

MAY 2014



**commvault®**  
**PARTNER**  
**ADVANTAGE**

# **VAR PROGRAM GUIDE**

Building on Your Strengths...and Ours

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PARTNERS UNDER NDA USE – NOT TO BE FURTHER DISTRIBUTED

# PartnerAdvantage Value Proposition

## Building on your strengths...and ours

CommVault teams with qualified Partners aligned to our 4Cs philosophy—Commitment, Competency, Coverage, Capacity—to build a self-sufficient CommVault practice within their company to mutually grow profitability in our respective companies.

While making it convenient to do business with us, CommVault offers a path for Partners to:

- Grow their business and open the door to new markets / customers.
- Take advantage of performance-based incentives, training and accreditation, and enablement programs for Marketing, Sales and Technical Services.
- Leverage CommVault-provided tools, resources and support to achieve mutual success.



The logo features a stylized infinity symbol above the text 'commvault' in lowercase, 'PARTNER' in uppercase, and 'ADVANTAGE' in uppercase. The text is white on a red background. Below the text are three overlapping rectangular blocks in shades of red and grey.

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# Welcome to PartnerAdvantage

This comprehensive program offers opportunities for you to collaborate with CommVault to deliver superior solutions for Unified Data Management to your customers. It also provides a path to profitably grow your business and open the door to new markets and customers.

We want to create the “best return” on our relationship, enable you to become self-sufficient, and make it easy and convenient for you to do business with CommVault. Our foundation program offers deal registration, tier discounts and lead opportunities. In addition, our new designation Partners have an opportunity to earn market development funds (MDF) and rebates. All Partners have access to our Partner portal, InnerVault, which provides sales and technical enablement information and tools. In summary, these incentives and enablement offerings help you build a strong, self-sufficient CommVault practice.

As a member of our PartnerAdvantage program, you benefit from:

- Our commitment to provide you with quality products, support and services
- A structured program with incentives tied to your level of commitment and participation
- Training and certification / accreditation to enhance your technical and sales competence for CommVault solutions
- A web-based portal providing easy access to the PartnerAdvantage program, information, videos and tools

## Program Overview

Our PartnerAdvantage program, which runs from July 1 through June 30, readies you with the right information and the right go-to-market strategy to succeed. It also provides new opportunities to access more market segments and empowers you to integrate, validate and benchmark other products with our offering.

We want our partnership to be successful for you...and for CommVault. So it's important to find the right “fit” (level of participation) for you in this program, regardless of your business model.

- Value-Added Reseller (VAR)
- Velocity Reseller (Direct Market Reseller)
- Systems Integrator (SI)
- Service Provider (SP)
- Technology Alliance
- Original Equipment Manufacturer (OEM)

We offer a tier-based program aligned with your level of commitment and participation that will differentiate you—and CommVault—from marketplace competitors. Our goal is to build on your strengths and ours to create a mutually beneficial, long-term business relationship—one in which you can “earn” your way up the participation / benefits ladder.



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When you enroll in PartnerAdvantage, we provide you with the VAR Program to explain:

- Our commitments to you (e.g., communication, enablement, demand generation tools and support) based on your role and tier-level
- Your commitments to CommVault (e.g., compliance with program requirements)
- Rules of engagement for program participation
- Training / accreditation, tools and resources

In addition, we have updated and expanded InnerVault to provide you with a single entry point for doing business with CommVault, providing links to:

- Deal registration
- Webinars
- Competitive information
- CommVault GRID campaigns
- Configuration tools (e.g., Simpana® Software Configurator)
- Technical toolbox
- CommVault Partner University
- Additional resources for Sales, Technical, Marketing, Solutions and My PartnerAdvantage

**Here's to our mutual success in 2014...and beyond!**

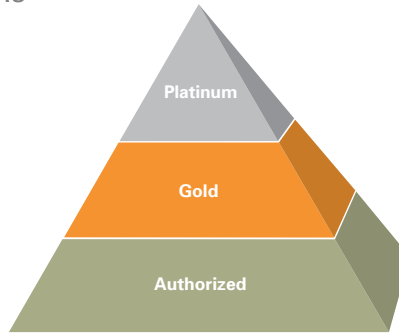
# Structured Foundation Program

## Tiered Participation & Eligibility for VARs

We offer a tier-based program tied to your specific level of participation / commitment—Platinum, Gold, Authorized.

