FREQUENTLY ASKED QUESTIONS

Acronis #CyberFit Technology Partner Program

Program Information

❓ What is the Acronis Technology Partner Program?

The Acronis Technology Partner Program (TPP) is an updated version of our prior #CyberFit Platform Program. It represents a step forward in how Acronis engages developers and third-party technology partners — offering a refreshed set of resources, agreements, and structured benefits needed to work with Acronis to create, use and share new joint technology solutions.

❓ How is this different from the #CyberFit Platform Program?

The updated program introduces a new name, more joint go-to-market benefits for Independent Software Vendors (ISVs), and makes it easier to work with Acronis on technology projects by bringing communities like our Acronis Developer Network under one single, larger program.

❓ What about the Acronis Developer Network? Does it still exist?

Yes. The Acronis Developer Network (ADN) community is an important foundation of the new Technology Partner Program.

Access to this community and its resources will continue to exist as an ongoing, automatic benefit **within the broader program, with all current Developer Network members automatically becoming inaugural members of our TPP at the** Registered **level with all the associated benefits.**

The difference? As we broaden our program to invite more developers in with a more structured program and advances in our technology, the community will grow as will the benefits specifically for our developer community. The ADN community will continue to focus on software developers and their unique requirements for resources and support — whether they are:

- **Administrators** configuring our platform to meet their needs
- **Service providers** customizing the Acronis platform to deliver services
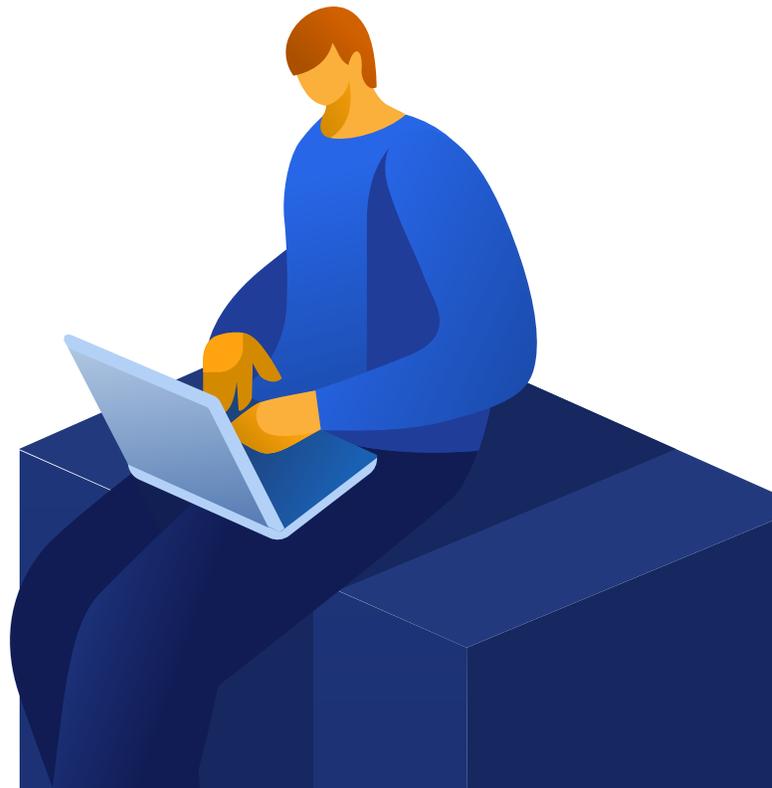- **System integrators** helping other businesses to configure their management environment

- **ISVs** interested in doing a proof-of-concept or starting a development project with Acronis

❓ Who is the Acronis Technology Partner Program for? Who can join?

The TPP is built upon the premise that Acronis sees all companies and individual developers who want to work and collaborate with Acronis on technology projects as "partners." We believe that by extending our platform to third parties and collaborating with other vendors on their solutions, we can collectively bring much higher value to the ecosystem and especially to end-user customers.

Members and typical use cases can include but are not limited to:

- Individual developers customizing the platform for their own use
- Technology startup firms working with the Acronis platform and technology to build more solutions and grow their businesses
- Large software vendors that may want to bundle solutions, exchange technology, or create joint solutions with Acronis to benefit our common customers and partners

❓ What are the levels of the program?

