivery of SAP solutions through a provider’s hosted cloud.

The provider delivers a partner managed cloud. This offering ...

Companies delivering managed cloud **services that do not have a signed partnership agreement** with SAP may only refer to SAP products and services in copy text. They cannot use an SAP partner logo.

SAP partners can use their assigned SAP partner logo in their communications materials. You can use this logo in your communication materials when referring to the partnership or to SAP products and services.

Do not use the SAP corporate logo or the “powered by SAP” logo. The SAP corporate logo is restricted for use by SAP. The use of the “powered by SAP” logo is not extended to providers of managed cloud services.

Product reference

This allows partners to promote the SAP brand within their own communications and offerings. Partners may reference the SAP product association with their solution.

Examples:

- <Partner product name> with SAP Business One
- When communicating about multiple SAP products, simply refer to
 <Partner product name> with SAP software

Offerings That Are Co-Innovated with SAP

Partners can co-innovate and develop solutions and applications with support from Partner Innovation Lifecycle Services (PLS). This includes close collaboration throughout the entire development cycle: from use case viability checks, coaching on SAP architecture and technology, and tailored enablement, to technical support during the creation phase, testing of partner products against SAP's product standards, software integration certification to ensure partner products seamlessly integrate with SAP, and brand benefits.

The co-innovated software with SAP solutions and applications can be deployed seamlessly into our customers' SAP environment to help them reduce complexity and innovate their business processes based on SAP technology.

You can use the following expressions to communicate a product that is certified as co-innovated with SAP.

Use lower case for the terms "certified" and "co-innovated" in body text.

Incorrect:

Our application/solution is Certified by SAP.
Our application/solution is Co-Innovated with SAP.

Correct:

Our application/solution is certified by SAP.
Our application/solution is co-innovated with SAP.
Our certified application/solution is co-innovated with SAP.

Do not refer to the partner product as "SAP innovation" or "SAP co-innovation."

Incorrect:

Our product is an SAP-certified co-innovation.
Our solution is an SAP co-innovation.
Our solution is an SAP innovation.

Only refer to the certification in connection with your SAP-certified product(s). Do not refer to your company or your entire portfolio as being certified. Do not treat the certification as a partner category.

Incorrect:

Our company is SAP-certified.
Our company is certified for co-innovation/co-innovating with SAP.
We provide SAP co-innovated solutions.
Our company is an SAP co-innovation partner.
Our company is an SAP-certified Co-Innovation partner.

Correct:

Our application/solution is certified by SAP.
Our application/solution is co-innovated with SAP.
Our solutions X, Y, and Z are co-innovated with SAP.

You can use this font treatment to communicate the certified product(s):

Co-Innovated with SAP®

For more information and to request the font treatment in the appropriate formats and resolution, contact coinnovate@sap.com.

Note: The logos and font treatments included in this document are examples only. Do not copy them from this source. Use the image files and formats in the appropriate resolutions that have been sent to you by SAP.

Partner Offerings That Have SAP-Certified Integration

Partners that successfully pass certification testing of their services or offerings, or of their solution's or product's integration with an SAP offering, and have signed an official agreement, can use the respective font treatment to communicate their certification.

Each logo or font treatment is a specially created piece of artwork provided by SAP in electronic files.

In external materials, you will not normally need to refer to the SAP certification logos or font treatments themselves. If you need to refer to the logo or font treatments, use quotation marks and follow the phrase with "certification logo" or "certification font treatment":

Examples:

The "Integration with SAP Applications" certification font treatment

The "Integration with SAP HANA" certification font treatment

The "Integration with SAP S/4HANA" certification logo

The "Integration with SAP S/4HANA Cloud" certification logo

Note: The logos and font treatments included in this document are examples only. Do not copy them from this source. Use the image files and formats in the appropriate resolutions that have been sent to you by SAP.

For more information, contact icc@sap.com.

SAP Certified Solutions for the Intelligent Enterprise

This certification applies to partner solutions that integrate with SAP solutions and technologies that help our customers become intelligent enterprises.

Our Intelligent Enterprise strategy aims at helping companies rapidly transform data into insight – feeding process automation, new technologies, innovation, and optimal experiences. Key to success is an intelligent suite of core applications, experience management solutions, and a digital platform.

Certified partner solutions for the intelligent enterprise take advantage of the full scope of SAP solutions and technologies for the Intelligent Enterprise, and must meet criteria for each of the following components:

- **Integration with solutions from the intelligent suite:** Integrated applications for managing a digital core and ERP, customer experience, manufacturing and supply chain, HR, and network and spend management. These applications are integration-ready with embedded intelligence, and offer a consistent and intuitive UX.
- **Intelligent technologies:** SAP Leonardo technologies and capabilities: machine learning (ML), artificial intelligence, blockchain, the Internet of Things (IoT), Big Data and Analytics
- **Based on** SAP Cloud Platform and the SAP HANA platform

Additional components can be included, such as Experience Management solutions from SAP.

You can use the following expressions to communicate the certification. Use "certified," "SAP-certified," and "integration" in lower case in text. You can use title case in headlines or when title case is required. Always use the wording "for the intelligent enterprise." Use upper case in headlines and when you mean the Intelligent Enterprise strategy of SAP, use lower case in body text when used as a general term, for example, "helping companies become intelligent enterprises."

Incorrect:

We offer an SAP-Certified Intelligent Enterprise Solution.

Correct:

Our solution is SAP-certified for the Intelligent Enterprise.

Our product is certified by SAP for the Intelligent Enterprise.

Our application has SAP-certified integration SAP solutions and technologies for the Intelligent Enterprise.

Our solution is certified by SAP for helping companies become intelligent enterprises.

Your offering is SAP-certified, not your organization or company. Do not refer to your company as being certified. Do not treat the certification as a partner category or program.

Incorrect:

We are SAP-certified.

We have SAP-certified integration.

We are an SAP-Certified Integration partner.

We are an SAP-Certified Intelligent Enterprise partner.

We are an intelligent enterprise partner.

We are an "SAP-Certified for the Intelligent Enterprise" provide/partner.

We are a member of the "SAP-Certified for the Intelligent Enterprise" program.

Correct:

Our solution is SAP-certified for the Intelligent Enterprise.

You can refer to your partner level in context with the certification.

Correct:

We are an SAP silver partner. Our solution (name) is SAP-certified for the Intelligent Enterprise.

As SAP gold partner, we offer the following applications that are certified for helping customers become intelligent enterprises:

SAP[®] Certified
Solutions for the Intelligent Enterprise

For more information, contact icc@sap.com.

Applications That Are Certified or Premium-Certified as Built on SAP Cloud Platform

This is a certification of applications from partners that are

- built on SAP Cloud Platform,
- enhanced to work with cloud solutions from SAP and to run on SAP Cloud Platform, or
- extensions to on-premise solutions from SAP that use one or more SAP Cloud Platform services to run on SAP Cloud Platform.

You can use the above statement in text. You can also use the following expressions to communicate the certification.

Use lower case for the terms "certified," "SAP-certified," and "built" in body text.

Correct:

Our product is built on SAP Cloud Platform.

Our product is certified by SAP as built on SAP Cloud Platform.

Our solution is SAP-certified for being built on SAP Cloud Platform.

Our application is certified by SAP as built on SAP Cloud Platform.

Our solution has a certification from SAP for being built on SAP Cloud Platform.

Use the name "SAP Cloud Platform" in upper case and without an article in English. "Platform" in upper case is part of the approved name. Do not change the name in any way.

Incorrect:

Our solution is built on the SAP Cloud platform.

Our solution is built on Cloud Platform.

Our solution is built on SAP Cloud.

Our solution is built in the SAP Cloud.

Correct:

Our solution is built on SAP Cloud Platform.

Your offering is certified as built on SAP Cloud Platform, not your entire enterprise or company. Do not refer to the partner or your company as being certified. Do not treat the certification as a partner category or program. Do not use wording that could imply that your offering is from SAP.

Incorrect:

Our company is SAP-certified.

We are an SAP-certified partner.

We are an SAP-certified Build partner.

We are an SAP Cloud Platform partner.

Our company is certified by SAP for building solutions on SAP Cloud platform.

We provide SAP-certified SAP Cloud Platform solutions.

We are a member of the "SAP-Certified Integration" program.

Correct:

Our solution is certified as built on SAP Cloud Platform.

You can refer to your partner level in context with the certification.

Correct:

We are an SAP silver partner. Our solution is certified as built on SAP Cloud Platform.

As SAP gold partner, we offer the following solution certified as built on SAP Cloud platform: ...

SAP® Certified
Built on SAP Cloud Platform

There is also a premium certification. For this designation, partners pass additional criteria in addition to the standard certification. Solutions that have successfully passed the premium-certification scope have been tested by SAP to meet additional best-practices criteria.

You can use the above statement in your communication. You can also use the following expressions to communicate the certification.

Use “certified,” “SAP-certified,” “premium,” “built,” “solution(s),” “product(s),” and “application(s)” in lower case in text. You can use title case in headlines or when title case is required.

Correct:

Our product is built on SAP Cloud Platform.

Our solution has a premium certification from SAP for being built on SAP Cloud Platform.

Our product is premium-certified by SAP as built on SAP Cloud Platform.

Our application is premium-certified by SAP as built on SAP Cloud Platform.

Incorrect:

Our solution is premium-certified on SAP Cloud Platform.

Our solution is premium built for SAP Cloud Platform.

Do not refer to the partner as being certified. Do not treat the certification as a partner category or program.

Incorrect:

We are premium-certified by SAP.

We are a premium-certified SAP partner.

We are a “Premium-Certified Built on SAP Cloud Platform” provider.

We are a member of SAP’s “Premium-Certified Integration” program.

Correct:

Our product is premium-certified by SAP as built on SAP Cloud Platform.

You can refer to your partner level in context with the certification.

Correct:

We are an SAP silver partner. Our product XYZ is premium-certified as built on SAP Cloud Platform.

As SAP gold partner, we offer the following application that are premium-certified as built on SAP Cloud Platform: ...

SAP® Premium Certified
Built on SAP Cloud Platform

For more information, contact icc@sap.com.

Offerings That Have Certified Integration with Cloud Solutions from SAP

This certification applies to partner applications that integrate with at least one cloud solution from SAP using standard integration technologies, or that run as an add-on to a cloud solution from SAP.

You can use the above statement in text. You can also use the following expressions to communicate a product that has this certification. Use lower case for the terms “cloud,” “solution(s),” “application(s),” and “add-on(s)” in body text.

Correct:

Our application has certified integration with SAP Cloud for Banking.

Our product interoperates with SAP Cloud for Customer.

Our add-on has certified integration with the following SAP solution(s) in the cloud: ...

Our application has certified integration with the following cloud solutions from SAP: ...

To refer to cloud applications and solutions from SAP in general, use “cloud solutions from SAP.” Do not use “SAP Cloud” or “SAP Cloud solutions.” Refer to the certified integration in connection with the specific SAP solution or solutions that are listed on your integration certificate.

Incorrect:

Our product is certified for SAP Cloud.

Our application has certified integration with SAP Cloud solutions.

Correct:

Our add-on has certified integration with SAP Cloud for Banking.

Our add-on has certified integration with the following cloud solutions from SAP: ...

Your application or add-on is certified, not your entire company. Do not refer to your company as being certified. Do not treat the certification as if a partner level or category. Do not use wording that could imply that your offering is from SAP.

Incorrect:

Our company is SAP-certified.

We are an SAP-certified partner.

We are an SAP-certified Cloud partner.

We are an SAP cloud solutions partner.

Our company is certified by SAP for cloud solutions.

We provide certified SAP Cloud solutions.

We are a member of the “SAP-Certified Cloud” program.

Correct:

Our application has certified integration with SAP Cloud for Banking.

Our product interoperates with SAP Cloud for Customer.

Our add-on has certified integration with the following SAP solution(s) in the cloud: ...

You can refer to your partner level in context with the certification.

Correct:

We are an SAP silver partner. Our application has certified integration with SAP Cloud for Banking.

As SAP gold partner, we offer the following add-ons that have SAP-certified integration with cloud solutions from SAP: ...

SAP[®] Certified

Integration with Cloud Solutions

For more information, contact icc@sap.com.

Offerings That Have Certified or Premium-Certified Integration with SAP Applications

An application that has SAP-certified integration with one or more SAP applications has proven to interoperate with those SAP applications using integration technologies such as enterprise services, a BAPI programming interface, remote function call (RFC), or intermediate document (IDoc) technology.

You can use the above statement in your communication. You can also use the following expressions to communicate a product that has this certification.

Correct:

Our product has certified integration with SAP ERP.

Our product has SAP-certified integration with SAP ERP and SAP CRM.

Our product is certified by SAP to interoperate with SAP ERP and SAP CRM.

Our product has proven to interoperate with SAP CRM.

Our product interoperates with SAP CRM.

You can state that a product's integration is certified for the SAP application or applications. However, do not state that the product itself is certified for the SAP application.

Incorrect:

Our product is certified for SAP ERP.

Correct:

Our product has certified integration with SAP ERP.

Refer to certified integration in connection with the specific SAP application or applications that are listed on your SAP integration certificate.

Incorrect:

Our product has SAP-certified integration with SAP applications.

Correct:

Our product has SAP-certified integration with SAP ERP and SAP CRM.

Use lowercase and no quotation marks when describing certified integration in body text.

Incorrect:

Our product has "certified integration" with SAP ERP.

Our product has SAP Certified Integration with SAP ERP and SAP CRM.

Do not refer to the partner as being certified. Do not treat the certification as a partner category or program.

Incorrect:

We are SAP-certified.

We have SAP-certified integration.

We provide SAP-Certified Integration.

We are an "SAP-Certified Integration" partner.

We are an "SAP-Certified Integration with SAP ERP" provider.

We are a member of the "SAP-Certified Integration" program.

Correct:

Our product has SAP-certified integration with SAP ERP.

You can refer to your partner level in context with the certification.

Correct:

We are an SAP silver partner. Our product has certified integration with SAP ERP and SAP CRM.

As SAP gold partner, we offer the following application that has SAP-certified integration with SAP ERP: ...