Based on your level of participation in our PartnerAdvantage program, we ask you to:

- Make specific commitments (e.g., invest in building a strong CommVault practice, achieve agreed-upon sales goals for CommVault solutions).
- Meet certain requirements based on your tier level (e.g., meet a net software bookings threshold, develop joint business and marketing plans, train a specified number of systems engineering [pre-sales] and sales staff on CommVault solutions) as shown in the following chart. Please consult the flyer for your country-specific information or visit InnerVault.



TIER*	REQUIREMENTS	\$ / Number
Platinum	Net Software Bookings Threshold	\$\$\$ / yr.
	Minimum # of Transactions >\$10K	# (x # unique customers)
Gold	Net Software Bookings Threshold	\$\$\$ / yr.
	Minimum # of Transactions >\$10K	# (x # unique customers)
Authorized	Net Software Bookings Threshold	n/a

\* Refer to local Tier Structure Fact Sheet

REQUIREMENTS	Authorized	Gold	Platinum
Contract Executed	Required	Required	Required
Joint Business Plan, Marketing Plan and Quarterly Business Review	n/a	Yes	Mandatory
Minimum Required (see mix below)	n/a	5	8
Certified Resources with Each Competency (a single individual can hold accreditation / certification for CommVault Technical Sales Professional and CommVault Solution Architect)			
CommVault Sales Professional	n/a	2	3
CommVault Technical Sales Professional (SE)	n/a	2	3
CommVault Solution Architect	n/a	1	2
CommVault highly recommends a minimum of 1 sales accreditation	Recommended		



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## Participation Requirements

- **Executed Contract**

Signed agreement for participation in our PartnerAdvantage program (minimum requirement for entry into program)

- **Certification / Accreditation Training**

Web-based certification and/or leader-led training available for professionals in sales and systems engineering designed to increase competency in delivering CommVault solutions

- **Portal Access Administrator**

Designated individual within your company who manages access to important information about your company (e.g., deal registrations, Partner profile, dashboards, etc.) that resides on InnerVault along with other resources (i.e., sales, technical and marketing information) provided to your company's employees

- **Partner Profile (General)**

Snapshot of your company's business profile and potential for delivering CommVault solutions

Please note that we will review each Partner's tier status every six months (in June for a July effective date; in December for a January effective date) to assure compliance with the program's tier requirements.

## Benefits

- Access to InnerVault, our secure Partner portal, tools and resources
- Tier-based discounting
- Deal registration (Please consult the VAR Deal Registration flyer or visit InnerVault)
- Sales and technical support
- Opportunity to participate with CommVault in demand generation campaigns
- Marketing enablement (e.g., GRID campaigns, demand / lead generation)
- Your logo and listing in "Find a Partner" on CommVault's customer website
- Configuration tools (e.g., Simpana® Software Configurator with secure access for Sales / Technical professionals)

## Enablement & Support

### Partner Advisory Council

CommVault will meet with a select group of Partners several times each year to share ideas for improving our PartnerAdvantage program, hear your feedback on current programs, and seek input on future programs. (Partner participation is by invitation only.)

These meetings offer an open, collaborative environment to discuss business goals, CommVault solutions and future Partner strategies. These meetings also provide an opportunity for all of us to gain valuable insights about driving mutual growth and developing new business opportunities.



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### **Executive Briefing Centers**

Committed to providing you with the sales resources you need to seize new opportunities and maximize profitability, we offer all Partners access to our Executive Briefing Centers. Located in CommVault facilities, these centers provide an ideal forum to showcase CommVault solutions that you deliver.

