

## EVault Partner Program

### Laptop Backup/ Security: Grab the Opportunity

Sales are fast accelerating for new EVault Endpoint Protection, an integrated desktop/laptop backup, recovery, and data security solution that controls mobile corporate data and extends EVault protection from server to endpoint. Available to all EVault partner specializations.

**Don't miss out!**

### Key Benefits of EVault Partnership

- Supercharge your business with the committed, generous support of the successful EVault team
- Sell proven on-premise, cloud-based, and hybrid storage services into a fast-growing market
- Tap into the recurring revenues of our profitable cloud-based business models

### Accelerate your business into the cloud—with a winning partner and exceptional benefits.

We're teaming up with value-added resellers and distributors who can help us lead the data protection industry into the cloud-connected future. If your technology and business expertise is a match for our integrated suite of EVault® on-premise, cloud-based, and hybrid storage services—and you share our drive to succeed—we'll invest in you with a channel support program second to none.

The EVault Partner Program focuses on your success across the board—in sales, marketing, support, training, and transactions. Just a few examples:

- **A funded, profit-focused Market Development Funds (MDF) program with turnkey marketing campaigns**—reach prospects more effectively.
- **A new Training, Enablement, Certification, and Support (TECS) program**—get the most important services for your whole team for one low fee.
- **A Partner Finder tool featured on the EVault website**—engage with prospective customers who choose to connect with you, and easily find other partners when you want to collaborate.
- **Press Releases and Case Studies**—broadly communicate the value of our partnership and your services.

### We're a Channel-Driven Company Absolutely Dedicated to Your Success

If you don't win, we don't win. We need your help servicing and enlarging our growing base of 35,000 small and mid-size business customers worldwide, so we'll do all we can to help you succeed. This is one of the strongest channel partner programs anywhere!

Now you can drive revenues, boost profitability, create new opportunities, and close deals quickly. In addition to the resources highlighted above, you'll get:

- Tiered discount structure on EVault backup and recovery products and services
- Dedicated channel sales support
- Lead distribution program to fill your pipeline
- A newly revamped and expanded partner portal
- Monthly newsletter, webinars, product announcements, and more

## Why Become an EVault Partner? Because We'll Help You Profitably Leverage a Top Brand

The EVault customer base is already large, loyal, and growing quickly. That's not just because EVault is built on the best cloud-connected technology. It is also backed by a rock-solid cloud infrastructure, supported by truly world-class customer service, and—this is where you come in—extended by an industry-leading global partner network.

You'll be happy to know we're led by an executive team that's worked together for years building game-changing, multi-billion dollar software companies. Plus we'll stand behind you with everything from complete training to great up-front product discounts.

What's not to like?

## You Choose: Three Tracks, Four Specializations, Three Delivery Models

Choose your Partner Track.

- ★★★ **EVault Elite Partner**—Certified in two or more EVault specializations and committed to an annual, \$500K minimum revenue goal. Discounts of up to 30 percent off list price.
- ★★ **EVault Specialist Partner**—Certified in one specialization; annual revenue goal of \$40K. Discounts of up to 20 percent off list price.
- ★ **EVault Member Partner**—Referrals only; receive up to an eight percent referral fee.

Choose your Partner Specialization (each is described a bit more on the back page).

- **EVault for Microsoft Data Protection Manager**
- **EVault Software, Hardware, and Companion Products and Services**
- **Subscription Services (EVault SaaS) and Companion Products and Services**
- **EVault Cloud-Connected Services Provider (CCSP)**

Choose your Partner Delivery Model.

- **Traditional Reseller**—Resell EVault software, hardware, and services.
- **Aggregator**—Resell EVault-hosted solution with discounted pricing.
- **Partner-Hosted Cloud**—Resell EVault solutions via your own hosted data protection business.

**EVault Partner Program** (Effective October 6, 2011)

Partner Track	Specializations	Annual Revenue Milestone	Partner Track Discount (up-front)	Deal Registration Discount (up-front)	Total Discount
★★★ <b>EVault Elite</b> (Certified in two or more specializations)	Subscription Services (EVault SaaS) and Companion Products and Services EVault Software, Hardware, and Companion Products and Services Cloud-Connected Services Provider (CCSP) EVault for Microsoft Data Protection Manager	\$500K	Up to 10%  Third-party software and hardware discounts may vary	20%	Up to 30%
★★ <b>EVault Specialist</b> (Certified in one specialization)	Subscription Services (EVault SaaS) and Companion Products and Services EVault Software, Hardware, and Companion Products and Services Cloud-Connected Services Provider (CCSP) EVault for Microsoft Data Protection Manager	\$40K	Up to 10%  Third-party software and hardware discounts may vary	10%	Up to 20%
★ <b>EVault Member</b>	Refer business to EVault for an 8% referral fee	NA	NA	NA	Up to 8%

### 1. EVault Subscription Services Specialization: For Your Hands-Off Customers

Every business needs a data protection solution, but not all customers are eager to put one together or maintain it on premises. If they choose EVault SaaS, we can host their data protection environment in the EVault cloud. There's nothing to deploy and no capital expenses—just a monthly fee, which entitles your customers to a world-class infrastructure and a team of experts ensuring everything runs at optimal levels.

### 2. EVault Software and Hardware Specialization: For Your DIY Customers

If your customers have the IT staff and infrastructure to manage backup and recovery in-house, you'll want certification in the EVault Software, Hardware, and Companion Products and Services specialization. Your customers buy licenses for the platforms and applications they need to protect, then install and maintain their own software or appliance-based solution—or contract with you for help with design, implementation, and other services.

### 3. EVault CCSP Specialization: Don't Let Cloud Profits Pass You By

Create new selling opportunities and ensure monthly revenues—while incurring minimal capital and IT expenses—by adding cloud-based storage solutions to your current online hosted offerings. With a CCSP specialization, you'll quickly and easily deliver secure, reliable, and efficient EVault SaaS-based backup and recovery services to your customers, as well as replicate their data to the trusted EVault cloud. What better way to wring more profits from the cloud?

### 4. EVault for DPM Specialization: For a Cross-Platform, Cloud-Connected World

Are you a Microsoft® System Center Reseller interested in expanding your market for Data Protection Manager (DPM) 2010? Do you want to grow your business with proven cloud-based revenue streams? Are your customers looking for an easier way to integrate DPM into their cross-platform environments? Or are they just looking for a pre-packaged, all-in-one DPM appliance? If you said “yes” even once, the EVault for DPM specialization is right for you.

## Four Simple Steps to Becoming an EVault Partner

How easy is it to start winning with the EVault Partner Program? Let's count the ways.

1. Sign EVault reseller agreement with an addendum that specifies your specialization(s).
2. Get certified in your specialization(s) by completing appropriate EVault technical, sales, and administrative training.
3. Work with your channel relationship manager to develop a sales and marketing plan.
4. Rake it in.

## Take the Next Step

To learn more about the EVault Partner Program, or to join, please visit us at [www.evault.com/partners](http://www.evault.com/partners), email us at [potentialpartnerinquiries@evault.com](mailto:potentialpartnerinquiries@evault.com), or call us at 1.877.901.DATA (3282).



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