

Asigra.

Reseller or MSP, you can add a *profitable* new dimension to your business.



For more than 20 years, Asigra has been a technology and thought leader in the backup and recovery space. We've stayed ahead of the market with a secure, agentless, scalable and automated solution that aligns the value of data with its storage costs. With Asigra, IT Leaders evolve their environment unconstrained by recurring backup challenges.

Now, Asigra is applying its expertise to a new Hybrid Partner Program designed to increase the profitability and cash flow of channel partners of all sizes and capabilities. As a Reseller or MSP, you can grow your revenue streams and enhance your trusted advisor status by leveraging Asigra's backup and recovery solution to address the pain points of new and existing customers.

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Asigra.



3D Hybrid



MSP Hybrid



VAR Hybrid

Get the best of both worlds.

Introducing the Asigra *Hybrid* Partner Program.

Software sale or *SaaS* sale. How about both?

Until now, the traditional model for channel partners was a segregated one: Resellers on one side, and MSPs on the other. Each staked out their own limited territory, and each enjoyed limited rewards.

We recognize that the current business environment in the channel reflects a hybrid nature. The increase in IT complexity, the advent of Cloud Computing and the “new world order” that it’s ushering in, compounded by the current state of the economy—all are driving channel partners to look at new ways to maintain and generate revenues.

Asigra’s Hybrid Partner Program offers you the opportunity to participate in a program that enables you to become more responsive to the needs of your customers—by delivering our backup and recovery solution to SMEs and large enterprises as a perpetual license (Private Cloud), term license (Private Cloud), or as an online (Public Cloud) backup service delivered by the channel.

In this way, if you’re a pure-play managed service provider, you have the opportunity to add reseller capabilities to your business. If you’re a reseller, you can begin to add Asigra-powered online backup services to your portfolio. Either way, you’ve added a new and profitable dimension to your organization.

We’ve had our head in the *Cloud* for twenty years.

It’s no exaggeration to say that Asigra’s multi-tenant, agentless solution anticipated the era of Cloud Computing by some twenty years. Which means we’re more than ready for it, and more than willing to get you into a greater state of readiness for it.

As the world transitions to Cloud Computing, some customers will want to buy services from a public multi-tenant cloud, and some will want to build their own internal corporate cloud. It’s stating the obvious to say that you should have both offerings in your portfolio.

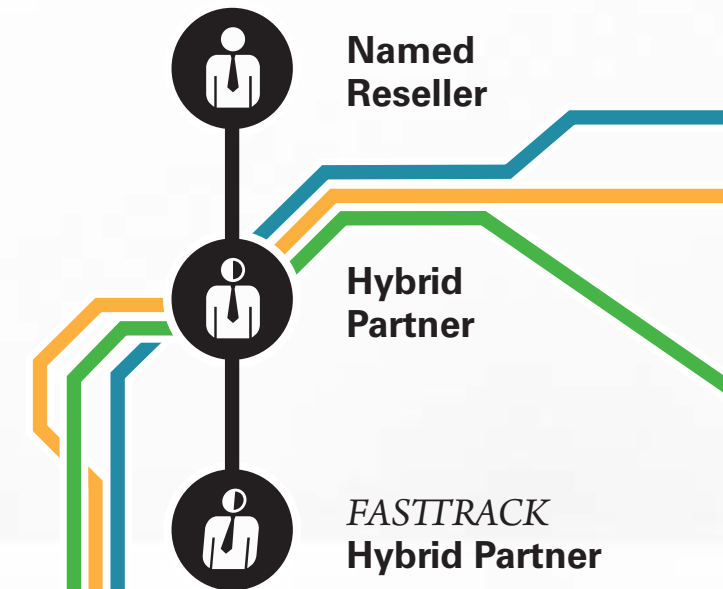
Even if the majority of your customers don’t use managed services today, tomorrow they will. The question is: will you be ready—to offer them not just the right technology, but the right technology in the right format? What’s more, by talking to customers about Asigra’s cloud-optimized solution, you demonstrate the “thought leadership”—and attain the coveted “trusted advisor” status—that VARs strive to achieve with their business customers.