CommVault puts these state-of-the-art facilities and resources at your disposal for you to host customers in a formal business environment to build customer relationships, accelerate the sales cycle and close deals. When appropriate, we offer you an option to invite CommVault executives to participate.

In addition, we will work with you to develop a specific presentation for your customers, including presentations from our marketing and senior management teams. To schedule a customer visit and customize an agenda for your meeting, talk with your CommVault representative.

#### **NOTE:**

Some CommVault offices offer facilities where you can test and evaluate business applications on next-generation storage technology infrastructures. Outfitted with mission-critical applications from major manufacturers (e.g., Microsoft, VMware, Oracle, SAP, Citrix, etc.), customers can experience, in real time, storage technologies that support their data storage and management requirements.

These facilities also provide a cost-effective way to demonstrate your own solutions to customers by using simulation scenarios, performance demonstrations and stress tests. Live demonstrations and realistic testing scenarios help you build strategic relationships with visiting customers and drive new sales.

### **Partner Management Team**

CommVault provides Gold and Platinum Partners with direct access to a local CommVault Partner management team that will work with you to support your sales, marketing and technical efforts. This team is also available to work closely with you to define joint business opportunities, development activities and target marketing initiatives—all aligned to mutually developed business and marketing plans. This team is also available to assist CommVault Distribution Partners for their sales, marketing and technical needs.

COMMVAULT'S COMMITMENTS TO YOU





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### Sales

Pre-Sales support is available from our product and technical experts, as well as sales personnel. Contact your CommVault representative for details.

Web-based and hardcopy tools are available to support your efforts throughout the sales life cycle. Collateral materials and online support are just a click away for:

- Case studies
- Promotions
- ROI calculator
- Deal registration
- Demo lab
- My PartnerAdvantage
- Competitive information
- Price book

Please visit InnerVault for detailed information about our sales support resources.

### Marketing

Our resources include:

- Partner webinars
- Competitive information
- CommVault GRID campaigns
- Web-based tools for demand / lead generation
- Opportunities for co-branding / co-marketing
- Collateral materials ranging from product brochures and datasheets to white papers and solution briefs
- CommVault logo usage/rights plus logo kit

Please visit InnerVault for detailed information about our marketing support resources.



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### Services

Our PartnerAdvantage program offers access to services ranging from professional to technical and installation.

For instance, our Technical Services team can assist you with your technical validation needs and ensure you have help where you need it. Our Channel SE Desk will connect you with a highly skilled pre-sales technical engineer who can help with your technical validation requirements, including:

- Product demonstration and discovery sessions
- Design validation
- Licensing / configuration support
- Proof of concept (POC) planning and support

CommVault's Worldwide Technical Enablement Team offers knowledge, training, resources and tools to help you:

- Increase proficiency and efficiency to enable high-value service engagements, promote customer loyalty and confidence, and enhance your profitability with high-value services.
- Build effective and knowledgeable Simpana® software Systems Engineering resources to enable a higher percentage of technical wins.

Please visit InnerVault for detailed information about our full Services offering.

### Training (Sales & Technical)

CommVault Partner University provides training via a comprehensive online program designed to build knowledge and expertise on CommVault solutions. With tracks specifically designed for sales and technical professionals, our training helps grow your business and differentiate you from the competition.

- Online accreditation program for CommVault Sales Professionals
- Web-based training for Systems Engineering and Technical Sales Professional resources (including accreditation training)
- Online certification for CommVault Solution Architect (including certification testing)

CommVault requires Partners to keep their PartnerAdvantage program-qualifying accreditations and certifications current. CommVault will update certifications and accreditations as warranted by product updates (i.e., new releases) and go-to-market strategies (i.e., new bundles or competitive situations). Additionally, each accreditation may have its own continuing education requirement.

Please visit InnerVault for detailed information about our training resources.