SAP Certified Integration with SAP Applications

There is also a premium certification for integration with SAP applications. For this designation, partners pass additional criteria in addition to the standard certification. Solutions that have successfully passed the premium-certification scope have been tested by SAP to meet additional best-practices criteria.

You can use the above statement in your communication. You can also use the following expressions to communicate the certification.

Use "certified," "SAP-certified," "premium," "integration," and "application(s)" in lower case in text. You can use title case in headlines or when title case is required.

Correct:

Our product has premium-certified integration with SAP applications.

Our product is premium-certified by SAP to interoperate with SAP applications.

Our product is premium-certified by SAP for integration with SAP applications.

Our product has premium certification from SAP for integration with SAP applications.

Incorrect:

Our product has SAP Premium-Certified Integration with SAP Applications.

Do not refer to the partner as being certified. Do not treat the certification as a partner category or program.

Incorrect:

We are premium-certified by SAP.

We have premium-certified SAP integration.

We provide SAP Premium-Certified Integration.

We are a premium-certified SAP partner.

We are a “Premium-Certified Integration with SAP ERP” provider.

We are a member of SAP’s “Premium-Certified Integration” program.

Correct:

Our product has premium-certified integration with SAP ERP.

You can refer to your partner level in context with the certification.

Correct:

We are an SAP silver partner. Our product has premium-certified integration with SAP ERP and SAP CRM.

As SAP gold partner, we offer the following application that has SAP premium-certified integration with SAP ERP: ...

SAP® Premium Certified
Integration with SAP Applications

For more information, contact icc@sap.com.

Applications That Have Certified Integration with SAP BusinessObjects Business Intelligence Solutions

An application that has SAP-certified integration with one or more SAP BusinessObjects business intelligence solutions has proven to interoperate with those offerings.

You can use the above statement. You can also use the following expressions to communicate a product that has this certification.

Correct:

Our product has SAP-certified integration with SAP BusinessObjects business intelligence solutions.

Our product is certified by SAP to interoperate with SAP BusinessObjects BI solutions.

Our product has proven to interoperate with SAP BusinessObjects BI solutions.

Our product interoperates with SAP BusinessObjects BI solutions.

Only refer to certified integration in connection with the specific SAP BusinessObjects offering or offerings that are listed on your SAP integration certificate.

You can state that a product's integration is certified for a particular SAP BusinessObjects offering or offerings. However, do not state that the product itself is certified.

Incorrect:

Our product is SAP-certified for the SAP BusinessObjects BI platform.

Correct:

Our product has certified integration with the SAP BusinessObjects BI platform.

Only refer to certified integration in connection with the specific SAP BusinessObjects solution or solutions.

Incorrect:

Our product has SAP-certified integration with SAP BusinessObjects.

Our product has SAP-certified integration with SAP BusinessObjects software.

Correct:

Our product has SAP-certified integration with SAP BusinessObjects Explorer software.

Do not refer to the partner or company as being certified. Do not treat the certification as a partner category or program.

Incorrect:

We are SAP-certified.

We have SAP-certified integration.

We provide SAP-Certified Integration.

We are an SAP BusinessObjects partner.

We are an "SAP-Certified Integration with SAP BusinessObjects" partner.

We are an "SAP Certified Integration with SAP BusinessObjects" provider.

We are a member of the "SAP Certified Integration with SAP BusinessObjects" program.

Correct:

Our product has SAP-certified integration with SAP BusinessObjects BI solutions.

Use lowercase and no quotation marks when describing certified integration in body text.

Incorrect:

Our product has "certified integration" with SAP BusinessObjects BI solutions.

Our product has SAP Certified Integration with SAP BusinessObjects BI solutions.

Correct:

Our product has SAP-certified integration with SAP BusinessObjects BI solutions.

SAP Certified
Integration with SAP BusinessObjects

For more information, contact icc@sap.com.

Applications That Have Certified Integration with SAP Business One

This certification is granted for applications that interoperate with SAP Business One based on the SAP Business One Software Development Kit (SAP Business One SDK).

You can use the following expressions to communicate a product that has this certification.

Correct:

Our product has certified integration with SAP Business One.

Our product is certified by SAP to interoperate with SAP Business One.

Our product has proven to interoperate with SAP Business One.

Our product interoperates with SAP Business One.

You can state that a product's integration is certified for SAP Business One. However, do not state that the product itself is certified for SAP Business One.

Incorrect:

Our product is certified for SAP Business One.

Correct:

Our product has certified integration with SAP Business One.

Only refer to certified integration in connection with SAP Business One.

Incorrect:

Our product has SAP-certified integration with SAP applications.

Correct:

Our product has SAP-certified integration with SAP Business One.

Do not refer to the partner as being certified. Do not treat the certification as a partner category or program.

Incorrect:

We are SAP certified.

We have SAP-certified integration.

We provide SAP-Certified Integration.

We are an "SAP-Certified Integration" partner.

We are an "SAP Certified Integration with SAP Business One" provider.

We are an SAP Business One partner.

We are a member of the "SAP Certified Integration" program.

Correct:

Our product has SAP-certified integration with SAP Business One.

Use lowercase and no quotation marks when describing certified integration in body text.

Incorrect:

Our product has "certified integration" with SAP Business One.

Our product has SAP Certified Integration with SAP Business One.

Correct:

Our product has SAP-certified integration with SAP Business One.

SAP Certified

SAP Business One Integration

For more information, contact icc@sap.com.

Applications That Have Certified Integration with SAP BW/4HANA

SAP can certify partner or third-party applications that integrate or interoperate with SAP BW/4HANA using standard integration technologies.

You can use the following expressions to communicate this certification. Use “certified,” “SAP-certified” and “integration” in lower case in text. You can use title case in headlines or when title case is required. Do not vary or change the spelling of SAP BW/4HANA in any way.

Incorrect:

Our product has SAP-Certified Integration with BW/4.

Correct:

Our product has certified integration with SAP BW/4HANA.

Our product is certified by SAP to interoperate with SAP BW/4HANA.

Our product is certified by SAP for integration with SAP BW/4HANA.

Our product is certified as integrated with SAP BW/4HANA.

Do not refer to your company as being certified. Do not treat the certification as a partner category or program.

Incorrect:

We are SAP-certified.

We have SAP-certified integration.

We provide SAP-Certified Integration.

We are an SAP-Certified Integration partner.

We are an SAP BW/4HANA partner.

We are an “SAP Certified Integration with SAP BW/4HANA” provider.

We are a member of the “SAP-Certified Integration” program.

Correct:

Our product has SAP-certified integration with SAP BW/4HANA.

You can refer to your partner level in context with the certification.

Correct:

We are an SAP silver partner. Our product has certified integration with SAP BW/4HANA.

As SAP gold partner, we offer the following application that has SAP-certified integration with SAP BW/4HANA: ...

SAP® Certified
Integration with SAP BW/4HANA

For more information, contact icc@sap.com.

Offerings That Have Certified Integration with SAP HANA

Partner offerings can be certified by SAP to interoperate with the SAP HANA business data platform. Partner offerings that have certified integration with SAP HANA are content, technology, or infrastructure products.

You can use the following expressions to communicate this certification. Do not vary or change the spelling of SAP HANA in any way. Do not leave out “SAP” in front of “HANA.”

Incorrect:

Our product has SAP-Certified Integration with SAP HANA.

Correct:

Our product has certified integration with SAP HANA.

Our product is certified by SAP to interoperate with SAP HANA.

Our product is certified by SAP for integration with SAP HANA.

Our product is certified as integrated with SAP HANA.

Do not refer to the partner/your company as being certified. Do not treat the certification as a partner category or program.

Incorrect:

We are SAP-certified.

We have SAP-certified integration.

We provide SAP-Certified Integration.

We are an SAP-Certified Integration partner.

We are an SAP HANA partner.

We are an “SAP Certified Integration with SAP HANA” provider.

We are a member of the “SAP Certified Integration” program.

Correct:

Our product has SAP-certified integration with SAP HANA.

You can refer to your partner level in context with the certification.

Correct:

We are an SAP silver partner. Our product has certified integration with SAP HANA.

As SAP gold partner, we offer the following application that has SAP-certified integration with SAP HANA: ...

SAP® Certified
Integration with SAP HANA®

For more information, contact icc@sap.com.

Offerings That Are Certified or Premium-Certified for Integration with Applications on SAP HANA

An application that has SAP-certified integration with one or more applications on SAP HANA has proven to interoperate with these applications on the SAP HANA business data platform using standard integration technologies.

You can use the following expressions to communicate the certification. Use “certified,” “integration,” and “application(s)” in lower case in body text. Do not vary or change the spelling of SAP HANA in any way. Do not leave out “SAP” in front of “HANA.”

Incorrect:

Our product has SAP-Certified Integration with HANA.

Correct:

Our product has certified integration with applications on SAP HANA.

Our product is certified by SAP to interoperate with applications on SAP HANA.

Our product is certified as integrated with the following applications on SAP HANA: ...

Do not refer to your company as being certified. Do not treat the certification as a partner category or program.

Incorrect:

We are SAP-certified.

We have SAP-certified integration.

We provide SAP-Certified Integration.

We are an SAP-Certified Integration partner.

We are an SAP HANA partner.

We are an “SAP-certified integration with applications on SAP HANA” provide/partner.

We are a member of the “SAP-Certified Integration” program.

Correct:

Our product is certified as integrated with the following applications on SAP HANA: ...

You can refer to your partner level in context with the certification.

Correct:

We are an SAP silver partner. Our product has certified integration with the following applications on SAP HANA: ...

As SAP gold partner, we offer an application that has SAP-certified integration with the following applications on SAP HANA: ...

SAP® Certified
Integration with Applications on SAP HANA®

There is also a premium certification for integration with applications on SAP HANA. For this designation, partners pass additional criteria in addition to the standard certification. Solutions that have successfully passed the premium-certification scope have been tested by SAP to meet additional best-practices criteria.

You can use the following expressions to communicate the certification. Use “certified,” “SAP-certified,” “premium,” and “integration” in lower case in text. You can use title case in headlines or when title case is required. Do not change the spelling of the product name “SAP HANA” in any way. Do not leave out “SAP” in front of “HANA.”

Correct:

Our product has premium-certified integration with applications on SAP HANA.

Our product is premium-certified by SAP to interoperate with applications on SAP HANA.

Our product has premium certification for integration with the following applications on SAP HANA: ...

Incorrect:

Our product has SAP Premium-Certified Integration with HANA.

Do not refer to your company as being certified. Do not treat the certification as a partner category or program.

Incorrect:

We are premium SAP-certified.

We have SAP premium-certified integration.

We provide SAP Premium-Certified Integration.

We are an SAP Premium-Certified Integration partner.

We are an SAP HANA partner.

We are a premium-certified partner for integration with SAP HANA.

We are a member of the “SAP Certified Integration” program.

Correct:

Our product has premium-certified integration with the following applications on SAP HANA: ...

You can refer to your partner level in context with the certification.

Correct:

We are an SAP silver partner. Our product has premium-certified integration with SAP HANA.

As SAP gold partner, we offer an application that has premium-certified integration with the following applications on SAP HANA: ...

SAP® Premium Certified
Integration with Applications on SAP HANA®

For more information, contact icc@sap.com.

Solutions or Applications That Are powered by SAP HANA

Partner solutions or applications that are powered by SAP HANA are certified by SAP to run on the SAP HANA business data platform. Applications that are granted the “powered by SAP HANA” designation have been qualified to deliver the benefits that SAP HANA provides and take advantage of distinctive capabilities to deliver key benefits, such as simpler administration, reduced overhead, and better business intelligence, compared to conventional technology platforms.

You can refer only to an offering, not to an entire company, as being powered by SAP HANA.

Use this term only for solutions or applications that are certified by SAP as “powered by SAP HANA.” It is an additional description and should not be part of a partner product name. Partners that offer solutions or tools that interoperate with the SAP HANA business data platform should not use this term.

Note: Lowercase the “p” in “powered by,” even in headers, titles, and other places where title case is used. Only the visual “Powered by SAP HANA” logo is an exception. The entire expression “SAP HANA” is a trademark of SAP. Use the registered trademark symbol ® after “SAP HANA” upon its first mention in headlines and body text: SAP HANA®

Do not use the trademark symbol after “SAP” in “SAP HANA,” alter the spelling or capitalization of “SAP HANA,” or omit “SAP” in the name. Incorrect: SAP® HANA®; Hana, HANA

To communicate that your solution is certified as powered by SAP HANA, you can use the following expressions.

Correct:

Our solution is powered by SAP HANA.

Our product/solution is certified as powered by SAP HANA.

We are an SAP partner, and our solution is powered by SAP HANA.

Do not capitalize the “p” in “powered by,” use other expressions, or refer to your entire company as powered by SAP HANA.

Incorrect:

Our company is powered by SAP HANA.

We are a powered by SAP partner.

Our application is Powered by SAP HANA.

Our application is SAP-Certified Powered by SAP HANA.

You can use the alternative wording “runs on” or “is built on” to further explain the term “powered by SAP HANA.”

Examples:

Our solution is powered by SAP HANA. It runs on the SAP HANA business data platform.

Our product is built on SAP HANA and delivers key benefits such as ...

Partners whose product has achieved certification are entitled to use the “powered by SAP HANA” logo in accordance with their agreement with SAP.

The “powered by SAP HANA” logo can be used only in reference to the specific product. Refer only to an application or solution, not to an entire company, as powered by SAP HANA.



For more information, contact icc@sap.com.

Offerings That Have Certified Integration with SAP S/4HANA

SAP can certify applications from partners that integrate with SAP S/4HANA using standard integration technologies, or that run as an add-on to SAP S/4HANA.

You can use the following expressions to communicate this certification. Use “certified,” “SAP-certified,” and integration in lower case in text. You can use title case in headlines or when title case is required. Do not change the spelling of the product name “SAP S/4HANA” in any way.

Incorrect:

Our product has SAP-Certified Integration with S/4HANA.

Correct:

Our product has certified integration with SAP S/4HANA.

Our product is certified by SAP to interoperate with SAP S/4HANA.

Our product is certified by SAP as integrated with SAP S/4HANA.

Our product is certified by SAP as having integration with SAP S/4HANA.

Our product is SAP-certified as integrated with SAP S/4HANA.

