



Welcome to the
StorageCraft Community



Welcome to the StorageCraft Partner Success Program.

Join over **10,000 Solution Providers who protect over 1 million servers globally**. StorageCraft is proud to be a Channel-first company. Every StorageCraft employee is relentlessly focused on bringing you innovative and world class data storage and protection technology offerings while making the partner experience easier and more profitable.

We've created a suite of products that spans the entire business continuity category, along with a simple and flexible channel program that supports our robust offering – no matter what products you're selling, how you're selling them and who you're selling them to.

That's what makes the Partner Success Program different – **it's simple, flexible and inclusive**. The more you invest in your partnership with StorageCraft, the greater your potential return. Our product suite empowers you to grow your Business Continuity practice. And the more you grow with us, the more we'll help you grow. The StorageCraft team is committed to working hard every day to earn the privilege of being your Business Continuity technology partner of choice. Once again, **welcome to our global partner community**.

– Matt Medeiros, Chairman & CEO



Founded in 2003

Privately Held, Profitable



Global Company

Headquartered in Draper, Utah with offices in California, Europe, Asia and Pacific Rim



Channel Focused

10,000+ VARs, 10,000+ MSPs and growing



\$187M Investment in Technology

Data Protection, Cloud Services, Scale-out Storage, Analytics



Rapid Growth & Expansion

1 Million+ servers and VMs protected
• Multiple PBs under management with storage and cloud solutions



Business continuity, reimagined.

rising concerns of the impact of critical data loss.

Your customers' data is their most valuable asset and one of the most critical pieces of your solutions set. And that's not going to change. The Global Data Protection Market is expected to reach \$125.8 billion by 2023*. Businesses of all sizes are seeing unprecedented growth in the volume of data, the need for data security as well as the

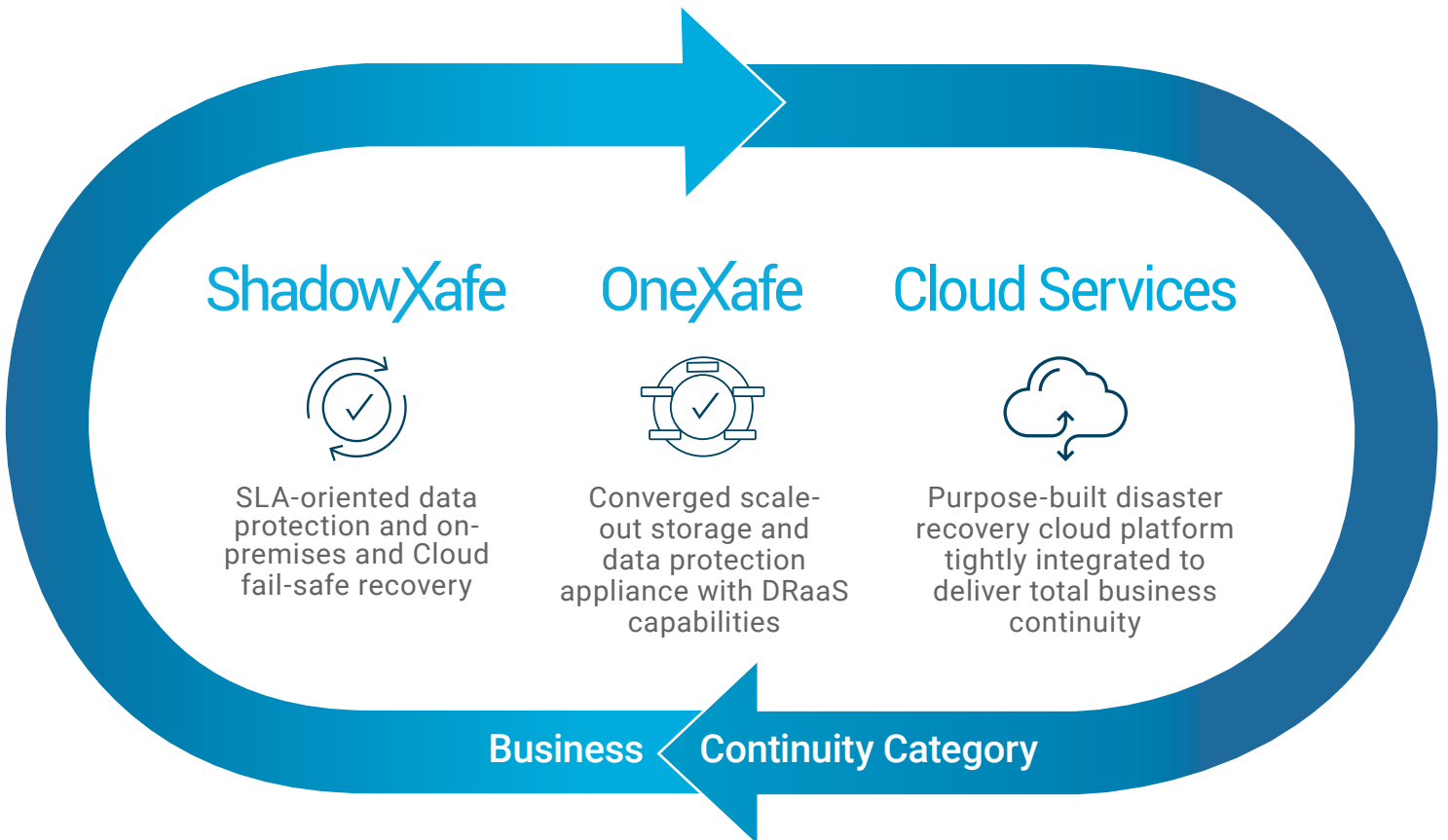
This means it's time to re-imagine business continuity.