### Pricing

Partners can find a geographic-specific, online price book on InnerVault. For additional support, CommVault provides controlled access to our configurator tool (see Simpana® Software Configurator below).

## Secure Partner Portal

We have updated and expanded InnerVault to provide you with a single, secure entry point into CommVault's automated processes that facilitate doing business with us. Automated processes range from tracking the status of deal registrations and training / certifications—to checking your transactions with CommVault, self-managing your Partner Profile, and sharing a Partner Plan and dashboards.

The password-protected portal also provides links to:

- Webinars for Partners
- Materials for co-branding
- Competitive information
- CommVault GRID campaigns
- Configuration tools
- Technical toolbox
- CommVault Partner University
- Additional resources for sales, technical, marketing, solutions
- My PartnerAdvantage

Regardless of your tier or any earned designation, you need to appoint a Portal Access Administrator who will control your employees' access to important information about your company (e.g., deal registrations, Partner profile, dashboards).

To ensure that we keep your employees informed in a timely manner, we ask you to keep your company profile and contacts up-to-date on InnerVault.

Your company profile also gives you an opportunity to provide details about your company's technical and solution offerings, which helps CommVault engage you in new opportunities.

In addition, CommVault will also periodically offer a series of knowledge transfer events, as well as technical and sales interactive sessions, hosted on InnerVault.

## Simpana® Software Configurator Tool

CommVault designed this online configuration tool to eliminate complexity and drive efficiency in discovery, design and proposal processes. It uses a series of intuitive survey-based questions to quickly generate solution design and sizing recommendations, as well as a summary and breakdown of the SKUs and licensing options that you can leverage in the proposal and quotation process.

When one of your employees has successfully completed the CommVault Technical Sales Professional accreditation available from CommVault Partner University, that individual can access the configuration tool. Please consult InnerVault for details.

# MarketBuilder Designation

CommVault offers (by invitation only) an opportunity for VAR Partners to earn the MarketBuilder designation, which signifies a higher level of commitment to building a competent, self-sufficient CommVault practice within their company. Please consult the MarketBuilder flyer or InnerVault for details.

The following list highlights what we consider when we invite a Partner to earn this designation.



## MarketBuilder – 4Cs Assessment Commitment, Competency, Coverage, Capacity

1. Executive Sponsorship
2. Total Sales Revenue
3. Technology Expertise
4. Partner's Operational Efficiencies
5. Mindshare / Engagement
6. Sales Metrics Beyond Revenue
7. Current Business Model
8. Vertical Expertise
9. Company Health
10. Future Business Plan / Strategy

## Requirements

In addition to the foundation program requirements, Partners with the MarketBuilder designation must fulfill the following requirements.

- **Joint Business Plan**  
Annual written plan documenting our mutual areas of focus and growth objectives, as well as the goals for your CommVault practice
- **Joint Marketing Plan**  
Written plan for MDF activities, scheduled customer events and territory demand generation efforts
- **Proxy Quota / Growth Rebate**  
A mutually agreed upon annual goal for net software bookings and revenue growth
- **Partner Profile**  
Portrait of your company's business profile and 4Cs (Commitment, Competency, Coverage, Capacity) as they relate to building a strong CommVault practice



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- **CommVault Practice Leader**

Designated person within your company responsible for deploying critical sales / product / program information, driving business development and growth, and executing the business plan (including account mapping)

- **MDF Coordinator**

Designated person within your company who serves as the point person for MDF payments and supporting documentation filed with CommVault

- **Payment Information**

Current, pertinent payment information on file with CommVault to assure prompt payment for rebates and MDF initiatives

- **Quarterly Business Review (QBR)**

Opportunity to review a previous quarter's results, trending, MDF initiatives, events, key focus areas, as well as what's working and what needs improvement

- **Designation Review**

An assessment against requirements to continue with the MarketBuilder designation (annual review conducted May-June goes into effect in July)

