

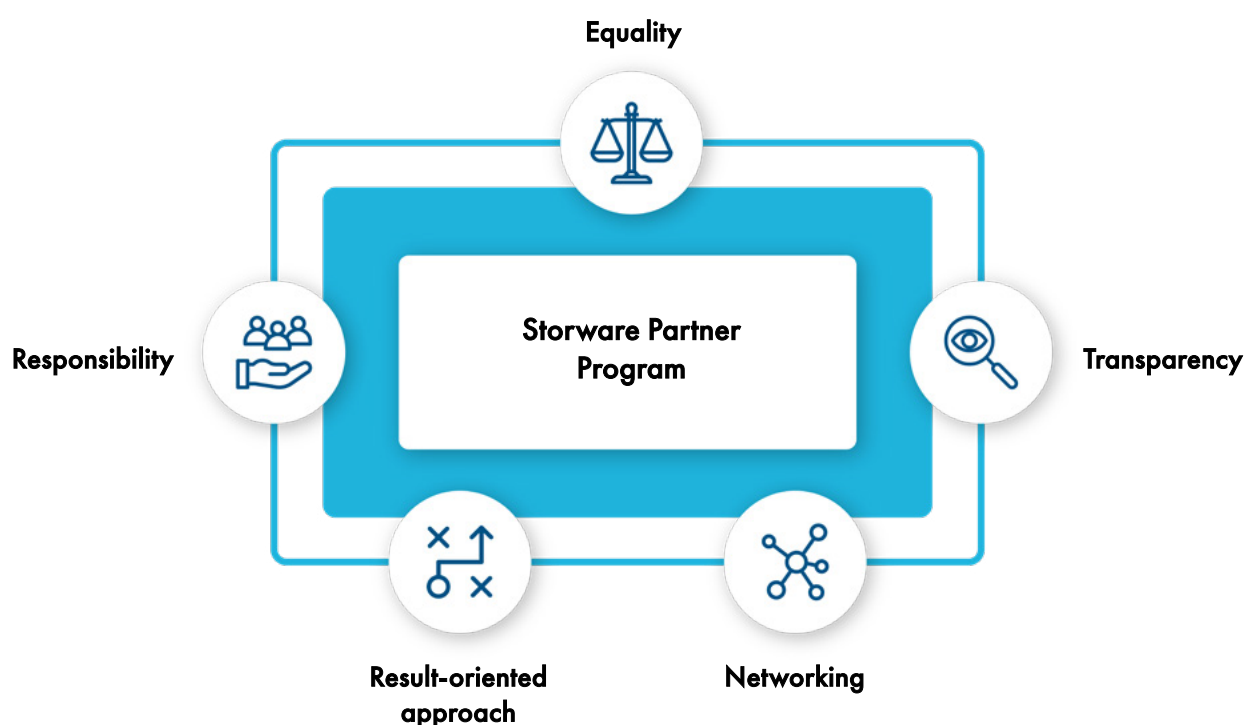
Why you should join the Storware Partner Program

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General description

We encourage creative companies and people to join our Partner Program. Being a part of Storware partner community of innovators and key-players, offers an opportunity to enhance your portfolio with a product requested and recognized on the market by different domains – Storware Backup & Recovery.

The backbone of the Storware Partner Program is defined principles to inspire and support with achievement of business results for all participants.



- **Equality** – mutual respect for contribution in delivering the best practices to the market and solving customer needs
- **Transparency** – open dialogue on equal footing between Storware and partners, opportunity to define sales volumes and predict financial benefits
- **Networking** – engaging the Storware partnership community, building robust relationships with co-thinkers from different markets
- **Result-oriented approach** – full guidance and coordination, based on capabilities, to achieve business goals
- **Responsibility** – engaging partners in honest conversation about risk sharing and treating contribution of each side

Why you should join the Storware Partner Program



With 10 years of expertise in data protection and recovery, we are celebrating the diversity of new partners joining us. The essence of such partnership is building a community of the leading innovators and game changers, which helps customers with delivering market recognized solution for backup and recovery. Today we see the presence of our partners in each part of the world and will be thrilled to enhance our partner network.



Michał Bambynek

Business Partner Organisation
Team Leader at Storware

Why you should join the Storware Partner Program

5 reasons to become our partner

Why join the Storware Partner Program?



Project protection via deal registration

Deal registration gives partners safety by providing special prices on specified terms and protection for successfully closing deals. Moreover, it increases pipeline visibility, empowering sales satisfaction.

