

Channel Chief View

Long-Term Vision Drives Steady Gains

Q. What are your priorities for channel engagement this year?

A. As a veteran of the channel but a newcomer to Carbonite, I'm eager to build and foster great relationships with channel partners. Creating an atmosphere where trust, integrity and commitment are the foundation is of paramount importance in any relationship and especially crucial if we are to call ourselves partners. Carbonite is investing in the building blocks to create this type of environment. My goal is ensuring that our partners can rely on three things: that we are simple to work with; that our products and solutions solve their customers' needs; and that we offer our partners the opportunity to make rich profit margins.

Q. What can partners expect from Carbonite that's new or different?

A. We've enjoyed a favorable reputation in the consumer products space for a long time, and with the acquisition of Evault we'll be able to offer our partners—and our mutual SMB and VSB [very small business] customers—a lot more in the way of backup, recovery and archiving solutions.

We're thrilled to incorporate Evault products to broaden our product scope and give partners a single source for backup, recovery and archive across a wider customer demographic. In the near term, we'll operate the two programs in parallel and keep the lines of communication open with partners as we make our transition to a unified program.

With the exciting changes, including new senior leadership, products and programs, I invite partners to take another look at us.

Q. What type of investments are being made that benefit your partners?

A. We have restructured our channel marketing organization to support and enable our growing partner base. We will be launching a formal on-boarding program based on Carbonite best practices that helps partners accelerate their sales. We're investing in infrastructure to make it easier to purchase through distribution, and we will implement a new partner spiff/rebate solution to provide payments and awards promptly.

Another significant accomplishment was being accepted into Hewlett Packard Enterprise's Server Partner Program. As one of the first vendors to be accepted into the program, our Carbonite Server Backup was tested and verified on HPE's servers. This accomplishment is generating a lot of excitement with our partners, as many have seen significant success bundling Carbonite solutions with the hardware they are selling. Getting a stamp of approval from a hardware vendor like HPE gives our partners additional leverage when making a sale.

CARBONITE



Jessica Couto

Vice President, U.S. Channel Sales & Marketing

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CHANNEL CHIEFS

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