- **Campaigns / Demand Generation**

Proactive engagement in discrete CommVault product sales campaigns and demand

### Benefits

All the foundation program benefits PLUS:

- Financial incentives (e.g., MDF, rebates, lead distribution)
- A CommVault representative assigned to your practice
- Closer relationships with CommVault Field Sales (e.g., team selling integrated into the sales process)
- Expanded access to InnerVault (e.g., tools to track and age compliance for everything from certifications, training and business plans—to links for MDF, rebate records and proxy quota performance)
- "Find a Partner" capability based on Partner profile and accreditations (e.g., helps when CommVault's Sales team distributes leads and opportunities among qualified Partners to meet customer needs)



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### Financial Incentives

Partners who earn the MarketBuilder designation can take advantage of financial incentives to build a strong CommVault practice.

- **Earned MDF**

We support your efforts to build demand generation and a sales pipeline by providing funds for CommVault-preapproved activities that range from advertising, tradeshows and promotional materials to seminars, direct mail and campaigns. Please consult the MDF Handbook and the annual program MDF flyer, or visit InnerVault for details.

- **Rebates**

CommVault offers rebate opportunities based on your tier level and the total of your “Net New Customers” for a specified sales period (i.e., based on sales of CommVault solutions relative to mutually agreed upon growth targets). Please consult the annual program Rebates flyer or InnerVault for details.

- **Lead distribution**

CommVault distributes leads based on geographic coverage, Partner capacity / competency and customer requirements. Please consult the Rules of Engagement section of this Guide or visit InnerVault for details.

When you take advantage of CommVault’s incentive-based programs, your success becomes our success.

# Service Deployment Designation

CommVault will offer Service designations for self-sufficient Partners who have been trained and meet the requirements to install CommVault solutions for their customers.

A sound information and data management service practice allows you to:

- Maximize your profitability.
- Build and maintain strategic relevancy in your customer base.
- Ensure on-time engagements with high customer satisfaction.
- Provide differentiation from your competition.

CommVault designed the Partner Services Readiness Program to recognize and reward Partners who invest in developing their professional services and consulting practice built on Simpana® software.

The program addresses areas of mutual investment that result in benefits that include access to:

- Fundamental and advanced services and consulting training courses
- Proprietary technical knowledge and tools (including the Solution Design Tool with Services Automation, which facilitates automation of a Simpana® software practice)
- “Partner Plus” implementation support
- Service designation branding and promotional kits
- Opportunities for additive, contracted service engagements

For details, please consult InnerVault

## Services (CASP)

CommVault designed the CommVault Authorized Support Program (CASP) for qualified CommVault resellers to deliver a streamlined support experience to end users of CommVault technology. This program includes margin allocations, access to CommVault support training, and guided actions associated with your organization’s support of your CommVault customer base.

Offering first-call support to your customers as an element of your core service portfolio creates revenue opportunities, and deepens your account visibility and control. You can use your organization’s view into your customers’ estate to extend your value through differentiation of your business while maximizing revenue opportunities.

To join the CommVault CASP Program, you must first be enrolled in the CommVault Partner Program. CommVault offers this program by invitation only.

For more information, please contact [CASPSupport@commvault.com](mailto:CASPSupport@commvault.com)

# Program Compliance

As a member of CommVault's PartnerAdvantage community, we expect you to comply with the overall program requirements, as well as those for your specific Partner tier.

We provide a structured program and the tools to help you optimize the results of our collaboration with regard to revenue earnings, resource investments, business planning, training and accreditation.

REQUIREMENTS	Authorized	Gold	Platinum
Contract Executed	Required	Required	Required
Joint Business Plan, Marketing Plan and Quarterly Business Review	n/a	Yes	Mandatory
Minimum Required (see mix below)	n/a	5	8
Certified Resources with Each Competency (a single individual can hold accreditation / certification for CommVault Technical Sales Professional and CommVault Solution Architect)			
CommVault Sales Professional	n/a	2	3
CommVault Technical Sales Professional (SE)	n/a	2	3
CommVault Solution Architect	n/a	1	2
CommVault highly recommends a minimum of 1 sales accreditation	Recommended		

## Executed Partner Agreement

We require you to have a valid, signed agreement on file with CommVault. The agreement sets forth the terms, conditions and operating expectations for your participation in our PartnerAdvantage program.

