Acronis

PARTNER PROGRAM
for Cloud

This document provides information about the Partner Program benefits and requirements for Acronis Service Providers.

Backing up your ambitions!

Dear current and future partners,

2016 will usher in exciting new opportunities for Acronis Partners. Now more than ever, data protection is critical for all companies and individuals. Companies are bursting from the growth of data and relying on that data to operate and guide their businesses.

Globally, individual consumers now live a "Digital Life" and store nearly a terabyte of data on their PCs and devices. In the near future, "gigabytes" and "terabytes" will yield to the terms "petabytes" and "exabytes". This exponential data growth is challenging IT organisations to maintain effective data protection, data access and high availability, putting their business continuity at risk. To address these risks, IT organisations are transforming how they do business and turning to cloud solutions that offer turnkey data protection services. This creates new revenue opportunities for Service Providers who can deliver the best in class Acronis cloud solutions.

Acronis has expanded its Global Partner Program to support Cloud Partners. Now you can deliver Acronis cloud solutions, receive financial rewards and access key resources to strengthen your competencies. Whether you are already a member of the Acronis Global Partner Program or are considering integrating cloud solutions into your core business offerings, the newly expanded partner program will help position your business for maximum success and profitability. These are exciting times. We at Acronis are thrilled to be leading the industry with our top-rated cloud solutions. We invite you to review our extended Acronis Global Partner Program and select the level that is right for you.

Chris Hilderbrand, Vice President, Global Channel Sales



Based on our proven AnyData Engine, Acronis delivers a world-class hybrid data protection solution specifically for Service Provider partners. Coupled with our flexible 'pay-as-you go' model that allows you to earn more as you grow, Acronis is providing Service Providers everything they need to earn greater share of customer wallet and keep their customers protected.

John Zanni, *Chief Marketing Officer and Sr. Vice President of Cloud and Channel Strategy*

Program Description

The Acronis Partner Program for Cloud enables you to deliver Acronis Cloud Solutions to resellers as well as end-users. It offers three levels of participation to distinguish and reward a partner's sales performance, certification commitment, and marketing collaboration.

ACRONIS PLATINUM SERVICE PROVIDER

ACRONIS GOLD SERVICE PROVIDER

ACRONIS AUTHORISED SERVICE PROVIDER



Key Program Benefits

- Highly Competitive Pricing
- Rebates and incremental accelerators
- Co-Op and MDF programs and rewards for demand generation and high-value selling
- Web content & social media syndication
- Simple, rapid partner on-boarding and enablement
- Sales and technical training

Why Partner with Acronis?

- **Trusted technology:** An established provider of backup, disaster recovery, and secure mobile file sync and share solutions.
- **Excellent growth opportunity:** Scalable solutions, seamless migration opportunities and easy to upsell.
- **Improve profitability:** Lucrative financial incentives and automated marketing tools to drive business growth and profitability.
- **Strong partner program:** Sales, marketing and technical enablement to outperform your competition.

Ready to become an Acronis Partner?

- Review the requirements and select the partnership that is right for you.
- Register on our website at **http://partners.acronis.com/**
- Contact us to map out your revenue objectives, pipeline reviews, certification completion schedule and business plans.

BENEFITS	REQUIREMENTS
Highest Channel Incentives: Highest Rebate, Accelerators, *MDF + Co-op Trial Software & 24x7 Phone Support Leads & Marketing Support	Revenue + Pipeline 4 Acronis Sales Professionals (ASP) 2 Acronis Certified Engineers (ACE) QBR + Partner Business Plan 4 Demand Gen Campaigns P/Q
Great Channel Incentives: Highest Rebate, Accelerators, *MDF Trial Software & 24*7 Phone Support Leads & Marketing Support	Revenue + Pipeline 2 Acronis Sales Professionals (ASP) 1 Acronis Certified Engineer (ACE) QBR + Partner Business Plan 1 Demand Gen Campaign P/M
Trial Software & Support via Knowledge Base, Chat/Email	Registration to the Partner Portal Training via Boot Camp, Event, or LMS ASP Prerequisite for Sales Specialty

* May be available by request with approved business plan

Differentiate your business with trusted technology

Customers have many choices. Acronis helps you differentiate your business and simplify their choices. Since 2003, Acronis has been recognised around the word for its leadership in technological innovation. Today, Acronis protects the data of more than 5 million consumers and 500,000 businesses in over 130 countries. With products developed for small and medium business environments, and solutions that solve specific data protection problems for the enterprise, Acronis' new generation technologies simplify protection of critical data.