The explosive growth within the data protection and management market requires product innovation that is simple and scalable. StorageCraft understands that successfully addressing the customer opportunity within the growing business continuity market requires **options**. Options like software across flexible licensing options or scale-out hardware that makes it efficient to provision and grow and a converged protection and storage solution. As your customer demand in this category continues to grow, you'll need solutions designed to eliminate protection and storage silos.

Our robust suite of products **spans the entire Business Continuity category**. This empowers StorageCraft partners to take advantage of the entire addressable data protection and management market while allowing a right-fit approach to your customer needs.

* Global Data Protection Market Analysis (2017-2023), Business Wire

One vendor. One solution. One choice.
Total business continuity.

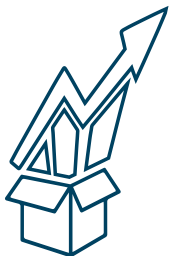


A channel program built for you

Bringing an end-to-end Business Continuity set means creating a

partner program that supports the entire suite as well as the diverse set of partners selling, deploying and managing the solutions included in the suite. StorageCraft understands the technology solution provider community is diverse – with Managed Service Providers protecting data for SMB customers, to professional service providers and VARs managing more complex data environments in the mid-market space. And the technology Solution Providers selling and managing Business Continuity solutions, and their customers, need different things from their technology vendor partner. Our goal is to bring a solution set, and a channel program that empowers partners, based on their current and growth-focused primary business model, to bring the right-fit offering to customers. **And to maximize profitability while doing so.**

Welcome to the



Because there's no room inside a box.

The way you make money and drive profit is becoming more complex and more comprehensive. You need a technology partner that doesn't put you in a box—one that understands what you're selling, who you're selling to, and how you make money. The StorageCraft Partner Success Channel Program is built with your business in mind. Reasonable thresholds. Powerful incentives. Compelling benefits. Across our entire suite and designed to include all business models. Step out of the box.

Simple.

Why make getting rewarded difficult? StorageCraft Partner Success lets you navigate easily through the Program. No matter what StorageCraft product you're selling, you'll always know instantly how you're being rewarded for it.



Flexible.

Think modularly. Buy just one product, or mix and match across our entire suite. And you'll be rewarded—without any hoops to jump through. You're empowered to sell the best-fit StorageCraft products for your business and your customer.



Inclusive.

MSP, VAR, Solution Provider. It's not about what you call yourself, it's about what you do. Different products appeal to different kinds of solution providers and the customers they sell to. We get that, and our Program reflects that. So you do you.



Growing together, it's what sets us apart.

When you invest in your success with StorageCraft products, we invest in you. With thought leadership, revenue generation ideas, best practices and much more. And as you standardize on the full StorageCraft suite, incentives and benefits become more impactful for your business. We've spent the time and energy it takes to understand your unique business - and built a Program that supports that unique business. When you partner with us, you're not just getting the best Business Continuity solution in the industry; you're partnering with a company that gets you. A technology partner who wants to see you acquire more customers, retain those customers and make more money.

More Money to Your Bottom Line

Larger up-front discounts and quarterly rebates. We're committed to rewarding you where it counts, to your bottom line.



Let's Grow Together

Gain access to business best practices, revenue, and marketing assists focused on customer acquisition and retention.