Your offering has SAP-certified integration with SAP S/4HANA, not your organization or company. Do not refer to your company as being certified. Do not treat the certification as a partner category or program.

Incorrect:

We are SAP-certified.

We have SAP-certified integration.

We provide SAP-Certified Integration.

We are an SAP-Certified Integration partner.

We are an SAP S/4HANA partner.

We are an “SAP-Certified SAP S/4HANA” provide/partner.

We are a member of the “SAP-Certified Integration” program.

Correct:

Our application has certified integration with SAP S/4HANA.

You can refer to your partner level in context with the certification.

Correct:

We are an SAP silver partner. Our product has certified integration with SAP S/4HANA.

As SAP gold partner, we offer the following applications that have certified integration with SAP S/4HANA: ...

SAP[®] Certified
Integration with SAP S/4HANA[®]

For more information, contact icc@sap.com.

Offerings That Have Certified Integration with SAP S/4HANA Cloud

SAP can certify applications from partners that integrate with SAP S/4HANA Cloud using standard integration technologies, or that run as an add-on to SAP S/4HANA Cloud.

You can use the following expressions to communicate this certification. Use “certified,” “SAP-certified,” and “integration” in lower case in text. You can use title case in headlines or when title case is required. Do not change the spelling of the product name “SAP S/4HANA Cloud” in any way.

Incorrect:

Our product has SAP-Certified Integration with S/4HANA Cloud.

Correct:

Our product has certified integration with SAP S/4HANA Cloud.

Our product is certified by SAP to interoperate with SAP S/4HANA Cloud.

Our product is certified by SAP as integrated with SAP S/4HANA Cloud.

Our product is SAP-certified as having integration with SAP S/4HANA Cloud.

Your offering has SAP-certified integration with SAP S/4HANA Cloud, not or organization or company. Do not refer to your company as being certified. Do not treat the certification as a partner category or program.

Incorrect:

We are SAP-certified.

We have SAP-certified integration.

We provide SAP-Certified Integration.

We are an SAP-Certified Integration partner.

We are an SAP S/4HANA Cloud partner.

We are a member of the “SAP Certified Integration” program.

Correct:

Our application has certified integration with SAP S/4HANA Cloud.

You can refer to your partner level in context with the certification.

Correct:

We are an SAP silver partner. Our product has certified integration with SAP S/4HANA Cloud.

As SAP gold partner, we offer an application that has certified integration with SAP S/4HANA Cloud.

SAP[®] Certified
Integration with SAP S/4HANA[®] Cloud

For more information, contact icc@sap.com.

Offerings That Have Certified or Premium-Certified Integration with SAP C/4HANA

SAP can certify partner or third-party applications that integrate or interoperate with SAP C/4HANA – our in-memory suite of customer experience (CX) solutions from SAP – using standard integration technologies.

The SAP C/4HANA suite is built for emerging business models. It brings together customer data, machine learning technology, and microservices to power real-time customer engagements across sales, service, marketing, commerce, and beyond.

Concretely, it comprises five cloud solution portfolios: SAP Sales Cloud; SAP Service Cloud; SAP Marketing Cloud; SAP Customer Data Cloud; and SAP Commerce Cloud. See the individual entries for these portfolios.

You can use the following expressions to communicate this certification. Use “certified,” “SAP-certified,” and integration in lower case in text. You can use title case in headlines or when title case is required. Do not change the spelling of the name “SAP C/4HANA” in any way.

Incorrect:

Our product has SAP-Certified Integration with C/4HANA.
Our product has SAP-Certified Integration with C/4.

Correct:

Our product has certified integration with SAP C/4HANA.

Our product is certified by SAP to interoperate with the SAP C/4HANA solution portfolio.

Our product is certified by SAP as integrated with the SAP C/4HANA suite.

Our product is certified by SAP for integration with SAP C/4HANA.

Our product is SAP-certified as integrated with SAP C/4HANA.

Your offering has SAP-certified integration with SAP C/4HANA, not your organization or company. Do not refer to your company as being certified. Do not treat the certification as a partner category or program.

Incorrect:

We are SAP-certified.

We have SAP-certified integration.

We provide SAP-Certified Integration.

We are an SAP-Certified Integration partner.

We are an SAP C/4HANA partner.

We are an “SAP-Certified SAP C/4HANA” provide/partner.

We are a member of the “SAP-Certified Integration” program.

Correct:

Our application has certified integration with SAP C/4HANA.

You can refer to your partner level in context with the certification.

Correct:

We are an SAP silver partner. Our product has certified integration with SAP C/4HANA.

As SAP gold partner, we offer the following applications that have certified integration with SAP C/4HANA: ...

SAP[®] Certified Integration with SAP C/4HANA

There is also a premium certification for integration with SAP C/4HANA. For this designation, partners pass additional criteria in addition to the standard certification. Solutions that have successfully passed the premium-certification scope have been tested by SAP to meet additional best-practices criteria.

You can use the above statement in your communication. You can also use the following expressions to communicate the certification.

Use “certified,” “SAP-certified,” “premium,” “integration,” and “application(s)” in lower case in text. You can use title case in headlines or when title case is required.

Correct:

Our product has premium-certified integration with SAP C/4HANA.

Our product is premium-certified by SAP to interoperate with SAP C/4HANA solutions.

Our product is premium-certified by SAP for integration with the SAP C/4HANA solution portfolio.

Our product has premium certification from SAP for integration with the SAP C/4HANA suite.

Incorrect:

Our product has SAP Premium-Certified Integration with C/4HANA.

Do not refer to the partner as being certified. Do not treat the certification as a partner category or program.

Incorrect:

We are premium-certified by SAP.

We have premium-certified SAP integration.

We provide SAP Premium-Certified Integration.

We are a premium-certified SAP partner.

We are a “Premium-Certified Integration with SAP C/4HANA” provider.

We are a member of SAP’s “Premium-Certified Integration” program.

Correct:

Our product has premium-certified integration with SAP C/4HANA.

You can refer to your partner level in context with the certification.

Correct:

We are an SAP silver partner. Our product has premium-certified integration with SAP C/4HANA

As SAP gold partner, we offer the following application that has SAP premium-certified integration with SAP C/4HANA: ...

SAP® Premium Certified
Integration with SAP C/4HANA

For more information, contact icc@sap.com.

Offerings That Have Certified Integration with SAP NetWeaver

Technology or infrastructure products that have SAP-certified integration with SAP NetWeaver have proven to interoperate with the technology platform.

You can use the following expressions to communicate this certification. Use “certified,” “SAP-certified,” and “integration” in lower case in text. You can use title case in headlines or when title case is required. Do not change the spelling of the name “SAP NetWeaver” in any way.

Correct:

Our product has certified integration with SAP NetWeaver.

Our product has SAP-certified integration with SAP NetWeaver.

Our product is certified by SAP to interoperate with SAP NetWeaver.

Our product interoperates with SAP NetWeaver.

Add the ® symbol and descriptor “technology platform” if you are mentioning SAP NetWeaver for the first time in a headline and in text.

Correct:

Our product has certified integration with the SAP NetWeaver® technology platform.

You can state that a product’s integration is certified for SAP NetWeaver. Do not state that the product itself is certified for SAP NetWeaver.

Incorrect:

Our product is certified for SAP NetWeaver.

Correct:

Our product has certified integration with SAP NetWeaver.

Only refer to certified integration in connection with the SAP-certified product. Do not refer to the partner or company as being certified. Do not treat the certification as a partner category or program.

Incorrect:

We are SAP-certified.

We have SAP-certified integration.

We have SAP-certified integration with SAP NetWeaver.

We provide SAP-Certified Integration.

We are an SAP NetWeaver partner.

We are an “SAP-Certified Integration with SAP NetWeaver” partner.

We are a member of the “SAP-Certified Integration with SAP NetWeaver” program.

Correct:

Our product has SAP-certified integration with SAP NetWeaver.

SAP® Certified
Integration with SAP NetWeaver®

Offerings That Are Certified as powered by SAP NetWeaver

An application that is powered by SAP NetWeaver is certified by SAP to run on the SAP NetWeaver technology platform or is developed using SAP NetWeaver.

You can use the following expressions to communicate this certification. Use “certified,” “SAP-certified,” and “integration” in lower case in text. You can use title case in headlines or when title case is required.

Do not change the spelling of the name “SAP NetWeaver” in any way. Always use “powered by” in lower case.

Correct:

Our product is certified by SAP as powered by SAP NetWeaver.

Our product is SAP-certified as powered by SAP NetWeaver.

Our product is certified by SAP to run on SAP NetWeaver.

Our product has the powered by SAP NetWeaver certification.

Only refer to a solution, application, or content being powered by SAP NetWeaver if it has been awarded the certification. Do not refer to a partner or company as powered by SAP NetWeaver. Do not treat “powered by SAP NetWeaver” as a partner category or program.

Incorrect:

We are a Powered by SAP NetWeaver partner.

We are a member of the “powered by SAP NetWeaver” program.

Partners and vendors with “powered by SAP NetWeaver” status have the following benefits: ...

Correct:

Partners and vendors whose products are certified as powered by SAP NetWeaver have the following benefits: ...

Do not abbreviate to “PBNW” or any other abbreviation.

Incorrect:

We offer a PBNW solution.

Correct:

Our solution is SAP-certified as powered by SAP NetWeaver.

SAP® Certified
Powered by SAP NetWeaver®

For more information, contact icc@sap.com.

Certified Mobile App

Mobile apps from partners can be certified by SAP and sold through SAP sales channels for mobile apps. They are built on SAP Mobile Platform, the SAP Afaria mobile device management solution, SAP NetWeaver Gateway technology, our cloud technology from SAP.

These standard mobile apps are designed to appeal to a market segment with the intent to be sold as-is. They are presented in a fully functional, downloadable form to be licensed by customers, typically for a combination of license and maintenance fee or a subscription fee. During implementation for a specific customer, they can be configured and tailored to meet customer preferences, but they are not built specifically to the needs and environment of an individual customer.

You can use the following expressions to communicate this certification. Use “certified” and “mobile app” in lower case in body text.

Incorrect:

Our product is an SAP Certified Mobile App.

Correct:

Our mobile app is certified by SAP.

Our product is an SAP-certified mobile app.

Your mobile app is certified, not your organization or company. Do not refer to your company as being certified. Do not treat the certification as a partner category or program.

Incorrect:

We are SAP-certified.

We are an SAP-Certified partner.

We are an SAP Mobile App partner.

Correct:

Our mobile app is certified by SAP.

You can refer to your partner level in context with the certification.

Correct:

We are an SAP silver partner. Our mobile app is certified by SAP.

As SAP gold partner, we offer the following SAP-certified mobile apps: ...

SAP® Certified
Mobile App

Membership in the SAP Printer Vendor Program

SAP cooperates with leading printer manufacturers and vendors to develop and deploy the best combination of printer devices and features and SAP software and technology. Members in the SAP printer vendor program gain access to our development systems to ensure their devices work best in the SAP landscapes. As soon as a new printer model is on the market, they can make it directly available to SAP customers.

The goal of the SAP Printer Vendor program is to:

- Provide the right device types for printer models.
- Improve the coverage of supported printer models.
- Offer an optimum combination of printer features and SAP's printing infrastructure.
- Provide fair opportunity for all printer vendors.
- Engage in joint efforts to identify and implement innovative features that benefit our customers.

There are two membership levels, silver and gold. Depending on your level, you can communicate the membership as follows. Use “program” and “member” in lower case in body text. You can use upper case in headlines, titles, and when title case is required.

Correct:

We are a member in the SAP Printer Vendor program.

We are a silver member in the SAP Printer Vendor program.

We are a gold member in the SAP Printer Vendor program. We develop, provide, and support ...

Do not imply that membership in the program is an SAP partner category or level.

Incorrect:

Our company is an SAP Printer Vendor partner.

We are SAP Printer Vendor program partners.

Correct:

We are a member in the SAP Printer Vendor program.

To communicate your participation in the program and, you can use the font treatment granted to you by SAP – silver or gold membership. To request the logo, contact:

ICC@sap.com

SAP® Member Silver
Printer Vendor Program

SAP® Member Gold
Printer Vendor Program

Note: The logos and font treatments included in this document are examples only. Do not copy them from this source. Use the image files and formats in the appropriate resolutions that have been sent to you by SAP.

Certified Printer Solutions

An SAP-certified printer solution has been proven to interoperate with any SAP application.

You can use the following expressions to communicate the certification.

Correct:

Our printer solution is certified by SAP.

Our product is an SAP-certified printer solution.

Our product has SAP-certified printer solution certification.

Only the offering, not the company as a whole, is certified by SAP.

Incorrect:

Our company is SAP-certified.

Correct:

Our printer solution is certified by SAP.

SAP[®] Certified
Printer Solution

Note: The logos and font treatments included in this document are examples only. Do not copy them from this source. Use the image files and formats in the appropriate resolutions that have been sent to you by SAP.

SAP-Certified Operations Capabilities

Partners that successfully pass certification testing of their specific capabilities, and have signed an SAP certification agreement, can use an SAP certification font treatment in their marketing materials for the following services:

- SAP-certified application operations
- SAP-certified BPO operations
- SAP-certified hosting operations
- SAP-certified cloud and infrastructure operations
- SAP-certified SAP HANA operations

SAP-Certified in Application Operations

This certification shows that a partner delivers high-quality services in managing the implementation and day-to-day operations of SAP applications for their customers.

SAP® Certified in Application Operations

You can use the above statement and certification font treatment in your communication. You can also use the following expressions to communicate your certification.

Correct:

Our company is SAP-certified in application operations.

Our company is an SAP-certified provider of application operations services.

Our company is SAP-certified to manage applications for SAP customers.

Use the phrases in lowercase, without altering them, and without quotation marks.

Incorrect:

Our company is an SAP-Certified Provider of Application Operations.

Our company is "SAP Certified in Application Operations Services."

In SAP materials, do not abbreviate "application operations."

Incorrect:

Our company is an SAP-certified provider of AO.

Our company is SAP-certified in AO.

Do not state or imply that you provide an SAP-owned or SAP-branded offering.

Incorrect:

We provide a certified SAP application operations service.