This not only improves IT productivity and business uptime, it also reduces management complexity and increases return on investment. Leveraging the power of the Acronis AnyData Engine, Acronis Cloud Solutions provide all the unique features offered in Acronis' on-premise backup products without the need for the customer to invest in software, on-premise storage, and internal resources to manage the solution. This allows you to solve your customers' data protection problems quickly and efficiently while enabling you to improve customer retention and lifetime value.

Acronis Cloud Solutions for Service Providers

As an Acronis Cloud Partner, you gain the ability to sell Acronis Backup Cloud and license Acronis Backup Advanced and Acronis Backup Advanced for vCloud through the Acronis Service Provider License Agreement (SPLA).

Acronis Backup Cloud

Learn more

Acronis Backup Advanced

Learn more

Acronis Backup Advanced for vCloud

Learn more

Acronis Service Provider License Agreement

The Acronis Service Provider License Agreement (SPLA) is aimed at select Service Providers who want to license and host the latest eligible Acronis software products to provide backup and recovery services to end customers, direct and/or via resellers.

To build a strong, straightforward business case for your service, you need a solution with low entry costs and pay-as-you-grow scalability. With the SPLA, Service Providers can license Acronis products on a monthly basis to provide backup, deployment and disaster recovery-as-a-service solutions to their end customers. The Acronis SPLA supports a variety of backup scenarios to help you provide highly customised and robust solutions. **Learn More**

Tap into incremental sales opportunities

As an Acronis partner, you can deliver the Acronis Cloud Solutions to meet your customer's needs. Powered by the Acronis AnyData Engine, this set of powerful solutions enable organisations to capture, store, recover, control and access data in virtual, physical, cloud, and mobile environments. Depending upon your customer's business needs, you can provide a cloud service designed and optimised for a specific workload, and seamlessly add on additional products, into a total unified solution that protects any data, across any environment, on any device.

Improve your profitability

The Acronis Partner Program delivers the most lucrative financial incentives to help you drive business growth and profitability.

Pricing Advantage

Acronis partners can purchase Acronis Solutions at very attractive prices and resell them at great margins.

Acronis Renewal Manager

The Acronis Renewal Manager provides you great visibility and control of your renewals business – empowering you to drive profitability like never before. A holistic 360° view of your renewal base, automatic notifications, quote generation, and tracking, help expedite the sales cycle and identify opportunities. (Not available in all regions. Check with your Acronis representative regarding availability in your region).

Market Development (MDF) and Co-op Funds

Acronis helps Partners accelerate demand generation, market development and sales readiness. Access to Co-op is available to Distributors, Platinum resellers, Authorised Cloud Resellers and Platinum Cloud Service Providers. Approved business plans are required.

Trial Software

There is no better way to understand the simplicity and ingenuity of Acronis solutions than taking a free test drive! Ask your Acronis representative about extended trials.

Grow your cloud business

The Acronis Partner Program delivers the sales, marketing and technical resources to help you build a profitable cloud business.

World-Class Training and Certification

Build and reinforce your sales and technical competencies on the Acronis Suite at the Acronis Academy, either through online classes or at one of our on-site sessions with our Acronis Sales Professional (ASP) and Acronis Certified Engineer (ACE) courses.

Technical Support

With Acronis, partners enjoy free and unlimited support via email, chat or at our online Knowledge Base. Depending on your partnership type and level, you can benefit from 24/7 phone support as well.

Partner Locator Referencing

Each month, thousands of prospects come straight to our website looking for reliable resellers and Service Providers in their region. We'll help them find you!

Acronis Partner Portal

Access everything you need to maximise your program participation including exclusive sales and marketing tools, pricing, licensing and quoting tools, training, support, trial software and much more.

Demand Generation

Benefit from lead-generation campaign tools that you can co-brand and personalise with your own company logo, website or contact information.

Web Content and Social Media Syndication

Drive website traffic and buyer engagement through social media with Acronis ready-to-use content, designed to help you maximise demand generation for Acronis products and services.

Acronis

For additional information and to register for the Acronis Partner Program, please visit http://partners.acronis.com/

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