FREQUENTLY ASKED QUESTIONS

1. What is the new Acronis Partner Program for Cloud?
The Acronis partner Program for Cloud is an extension of the Acronis Partner Program. It is designed to enable Cloud Partners to capitalize on opportunities created by exponential data growth and the growing demand for cloud data protection solutions. As an extension of the Global Partner Program, this Cloud Program is also a multi-tier, progression-based program that offers three (3) Levels of participation to distinguish and reward a partner's sales performance, certification commitment, and marketing collaboration. Each level has a specific set of requirements, benefits and resources aligned to help partners drive business growth and profitability.

2. What are the key benefits of the new Program?
- Highly competitive pricing
- Rebates and incremental accelerators
- Rewards for demand generation and high-value selling
- Predictable, programmatic MDF & Co-op
- Web content & social media syndication
- Simple, rapid Partner on-boarding and enablement
- Sales and technical training

3. What are the key reasons to partner with Acronis?
- **Trusted technology:** Since 2002, Acronis has been recognized as a leading provider of backup, disaster recovery, and secure mobile file sync and share solutions that lower TCO.
- **Excellent growth opportunity:** Because all of our solutions are created around our own software as part of a unified platform, they're all fully scalable, they fit well together, and make up-selling and cross selling easy.
- **Improve profitability:** The most lucrative financial incentives and automated marketing tools to drive business growth and profitability.
- **Strong Partner Program:** The sales, marketing and technical enablement to outperform your competition.

4. When does the new Partner Program start?
The new Acronis Partner Program for Cloud starts on:
- **November 19th, 2015** in North America and all Acronis English Language regions.
- **January 26th, 2016** in South Europe, Germany, Austria & Switzerland and all other Acronis Non-English Language regions.

5. What type of Partners should enroll in the Program?
The program is designed for Distributors with a Cloud practice, Cloud Aggregators and Service Providers.

6. If I am already an Acronis Partner, do I need to join this new Program?
This is the official Partner Program for Acronis Cloud Resellers and Service Providers. As an existing Partner who currently sells Acronis traditional licensed products, you will remain an Acronis Partner. If you are interested in expanding your Cloud portfolio with Acronis Cloud Service and Solutions, you can also apply to become an Acronis Cloud Partner. Your application will be given priority consideration.

7. Is there an entry fee to join the Program and become a Partner?
There is no entry fee to join. At the entry level (Acronis Authorized Partner), there are no minimum sales requirements either. Should you progress to higher levels within the Program, we'll ask that you achieve various certification levels and revenue thresholds, but no entry fee will be required.

8. What do I need to do to enroll in the Program?
Getting started is easy. Sign up today on the Acronis Partner Portal at:
http://partners.acronis.com and provide all the company details necessary. Acronis will check and confirm your registration by email. As a new partner, you will automatically be enrolled in the Program as an Acronis Authorized Partner. If you're already actively selling Acronis solutions, you may be contacted by one of our Sales representatives and invited to join as an Acronis Gold or Platinum Level partner.

9. What are the Acronis Partner Program levels?
The Acronis Partner Program for Cloud is a multi-tier, progression-based program that offers three (3) Levels of participation: Acronis Authorized Partner, Acronis Gold Partner, and Acronis Platinum Partner. Each level has a specific set of requirements, benefits and resources aligned to help partners drive business growth and profitability.

10. What if I don't meet the requirements?
If you are unable to meet the requirements of a specific level, such as certifications or revenue forecasts, you can be re-qualified to a lower level. However, even the base level (Acronis Authorized Partner) offers a secure foundation for you to continue benefiting from Acronis resources and support.

11. How can I learn more about the Acronis Partner Program for Cloud?
Visit our portal at **http://partners.acronis.com/cloudpartnerprogram/.**

12. How can I speak to an Acronis representative about the Program?
We'd love to speak with you! You can reach us by email at **channels@acronis.com** or call us at (781) 222-0920.

13. How do I register to become an Acronis Cloud Partner?
You can sign up at our online portal at **http://partners.acronis.com** Acronis will check and confirm your registration by email. As a new partner, you will be automatically enrolled in the Program as an Acronis Authorized Level Partner, and be able to benefit from competitive pricing, Trial software, and support right away.

14. What is the period of validity of the Partnership?
Your Partnership activity will be assessed once per year. Changes in level can occur following each of these assessments, unless you meet the requirements for the next level throughout the year. In this case, you may be upgraded sooner.

15. What are the requirements to become an Acronis Cloud Partner?
Joining our Program requires Registration at our online portal. There are no entry fees or revenue requirements to join as an Acronis Authorized Partner. Gold and Platinum Level Partners are required to complete a business plan and be approved by the regional manager. Additionally, Gold and Platinum partners will also be required to have a minimum number of Acronis Sales Professionals (ASP) and Acronis Certified Engineers on staff within the first 30 days.

16. Where can I buy Acronis Cloud Solutions?
You can purchase any of our Cloud Solutions and Services through one of our authorized distributors. A complete list of these distributors is available at the online Partner Portal:
http://partners.acronis.com/home/buy/.

17. How can I progress with Acronis and qualify for the next Partnership level?
The key criteria we monitor are revenue achievements, sales and technical certifications and marketing contribution. Each level has its own specific requirements, which are clearly defined and available for your review on our Partner Portal:
http://partners.acronis.com/cloudpartnerprogram.

18. What support will Acronis provide to me as a Partner?
Depending on your partnership level, we provide you with everything from attractive discounts and Trial software to free technical support, lead generation and Partner-locator referencing. See *Benefits and Requirements at a Glance at:*
http://partners.acronis.com/cloudpartnerprogram/benefits-requirements/.

19. Will the Program provide me with technical support?
With Acronis, partners enjoy free and unlimited support via email, chat or at our online Knowledge Base. Gold and Platinum partners benefit from 24/7 phone support as well.

20. What type of sales and marketing assistance and resources are available?
All product collateral, sales tools, logos/visuals and marketing campaigns are accessible to you free of charge at our online Partner Portal: **http://partners.acronis.com.** We also offer content syndication to help you drive awareness and demand through web and social media.

21. What training and certification is required for the Program?
Each partnership level has specific training and certification requirements. All partners are invited to attend a sales boot camp to start with. Gold and Platinum partners are required to have a minimum number of Acronis Sales Professionals (ASP) and Acronis Certified Engineers (ACE). Product Specializations are recommended but not required. With them you'll benefit from extra visibility on the Acronis Partner Locator. All training is available at the Acronis Academy, either through online classes or at one of our on-site sessions. **Learn more here.**

22. Are evaluation and Not-for-Resale software licenses available?
Yes. You can access free 30-day evaluation trial versions of our software directly at the Acronis Web site. In addition, we have an internal-use policy offering 50% discounts off Manufacturer's Suggested Retail Price (MSRP) to our partners for a certain number of licenses on a per device basis. See *Benefits and Requirements at a Glance* for details at:
http://partners.acronis.com/cloudpartnerprogram/benefits-requirements/.

23. What criteria will Acronis use to measure my performance?
Our key focus will be on revenue achievement, technical certification as well as business planning and marketing engagement. For a complete list of requirements, see *Benefits and Requirements at a Glance* for details at:
http://partners.acronis.com/cloudpartnerprogram/benefits-requirements/.