This certification is not a partner category or program. SAP-certified providers of application management services are SAP outsourcing operations partners or partners in the SAP PartnerEdge program.

Incorrect:

We are an SAP-Certified Application Operations Partner.

We are a member of the SAP-Certified Application Operations program.

If your company has signed the **SAP outsourcing operations partner** agreement and is also certified in application operations, you can refer to it as follows:

Correct:

We are an SAP outsourcing operations partner and an SAP-certified provider of application operations services.

We are an SAP outsourcing operations partner and SAP-certified in application operations.

We are an SAP outsourcing operations partner and SAP-certified to manage SAP applications for customers.

If your company is a **member in the SAP PartnerEdge program**, use the partner level assigned to you in your partner contract to refer to your partner status. Use lower case for the partner levels “silver,” “gold,” and “platinum,” and for the term “partner” in body text. For more information and communications examples, download the [SAP PartnerEdge Logo and Communication Guidelines](#) from the SAP PartnerEdge Web site: www.sappartneredge.com

Correct:

We are an SAP silver partner and an SAP-certified provider of application operations.

We are an SAP gold partner (or: We are an SAP platinum partner). Our company is SAP-certified in application operations.

Note: The logos and font treatments included in this document are examples only. Do not copy them from this source. Use the image files and formats in the appropriate resolutions that have been sent to you by SAP.

SAP-Certified in BPO Operations

This certification shows that an SAP partner provides high-quality outsourcing services in managing business processes for customers, for example, procurement, or HR payroll processes. “BPO” stands for business process outsourcing.

SAP® Certified in BPO Operations

You can use the above statement and certification font treatment in your communication. You can also use the following expressions to communicate your certification. You can add the descriptor “services” if needed.

Correct:

We are SAP-certified in BPO operations. We manage the following business processes for our customer: ...

Our company is an SAP-certified provider of BPO operations.

Use the phrases in lowercase, without altering them, and without quotation marks.

Incorrect:

Our company is an SAP-Certified provider of BPO Operations.

Our company is an “SAP-Certified provider” of BPO.

Our company is “SAP Certified in BPO Operations.”

Do not state or imply that you provide an SAP-owned or SAP-branded service offering.

Incorrect:

We provide certified SAP Business Process Outsourcing operations.

Our company provides a certified SAP BPO operations service.

This certification is not a partner category or program. SAP-certified providers of business process outsourcing services are SAP outsourcing operations partners or partners in the SAP PartnerEdge program.

Incorrect:

We are an SAP-Certified BPO Operations partner.

We are a member of the SAP-Certified BPO Operations program.

If your company has signed the **SAP outsourcing operations partner** agreement and is also certified in business process outsourcing, you can refer to it as follows:

Correct:

We are an SAP outsourcing operations partner and SAP-certified in BPO operations. We manage the following business processes for our customer: ...

We are an SAP outsourcing operations partner and an SAP-certified provider of BPO operations services.

If your company is a **member in the SAP PartnerEdge program**, use the partner level assigned to you in your partner contract to refer to your partner status. Use lower case for the partner levels “silver,” “gold,” and “platinum,” and for the term “partner” in body text. For more information and communications examples, download the [SAP PartnerEdge Logo and Communications Guidelines](#) from the SAP PartnerEdge Web site: www.sappartneredge.com

Correct:

We are an SAP silver partner and SAP-certified in BPO operations.

We are an SAP gold partner (or: We are an SAP platinum partner). Our company is an SAP-certified provider of BPO operations services.

Note: The logos and font treatments included in this document are examples only. Do not copy them from this source. Use the image files and formats in the appropriate resolutions that have been sent to you by SAP.

SAP-Certified in Hosting Operations

This certification from SAP shows that a partner delivers hosting operations services for SAP software and technology with high-quality operational standards.

SAP® Certified in Hosting Operations

You can use the above statement and certification font treatment in your communication. You can also use the following expressions to communicate your certification.

Correct:

Our company is an SAP-certified provider of hosting operations services.

Our company is SAP-certified in hosting operations. We host solutions for our customers and manage their IT infrastructure.

Use the phrases in lowercase, without altering them, and without quotation marks.

Incorrect:

Our company is an SAP-Certified Provider of Hosting Operations.

Our company is an “SAP-Certified Provider” of hosting operations.

Our company is “SAP Certified in Hosting Operations.”

Do not abbreviate “hosting operations.”

Incorrect:

Our company is an SAP-certified provider of HO.

Do not state or imply that you provide an SAP service offering known as the SAP Hosting operations service.

Incorrect:

We provide a certified SAP Hosting Operations service.

This certification is not a partner category or program. SAP-certified providers of hosting services are SAP outsourcing operations partners or partners in the SAP PartnerEdge program.

Incorrect:

We are an SAP-Certified Hosting Operations partner.

We are a member of the SAP-Certified Hosting Operations program.

If your company has signed the **SAP outsourcing operations partner agreement** and is also an SAP-certified provider of hosting operations services, you can refer to it as follows:

Correct:

We are an SAP outsourcing operations partner and an SAP-certified provider of hosting operations services.

If your company is a **member in the SAP PartnerEdge program**, use the partner level assigned to you in your partner contract to refer to your partner status. Use lower case for the partner levels “silver,” “gold,” and “platinum,” and for the term “partner” in body text. For more information and communications examples, download the [SAP PartnerEdge Logo and Communications Guidelines](#) from the SAP PartnerEdge Web site: www.sappartneredge.com

Correct:

We are an SAP silver partner and SAP-certified in hosting operations. We host solutions for our customers and manage their IT infrastructure.

We are an SAP gold partner (or: We are an SAP platinum partner). Our company is an SAP-certified provider of hosting operations services.

Note: The logos and font treatments included in this document are examples only. Do not copy them from this source. Use the image files and formats in the appropriate resolutions that have been sent to you by SAP.

SAP-Certified in Cloud and Infrastructure Operations

This certification shows that a partner manages SAP solutions and services in the cloud with high-quality operational standards, and/or that a partner provides high-quality services in managing, operating, and monitoring their customers' IT infrastructure.

SAP[®] Certified in Cloud and Infrastructure Operations

You can use the above statement and certification font treatment in your communication. You can also use the following expressions to communicate your certification. You can add the descriptor “services” if needed.

Correct:

Our company is SAP-certified in cloud and infrastructure operations.

Our company is SAP-certified in cloud and infrastructure operations. We help customers manage their SAP solutions in the cloud.

Our company is SAP-certified in cloud and infrastructure operations. We help customers operate, manage, and monitor their IT infrastructure.

Our company is an SAP-certified provider of cloud and infrastructure operations services.

Use the phrases in lowercase in body text, without altering them, and without quotation marks.

Incorrect:

Our company is an SAP-Certified Provider of Cloud and Infrastructure Operations Services.

Our company is “SAP Certified in Cloud and Infrastructure Operations.”

Do not abbreviate the term “cloud and infrastructure operations.”

Incorrect:

Our company is an SAP-certified provider of CIO.

Do not state or imply that you provide an SAP-branded service offering.

Incorrect:

Our company provides a certified SAP Cloud service.

Our company provides certified SAP infrastructure services.

This certification is not a partner category or program. SAP-certified providers of cloud and infrastructure operations are SAP outsourcing operations partners or partners in the SAP PartnerEdge program.

Incorrect:

We are an SAP cloud and infrastructure operations partner.

We are an SAP-Certified Cloud Operations partner.

We are an SAP-Certified Infrastructure Operations partner.

We are a member of the SAP-Certified Cloud and Infrastructure Operations Program.

If your company has signed the **SAP outsourcing operations partner** agreement and is an SAP-certified provider of cloud and infrastructure operations services, you can refer to it as follows:

Correct:

We are an SAP outsourcing operations partner and SAP-certified in cloud and infrastructure operations.

If your company is a **member in the SAP PartnerEdge program**, use the partner level assigned to you in your partner contract to refer to your partner status. Use lower case for the partner levels “silver,” “gold,” and “platinum,” and for the term “partner” in body text. For more information and communications examples, download the [SAP PartnerEdge Logo and Communications Guidelines](#) from the SAP PartnerEdge Web site: www.sappartneredge.com

Correct:

We are an SAP silver partner and SAP-certified in cloud and infrastructure operations. We help customers operate, manage, and monitor their IT infrastructure.

We are an SAP gold partner (or: We are an SAP platinum partner). Our company is an SAP-certified provider of cloud and infrastructure operations services. We help customers manage their SAP solutions in the cloud.

Note: The logos and font treatments included in this document are examples only. Do not copy them from this source. Use the image files and formats in the appropriate resolutions that have been sent to you by SAP.

SAP-Certified in SAP HANA Operations

Partners certified in SAP HANA operations have proven their ability to deliver operations services for solutions powered by the SAP HANA business data platform with high-quality standards.

SAP® Certified in SAP HANA® Operations

You can use the above statement and certification font treatment in your communication. You can also use the following expressions to communicate your certification.

Correct:

Our company is an SAP-certified provider of operations services for SAP HANA.

Our company is SAP-certified in SAP HANA operations.

Use the phrases in lowercase without altering them and without quotation marks.

Incorrect:

Our company is an SAP-Certified Provider of SAP HANA Operations Services.

Our company is “SAP Certified in SAP HANA Operations”.

Do not state or imply that you provide an SAP-owned or SAP-branded offering.

Incorrect:

We provide a certified SAP HANA Operations service.

This certification is not a partner category or program. SAP-certified providers of operations services for SAP HANA are SAP outsourcing operations partners or partners in the SAP PartnerEdge program.

Incorrect:

We are an SAP-Certified SAP HANA Operations partner.

We are a member of the SAP-Certified SAP HANA operations program.

If you have signed the **SAP outsourcing operations partner** agreement and are SAP-certified in SAP HANA operations, you can refer to it as follows:

Correct:

We are an SAP outsourcing operations partner and an SAP-certified provider of operations services for SAP HANA.

We are an SAP hosting partner and SAP-certified in SAP HANA operations.

If your company is a **member in the SAP PartnerEdge program**, use the partner level assigned to you in your partner contract to refer to your partner status. Use lower case for the partner levels “silver,” “gold,” and “platinum,” and for the term “partner” in body text.

For more information and communications examples, download the [SAP PartnerEdge Logo and Communications Guidelines](#) from the SAP PartnerEdge Web site: www.sappartneredge.com

Correct:

We are an SAP silver partner and SAP-certified in SAP HANA operations.

We are an SAP gold partner (or: We are an SAP platinum partner). Our company is an SAP-certified provider of operations services for SAP HANA.

Note: The logos and font treatments included in this document are examples only. Do not copy them from this source. Use the image files and formats in the appropriate resolutions that have been sent to you by SAP.

SAP-Certified in DevOps

This certification shows that a partner offering solutions in the SAP ecosystem has implemented methodology, processes, and culture in accordance with the general DevOps principles and achieved the resulting benefits.

SAP® Certified
in DevOps

You can use the above statement and certification font treatment in your communication. You can also use the following expressions to communicate your certification.

Correct:

Our company is SAP-certified in/for DevOps.

Our company is an SAP-certified provider of DevOps.

Use "SAP-certified" in lowercase in body text. Don't alter the certification name or add quotation marks. DevOps is an established short form in the market for the combination of "development" and "IT operations." Always use the short form, don't spell it out or change the spelling.

Incorrect:

Our company is "SAP Certified in DevOps."

Our company provides development operations.

Our company provides devOPS/devops/DEVOPS

Do not state or imply that you provide an SAP-owned or SAP-branded offering.

Incorrect:

We provide certified SAP DevOps.

This certification is not a partner category or program. SAP-certified providers of application management services are SAP outsourcing operations partners or partners in the SAP PartnerEdge program.

If your company has signed the SAP outsourcing operations partner agreement and is also certified in application operations, you can refer to it as follows:

Incorrect:

We are an SAP-Certified DevOps Partner.

We are a member of the SAP-Certified DevOps program.

Correct:

We are an SAP silver partner. Our company is SAP-certified in/for DevOps.

We are an SAP outsourcing operations partner and SAP-certified in/for DevOps.

We are an SAP outsourcing operations partner and SAP-certified to offer DevOps.

Hardware, Development, Service, and Support Programs and Certifications

Membership in the Run SAP Partner Program and Related Certifications

SAP partners and other companies providing IT services such as implementations, operations, and/or hosting can participate in the Run SAP partner program.

The following expressions can be used to communicate the membership. Uppercase the “R” in “Run SAP” and include a space between “Run” and “SAP.” Use lowercase for the descriptor “partner program” in body text.

Correct:

Our company is a member of the Run SAP partner program.

Our company participates in the Run SAP partner program.

Our company is a participant in the Run SAP partner program.

Do not use “Run SAP” as if a partner level or category.

Incorrect:

We are a Run SAP partner.

Correct:

Our company is a member of the Run SAP partner program.

We are an SAP partner and member in the Run SAP partner program.

Note: The following certifications related to the Run SAP partner program have been **discontinued in June 2017 and are no longer in use.**

- SAP Certified in Application Lifecycle Management
- SAP Certified in Innovation Control Center
- SAP Certified in Operations Control Center Application Operations
- SAP Certified in Operations Control Center Business Process Operations

Do not communicate the certification or use the font treatments for these certifications any longer. Partners have received termination notifications. For questions, contact: cecilia.montoya-guce@sap.com, rohan.patel@sap.com, or brand@sap.com.

SAP® Member
Run SAP Program

Certified in Managed Services for SAP Solution Manager

SAP can grant this certification to members in the Run SAP partner program. For the certification, partners must proof sufficient training and must have demonstrated their capability to host specific SAP Solution Manager processes in a hosted environment in a one-to-many scenario.

Certified partners can offer customers a hosted solution for SAP Solution Manager functionalities in a full-service scenario, self-service scenario, or both. A full-service offering implies that the partner operates SAP Solution Manager on the customer’s behalf. A self-service offering allows our customers to operate SAP Solution Manager on their own with data segregation facilities ensured by the partner.

Do not capitalize “managed services” except in titles, headlines, or whether title case is required.

Correct:

We offer SAP-certified managed services for SAP Solution Manager.

We have an SAP certification for managed services for SAP Solution Manager.