As an Asigra partner, you’re *profitable* right out of the gate.

By partnering with us, you add a proven (more than 100,000 sites are protected by Asigra) solution to your portfolio; one whose quality and success make it an easy sale that generates annuity revenue.

You can choose your level of involvement with our flexible partnership options matched to your capabilities. Sell term licensing in lieu of perpetual licensing to customers who want to use OPEX instead of CAPEX in these tough economic times. And build a steady monthly revenue stream instead of “sell once – collect once.”

We’ll help you move to managed services with extensive advice, tools, and a partner community, along with the ability to sell the platform. And we won’t compete with you, because we will never sell directly to end-users. Instead, Named Inside Sales, Field sales and SE contacts will support you through every step of the sales cycle.



All Hybrid Partners enjoy the following benefits:

- Ability to offer the Asigra solution as software sale or SaaS sale
- Ability to participate in the *Influencer Incentive* Deal Registration Program
- Ability to resell Asigra Software as a Term (“Rental”/OPEX) License
- Access to demo software, Technical Web Support, Knowledge Base
- Co-branded Custom Marketing and Demand Generation Collateral
- Online and Onsite Technical Training
- And more.

Hey, Hybrid Partner. What works for you?

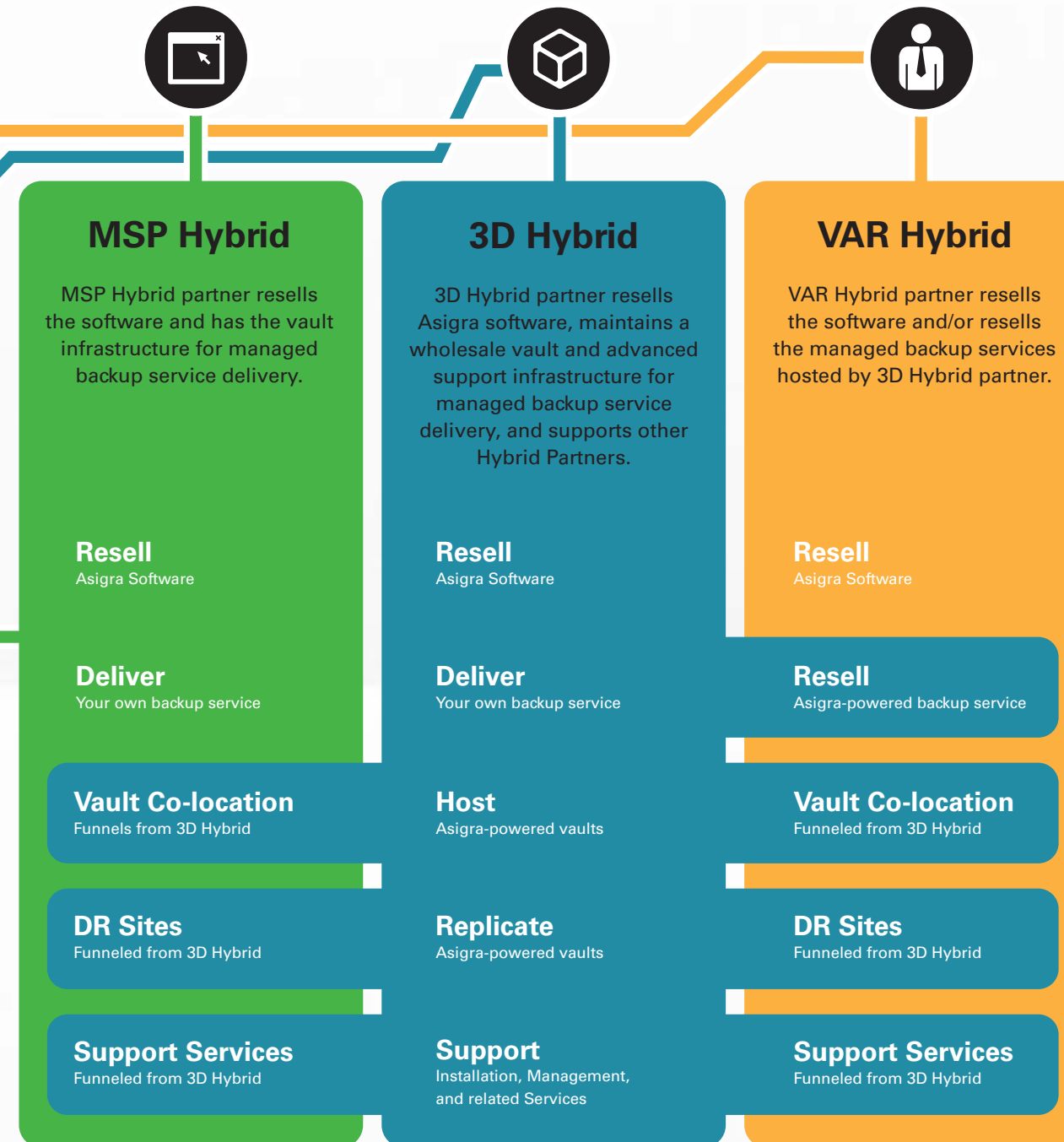
There are several ways to participate in the program or not participate.