The agreement provides legal and financial protection for both parties in a relationship that involves exchanging intellectual property and proprietary information.



## Training

As a member of our PartnerAdvantage program, we require you to commit the appropriate resources to meet the required number of certifications / accreditations to support your CommVault practice. Your tier level determines the specific number of resources required in each category:

- CommVault Sales Professional (accreditation)
- CommVault Technical Sales Professional (accreditation)
- CommVault Solution Architect (certification)

Online training available through our CommVault Partner University allows your staff to complete required training at their own pace and in manageable chunks of time.

Please consult the Certification / Accreditation flyer or InnerVault for detailed information about CommVault Partner University courses, objectives and prerequisites.

### NOTE:

- If you use an individual's accreditation or certification to qualify for PartnerAdvantage at the foundation level or for a designation and that individual leaves your company, you have ninety (90) days to replace the qualifying accreditation or certification.
- You may not use an individual's accreditation or certification to meet a compliance requirement until you have employed that individual for six (6) months or that employee has completed the required classes, whichever comes first.

## Your Responsibilities

As a member of CommVault's PartnerAdvantage community (in the foundation program or higher tiers), we expect you to actively engage with us to grow your CommVault practice.

### Portal Access

Regardless of your tier or any earned designation, your Portal Access Administrator will manage your employees' access to important information about your company.

Specifically, your designated Portal Access Administrator will be able to manage the:

- Level of portal access by your employees
- Addition / deletion of employees and/or sales offices authorized to access the portal
- List of your key contacts for specific areas (e.g., Marketing, Finance, etc.) within your company

## Quarterly Business Reviews (QBR)

QBRs are mandatory for Platinum Partners and recommended for those in the Gold tier. Partners with the MarketBuilder designation must participate in QBRs, regardless of their tier level.

These regularly scheduled business reviews provide an opportunity to discuss:

- Your previous quarter's financial results, trending and territory observations
- Plans for your pipeline, prospects and install base, as well as events, campaigns, MDF utilization, calendars and initiatives for the next quarter and beyond
- What's working and what needs improvement, key focus areas, and what's on your business horizon

QBRs also allow you and CommVault to:

- Take corrective actions in designing initiatives and campaigns to achieve goals and targets.
- Engage executives in critical business reviews that will support your commitment to a higher performance level.
- Develop constructive dialogue with feedback and recommended solutions as you grow your CommVault practice.

In addition, QBRs:

- Provide an executive dashboard that highlights the performance of your CommVault practice for the previous quarter.
- Can provide the basis for a strategy discussion about your CommVault practice and how we can support your efforts.

## Joint Business & Marketing Plans

- Platinum Partner – required
- Gold Partner – recommended
- Authorized Partner – not applicable

A successful partnership depends on collaborative business planning. Plans developed jointly with your CommVault Representative help ensure that we identify resources and align our business goals to achieve our mutual growth targets.

Your business plan should map key business strategies and tactics to your objectives, determine sales and vertical market opportunities, and identify target accounts and solution opportunities for growing your business and penetrating new markets.

A joint marketing plan outlines co-marketing strategies and tactics to optimize MDF spending and assure alignment of resources to increase demand-generation outcomes.

We view your business and marketing plans as living documents that continually reflect our agreement to mutually drive growth for CommVault solutions.

Based on your tier level, you may also be required to develop a proxy quota, which is a mutually agreed-upon growth target documented by your CommVault representative and confirmed by CommVault via email to your CommVault Practice Leader.