As an SAP partner, we offer SAP-certified managed services for SAP Solution Manager as a self-service to our customers.

Do not treat the certification as a partner category or program.

Incorrect:

We are SAP Solution Manager certified.

We are managed services-certified by SAP.

We are managed services partners for SAP Solution Manager.

We are a member of the “SAP-Certified” program.

We are a member of the Managed Services Program for SAP Solution Manager.

Correct:

We offer SAP-certified managed services for SAP Solution Manager.

SAP® Certified
in Managed Services for SAP Solution Manager

Note: The logos and font treatments included in this document are examples only. Do not copy them from this source. Use the image files and formats in the appropriate resolutions that have been sent to you by SAP.

SAP-Certified Providers of Solution Implementation or Solution Operations Using the Run SAP Methodology

Note: Certifications in Run SAP methodology, Run SAP operations, and Run SAP implementation and the related font treatments are no longer granted to new partners. Existing partners received a notification and expiration date in 2014 to discontinue the use. For more information, send an e-mail to brand@sap.com.

Certified in SAP ONE Service for Industry Solutions or Software and Technology Expertise

All SAP ONE Service certifications have been discontinued and are no longer in use:

- SAP ONE Service: SAP for Banking
- SAP ONE Service: SAP for Oil & Gas
- SAP ONE Service: SAP for Insurance
- SAP One Service: SAP for Retail
- SAP One Service: SAP for Utilities
- SAP One Service: SAP BW powered by SAP HANA
- SAP One Service: SAP HANA
- SAP One Service: SAP ECC
- SAP One Service: SAP Hybris solution implementation
- SAP One Service: SAP CRM
- SAP One Service: SAP PLM
- SAP One Service: SAP Transportation Management

Do not communicate the certification or use the font treatments for these certifications any longer. Partners have received termination notifications and expiration date to discontinue the use. For questions, contact: jenny.ang@sap.com, rohan.patel@sap.com, or brand@sap.com.

Applications That Have SAP-Certified Enterprise Support Integration

An application that is certified for enterprise support connects to the global support backbone of SAP and includes built-in support for incident processing and remote diagnostics based on the partner edition of SAP Solution Manager. Customers receive efficient support from both SAP and the partner.

Examples:

Our application connects to the SAP global support backbone and has built-in support for incident processing and remote diagnostics using the partner edition of SAP Solution Manager.

We use SAP Solution Manager during support operations for our application and conform to SAP standards for shared support processes, service-level agreements, and escalation procedures.

There are two certification levels, silver and gold, each with a specific set of requirements and criteria partners need to meet.

SAP[®] Certified Silver
Enterprise Support Integration

SAP[®] Certified Gold
Enterprise Support Integration

You can use the font treatment granted to you by SAP and the following expressions to communicate that an application has the certification.

Correct:

Our application is certified for enterprise support.

Our application is SAP-certified for enterprise support.

Our application is certified silver by SAP for enterprise support.

Our application is certified gold by SAP for enterprise support.

Our application has a silver certification from SAP for enterprise support.

Our application has a gold certification from SAP for enterprise support.

Use lowercase for the terms “certified,” “silver,” “gold,” and “enterprise support.”

Incorrect:

Our application is certified for Enterprise Support.

Our application is certified Gold for SAP Enterprise Support.

Correct:

Our application has a silver certification for enterprise support.

Our application is SAP-certified gold for enterprise support.

Only refer to certified integration in connection with the specific application that has been granted the certification. Do not refer to your company or services as being certified by SAP.

Incorrect:

We are SAP-certified in enterprise support.

We provide silver-certified enterprise support services.

Correct:

Our application is SAP-certified for enterprise support.

Do not treat the certification as a partner type or program.

Incorrect:

We are a silver-certified partner.

We are an “SAP Certified Enterprise Support Integration” partner.

We are a member of the SAP Certified Enterprise Support Integration program.

Correct:

As an SAP partner, we work together with SAP Digital Business Services and offer an application that is certified for enterprise support.

We are an SAP technology partner, and our application is SAP-certified for enterprise support.

Do not state or imply that your company sells an SAP-branded offering or performs SAP Enterprise Support.

Incorrect:

We provide SAP Enterprise Support for our application.

We provide SAP Silver-Certified Enterprise Support for our application.

Our application includes SAP Gold-Certified Enterprise Support Integration.

Correct:

Our application is SAP-certified gold for enterprise support.

Do not state or imply that your offerings are bundled or delivered with SAP Enterprise Support.

Incorrect:

Our application is integrated with SAP Enterprise Support.

Correct:

Our application has a gold certification from SAP for enterprise support and connects to SAP’s support backbone.

Note: The logos and font treatments included in this document are examples only. Do not copy them from this source. Use the image files and formats in the appropriate resolutions that have been sent to you by SAP.

Offerings That Qualify as “SAP Solution Manager Ready”

Partner offerings that qualify as “SAP Solution Manager Ready” are made visible in our customers’ SAP system landscape directory, and the current configuration and log files of the software are displayed within SAP Solution Manager. As a result, our customers’ support staff or members of the SAP Digital Business Services organization can easily identify and track the software in the system landscape. This makes it easier to identify and perform root-cause analyses.

You can use the following expressions to communicate that an offering is SAP Solution Manager Ready. Use the phrase as a tagline or motto, set apart from the body text, or use it as a subhead with a different type size, font, or style from your standard text.

Example:

Title: <Partner Product Name>

Subhead: SAP Solution Manager Ready

In body text, you can use the following expressions:

Correct:

Our application qualifies as “SAP Solution Manager Ready.”

<Partner Product Name> is visible in the customer’s SAP system landscape directory and displayed within SAP Solution Manager at the customer site.

Configuration and log files for <Partner Product Name> are displayed in the diagnostics area of SAP Solution Manager at the customer site.

When <Partner Product Name> is in a customer’s system landscape, the application configuration and log files are displayed in SAP Solution Manager, which makes system landscape support and optimization simpler.

Do not alter the approved expressions or refer to it as a certification or endorsement.

Incorrect:

Our application is SAP Solution Manager Ready.

Our application is “SAP Solution Manager Ready.”

Our application is certified as “SAP Solution Manager Ready.”

SAP endorses our application as “SAP Solution Manager Ready.”

Correct:

Our application qualifies as “SAP Solution Manager Ready.”

Only refer to “SAP Solution Manager Ready” in connection with the qualified product. Do not treat this as a partner category or partner program.

Incorrect:

We are an “SAP Solution Manager Ready” partner.

We provide SAP Solution Manager Ready products.

We are a member of the SAP Solution Manager Ready program.

Correct:

<Partner Product Name> qualifies as “SAP Solution Manager Ready.”

Hardware Offerings That Are Certified for SAP HANA

Partner hardware offerings that have this certification are proven to interoperate with the SAP HANA business data platform.

You can use the following expressions to communicate this certification. Use “certified” in lower case in text. Do not change the spelling of SAP HANA in any way. Do not leave out “SAP” in front of “HANA.”

Incorrect:

We are SAP-Certified for SAP HANA.

Our product is SAP-Certified for SAP HANA.

We offer certified SAP HANA hardware.

Correct:

We provide hardware that is certified for SAP HANA.

We provide hardware that is SAP-certified for SAP HANA.

We offer SAP-certified hardware for SAP HANA.

Our product is certified as hardware for SAP HANA.

Our product is certified by SAP to interoperate with SAP HANA.

Do not refer to this certification as a partner category or program.

Incorrect:

We are SAP HANA hardware partners.

We are an SAP-Certified SAP HANA hardware partner.

We are a member of the SAP-Certified Hardware for SAP HANA program.

If you have signed the SAP technology partner agreement, and offer hardware that is certified for SAP HANA, you can communicate this as follows:

Correct:

We are an SAP technology partner and provide hardware that is certified for SAP HANA.

We are an SAP partner providing hardware that is certified by SAP to interoperate with SAP HANA.

Partners that successfully pass certification testing of their hardware to work on or with the SAP HANA business data platform and have signed an SAP certification agreement, can be entitled to use the related SAP certification font treatment in their marketing materials.

SAP® Certified
Hardware for SAP HANA®

Offerings That Are Developed on SAP Cloud Platform

Partners can build packaged cloud applications on SAP Cloud Platform. These SAP-certified cloud applications can be marketed and sold in SAP Store.

A packaged application is a standard application designed to appeal to a market segment with the intent to be sold as-is. It is presented in a fully functional, downloadable form to be licensed by customers, typically for a combination of license and maintenance fee or a subscription fee. During implementation for a specific customer, it can be configured and tailored to meet customer preferences, but it is not built specifically to the needs and environment of an individual customer.

You can use the following expressions to communicate this certification. Do not change the name “SAP Cloud Platform” in any way. Use “Platform” in upper case, it is part of the official name.

Incorrect:

Our product is an SAP-Certified Cloud Platform application.

Our product is developed on SAP Cloud.

Our product is certified as developed on SAP's Cloud platform.

Correct:

Our application is certified by SAP.

Our SAP-certified application is built on SAP Cloud Platform.

Our application is certified as developed on SAP Cloud Platform.

Our application has a certification from SAP for being developed on SAP Cloud Platform.

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Certified Partner Center of Expertise

An SAP-certified Partner Center of Expertise fulfills a defined minimum quality level required to provide support to its indirect customers. The certificate is issued after a successful audit for partners in the “Sell” engagement model of the SAP PartnerEdge program.

You can use the above statement and the following expressions to communicate this certification. Use “certified” in lower case in body text. You can use “Partner Center of Expertise” in upper case. Do not precede the name with “SAP”. Do not abbreviate or change the name.

Incorrect:

We are an SAP-certified SAP Partner Center of Expertise.
We have an SAP Partner Center of Expertise certification.
We are an SAP-certified COE (PCOE).

Correct:

We are an SAP-certified Partner Center of Expertise.
As SAP-certified Partner Center of Expertise, we offer ...
We have a Partner Center of Expertise certification from SAP.

SAP® Certified
Partner Center of Expertise

Note: The logos and font treatments included in this document are examples only. Do not copy them from this source. Use the image files and formats in the appropriate resolutions that have been sent to you by SAP.

Certified Partner Center of Expertise for Partner-Run Operations

An SAP-certified Partner Center of Expertise for partner-run operations fulfills a defined minimum quality level to support solutions in the partner-managed cloud initiative. The certificate is issued after a successful audit for partners in the “Run” engagement model of the SAP PartnerEdge program.

You can use the above statement and the following expressions to communicate this certification. Use “certified” and “partner-run operations” in lower case in body text. You can use “Partner Center of Expertise” in upper case. Do not precede the name with “SAP”. Do not abbreviate or change the name.

Incorrect:

We are an SAP-certified SAP Partner Center of Expertise for Partner-Run Operations.
We have an SAP Partner Center of Expertise certification for Partner-Run Operations.
We are an SAP-certified COE (PCOE).

Correct:

We are an SAP-certified Partner Center of Expertise for partner-run operations.
As SAP-certified Partner Center of Expertise for partner-run operations, we offer ...
We have a Partner Center of Expertise certification for partner-run operations from SAP. We support solutions for ...

SAP® Certified
Partner Center of Expertise
Partner-Run Operations

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SAP-Qualified Partner-Packaged Solutions

Partners that have passed the partner-packaged solution qualification can offer SAP-qualified partner-packaged solutions.

An SAP-qualified partner-packaged solution is created, offered, and sold by an SAP partner. It combines SAP software and/or partner know-how and software, such as industry or line-of-business expertise, specialized services, and/or customizations, configurations, applications, or mobile apps.

Partners must meet specific criteria for the qualification: Their offering must be reviewed and officially qualified by the Partner Solution Center at SAP based on a formal bill of materials and criteria. The qualification is valid for a period of two years. After that, it expires unless the solution is officially requalified.

Apply the following guidelines when communicating that a partner offering is an SAP-qualified partner-packaged solution. You can substitute your/the partner's company name in place of "our company" or "we," and your/the partner's product brand name in place of "our product," in the examples below.

Use lowercase in all body-text references, and use the hyphens as shown in the examples. You can use title case in headlines. Title case is also used for the "SAP-qualified partner-packaged solution" font treatment.

Refer to the qualification as "partner-packaged solution qualification." The qualification is part of the SAP PartnerEdge program, not a program in its own rights.

Incorrect:

The partner-packaged solution qualification program.

Our company has joined the SAP-qualified partner-packaged solution program.

Correct:

Partners can submit their offering for a partner-packaged solution qualification.

Refer to the qualified offering as "SAP-qualified partner-packaged solution." Do not capitalize or use quotation marks in body text.

Incorrect:

Our product is an SAP-Qualified Partner-Packaged Solution.

Our product is an SAP-Qualified Partner Solution.

Our product is an "SAP-qualified partner-packaged solution."

Correct:

Our product is an SAP-qualified partner-packaged solution.

Use the word "qualified," not "certified."

Incorrect:

Our product is an SAP-certified solution.

Correct:

Our product is an SAP-qualified partner-packaged solution.

Do not abbreviate.

Incorrect:

Our product is a PPS.

Our product is an SAP PPS.

Our offering is an SAP-qualified PPS.

Use the **full phrase "SAP-qualified partner-packaged solution," at first mention**, and do not alter it. Do not omit the word "qualified" or use any language that states or implies that this is an offering from SAP.

Incorrect:

Our product is a qualified SAP partner-packaged solution.

Our company has undergone qualification to provide an SAP partner-packaged solution.

Correct:

Our product is an SAP-qualified partner-packaged solution.

After first mention or when the context is clear, you can leave out "partner" in "partner-packaged."

Correct:

We are an SAP silver partner. We offer SAP-qualified packages solutions for ...

As an SAP partner, we provide an SAP-qualified packaged solution to help our customers ...

The partner's offering, not the partner company, is qualified as an SAP-qualified partner-packaged solution. The partner company does not join a new SAP partner category or program.

Incorrect:

We are SAP-qualified.

We are an SAP-qualified packaged-solution partner.

We are a member of the SAP-qualified partner-packaged solution program.

Correct:

Our product is an SAP-qualified partner-packaged solution.

SAP-qualified partner-packaged solutions are qualified in a business, solution, technology, or industry area defined by SAP. Use the correct product names for SAP solutions and technology.