Train to Win

Get the latest knowledge on StorageCraft products via our online training modules. Turn your team into Business Continuity superstars.



Deal Yourself In

Register deals in minutes through our dedicated partner portal and receive credit for sales opportunities.

Licensing without Limits

Enjoy licensing and billing options that fit your unique business and offering.



Get Paid for Spreading the Word

Tell us about a great-fit partner via Partner Zone and make yourself eligible for a \$1,000 Partner Referral fee


One Simple Program

The Partner Success Program is designed to be a simple, easy-to-navigate program that supports our entire product offering. We've set reasonable and attainable revenue and training requirements at each tier no matter what your current business model is and what StorageCraft solutions you're selling and supporting.

We've made it easy to navigate through requirements and tiers, so you can understand what it takes to take the next step in your growth journey with us. Partner Success is modular and adaptable, so you're empowered to sell the solution that's right for your business and your customer. And no matter what you're selling, you're going to be rewarded, without having to jump through unnecessary hoops.



StorageCraft Partner Success Program

Program Requirements	Registered	Certified	Premier	Elite
Annual Billing Threshold		\$25k	\$25k-\$125k	>125k
StorageCraft Certified Engineers		1	2	2
StorageCraft Master Engineer				1
Partner Program Ts and Cs	✓	✓	✓	✓
Program Incentives				
Data Protection & DRaaS Solutions (Group A)*	20%	25%	30%	35%
Additional discount: Deal Registration (Deals >\$5k)	10%	10%	10%	10%
Storage Solutions - Deal Registration Discount (Product Group B)*	28%	28%	28%	28%
Drives & NFR's	Call	Call	Call	Call
MSP Utility Billed Licenses (Product Group C)*	Call	Call	Call	Call
Quarterly Rebate: >\$40k Quarterly Billings**			3%	4%
Quarterly Rebate: >\$100k Quarterly Billings**				5%
Program Benefits				
Access to StorageCraft Partner Zone Portal	✓	✓	✓	✓
Dedicated Account Manager and Sales Engineer			✓	✓
Priority Support Line for Certified Partner Engineers (Tier 3)			✓	✓
Access to StorageCraft Academy Online Training Resources	✓	✓	✓	✓
Quarterly Business Planning				✓
Partner Referral Fees		✓	✓	✓
Access to Market Development Funds (MDF)			✓	✓
NFR Software Licenses	1 NFR Pack/YR	1 NFR Pack/YR	2 NFR Pack/YR	5 NFR Pack/YR
Show & Sell Hardware Program (NFR)	✓	✓	✓	✓
Partner Locator Inclusion, StorageCraft Website				✓
Thought Leadership: Solution Provider Best Practices		✓	✓	✓
Revenue Driver Assist: Social Selling				✓
3% Lost Deal Registration Protection		✓	✓	✓
Sales Team SPIFFs			✓	✓
\$100k Money Back Guarantee for Platinum Shield Approved Partners www.storagecraft.com/au/100k-guarantee-terms-conditions				



The StorageCraft Partner Zone is our Partner Portal platform where we house all Partner-related enablement tools. Partner Zone represents a significant investment in systems and process for StorageCraft to better serve you in the near and long term. We've standardized on the Salesforce.com CRM and Okta identity platforms for best in class security, portal availability and new-feature agility. Partners can leverage Partner Zone to:

- Quickly find relevant StorageCraft product information and sales tools
- Log deal registrations and manage deals you have in the pipeline
- Request MDF for your creative marketing and sales ideas
- Log partner referrals
- Receive and manage leads passed by the StorageCraft sales teams (reserved for Premier and Elite partners)
- Access our online training library for StorageCraft certification
- Open tech support cases
- Be self-service in the areas of adding, updating and managing other users in your organization without having to ask for additional licenses and update your external profile in our Partner Locator
- Manage MSP Licenses with enhanced security through Multi-Factor Authentication (SMS or Google Auth)

To access all the great StorageCraft partner enablement content and tools visit: partnerportal.storagecraft.com

StorageCraft Partner Zone:

<https://partnerportal.storagecraft.com>

StorageCraft Website:

www.storagecraft.com

StorageCraft MSP License Management (direct login):

<https://storagecraft.com/msp>

StorageCraft Academy:

<https://partnerportal.storagecraft.com>

Request a demo:

<https://www.storagecraft.com/request-demo>

News & Awards:

<https://www.storagecraft.com/press-releases>

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