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## CommVault Practice Leader

We require Platinum and Gold Partners, and those who have earned the MarketBuilder designation, to identify a CommVault Practice Leader who can serve as the point person to:

- Execute the joint business plan and manage your company's responsibilities for program compliance, progress and performance.
- Manage your communications with CommVault.
- Aggregate feedback and escalation / resolution of any issue that may arise.
- Make sure the required program documents have been completed and returned to your CommVault Representative or entered online in your Partner profile.
  - Contract signed by your authorized company executive for participation in the PartnerAdvantage program
  - Forms designating your CommVault Practice Leader and Partner Portal Access Administrator
  - Payment information form signed by your authorized company executive

YOUR COMMITMENT TO COMMVAULT

# Program Participation

We are committed to delivering CommVault solutions through Partners who have invested in becoming members of our PartnerAdvantage program. (Please use this Guide or visit [www.commvault.com](http://www.commvault.com) for specific details.)

Our Rules of Engagement represent a code of conduct and help set expectations—yours and ours—for a predictable, collaborative selling motion. Our engagement model will reward your commitment, competency, coverage and capacity to deliver CommVault solutions—regardless of whether a customer wants to buy, build and operate a solution ... or simply to consume it as a service.

CommVault is committed to acting with integrity and meeting the highest standards of business conduct. We welcome and expect your feedback if you come across any incident that suggests we have violated our responsibilities regarding legal compliance or business conduct.

We expect you to act ethically and legally, as we will as well, and we reserve our right to request a meeting with you to ensure compliance and to discuss compliance issues.

The following Rules of Engagement provide clear, concise details about the manner in which CommVault's direct sales force will pursue an opportunity with you.

NOTE: These rules do not preclude you from pursuing and winning any opportunity on your own.

Our Rules of Engagement address:

- Lead distribution
- Team selling
- Deal registration & revocation
- Discontinuing program participation

You may direct your feedback or any queries regarding CommVault's Rules of Engagement to your CommVault representative.

## Lead Distribution

Sales leads fall into one of three categories:

- CommVault-generated
- Jointly generated
- Partner-generated

Our direct sales team may elect to retain a CommVault-generated lead or to distribute that lead to a channel Partner like you.

You can expect the following behavior for a CommVault-generated sales lead—or a lead emanating from a jointly funded campaign or event using CommVault MDF.

CommVault will:

- Not pursue the opportunity directly.
- Not pursue the opportunity with another Partner.
- Only contact the customer on your behalf (including, but not limited to, face-to-face interactions).

Please note that CommVault may provide reactive support to other Partners; however, that support will not include any customer contact or information sharing gained through our support of the opportunity.

- We expect you to accept or refuse a lead according to the lead distribution policy. (see InnerVault)
- If you reject the lead, CommVault may distribute it to another Partner or pursue the opportunity directly.
- If you accept the lead, CommVault expects you to aggressively pursue the opportunity, block competition, communicate and engage with the CommVault team on a regular basis, and expeditiously close the opportunity.
- If you generate a lead and deliver it to CommVault for joint pursuit, CommVault will treat it as if it is a Partner-generated lead. We will not share the lead or any information about it with another Partner.

## Team Selling

Integrity and trust are the cornerstones of team selling. Opportunity sharing is the currency. You and CommVault should expect reciprocity when sharing an opportunity.

Strategic planning is at the core of team selling, and all shared opportunities need a jointly developed strategic plan that includes:

- Clearly defined roles and responsibilities for both parties
- Regular communications that support the sales process of all teams
- A resource coordination plan
- A commitment to aggressively and expeditiously close the opportunity

Your role as Partner includes determining the price for a CommVault solution offered to a customer. If you have any questions regarding pricing strategy, please contact your CommVault representative.

## Deal Registration and Revocation

CommVault highly values members of its PartnerAdvantage program and rewards those who find and pursue opportunities.