Correct:

Our product is an SAP-qualified partner-packaged solution for <SAP offering name>.

We offer an SAP-qualified partner-packaged solution for SAP Leonardo.

Use SAP product names exactly as it appears in [Approved Names](#) on SAP Brand Tools (internal only) or in the list of approved names in the *Logos, Images & Guidelines* section on the SAP PartnerEdge Web site: www.sappartneredge.com (partner access).

SAP-qualified partner-packaged solutions are created, delivered, supported, and maintained by the partners. Do not state or imply the solutions are SAP products or offerings. You can express that they are complementary to SAP offerings.

Incorrect:

Our product is an SAP S/4HANA packaged-solution.

Our product is part of the SAP S/4HANA Cloud solution portfolio.

Correct:

Our product complements SAP S/4HANA software.

Our product provides additional functionality for organizations running SAP S/4HANA Cloud.

Along with the qualification letter, partners receive the following font treatment to communicate their SAP-qualified partner-packaged solution:

Use the font treatment as provided by SAP. Do not change or alter it in any way. Do not connect it or lock it up with your company logo, your SAP partner logo, or any other visual element.

For questions about the font treatment, contact brand@sap.com.

SAP[®] Qualified
Partner-Packaged Solution

Note: The logos and font treatments included in this document are examples only. Do not copy them from this source. Use the image files and formats in the appropriate resolutions that have been sent to you by SAP.

Partner for Success Initiative

Partner for Success is an initiative that offers partners training and sales enablement including active partner coaching, campaign support, and road map information. Partners can also participate in VIP sessions with executives and board members.

Spell out the name correctly at first mention. Do not precede the name with “SAP.”

Incorrect:

SAP Partner for Success

Partner4Success

Partner to Success

Partner2Success

Partner2Succeed

Partner Success

Correct:

Partner for Success

Use the full name and the descriptor “initiative” at first mention. After first mention, you can simply use “Partner for Success” or “the initiative.”

Correct:

The Partner for Success initiative provides SAP partners with ... Partner for Success includes ... The initiative helps our partners achieve ...

This is an initiative for partners, not a new partner program or partner category or level. Do not refer to the partners that take part in this initiative as “Partner for Success partners” or “focus partners.” Refer to the initiative in natural language in messaging.

Incorrect:

SAP Partner for Success partner

Partner for Success partner

Focus partner

Correct:

We're an SAP Silver partner. We take part in the Partner for Success initiative.

SAP partners can join the Partner for Success initiative...

A version of Partner for Success is available for SAP S/4HANA Cloud. You can refer to it as: *SAP S/4HANA Cloud Partner for Success*.

There is no visual element, logo, or font treatment available for this initiative. Partners can use the partner logo assigned to them by SAP to communicate their participation in Partner for Success.

For more information, contact brand@sap.com.

Qualification for SAP Model Company

SAP Model Company is an accelerator service that combines standard line-of-business or industry software from SAP, SAP Best Practices, SAP Rapid Deployment solutions, and SAP Activate content to develop repeatable implementation scenarios to provide the latest innovations for implementation projects. This service helps accelerate implementations, reduce TCO, and get customers up and running quickly on SAP solutions.

Do not abbreviate the name SAP Model Company.

Incorrect:

SAP MC, SMC, MC
Do not use plural.

Incorrect:

SAP Model Companies
Use the plural descriptor "services."

Correct:

SAP Model Company services.
Industry and LoB-specific variants are available.

Examples:

SAP Model Company for Oil & Gas
SAP Model Company for Insurance
SAP Model Company for Mill Products

For a complete list of industry and LoB-specific variants, see [Approved Names](#) on SAP Brand Tools (internal only) or the list of approved names in the *Logos, Images & Guidelines* section on the SAP PartnerEdge Web site: www.sappartneredge.com (partner access).

Partner qualification for SAP Model Company

Partners that have fulfilled the qualification criteria and requirements are "SAP-qualified for SAP Model Company."

You can achieve qualification on two levels: the content level and the solution level.

Qualification on the content level includes access to education and enablement for SAP Model Company services, go-to-market collaboration with SAP, and access to the SAP Model Company viewing environment.

On the solution level, partners also have access to the development environment and can create solutions for SAP Model Company. For more information, contact [Andrew Graham](#).

Communicating the qualification

Apply the following guidelines when communicating your qualification.

Refer to the qualification as "**SAP-qualified for SAP Model Company**," "**partner qualification for SAP Model Company**" or "**SAP qualification for SAP Model Company**." Use the terms "partner," "qualified," and "qualification" in lower case in body text.

Avoid wording that puts the term "partner" directly after "SAP Model Company." The qualification is not a partner level, category, or partner program.

Incorrect:

SAP Model Company partner
SAP Model Company partner qualification
SAP Model Company partner program

Correct:

SAP-qualified for SAP Model Company
(partner) qualification for SAP Model Company
SAP qualification for SAP Model Company

The qualification is not a partner level, category, or partner program. To refer to your partnership, use your partner level or category assigned to you by SAP. Use natural language to refer to the qualification.

Incorrect:

We are a qualified SAP Model Company partner.
We are a content partner / content-qualified partner for SAP Model Company.
We are a solution partner /solution-qualified partner for SAP Model Company.
We are a content-level partner for SAP Model Company.
We are a solution-level partner for SAP Model Company.
We are a qualified SAP Model Company content partner.
We are a qualified SAP Model Company solutions partner.
We are a member of the SAP Model Company partner program.
We participate in the SAP Model Company partner program.
Our company is a partner in the SAP Model Company program.
We are a content-qualified member in the SAP Model Company program.
We are a solution-qualified member in the SAP Model Company program.
We are a content-level member in the SAP Model Company program.
We are a solution-level member in the SAP Model Company program.

Correct:

We are an SAP partner qualified for SAP Model Company.
We are qualified by SAP for SAP Model Company.
Our company is a global strategic SAP partner. We are SAP-qualified for SAP Model Company.
Our company is an SAP partner with a qualification for SAP Model Company.
As global SAP partners, we have a qualification for SAP Model company.
We a qualified by SAP to build software for SAP Model Company.
As an SAP partner, we have a qualification to build and software for SAP Model Company.

Referring to your level of qualification

The qualification level – content level or solution level – mainly describes the engagement between the partner and SAP. Mentioning the level is optional, but there is usually no need to communicate the qualification level externally. If you refer to the level externally, explain what it means. Always prefer natural language to describe the scope of your qualification.

Do not refer to the qualification or level as if a partner level, category, or program.

Incorrect:

SAP Model Company partner

SAP Model Company partner qualification

SAP Model Company partner program

SAP Model Company content partner

SAP Model Company solution partner

Correct:

Content level

Our company is SAP-qualified for SAP Model Company on the content level. The qualification on this level includes ...

We are qualified by SAP for SAP Model Company on the content level. This means that we can ...

As an SAP partner, we have a content-level qualification for SAP Model Company. On the content level, SAP partners can provide ...

Solution level

Our company is SAP-qualified for SAP Model Company on the solution level. The qualification on this level includes ...

We are qualified by SAP for SAP Model Company on the solution level. This means that we can build our own solutions ...

We are qualified by SAP to build solutions for SAP Model Company.

We are SAP-qualified to build solutions for SAP Model Company.

Our company is an SAP partner qualified to build solutions for SAP Model Company.

Our company is a global strategic SAP partner. We are SAP-qualified to build solutions for SAP Model Company.

Use SAP product names exactly as listed in [Approved Names](#) on SAP Brand Tools (access for SAP employees) and in the [Approved Names list](#) on the SAP PartnerEdge Web site (access for SAP partners). Use the required trademark symbol at first mention of a product name in text.

Logos and Font Treatments

There is no logo or font treatment for this qualification. You can use the partner logo assigned to you by SAP and refer to the qualification in normal text in your marketing and communications materials.

For questions, contact brand@sap.com, brandvoice@sap.com, or [Andrew Graham](#).

Premium Suppliers for SAP HANA Enterprise Cloud

SAP HANA Enterprise Cloud is a fully scalable and secure managed cloud offering available only from SAP. It provides the full power of SAP HANA in a private, managed cloud environment that is supported by the most knowledgeable resources in the industry – from infrastructure to applications.

SAP HANA Enterprise Cloud is sold only by SAP

- Suppliers provide data center capacity and managed cloud services to customers.
- Operational standards and quality control measures for SAP HANA Enterprise Cloud are strictly enforced.
- Each supplier has a contract with SAP, which requires compliance with the related roles and responsibilities and ready-to-sell framework documents.

Only use the name SAP HANA Enterprise Cloud to refer to the offering available from SAP.

Do not position SAP HANA Enterprise Cloud as a unique offering available from a premium supplier. Premium suppliers for SAP HANA Enterprise Cloud provide data center network and managed services to SAP HANA Enterprise Cloud customers.

The premium supplier relationship is not an SAP certification and does not include:

- Any dedicated program logo or font treatment
- Any specific certification claims
- In accordance with the premium supplier contracts clause: *"Suppliers must not publish or use any SAP brand elements or logos in connection with any announcement, advertisement, publication, or presentation, sales, promotion, press releases, and other publicity relating to this MSA without SAP's prior written approval."*
- Premium suppliers are not allowed to use the name "SAP HANA Enterprise Cloud," any variation of the name, or related materials by SAP to name or promote their own offerings.
- Partners in the SAP PartnerEdge program can use their SAP partner logo to communicate their partnership and connection with SAP.

Communication

Use the descriptor "service" after the name at first mention in a headline and in body text; after first mention, you can drop the descriptor.

Example: *The SAP HANA Enterprise Cloud service includes ... SAP HANA Enterprise Cloud allows you to ...*

Do not abbreviate the name.

Correct:

SAP HANA Enterprise Cloud

Incorrect:

HANA Enterprise Cloud, SAP HEC, HEC; SAP HANA HEC, SAP HANA EC

Use the name "SAP HANA Enterprise Cloud" only to refer to the offering from SAP. Do not use the name or any parts or variation to name or refer to your own products or services.

Use natural language to communicate that you are a "premium supplier for SAP HANA Enterprise Cloud." Use the terms premium supplier in lowercase in body text. Do not create the impression that this is an SAP partner program or partner category.

Avoid "SAP HANA Enterprise Cloud premium supplier."

Correct:

Our company is/we are a premium supplier for SAP HANA Enterprise Cloud.

We participate in the premium supplier program for SAP HANA Enterprise Cloud.

Incorrect:

We are an SAP HANA Enterprise Cloud Premium Supplier.

We are an SAP HANA Enterprise Cloud partner.

We are a HEC partner.

We are a HEC premium supplier.

Use the full term "premium supplier of SAP HANA Enterprise Cloud" at first mention. After first mention, once the context is clear, you can simply use "premium supplier."

Correct:

We are a premium supplier for SAP HANA Enterprise Cloud. We provide data center capacity and managed cloud services ... As a premium supplier, we offer.

Incorrect:

We are an SAP premium supplier. We provide data center capacity and managed cloud services for ...As a HEC premium supplier, we...

For more information and detailed guidelines, contact [Tanya Zotava](#).

Note: The SAP HANA Enterprise Cloud certification does not exist anymore. Partners should not use this reference and certification font treatment any longer. For more information, contact [SAP Outsourcing Partners](#).

Membership in the SAP Partner Advisory Council for Innovation

The SAP Partner Advisory Council for Innovation was established in April 2016. It is a senior executive forum to exchange thought-leading ideas and best practices for the development and go-to-market efforts for applications built on SAP Cloud Platform. The Council includes selected senior executives from partner companies in the “Build” engagement model of the SAP PartnerEdge program and senior executives from SAP.

The goals of the council are to help partners in the SAP ecosystem build impactful applications efficiently, commercialize these applications effectively, as well as define, evolve, and execute a best-in-industry ecosystem vendor relationship.

- You can communicate your membership in the SAP Partner Advisory Council for Innovation by referring to your company as a “member” (This is, of course, abstracting from the personal nature of the executive membership in the council).
- You can also use the phrase “Member of the SAP Partner Advisory Council for Innovation” as stand-alone messaging line in your communications.
- Don’t use the term “partner” to refer to your membership in the council or create the impression that this is a partner program, level, or category.
- Use the full name “SAP Partner Advisory Council for Innovation” at first mention. After first mention, you can simply use “the council” or “the advisory council” in lower case. Do not change or shorten the name in any way. Do not abbreviate the name.

Incorrect:

We are an SAP Partner Advisory Council for Innovation partner.

Our company is an SAP Partner Advisory Council partner.

As a member of ...

... the SAP Advisory Council

... the SAP Partner Council

... the SAP Council for Innovation

... the SPACI

... the SAP PACI

Correct:

We are/our company is a member of the SAP Partner Advisory Council for Innovation.

As a member of the SAP Partner Advisory Council for Innovation, we work closely with SAP ...

In the advisory council, we focus on ... The goal of the council is to ...

You can use this stand-alone messaging line on Web sites or in communications and marketing materials:

Member of the SAP Partner Advisory Council for Innovation

SAP grants partners in the council the use of the “SAP Partner Advisory Council for Innovation” font treatment to communicate their membership. Only use the font treatment files provided to you by SAP. Do not change the font treatment in any way.

If you have any questions about the SAP Partner Advisory Council for Innovation, contact [Marie Booth](#) or [Christian Baader](#). If you have questions about communicating your membership or about the use of the font treatment, contact brandvoice@sap.com or brand@sap.com.

Member

SAP Partner Advisory Council for Innovation

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Partner Offerings That Are Related to SAP Business One

The SAP Business One application and complementary partner offerings are delivered and supported locally by experienced partners and are used by thousands of small businesses around the world. Three types of partner offerings are related to SAP Business One:

- Partners can resell SAP Business One unchanged.
- Partners can offer applications that include and build upon the functionality of SAP Business One and market them using their own proprietary product names.
- Partners can develop add-on products that are compatible with and complementary to SAP Business One and market them using their own proprietary product names. These products can undergo solution qualification by SAP and be awarded the designation “SAP-qualified solution for SAP Business One.”

Resale of the SAP Business One Application

SAP can authorize partners to resell the SAP Business One application unchanged to their customers. These partners offer the application to their customers using the name “SAP Business One.”

