5 STAR WINNER
Partner Program Guide

Building a Profit-Driven Ecosystem for the Channel

COMMVAULT®

Q. As you look into the next 12 months, what are your top priorities for the channel?

A. We want to build on our momentum from earning 5-Star Partner Program Guide honors, top marks in the Gartner Magic Quadrant, and more analyst and media recognition. These groups are acknowledging our efforts to build great solutions, a strong brand and a healthy, profitable channel.

In the coming year we have three areas of focus to keep that momentum going. First, we are empowering partners to take advantage of the many data management opportunities from disruptive technologies such as hyper-converged, Flash, software-defined networking and the cloud. Those efforts align closely with our second goal: ensuring we have the right capacity, competency, coverage and profitability models in place to serve our customers while building a respected brand. Our third goal is to ensure that we have committed alliance ecosystems that deliver compelling alliance plays to our partners that accelerate their business growth.

Q. Describe your high-value program offerings that appeal to the next generation of solution providers. What can they expect from Commvault?

A. Our partners can expect Commvault to continue to evolve our programs to encourage, incent and enable our customers' movement to next-generation consumption and compute models. This includes disruptive technologies like hyper-converged, the advent of web-scale architectures, software-defined infrastructure, and, of course, managed and cloud "as a service" offerings. This will be offered through our partner community through defined solution areas with the right selling assets, value proposition and business outcome use cases. This allows our partners to be consultative with their customers and to build both entry and ongoing life-cycle services relationships with their customers within a common platform. This provides investment protection for customers and ongoing growth and monetization opportunities for our partners.

We are also expanding our existing Partner Advantage program to include Worldwide Services Advantage and Customer Support specializations. Other improvements include a solution-specific focus, as well as orchestrating additional channel sales, marketing and program resources.

Q. How is Commvault helping partners drive new revenue?

A. Commvault is unique in its ability to empower and accelerate the monetization opportunities for our partners to consult, design, implement and manage data-centric solutions. Partners have access to solutions that span the spectrum of on-premise, hybrid and public cloud deployment models, both with us and in conjunction with our partner ecosystem.

Within our program offerings, we have a formalized "meet in the channel" process and engagement model that provides a revenue and margin multiplier effect for our partners in pursuing Commvault + alliance partner solutions in the market. We of course also place a high value on new customer acquisition and in promoting specific technologies and solution areas. Many of these program elements are stackable and create a margin multiplier effect for the partner.

Ralph J. Nimergood
Vice President, Worldwide Channels and Alliances

> *Commvault is unique in its ability to empower and accelerate the monetization opportunities for our partners to consult, design, implement and manage data-centric solutions.*

THE **CHANNEL**CO.
CRN®
★★★★★
PARTNER PROGRAM GUIDE
WINNER
2016

Learn how Commvault is building a successful, profitable data management ecosystem for the channel at www.commvault.com/partners