The program offers three simple levels:

- Registered Developer
- Connected Partner
- Accelerated Alliance

Whether an individual developer or a company, most (but not all!) begin their journey by registering into the program as a "Registered Developer." Though not all companies begin with a development project – access to developer resources are just one of the many benefits we offer our members.

> **Note:** In special cases, our tech partner team will work directly with some ISVs on custom agreements and arrangements. In these cases, our team may reach out to you or companies can inquire by contacting our program team at TechnologyPartnerProgram@ acronis.com

❓ What are the benefits for Independent Software Vendors (ISVs) who join?

Available benefits depend on the membership tier in the program.

At the first **Registered Developer** tier, TPP members get full access to our Acronis Developer Network resources and community of developers who share ideas, tips and insights, as well as the ability to submit API / SDK questions to Acronis.

The **Connected Partner** tier is for companies with a working, Acronis-certified integration, bundle or some form of integrated technology solution. Benefits include everything at the Registered tier, plus solution certification, marketing benefits, and a listing on our Acronis Solutions portal.

> **Note:** In some cases, Acronis may be the developer of the joint solution, but we still form a partnership with the vendor to ensure the best possible experience for our joint customers and partners.

Finally, for our technology partners who want to build further upon our relationship, Acronis works with each **Accelerated Alliance** individually to determine the best business partnership opportunities captured in a mutually-agreed on, custom plan.

❓ What about ISVs where Acronis has already built an integrated solution? Can they join?

Yes. Every technology partner that works with Acronis (including if the integration is on their ISV platform — not just on the Acronis platform) is eligible to receive the same TPP benefits and is automatically granted access as a Connected Partner into our program if the solution is certified by us.

This allows us to mutually support our shared channel partners and customers in a programmatic fashion, create exceptional outcomes based on our joint technology, and to ensure continued interoperability as needed to deliver the solution quality the market expects from our brands.

For integrated solutions built on the Acronis platform and built by Acronis, they are automatically certified for Acronis support. Acronis will send a program invitation to those ISVs to join the program.

❓ If Acronis built the integration, does the ISV still need to accept the program membership agreement?

Yes. The agreement covers the basics needed to establish a relationship with Acronis in the program and the terms of the benefits extended by Acronis to the member. **It does not require members to use any of the program benefits, or require members to provide any benefits to Acronis in return.**

While some of the Acronis Developer Network terms are included in this membership agreement, the rest of the program terms defining program benefits and tier eligibility are included the Acronis Technology Partner Program Guide.

❓ How do I join? How long does it take?

Becoming a member takes a only minute and is done by visiting developer.acronis.com. Simply click on "Become a Member" and follow the online instructions to complete the form.

> **Note:** For members who need access to ADN resources, please allow time for member account access to be securely provisioned following registration.

❓ Are there any fees?

No. There are no program fees at any tier of the program.

There may be associated, optional fees for some benefits — now or in the future — such as getting access to priority, paid developer support or choosing to sponsor our #CyberFit Summit event. But you are in control of how much you engage, how much you invest, and how much you get in return from these benefits.

❓ Are there any contracts or agreements I have to sign? What if my legal team wants to make changes?

Yes. Our simple, click–through program membership agreement covers the basics you typically encounter when joining any technology program, including:

1. **Establishing a relationship** between you and Acronis
2. **Giving you a few rules** on using our ADN resources
3. **Letting you know where to find more information** on tier eligibility and the terms for using the additional program benefits

The program membership agreement **does not require** any individual or company to use any of the benefits offered, or require any benefits in return. But it does signify an agreement to follow our terms when using program benefits according to the Acronis Technology Partner Program Guide.

However, if your legal team has questions, you may contact our program team at TechnologyPartnerProgram@acronis.com.

> **Note:** In addition, there are some cases where bespoke agreements may be created according to the project and the nature of the relationship between the companies. In this case, our companies will work together to determine if, what type, and how many agreements are needed and appropriate to the engagement.

❓ How do I become a "Connected Partner"? What are the requirements?

The Acronis Technology Partner Program is generally constructed as a progressive program — where an ISV may begin with a development project and as a "Registered Developer." Once the project is complete, the ISV may apply to certify their solution with Acronis and become a Connected Partner. Criteria and requirements for application approval and certification are outlined in our program guide.

