

Channel Chief View

Partner With Commvault To Protect Your Customers' Most Strategic Assets

Q. What specific channel-centric initiatives are you spearheading?

A. We are working on initiatives that increase engagement and accelerate ramp-to-revenue for our partners. For instance, we've created Joint Alliance Solution plays with Cisco, Microsoft, AWS, NetApp and Pure Storage (along with others). These solutions are aligned with the priorities of our partners' customers. One example is infrastructure modernization for customers exploring refresh as a result of an application event or a cloud migration project. The plays, combining IP from both Commvault and alliance partners, include data migration, backup, and disaster recovery solutions to the public cloud. These plays are then driven jointly into market with demand activities that support funnel build with our partners.

Another initiative is Advanced Practice Development. This helps our partners expand their footprint with Commvault solutions in the areas of cloud, mobility, content, compliancy and search. In addition, we're providing advanced enablement, access to an overlay sales team for support, and incremental rewards around these solutions.

Q. How is Commvault's channel organization working to simplify engagement and accelerate partners' time to revenue?

A. We're driving many initiatives to build a higher level of engagement with our partners. Many of them are finding that Commvault technology supports a high-return practice by itself, but it also adds value to their other offerings. This increases their average selling price, creates differentiation, drives incremental sales, and provides margin-rich opportunities.

Our clear objective is for our solutions to be easy to sell and easy to buy. We are in a constant state of process improvement. We've simplified product packaging and pricing explicitly for the channel. An example is what we did with our virtualization and physical server protection SKUs. The uptake in the channel has been tremendous. We've simplified our configuration and quoting tool for ease of use and speed to execution. We're helping partners build demand with our Partner Demand Center—a comprehensive marketing and communication platform—which is fully integrated into our deal registration system.

Q. What are the most lucrative offerings for partners in today's backup and recovery market?

A. We see momentum growing in our business across the portfolio, and across all channels and geographies. But, cloud is definitely a big growth story. Customers are either refreshing infrastructure with an eye toward cloud migration, are in the process of moving workloads to the cloud, or are operating natively in the cloud. Partners are exploiting the opportunities with Commvault in virtualization, cloud migration, workflow and orchestration, backup and disaster recovery solutions to the cloud. Many deploy Commvault natively in the cloud to provide the same data management solutions in the cloud, and between clouds, for true federated data management.

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VP, Worldwide Channels,
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