By joining the program, the partners will be confident in closing any type of deal regardless of the size and get efficient compensation on the final stage.



Accumulative Discount System

The partners can increase their rebate level up to 35% and more, harvesting all discount opportunities like building blocks. To provide broader price options, Storware takes into account deal information and common market activities. The capabilities of it are not limited and Storware is always ready to discuss the most relevant sales scenario.



Free certification and NFR License

To enhance partner's knowledge, Storware proposes to join certification process. Free of charge certification trainings allow partners to choose a suitable time with repeated sessions if necessary. From the sales perspective, certification provides understanding how the product addresses the business needs and the go-to-market with Storware. Additionally, partners get access to NFR license to experience the product workflow in action, as well as the business impact, which boosts confidence when selling, onboarding, and managing the product with the customer.



Co-marketing activities

Through joint marketing activities, Storware helps partners increase brand visibility. Storware offers an extensive list of marketing actions, that will help partners achieve better results in sales and build trust among customers. From joint case studies, through events, webinars, and online campaigns – Storware provides help, support, and initiative every step of the way.

Storware offers market development funds (MDF) as another resource to increase local awareness or lead gen programs supporting sales and marketing on the local markets. Planning together allows to consider actual requests and challenges in each region.



End-to-end technical expert support

Storware technical team provides a full cycle of interaction of product demonstration, professional service. Pre-sales team assists in exploring customer needs and supplying with technical documentation and guidance. Effortless installation of the product is accompanied by the internal professional team, which covers troubleshooting 24/7 in any time zone. Additionally, partners could have direct communication to share ideas and requests to R&D team.

What you should get as a benefit to join us

Partnership level

Discover the opportunity to scale your business with Storware Backup and Recovery. Selecting one of the levels, partners join a dedicated path to build their own success and increase revenue.

	Silver	Gold	Platinum
General description	Kick off entrance to product base knowledge, discount options and new audience	Confidence in building go-to-market strategy with certificated team and wide range of discounts	Most sales attractive options for prices with deep involvement of Storware technical team
Organization and technical benefits	Onboarding and guidance to the partnership program	- Onboarding and guidance to the partnership program - Partner's logo in Partner locator on the Storware website - NFR license for 12 months - Robust communication with the Storware technical team via Slack channel	- Monthly/quarterly calls with BP manager - Partner's logo in Partner locator on the Storware website - NFR license with time customization option based on requested case Robust communication with the Storware technical team via Slack channel with the involvement of dedicated engineers - Joint solution validation and development upon approval
Sales benefits	Additional 15% discount on deal registration	- Additional 20% discount on deal registration - Additional discount for marketing activities - Involvement of the pre-sales team in product presentation	- Additional 25% discount on deal registration - Additional discount for marketing activities - Involvement of the pre-sales and architects' team in product presentation
Marketing benefits	Selective marketing campaigns	MDF support for 2 marketing campaign per year	- MDF support for 4 marketing campaign per year - Press Release upon agreement
Requirement	Signed legal documents	- Signed legal documents - Minimum 1 certified engineer - Minimum 1 deal per 12-month period - Storware mention on the partner's website	- Signed legal documents - Minimum 2 certified engineers - Minimum 2 deal per 12-month term or \$20,000 in revenue - Storware introduction on the partner's website - Invitation only

What you should get as a benefit to join us

Certification

Together with Storware technical team, partners will gain product expertise and leverage knowledge with in-depth training. To become a certified Backupmonster expert, Storware provides online sessions. To get acquainted with schedule and choose the date, follow the link <https://storware.eu/certification/>

Certified engineers in partner's team will be equipped with systematized technical knowledge with the possibility of testing product in Storware Lab on a selected virtualized environment. Increasing the number of such team members will be a green light to partners to switch to the higher partner level with an appropriate discount percentage.

Steps

There is no limitation in expected sales volumes and open dialogue to define your business goals. To join the community of Storware partners you ought to follow a few simple steps.

1. Initiate contact:

Fill the form on the Storware website <https://storware.eu/partners/> with details about business and contact information.

2. Let's get acquainted:

Storware Business Partner team will contact you to schedule a call to discuss advantages and benefits of each partnership level and choose the most suitable for you.

3. Let's explore the product and market:

During the next session you will join technical demonstration of the product, check its unique features and meet Storware marketing team to discuss promotion and go-to-market plans.

4. Certification matters:

To learn fundamentals and the best practices of product use, join one of the certification sessions to boost your knowledge and increase revenue.

5. Enjoy the benefits of building your growth with Storware.