Named Reseller

Named Resellers are authorized resellers and do not have a designated status in the Hybrid Partner Program. They sell Asigra software on a case-by-case basis.

Hybrid Partner

The Hybrid Partner program offers three distinct designations that are tied to expertise and capabilities:



FASTTRACK Hybrid Partner

Any Hybrid Partner can apply to be a part of the Asigra *FASTTRACK* partner community when they have a strong motivation to develop a more consistent business relationship with Asigra.

FASTTRACK Partners will enjoy the following benefits in addition to the other Hybrid Partner benefits:

- *Qualified Sales leads* through Asigra’s demand-generation activities
- 2,3,4% quarterly Cash Back based on revenue attainment
- Proposal-based *Marketing Development Funds*
- Co-marketing & joint sales opportunities
- Dedicated technical, marketing, and sales support
- And more.

Please contact partners@recoveryyourcool.com to get more details on the *FASTTRACK* eligibility criteria.

The Hybrid Program is structured, supported, and optimized for you. We’ve designed the program with your success in mind. Consider these perks:

Wide Reach

Asigra provides the ultimate backup and recovery solution and is committed to make it available to SMEs and Large Enterprises of all sizes—as a software sale or an Asigra-powered backup service.

An end-user can source Asigra Software or Asigra-powered services from any preferred partner. There are no minimum revenue commitments when joining the Asigra Hybrid Partner Program. All partners get discounts based on transacted revenue.

Zero Channel Conflict

Asigra will never sell direct to end-users. As we continue to invest in our marketing programs and demand-generation activities, we want to ensure that customer queries about sourcing Asigra software or service are sent to the channel partner that can best support the customer as a trusted advisor of Asigra technology.

An end-user has the ability to designate their named reseller partner when they reach out to Asigra directly. We will honor this by bringing the preferred partner into the deal.

All deals that are brought in by Hybrid partners can be locked-in using the *Influencer Incentive* deal registration Program. We’re committed to helping these partners win the deal.

Influencer Incentive

Asigra has the *Influencer Incentive* Program to eliminate channel conflict.

Asigra encourages all Hybrid Partners to participate in the *Influencer Incentive* deal registration program to protect their revenue and to effectively lock-in the deal. Once the deal registration is approved, the partner earns a *Influencer Incentive* of upto 15% of the final deal list price when Asigra wins the deal - irrespective of whether the deal is sourced through you or another partner. Ask us for more details.

Recover your cool. And help your customers recover theirs. Become an Asigra Hybrid Partner.

We believe our Hybrid Program is exactly what’s needed for the current business environment in the channel. And the right prescription for every channel partner who wants a solution that sells easily and generates annual revenue—even in the toughest economy.

To learn more about the Asigra Hybrid Partner Program, visit us today at: www.recoveryyourcool.com/partner.

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