There are times however, when there is an alternative path to partnership, including an invitation from us. Whether you are ready to apply, or if you would like to inquire about alternate paths, please contact our program at TechnologyPartnerProgram@acronis.com .

❓ What's an "Accelerated Alliance"? How do I apply?

Accelerated Alliances are Acronis relationships (partnerships) with other technology companies that we consider strategic on both technology and business levels. These relationships work with custom agreements and are available by invite only. For more information, contact our program at TechnologyPartnerProgram@acronis.com.

? How long does membership last?

Membership lasts as long as you meet our eligibility requirements and follow our program terms found in both our click-through agreement and program guide, or until either partner unilaterally informs the other party they've elected to discontinue membership. However, it may take Acronis up to 12 months to remove TTP member mentions from any or all prior program content.

? What about ISVs who are already partners with Acronis — via the ADN, #CyberFit Platform Program — or even another program?

While members of ADN are automatically migrated into the new program, partnership via other programs may require additional guidance.

Our program and business development teams will reach out to each of our existing partners accordingly to ensure a smooth transition into the new program and that benefits from the new program may be granted.

Alternatively, you can also feel free to contact us with questions at TechnologyPartnerProgram@acronis.com.

? What does "certification" mean?

For joint solutions that are created by third parties, our team will validate the technical design, compatibility and functionality before agreeing to support Acronis environments running with the integration implemented. Proof (and benefits) of certification will be posted in our Solutions Portal on solutions.acronis.com.

This certification process is tied to the business application process where we also validate the relationship on a business level, and verify that the integrated solution will receive full support from both parties.

Using the Program

? How do I get my solution posted on the Acronis website?

All Connected Partner solutions are certified by Acronis. Once certified and the business partnership is approved, the solution may be added into our Solutions Portal. More information will be provided at the time of certification and approval.

? If I build an integrated solution using ADN resources, can I also distribute this to my clients? Can I post it on my website?

As a Registered Developer, you may use your work for the needs of your own business — including if you are using it to deliver services as a managed service provider, or working on behalf of an Acronis client as an integrator or consultant.

However, if you wish to offer your integration code or package for distribution to third parties, including posting on your website, you will need to become a **Connected Partner**.

Getting Help

? How do developers get support when using ADN resources?

The Acronis Developer Network offers a knowledge base for self-service search and forums for community-based support. Developers may also ask Acronis for API / SDK support by submitting a form on developer.acronis.com.

? How are these integrated solutions supported?

For developers who have customized the Acronis environment for their own business purposes and are having problems within the Acronis environment, regular support cases can be opened for problems not related to the integration work.

For developers and partners who have customized the Acronis environment for their own business purpose and have issues specifically with Acronis APIs, a question may be asked on ADN on the forums to the community, or to Acronis by submitting a form.

For Connected Partners (or Accelerated Alliances) with an Acronis-certified integration, as the developer of the integration, they will always be responsible for supporting their integration code for support issues coming from their customers. However, they may coordinate and escalate with Acronis directly through ADN if a problem is determined to be with our APIs / SDK, or with our general support team if the problem is with our product.

❓ How do I contact the program if I have questions or problems?

Please send an email to TechnologyPartnerProgram@acronis.com.

❓ What do I do if my registration doesn't work, or I change companies and need to change or cancel my registration?

Please send an email to the program at TechnologyPartnerProgram@acronis.com for assistance.

About Acronis

Acronis unifies data protection and cybersecurity to deliver integrated, automated cyber protection that solves the safety, accessibility, privacy, authenticity, and security (SAPAS) challenges of the modern digital world. With flexible deployment models that fit the demands of service providers and IT professionals, Acronis provides superior cyber protection for data, applications, and systems with innovative next-generation antivirus, backup, disaster recovery, and endpoint protection management solutions powered by AI. With advanced anti-malware powered by cutting-edge machine intelligence and blockchain based data authentication technologies, Acronis protects any environment — from cloud to hybrid to on premises — at a low and predictable cost.

Founded in Singapore in 2003 and incorporated in Switzerland in 2008, Acronis now has more than 2,000 employees and offices in 34 locations worldwide. Its solutions are trusted by more than 5.5 million home users and 500,000 companies, and top-tier professional sports teams. Acronis products are available through over 50,000 partners and service providers in over 150 countries and 26 languages.

Acronis

Learn more at
www.acronis.com