Use the name exactly as it appears in the Approved Names repository, and follow the usage guidelines. Include the “SAP” brand, using the ® symbol if this is the first mention of the SAP brand in a material. Do not alter or abbreviate the name “SAP Business One” in any way. Use the descriptor “application” immediately after the name upon its first mention in a material unless space constraints are so severe that “application” cannot physically fit in the allowed space.

You can find the [Approved Names repository](#) on SAP Brand Tools (internal only) or use the list of approved names in the *Logos, Images & Guidelines* section on the SAP PartnerEdge Web site: www.sappartneredge.com (partner access).

Correct:

As an SAP partner, we deliver the SAP Business One application.

We are an authorized reseller of SAP Business One.

Do not use “SAP Business One” as a partner level or category.

Incorrect:

We are an SAP Business One partner.

We are an authorized SAP Business One partner.

We are an SAP reseller partner for SAP Business One.

Correct:

We are an SAP gold partner, and we deliver the SAP Business One application.

We are an authorized reseller of SAP Business One.

Partner Applications That Include and Build Upon SAP Business One

Partners can offer applications that include and build upon the functionality of SAP Business One. Partners must create their own brand names for these products and market the products using only those names. Do not include “SAP,” any other trademark of SAP, or “Business One” in the partner product name.”

Incorrect:

<Partner company name> Business One is a new solution.

<Partner company name>’s SAP Business One application is a new solution.

<Partner company name> <partner product name> for SAP Business One is a new application.

Correct:

<Partner company name> <partner product name> is a new solution.

In body text, you can state that the product is built on or based on SAP Business One. Do not state that the product is SAP Business One or is an SAP Business One application or solution. Do not refer to being enabled by SAP Business One or say the product qualifies as “Enabled by SAP Business One.” The “Enabled by SAP Business One” font treatment has been retired.

Correct:

Our product is based on SAP Business One.

Our product is built on SAP Business One.

Incorrect:

Our product is an SAP Business One solution.

Our product is enabled by SAP Business One.

Our product is an “Enabled by SAP Business One” application.

Do not refer to “powered by SAP Business One.”

Incorrect:

Our product is powered by SAP Business One.

Partner Offerings That Are Complementary to SAP Business One

Partners can develop add-on products that are compatible with and complementary to SAP Business One.

Partners must create their own brand names for these complementary products and market the products using only those names. Do not include “SAP,” any other trademark of SAP, or “Business One” in the partner product name.

See [Compatibility with SAP Software](#) for guidelines on how to communicate the product’s compatibility with and relationship to SAP Business One.

If a product has certified integration with SAP Business One, follow the guidelines in [Applications That Have SAP-Certified Integration with SAP Business One](#).

Note: The logos and font treatments included in this document are examples only. Do not copy them from this source. Use the image files and formats in the appropriate resolutions that have been sent to you by SAP.

You can communicate the SAP partner category and partner level and the fact that you provide products that are add-ons for or complementary to Business One.

Correct:

We are an SAP technology partner, and we provide add-on software for SAP Business One.

We are an SAP gold partner, and we provide software that is complementary to SAP Business One.

Do not use other expressions or refer to “SAP Business One partner.”

Incorrect:

We are an SAP Business One partner.

We are an SAP Business One software solution partner.

We are an add-on solution partner for SAP Business One.

We are a complementary solution partner for SAP Business One.

If a partner’s product has undergone solution qualification by SAP and been awarded the designation “SAP-qualified solution for SAP Business One,” conform to the guidelines on the following pages.

SAP-Qualified Solutions for SAP Business One

SAP-qualified solutions for SAP Business One are partner offerings that provide complementary functionality for organizations running SAP Business One. An SAP-qualified solution for SAP Business One has certified integration with SAP Business One; well-documented standards and guidelines for implementation, ongoing support, and maintenance; and has undergone solution qualification by SAP to meet additional criteria. SAP-qualified solutions for SAP Business One have an established track record of successfully serving customer needs in focus areas selected by SAP.

SAP-qualified solutions for SAP Business One are developed, sold, delivered, and supported exclusively by the SAP partner. Solution qualification must be repeated upon each new major release of SAP Business One and of the partner’s solution.

You can use the above statements in text if desired. Conform to the following guidelines when communicating that a partner offering is an SAP-qualified solution for SAP Business One. You can substitute the partner’s specific company name in place of “our company” or “we,” and the partner’s specific product brand name in place of “our product,” in all the examples below.

Use lowercase in all body-text references, and use the hyphen as shown in the correct examples. Do not capitalize or use quotation marks.

Correct:

Our product is an SAP-qualified solution for SAP Business One.

Incorrect:

Our product is an SAP-Qualified Solution for SAP Business One.

Our product is an “SAP-qualified solution” for SAP Business One.

Use the word “qualified,” not “certified.”

Incorrect:

Our product is an SAP-certified solution for SAP Business One.

Correct:

Our product is an SAP-qualified solution for SAP Business One.

Do not abbreviate.

Incorrect:

Our product is a QBS for SAP Business One.

Our product is an SAP QBS for SAP Business One.

Our product is a QBS for B-1.

Correct:

Our product is an SAP-qualified solution for SAP Business One.

Use the full phrase “SAP-qualified solution for SAP Business One,” and do not alter it. Do not omit the brand name “SAP Business One.”

Incorrect:

Our product is an SAP-qualified solution.

Correct:

Our product is an SAP-qualified solution for SAP Business One.

SAP-qualified solutions for SAP Business One are developed, delivered, supported, and maintained by the partners. Do not use any language that states or implies the partner’s product is an SAP offering.

Incorrect:

Our product is a qualified SAP solution for SAP Business One.

Our company has undergone qualification to provide an SAP solution for SAP Business One.

Correct:

Our product is an SAP-qualified solution for SAP Business One.

The partner’s specific software product, not the partner company, is qualified by SAP and designated as an SAP-qualified solution for SAP Business One. The partner company does not join a new SAP partner category or program.

Incorrect:

We are SAP-qualified.

We are an SAP-qualified solutions partner for SAP Business One.

We are an SAP Business One partner.

We are a member of the SAP-qualified solutions program for SAP Business One.

Correct:

Our product is an SAP-qualified solution for SAP Business One.

Do not immediately precede the partner’s brand name with the phrase “SAP-qualified solution for SAP Business One.”

Incorrect:

SAP-qualified solution for SAP Business One <Product Name> provides advanced functionality.

Correct:

<Product Name> is an SAP-qualified solution for SAP Business One and provides additional functionality.

An SAP-qualified solution for SAP Business One is qualified in a particular industry segment or target market selected by SAP, and in a particular country or countries. Use lowercase and natural language to explain these focus areas.

Correct:

Our product is an SAP-qualified solution for SAP Business One that is designed for plastics manufacturers in the United States.

Our product is an SAP-qualified solution for SAP Business One that helps with metal fabrication in Germany.

Our product is an SAP-qualified solution for SAP Business One that provides extended CRM functions for companies in Latin America.

Choose from the correct choices above. Use the full phrase “SAP-qualified solution for SAP Business One,” and do not alter it.

Incorrect:

Our product is a German-qualified solution for SAP Business One.

Our product is a CRM-qualified solution for SAP Business One.

Our product is an SAP-qualified metal fabrication solution for SAP Business One.

Our product is an SAP solution qualified in plastics manufacturing.

Do not treat the market focus or country as an SAP partner category or program.

Incorrect:

We are a metal fabrication solution partner for SAP Business One.

We are an SAP metal fabrication partner for SAP Business One.

We are a member of the SAP metal fabrication solutions program in Germany for SAP Business One.

Correct:

Our product is an SAP-qualified solution for SAP Business One in Germany.

Our product is an SAP-qualified solution for SAP Business One that helps with metal fabrication in Germany.

Do not state or imply the solutions are SAP portfolio offerings. You can express that they are compatible with or complementary to SAP Business One.

Incorrect:

Our product is an SAP Business One solution.

Our product is an SAP Business One partner solution.

Our product is part of the SAP Business One partner solution portfolio.

Correct:

Our product complements SAP Business One.

Our product provides additional functionality for organizations running SAP Business One.

SAP® Qualified
Solution for SAP Business One

Partner Offerings Related to SAP Business All-in-One

SAP partners develop, offer, deploy, and support qualified SAP Business All-in-One partner solutions and market them under their own proprietary product names. In addition, SAP authorizes partners to resell SAP Business All-in-One solutions unchanged to their customers.

Qualified SAP Business All-in-One Partner Solutions

Qualified SAP Business All-in-One partner solutions are developed, offered, deployed, and supported by SAP partners as a defined-scope implementation with consulting services. They are marketed under the partners' brand names and submitted for SAP review to earn the designation "qualified SAP Business All-in-One partner solution."

Include the words "SAP Business All-in-One," "qualified," and "partner solution" or "partner solutions," as illustrated in the examples below. Use "partner solutions" when referring to more than one qualified partner solution or to the general category of partner solutions, and "partner solution" when referring to a qualified partner solution. Use the terms "qualified" and "partner solution" or "partner solutions" in lowercase in body text. Only capitalize these terms in titles, headings and subheads, and signs.

Incorrect:

Qualified All-in-One solutions from SAP partners are affordable.

Each qualified SAP Business All-in-One is offered, deployed, and supported by the SAP partner.

A Qualified SAP All-in-One Partner Solution often includes implementation services.

Correct:

Qualified SAP Business All-in-One partner solutions are affordable.

Each qualified SAP Business All-in-One partner solution is offered, deployed, and supported by the SAP partner.

A qualified SAP Business All-in-One partner solution often includes implementation services.

SAP qualifies the partner's specific offering, but does not qualify the partner company. For example, in their communication, SAP channel partners use the SAP partnership logo and, when relevant, refer to the fact they offer a qualified SAP Business All-in-One partner solution:

Incorrect:

Our company is an SAP Business All-in-One Partner.

Correct:

Our company is an SAP silver partner, and we provide a qualified SAP Business All-in-One partner solution.

A qualified offering from an SAP partner can be described in body text as a qualified SAP Business All-in-One partner

solution, conforming to all the guidelines provided above. However, partners must market their offerings using their own proprietary names. Do not include "SAP," any other trademark of SAP, "Business All-in-One," or "All-in-One" in the partner product name.

When referring to a specific qualified SAP Business All-in-One partner solution from an SAP partner, use the formal product name chosen by the partner.

Correct:

iTelligence provides it.service, a qualified SAP Business All-in-One partner solution.

IS4Steel is a qualified SAP Business All-in-One partner solution from Intesys.

Selling the SAP Business ByDesign Solution

SAP authorizes selected SAP partners to resell the SAP Business ByDesign solution unchanged to their customers. These partners offer the solution to their customers using the name “SAP Business ByDesign.”

Use the name “SAP Business ByDesign” unaltered as it appears in [Approved Names](#). Include the “SAP” brand, using the ® symbol if this is the first mention of the SAP brand in a material and the ® symbol if this is the first mention of SAP Business ByDesign in the material. Do not alter or abbreviate the name “SAP Business ByDesign” in any way. Use the descriptor “solution” immediately after the name upon its first mention unless space constraints are so severe that “solution” cannot physically fit in the allowed space.

You can find all [Approved Names](#) on SAP Brand Tools (internal only) or use the list of approved names in the *Logos, Images & Guidelines* section on the SAP PartnerEdge Web site: www.sappartneredge.com (partner access).

Correct:

We are an SAP partner, and we deliver the SAP Business ByDesign solution.

We are an authorized reseller of SAP Business ByDesign.

To refer to the partner category, use only the term “SAP channel partner.” Do not refer to “SAP Business ByDesign partner.”

Incorrect:

We are an authorized SAP Business ByDesign partner.

Correct:

We are an SAP partner, and we deliver the SAP Business ByDesign solution.

We are an authorized reseller for SAP Business ByDesign.

Implementation Services for SAP Rapid Deployment Solutions

SAP partners can help companies get up and running quickly by providing services to implement or deploy software included in an existing SAP rapid-deployment solution. The partner rapidly installs the software with predetermined time, cost, and service scope.

SAP-qualified implementation services for an SAP rapid-deployment solution are for installing or deploying software at the customer site. To qualify a partner's services, SAP evaluates and determines that the services meet SAP requirements. Once qualification is obtained, the partner can then use the SAP naming framework for those services. SAP partners can use the term "SAP-qualified implementation service" when referring to their qualified implementation service.

Prior to qualification, the phrase "SAP-qualified" cannot be used.

Use the following framework for naming partner implementation services:

<Partner name> + implementation service for + <official SAP rapid-deployment solution name>

Examples:

Net4Site implementation service for SAP Extended Warehouse Management rapid-deployment solution

Fujitsu implementation service for SAP CRM Mobile Sales rapid-deployment solution

Ecenta implementation service for SAP CRM rapid-deployment solution

To communicate your service offering, substitute the partner's specific company name in place of "our company" or "we," and the partner company name in place of "our company" in the examples below.

Do not use the abbreviation "RDS" due to trademark restrictions. Upper case and don't hyphenate the term "SAP Rapid Deployment" in the category name "SAP Rapid Deployment solutions." Lowercase and hyphenate the term as descriptor for a specific solution.

Correct:

Our company provides qualified implementation services for SAP Rapid Deployment solutions.

Our company provides services for implementing and deploying the SAP CRM rapid-deployment solution.

Incorrect:

We provide an RDS service.

Our company is qualified by SAP to implement and deploy SAP rapid-deployment solutions.

Our company implements SAP RDS.

Correct:

We provide services for deployment of SAP Rapid Deployment solutions.

Our company offers an SAP-qualified service to implement and deploy the SAP CRM rapid-deployment solution.

Our company offers qualified services for implementing SAP Rapid Deployment solutions.

Our company implements SAP Rapid Deployment solutions.

Partner-Led Rapid-Deployment Solutions

SAP partners can help companies get up and running quickly by providing rapid deployment of solutions based on SAP software. The partner creates and packages new rapid-deployment solutions not directly covered by an existing SAP rapid-deployment solution, and rapidly installs the software with predetermined time, cost, and service scope.

