

Acronis

PARTNER PROGRAM

Backing up your ambitions!



Dear current and future partners,

This year brings exciting new opportunities for Acronis partners. The rise of virtualization, cloud services, mobile technologies and exponential data growth are challenging IT organizations to maintain effective data protection, data access and data availability.

This creates new revenue opportunities for resellers who can deliver the best solutions and serve as trusted advisors throughout the buying cycle. Acronis is uniquely positioned to help you capitalize on these booming market trends.

Founded in 2002, Acronis has long been recognized as a global provider of robust, easy-to-use backup and recovery solutions with over 100 patents and 45 awards for product excellence and innovation. The accolades continue with our flexible new generation data protection solutions that capture, store, recover, control and offer safe data access in physical, virtual, cloud, and mobile environments.

The newly redesigned Acronis Partner Program provides you access to our powerful suite of new generation data protection solutions, improved financial rewards, and resources to strengthen your competencies, differentiate your business and position yourself for maximum success and profitability.

We invite you to review the new Acronis Partner Program and select the level that is right for you.



Chris Hilderbrand, Vice President, Global Channel Sales

Program Description

The Acronis Partner Program offers three (3) Levels of participation to distinguish and reward a partner's sales performance, certification commitment, and marketing collaboration.



Key Program Benefits

- Attractive/stackable profit margins.
- Incremental margins for deal registration and growth products.
- Renewal accelerator.
- Rewards for demand generation and high-value selling.
- Predictable, programmatic MDF & Co-op.
- Web content & social media syndication.
- Simple, rapid enablement.

Why Partner with Acronis?

- Proven technology: A leading provider of backup, disaster recovery, and secure mobile access solutions that lower TCO.
- Large growth opportunity: Scalable solutions for seamless migration and upselling.
- 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.

Ready to become a Partner?

- Review requirements and select the level that's right for you.
- Contact us to map out your revenue objectives, pipeline reviews, certification completion schedule and business plans.
- Activate your account in the Acronis Partner Portal <http://partners.acronis.com>



BENEFITS	REQUIREMENTS
Highest Channel Incentives: Highest Deal Reg Rebate, Accelerators, MDF + Co-op NFR & 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: Deal Reg Rebate, Accelerators, MDF NFR & 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
Deal Reg Rebates Through Distribution NFR & Support via Knowledge Base, Chat/Email	Registration to the Partner Portal Training via Boot Camp, Event, or LMS ASP Prerequisite for Sales Specialty

Differentiate your business with proven, award-winning technology

Customers have many choices. Acronis helps you differentiate your business and simplify their choices. Since 2002, Acronis has been recognized around the world for its leadership in technological innovation. Today, Acronis protects the data of more than 5 million consumers and 300,000 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 backup, disaster recovery and secure access, sync and share of critical data. This not only improves IT productivity and data recovery time, it also reduces management complexity and total cost of ownership.

Personal

Backup & Disk
Management for
Consumers

Business

Backup & Disaster
Recovery for
business

Access

Secure File Access,
Syncing and
Sharing

Cloud

Backup & Storage
for Service Providers

Tap into incremental sales opportunities

As an Acronis Partner, you can sell the entire Acronis suite of New Generation Data Protection Solutions to meet your customers' needs. Powered by the Acronis AnyData Engine, this set of powerful solutions enable organizations to capture, store, recover, control and access data in virtual, physical, cloud, and mobile environments. Depending upon your customer's business needs, you can sell individual point solutions, designed and optimized 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 - using one centralized management console.

Improve your profitability

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



Attractive Margins

Acronis partners earn attractive front-end margins on all products. Managed partners may also earn back-end rebates on the sales of Core products - physical backup and recovery - and even greater rebates on the sales of Growth products - virtual backup and recovery, secure mobile access and cloud services.



Deal Registration Incentives

Earn extra margin for introducing brand new customers to Acronis Core products; significantly boost your margins on Growth products.



Acronis Renewal Manager

The new Acronis Renewal Manager provides our partners great visibility and control of their 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.



Market Development (MDF) and Co-op Funds

Acronis helps Partners accelerate demand generation, market development and sales readiness. Access to MDF is available to Gold and Platinum Partners and requires an approved business plan. Supplementary Co-op fund is allocated to Platinum Partners upon achievement of quarterly sales goals.



Not-for-Resale Software

There is no better way to demonstrate the simplicity and ingenuity of Acronis solutions than offering your customers a free test drive! Additional NFR keys are allocated with every Sales Specialist training you take: Backup, Cloud and Access.

Outperform your competition

The Acronis Partner Program delivers the sales, marketing and technical resources to help you outperform your competition.



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.



Exceptional Technical Support

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



Partner Locator Referencing

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



Acronis Partner Portal

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



Out-of-the-box Marketing Campaigns and Joint Events

Benefit from non-stop lead-generation campaign tools that you can co-brand and personalize 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 web content, designed to help you maximize demand generation for Acronis products.



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

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