

Acronis® Channel Partner Program



Qualified Partners, Satisfied Customers, Healthy Sales

The goal of the Acronis Channel Partner Program is to establish a strong network of Acronis experts able to support our customers. We view the education, training, and resource enablement of our partners to successfully promote the Acronis solutions as an investment that will materially impact our global presence and industry position for years to come.

There are three membership levels in the Acronis Channel Partner Program:

- Acronis Software Partner
- Acronis Certified Partner
- Acronis Enterprise Solutions Partner

Acronis Partners know more

General Advantages

Acronis channel partners benefit from comprehensive technical, sales and marketing support to promote the Acronis solutions.

Partners have access to the Regional Channel Team that will advise them and transfer sales competencies to them. This spokesperson will develop a joint Go-To-Market Business Plan, designed to achieve annual revenue benchmarks. The sales tools provided to the partners include Sales Guides and the Acronis License Calculator to quickly and reliably calculate a customer proposal.

At the technical level, partners benefit from pre-sales support, technical assistance and priority support to follow up the entire implementation of the Acronis solutions throughout the entire sales cycle.

Another key benefit of the Partner Program is the Certification. Partners can acquire a broad understanding and expertise of the Acronis solutions, and develop best practices in the fields of backup, disaster recovery as well as systems deployment and migration. High competencies of well-trained partners lead to higher customer satisfaction and loyalty, and foster long-term business relationships.

The Acronis Marketing Packs are turnkey packaged marketing activities designed by marketing professionals and recommended by the Acronis marketing team to drive demand and sales. Partners are entitled to customize and co-brand the marketing deliverables. All these materials as well as valuable market information and competitive analyses are made available in the Acronis Partner Portal.

Acronis Partner Levels in detail

Acronis Software Partner

Your Profile: You are a reseller of software solutions for small and medium-sized enterprises.

Our Value Proposition:

Acronis Software Partners receive extensive sales support and marketing materials to support all selling efforts. Upon request, Acronis provide free evaluation and trial versions for your prospects. We also clear up your queries through our online support.

Key Program Benefits:

- Access to the regional channel team, sales information, marketing materials, current promotions, faqs, and more
- Discount on software licenses and maintenance
- Free acronis partner starter kit including sales guides for your employees
- Free evaluation and trial versions of Acronis products for your prospects
- Partner listing on the acronis website (partner locator zone)
- Partner newsletter and webinars with current information about acronis products and market initiatives
- Acronis channel partner program reseller activities and incentives

Acronis Software Partners are entitled to sales, technical and marketing assistance and receive regular information updates from Acronis.

Acronis Certified Partner

Your Profile: You are a solution provider with strong expertise and presence in your local market, providing consultancy to your customers.

Our Value Proposition:

Acronis Certified Partners get additional benefits including comprehensive sales training and technical certification from Acronis. Purchase conditions are contractually defined and you have access to Marketing Development Funds (MDF) for joint marketing initiatives.

Acronis Certified Partners holds specific benefits in addition to Acronis Software Partners' ones.

Key Program Benefits:

- Access to the regional channel manager
- Joint go-to-market business plan
- Assigned pre-sales support contact
- Access to priority technical support
- Complementary sales and technical training and certification programs
- Not for resale (nfr) licenses of the acronis software
- Mdf budget to fund joint marketing activities such as lead generation, direct marketing, event and public relations
- Distribution of customer leads to the partner
- Access to market studies and competitive analyses

Acronis Certified Partners achieve this level when passing specific sales and technical training. They gain the expertise to lead large license customer projects and they benefit from a personal access to the Acronis Support Team ensuring a careful and timely technical assistance.

Acronis Enterprise Solutions Partner

Your Profile: You are a solution provider or a system integrator with dedicated knowledge in the field of storage management, extensive IT expertise, dealing with reference customers using high end storage solutions. You provide consultancy for the implementation of enterprise wide projects.

Our Value Proposition:

The highest Acronis Partner level obviously holds all benefits granted to the Acronis Software Partner and the Acronis Certified Partner. In addition, Acronis offers assistance for the Pilot implementation at the customer site of the Acronis Enterprise Solutions Partner. Acronis can assist the Partner with the management of the project, including on-site Proof of Concept and training. The close collaboration between Acronis employees and the Partner's engineers and consultants enables know-out transfer and guarantees the successful roll-out of enterprise projects.

Key Program benefits:

- Joint Pilot implementation of large projects (free of charge)
- Assistance with Project management, Proof of Concept, and Training at the customer site
- Distribution of customer leads to the Partner
- Know-out transfer to the Partner

Whichever program level you choose, Acronis will work with you to develop both revenue opportunities and secure new business. When you are successful, we are successful and everyone benefits, including our collective customers.

How to become an Acronis Partner?

If you wish to explore the possibility of a mutually beneficial partnership, please visit us on the web at <http://www.acronis.eu/enterprise/partners> or email us at channel_eu@acronis.com

The online application form can be found at <http://www.acronis.eu/enterprise/partners/request>. As soon as your application is reviewed for the Acronis Partner Program, you will receive an email from our channel sales team to inform you of next steps.

If you are an existing Partner and want to become a Certified Partner, please email certification_eu@acronis.com or register directly at <http://certification.acronis.eu/>.

		Acronis Software Partner	Acronis Certified Partner	Acronis Enterprise Solutions Partner
Sales	Recommended Sales Price Lists (MSRP)	✓	✓	✓
	Discount on Software Licenses and Maintenance	✓	✓	✓
	Access to Acronis Channel Team	✓	✓	✓
	Joint Go-To-Market Business Plan		✓	✓
	Current promotions	✓	✓	✓
	Evaluation versions	✓	✓	✓
	Trial versions	✓	✓	✓
	NFR Licenses		✓	✓
	Lead generation (distribution of qualified leads)		✓	✓
	Partner Starter Kit	✓	✓	✓
	Sales Training	✓	✓	✓
	Competitive Information		✓	✓
Marketing	Product Documentation (Data Sheets...)	✓	✓	✓
	Partner Newsletter	✓	✓	✓
	Partner Webcasts	✓	✓	✓
	Partner Listing on Acronis website	✓	✓	✓
	MDF Budget (Marketing Development Funds)		✓	✓
	Marketing Packs (set of customizable promotional materials)		✓	✓
	Events		✓	✓
	Public Relations		✓	✓
	Case Studies	✓	✓	✓
	Partner Portal Access	✓	✓	✓
Support	Online Support	✓	✓	✓
	Priority Technical Support and Assigned Support Contact		✓	✓
	Technical Training and Certification programs		✓	✓
	Assistance with Proof of Concept			✓
	Assistance with enterprise project management			✓
	Training at customers' sites			✓
	Inclusion in Beta Programs / product launches		✓	✓