To qualify a partner's solution, SAP evaluates and determines that the partner's offering meets SAP requirements. Once qualification is obtained, the partner is awarded the ability to use the SAP naming framework for that offering. Conform to the following guidelines for naming partner-led rapid-deployment solutions:

<Partner name> + <business need> + for <industry> + rapid-deployment solution

<Partner name> + <business need> + for <line of business> + rapid-deployment solution

Inclusion of the industry name or line of business is optional.

Examples:

Akili mobile BI rapid-deployment solution

Integra payroll processing rapid-deployment solution

You can use the following language to state that the offering is qualified by SAP.

Correct:

Our offering is an SAP-qualified rapid deployment solution.

Our offering is a qualified rapid-deployment solution based on SAP software.

Reseller Packages for SAP Rapid Deployment Solutions

SAP partners, providing implementation services in addition to reselling the required software license, can offer a complete package.

To qualify a partner's services, SAP evaluates and determines that the services meet SAP requirements for implementing a given SAP-built rapid-deployment solution. Once qualification is obtained, and the partner is in good standing as an authorized reseller of the underlying SAP software, the partner can then use the SAP naming framework for those offerings.

<Partner name> + packaged offering + for <official SAP rapid-deployment solution name>

Correct example:

iTelligence packaged offering for SAP Access Control rapid-deployment solution

Incorrect:

<Partner name> packaged offering for SAP RDS

<Partner name> packaged offering including implementation services

<Partner name> packaged offering including services for SAP RDS

<Partner name> packaged offering for implementation of SAP Access Control RDS

Partnerships for the SAP Ariba Brand and Solutions

With the acquisition of Ariba, former Ariba partners have become SAP partners. For general communication guidance and communicating your partner status and engagement with SAP, see [The SAP PartnerEdge Program](#) and [Partners Outside the SAP PartnerEdge Program](#).

To communicate your partnership for developing, hosting, or selling SAP Ariba solutions, refer to your SAP partner level. You can refer to the SAP Ariba brand in messaging.

Precede the partner level with “SAP” at first mention. You can drop “SAP” after first mention. Use the words “partner” or “partners,” “silver,” “gold,” and “platinum in lowercase in body text.

Incorrect:

Our company is an SAP Partner.
Our company is a Silver Partner.
Our company is a Gold partner.
Our company is an SAP Platinum Partner.

Correct:

Our company is an SAP partner.
Our company is an SAP silver partner. As silver partners, we offer ...
Our company is an SAP gold partner.
Our company is an SAP platinum partner.

Do not precede the term “partner” with the name of the engagement model (Build, Sell, Service, or Run) as if a partner level or category. Do not use the term “SAP PartnerEdge” as if a partner level or category.

Incorrect:

We are an Ariba partner.
We are an SAP Ariba partner.
We have partnered with SAP Ariba.
We resell Ariba/SAP Ariba.
We are a Run partner.
Our company is a Sell partner with platinum status.
Our company is an SAP Silver Build and Sell Partner.
We are an SAP PartnerEdge partner.
We are a Sell SAP PartnerEdge partner.

Correct:

Our company is an SAP platinum partner.

You can follow up with a phrase explaining the engagement model and your focus on SAP Ariba solutions in natural language.

Correct:

We are an SAP silver partner. Our company sells SAP Ariba Sourcing.
We are an SAP gold partner providing consulting services.
We are an SAP silver partner. We build applications that integrate with the SAP HANA business data platform.
As an SAP platinum partner, we manage SAP Ariba solutions for SAP customers.
Our company is an SAP silver partner. We resell SAP Ariba solutions.

As an SAP gold partner, we provide services based on SAP Ariba solutions.

Our company is an SAP silver partner. We offer services that help you run your business.

With a few exceptions, such as Ariba Network, all solutions and offerings have been renamed to start with “SAP Ariba.” If you would like to use a general term or mention the solutions as a whole, use “SAP Ariba solutions.”

Correct:

The Ariba Network delivers value to customers.
We resell SAP Ariba Sourcing.
We are ready to help with your journey to create new value using SAP Ariba solutions.

When referring to a specific product or service offering from SAP in partner marketing materials, use the name exactly as it appears in [Approved Names](#) on SAP Brand Tools (internal only) or in the list of approved names in the *Logos, Images & Guidelines* section on the SAP PartnerEdge Web site: www.sappartneredge.com (partner access).

Partners Offering Outsourcing Services to Deploy and Manage SAP Ariba Software

With the acquisition of Ariba, Ariba partners have become SAP partners. Do not refer to your company as an “Ariba partner” or as an “SAP Ariba partner.”

Refer to the SAP partner level assigned to your company in your partner agreement or contract with SAP: SAP partner, SAP silver partner, SAP gold partner, SAP platinum partner or SAP global partner.

Correct:

Our company is an SAP partner.
Our company is an SAP silver partner.
Our company is an SAP gold partner.
We are an SAP platinum partner.

Use natural language to refer to your scope of engagement and the (outsourcing) services you offer to deploy or manage SAP Ariba software for your customers.

Avoid the terms “BPO,” “SAP BPO partner,” “Ariba BPO partner,” or “SAP Ariba BPO partner.” The definition of “BPO” differs in the market.

Correct:

We are an SAP partner. Our company implements and manages SAP Ariba solutions for our customers.
As an SAP partner, we are specialized in handling/implementing/managing/deploying SAP Ariba solutions for our customers.
As an SAP partner, we focus on SAP Ariba solutions.
As an SAP partners, we are specialized in SAP Ariba solutions.

We are an SAP silver partner. We provide services to help our customers harmonize their business processes.

We are an SAP gold partner. We help our customers optimize their processes through SAP Ariba solutions.

We are an SAP platinum partner. We help our customers implement/deploy SAP Ariba solutions.

Logos and font treatments

Always use the most current SAP partner logo assigned to your company by SAP.



If you are not in the SAP PartnerEdge program, use the blue partner logo.



As an existing SAP partner, do not use multiple partner logos, or an additional or different partner logo to refer to your focus on SAP Ariba solutions.

Example: If you were and SAP gold partner in the past, continue using the gold partner logo.

If you were not an SAP partner before and have not been assigned any partner logo, SAP can grant you the blue SAP partner logo for your focus on SAP Ariba solutions. Contact partner@sap.com or albert.wei@sap.com. The team will verify your partner status and send you the appropriate logo package.

Do not use the SAP corporate logo or the SAP Ariba brand logo. These logos are reserved for use by SAP.



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SAP Concur Partnerships

As of February 2018, former Concur partners have become SAP Concur partners. They are not members of the SAP PartnerEdge program, yet.

To refer to your partner status, use the term “SAP Concur partner.” Use lowercase for “partner” in body text. You can use uppercase in headlines and titles.

Incorrect:

We are a Concur Partner.

Correct:

We are an SAP Concur partner.

Prefer normal language to refer to your specific engagement.

Correct:

We are an SAP Concur partner. Our company provides SAP Concur solutions that help our customers manage their travel and expenses.

As an SAP Concur partner, we focus on enabling customer success.

We're an SAP Concur partner We provide solutions that help you ...

Communicating specific SAP Concur partnerships

Incorrect:

We are a Concur partner.

We are an SAP Concur Consulting partner.

We are an SAP Concur Implementation partner.

We are a Concur TMC Partner.

Correct:

We are an SAP Concur partner.

Use natural language to refer to your specific scope and engagement.

Correct:

We are an SAP Concur partner. We offer consulting services and best practices for ...

We are an SAP Concur partner. We are premier certified to help you implement ...

We are an SAP Concur partner. We are certified as professional for implementing ...

We are an SAP Concur partner. We have a professional/premier/global certification to implement ...

We are a certified provider of the Concur Travel solution. We are certified to provide ...

We are a TMC partner/TMC Select partner/TMC Elite partner for SAP Concur solutions.

We are a member of the SAP Concur TMC Partner Program. The program includes...

As a travel management company (TMC) partner, we help you ...

We are an SAP Concur partner. As a TMC partner, we are qualified to resell and support the Concur Travel solution.

As a TMC Select partner, we deliver best-in-class customer experiences beyond Concur Travel, including the entire portfolio of SAP Concur travel solutions. Our certified support experts help you ...

We have been recognized as a TMC Elite partner for SAP Concur travel solutions. We closely collaborate with SAP Concur product technology teams to provide you with firsthand expertise and support ...

Font treatment

After signing the partner agreement, you can use the “SAP Concur Partner” font treatment to communicate your engagement with SAP and related offerings.

SAP® Concur® Partner

Alternatively, you can also use an offering- or solution-specific font treatment that has been assigned to you for your partnership.

Currently, these include the following:

APP Center (App Centre)
Consulting
Private Equity
Professional Implementation
Premier Implementation
Global Implementation
Solution Provider
Systems Integrator
Travel Certified TMC
TMC
TMC Select
TMC Elite
TripLink

Examples:

SAP® Concur® Partner

Professional Implementation

SAP® Concur® Partner

Solution Provider

SAP® Concur® Partner

TMC Elite

Only use the font treatments and logos that have been officially assigned to you for your partnership. Do not alter them in any way.

Do not use the SAP corporate logo or the SAP Concur Brand logo. They are reserved for use through SAP.



If you have any questions or need further information, contact brand@sap.com.

Note: The logos and font treatments included in this document are examples only. Do not copy them from this source. Use the image files and formats in the appropriate resolutions that have been sent to you by SAP.

Digital Partner Network for SAP Fieldglass Solutions

The Digital Partner Network for SAP Fieldglass solutions is an innovative ecosystem of SAP and partner companies that transforms how businesses engage and manage external talent. It provides a simple way to source talent from many different channels.

These guidelines help you communicate your membership in the Digital Partner Network for SAP Fieldglass solutions in a clear and consistent manner. They explain when and how you can refer to the network and provide information on the use of the “Digital Partner Network for SAP Fieldglass solutions” font treatment. The guidelines cover only elements that refer to your partnership and cooperation with SAP.

Always use your company’s proprietary design when creating your own communication and marketing materials.

If you have any questions or need further information, contact FGMarketing@sap.com or brand@sap.com.

At first mention in headlines and text, refer to the network as “Digital Partner Network for SAP Fieldglass solutions.” Use lowercase for the term “solutions” in body text. You can use uppercase in headlines and titles. Do not use “SAP” in front of the name. Do not use “SAP Fieldglass” without the term “solutions” in the name.

Incorrect:

The SAP Digital Partner Network
The SAP Fieldglass Digital Partner Network
The Digital Partner Network for SAP Fieldglass

Correct:

The Digital Partner Network for SAP Fieldglass solutions
Customers can simplify talent management with the Digital Partner Network for SAP Fieldglass solutions.
Partners can join the Digital Partner Network for SAP Fieldglass solutions.
Our company is part of the Digital Partner Network for SAP Fieldglass solutions.

You can drop “for SAP Fieldglass solutions” after first mention of the full name. You can also use “the network,” “the digital network,” “the partner network,” and “the digital partner network” as synonyms after first mention.

Examples:

Partners can join the Digital Partner Network for SAP Fieldglass solutions. This network allows customers to source and manage talent effectively.
The Digital Partner Network simplifies how businesses engage and manage talent.

Do not abbreviate the name in any way.

Incorrect:

DPN, SAP DPN, DPN for SAP Fieldglass, DPN for Fieldglass

To refer to your partner status, use the term “SAP partner.” Use lowercase for “partner” in body text. You can use uppercase in headlines and titles. Partners in the network are “SAP partners.” Do not use the term “digital partner.”

Use natural language to refer to the engagement in the Digital Partner Network for SAP Fieldglass solutions.

Do not refer to the network as a “partner program” or “program.”

Incorrect:

As an SAP Digital Partner, we are a member of ...
We are a digital SAP partner. Our company offers services for ...
We provide digital partner services for talent sourcing.
Our company is in the SAP Digital Partner program.

Correct:

As an SAP partner, we are a member of the Digital Partner Network for SAP Fieldglass solutions.
We are an SAP partner. Our company offers services through the Digital Partner Network for SAP Fieldglass solutions.
We offer digital services for external talent sourcing. As a member in the Digital Partner Network for SAP Fieldglass solutions, we help you ...
We are an SAP partner for SAP Fieldglass solutions.

Font treatment

After signing the partner agreement, you can use the “Digital Partner Network for SAP Fieldglass solutions” font treatment to communicate your engagement with SAP and related offerings.

Digital Partner Network
for SAP® Fieldglass® solutions

To request the font treatment and detailed guidelines on the use of the visual, contact FGMarketing@sap.com or brand@sap.com.

Note: The logos and font treatments included in this document are examples only. Do not copy them from this source. Use the image files and formats in the appropriate resolutions that have been sent to you by SAP.

Compliance in Materials Published by Partners

When signing an SAP partner agreement, SAP partners agree to:

- Submit their SAP-related external marketing materials to their SAP partner manager for review and approval prior to publication
- Comply with all partner program, brand, and communication requirements and guidelines. Partners can access all relevant information and guidelines at www.sappartneredge.com.

If you are the SAP partner manager reviewing and approving the partner's materials, you should check them for compliance with the Partner Branding Guide, Approved Names, and Partner Communication Guidelines, all available on [SAP Brand Tools](#). If you have questions, send an e-mail to brandvoice@sap.com or brand@sap.com.

If you are an editor or writer reviewing external material that will be published by an SAP partner, you should ensure that the material complies with the Partner Branding Guide, Approved Names, and Partner Communication Guidelines, all available on [SAP Brand Tools](#). If you have questions, send an e-mail to brandvoice@sap.com or brand@sap.com.

You do not need to check for compliance with logo usage requirements in the Partner Branding Guide. These elements are the responsibility of the SAP partner manager to review and approve. However, if you see a problem or have a question on these design elements, send an e-mail to brand@sap.com.

The text of external material to be published by an SAP partner need not match verbatim the examples in the communication guidelines or messaging statements for the SAP offering or solution category. However, if you see a problem or large discrepancy, contact the partner manager or send an e-mail to partner@sap.com, brand@sap.com, or brandvoice@sap.com.

The SAP partner manager can choose to negotiate directly with the partner for additional compliance, such as alignment of the partner's text with approved messaging for business strategy, or a specific industry, SAP offering, or solution.

www.sap.com/contactsap

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