

CRN WOMEN *of the* CHANNEL

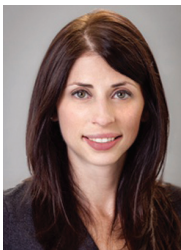
Carbonite's Women of the Channel Lead New Sales Structure and Partner Program



Kristen Menard
Head of Channel Marketing

Q. How is channel marketing evolving under Carbonite's new strategic sales structure?

- A.** With the new sales structure in place, channel marketing is better aligned with the channel account managers, which means we work closely with them to plan business growth strategies for their top partners. Channel marketing provides templates and regularly scheduled communications to our partners, which in turn enables the channel managers to execute strategy while we handle the standard items. The Carbonite channel team provides marketing solutions to our national channel managers as well as our VAR account managers while also assisting our distribution partners in educating their resellers on our award-winning solutions.



Sara Harold
Manager, Field Marketing and Events

Q. What have you heard from partners in the field in response to the new sales model?

- A.** From a field marketing perspective, the changes we have made to the new sales model and channel program have been very well received. Partners appreciate our approach to working with them in a more holistic manner to help them drive new business. By providing more resources, not just monetary, but people—including marketing, technical and sales—we are seeing our partners become more engaged and committed to Carbonite. The changes to our partner program allow us to take a more hands-on approach when providing marketing support. For instance, we're helping partners implement tried-and-true methods that have resulted in cultivating business so that they can leverage best practices to drive their success.



Jessica Couto
VP, Channel Sales and Marketing

Q. How are the changes in your partner program translating into higher channel profitability?

- A.** The changes to the Carbonite Partner Program provide tremendous value to our partners by removing in-channel conflict, providing greater protection for the partner who initiates a new opportunity, removes deal registration limits and permits a larger discount for the protected partner—which results in higher gross profits. The difference between a registered and a non-registered discount is 25 percent; this avoids the negative impact on profits when an opportunity may go out to bid. Lastly, we created a renewal incumbency that provides an extra 10 percent discount to partners who successfully renew their Carbonite customers.

The takeaway here is that Carbonite's 2016 channel program emphasizes the importance of partner profitability. We're gratified to see that it is having an immediate impact in the channel and we are proud to have earned recognition for the program with a 2016 CRN 5-Star Partner Program Guide award.



Profit as a member of Carbonite's 5-Star Partner Program. Learn more at Carbonite.com/Partners