In addition to giving you an opportunity to request our assistance in closing a deal, this program allows you to protect a sales lead by registering it with CommVault for a set period without CommVault or any other Partner registering the deal, except in the following instance.

Registration is tied to the licensing model for which the customer is acquiring the software (i.e., resell perpetual versus subscription). Therefore, if CommVault grants registration to a reseller for a perpetual “resell” opportunity, it does not preclude CommVault from granting a different registration to a Service Provider offering an “as a service” solution to the same customer under a subscription model.

- CommVault will operate in good faith to support the registered Partner from a sales and pre-sales basis as necessary to win the opportunity.
- The registered Partner will be the only Partner to receive “registered level discounting” for the opportunity.
- CommVault will make joint calls on the customer with the registered Partner as required.
- CommVault will collaborate with the registered Partner on solution architecture, design and configuration, and sales strategy.
- Information concerning the solution, pricing and sales strategies will be considered confidential and protected.
- The Partner transacting the deal must ultimately determine all pricing provided to customers.
- CommVault will not take deals direct in opportunities where there is an approved registration in place.

Please consult the Deal Registration flyer or InnerVault for details.

Please note that deal registrations are only for a single opportunity. Likewise, accrued benefits are not account-based and may be earned only with respect to a single registered opportunity.

For a specific opportunity that is already registered, we will only offer standard product support on a reactive basis to other Partners. If you have registered the opportunity, CommVault will not share information gathered from your collaboration with us.

We may revoke a deal registration or reclaim a sales lead if you are no longer acting in CommVault’s best interest to win the opportunity. Causes for revoking a deal registration may include, but are not limited to, the following:

- You elect to not pursue a specific opportunity.
- An irrevocable breakdown occurs in the team selling plan.
- You introduce or increase the prominence of a competitor’s solution for a specific opportunity.
- You are no longer qualified to support a specific opportunity.
- You no longer meet the requirements for CommVault’s PartnerAdvantage program.
- You are no longer a viable entity (e.g., as a result of a merger or acquisition).

CommVault will document all revocations and reclamations with the stated cause and justification. CommVault’s objective is to respond to a request for a deal registration within three (3) business days.

Please consult the Deal Registration flyer or InnerVault for details.

## Performance Review

To maintain the integrity of our tier structure and to give Partners an opportunity to progress to a higher tier, CommVault will conduct semi-annual performance and compliance reviews (in June, effective in July, and in December, effective in January). See InnerVault for compliance requirements.

# Discontinuing Program Participation

Notwithstanding the termination provisions of your agreement with CommVault, CommVault, in its discretion, may terminate or reclassify as “inactive” any Partner who conducts no business with CommVault during a 3-year period

As a Partner, you have the right to terminate your participation in the PartnerAdvantage Program at any time by providing CommVault with 30 days’ written notice.

Immediately upon termination of your participation in our PartnerAdvantage program:

- All rights and licenses to CommVault products and materials will terminate.
- You must immediately discontinue all representations of your company as an authorized reseller of CommVault products.
- Upon receiving written notice from CommVault of your termination, you will forfeit all outstanding program benefits that you have not yet claimed.
- You must immediately return to CommVault all proprietary information and data (including all copies thereof) in your possession or custody or control, including without limitation:
  - All technical materials and business plans supplied by CommVault to you
  - All manuals covering CommVault products and services

CommVault reserves the right to modify, suspend or cancel this program at any time for any reason on 30 days’ written notice.

CommVault’s records and systems shall be authoritative and conclusive for purposes of determining all compliance and calculations regarding the program. CommVault may modify the program in its sole discretion and does not guarantee that all features and benefits will remain the same in the event of such modification.



# Online Links and Published Materials

Please refer to InnerVault.



[www.commvault.com](http://www.commvault.com) ■ 2 Crescent Place ■ Oceanport, NJ 07757

Regional Offices: Europe ■ Middle East & Africa ■ Asia-Pacific ■ Latin America & Caribbean ■ Canada ■ India ■ Oceania

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