

UNITRENDS



PARTNER PROGRAM GUIDE 2017

UNITRENDS

Cloud Empowered Continuity for a Digital World

The volume of digital information being produced coupled with increasing IT complexity, flat budgets and falling confidence in the ability to recover means our customers need to find a fundamentally new ways of doing things. Our award winning portfolio of virtual, physical and cloud solutions provide adaptive protection for organizations globally.

The Unitrends Partner Program is the framework for how you, our partners, and Unitrends work together to achieve mutual success. We understand that every partner is unique and have built a program that provides partners with the ability to maximize their growth with Unitrends in a way that fits their business. Our program offers a wide range of benefits, sales, marketing and training resources, certifications, collaboration tools and rewards aimed at building strong, lucrative partnerships. Learn more about the benefits of the Unitrends Partner Program and how to grow your business with the leader who is redefining recovery solutions and cloud empowered continuity.

Why Partner with Unitrends?

- Unitrends is 100% channel focused - Committed to helping you grow your business.
- Award winning products – Unitrends delivers the industry’s broadest portfolio of cloud empowered continuity services.
- Equitable for partners regardless of size and partner type

How to Join

1. Go to www.unitrends.com/partners and click on “Join Now”
2. Complete the online application form and accept the Terms & Conditions.
3. Once your application has been reviewed and accepted you will receive a welcome email with instructions for beginning the onboarding process.

Getting Started

The Unitrends Partner Program is based on a star rating system versus traditional tiers. Upon joining you will be need to complete the onboarding process to earn your first star. Earning additional stars and unlocking benefits is dependent upon the manner and frequency you choose to engage with Unitrends.

Unitrends Partner Program Overview

Unitrends understands that in today's digital world, protecting ideas and keeping business running is non-negotiable. The Unitrends Partner Program extends that philosophy and demonstrates Unitrends commitment to deliver awesome service and support to both its customer and partners.

Based on a progressive engagement model, Unitrends' new Partner Program gives you the freedom to determine the level of involvement that fits your business's needs. Using this framework, every partner gets rewarded for engagement activities, regardless of size and revenue. The more you engage, the more benefits you unlock along the way.

Partner Stars and Benefits

Each Star awarded in the Unitrends Partner Program unlocks increasing benefits for partners. Stars are awarded based on the accumulation of company level points called Tier Points. Tier Points are earned by engaging in qualifying activities outlined in this guide. Here's a summary of the number of Tier Points needed to earn a star.

Partner Star Level	Tier points required
1 Star	Complete Onboarding
2 Stars	Onboarding + 300
3 Stars	Onboarding + 600
4 Stars	Onboarding + 1200
5 Star	Customer Satisfaction Rating of 95% or higher

The 5th Star is all about customer satisfaction and how your customers rate you. Your rating will be based on customer survey results across a number of disciplines related to your business including, but not limited to sales knowledge, customer service and overall responsiveness.

UniRewards

UniRewards is a financial incentive program where individuals earn Award Points that can be redeemed for gift cards/vouchers. If you agree to permit your employees to participate in the UniRewards program, your employees will earn Award Points each time they complete a qualifying activity. To be eligible for UniRewards, a partner must be an active member of the Unitrends Partner Program, agree to permit its employees to receive individual financial rewards, and the employees who desire to participate must enter into Unitrends online terms and conditions for the UniRewards program when they sign up.

Qualifying Activities Eligible for UniRewards and Tier Points

Category	Description	UniRewards Points	Value (\$)	Tier Points
Sales	Deal Registration*	1,250	\$100	20
Sales	Closed/Won on based on Deal Size**: - \$ 5,000 to \$34,999 - \$35,000 to \$69,999 - \$70,000 to \$99,999 - >\$100,000	1,250 3,750 6,250 12,500	\$100 \$300 \$500 \$1,000	20
Training & Certification	Unitrends Certified Associate (UCA)	1,250	\$100	5
Training & Certification	Unitrends Certified System Administrator (UCSA)	1,250	\$100	5
Training & Certification	Unitrends Certified Installation Professional (UCIP)	1,250	\$100	5
Engagement	MyDemandGen (campaigns)			10
Engagement	Running webinar			10
Engagement	Adding Unitrends page to website			5
Engagement	Hosting event			20
Engagement	Social Media Amplification			2
Onboarding & Registration	Onboarding - Get Started			300
Training & Certification	Sales Update Training			5
Training & Certification	Technical Update Training			5
<p>* Minimum deal size is \$5,000 to qualify for deal registration incentive. ** UniRewards points are not awarded for Sales activities that exceed Unitrends Deal Registration discount levels.</p>				

Unitrends Partner Program

Benefits	1 Star	2 Star	3 Star	4 Star	5 Star
Business Planning and Strategy					
Annual Business Planning / Joint Business Planning - establish goals for business growth			◆	◆	◆
Quarterly Business Reviews (QBRs) - quarterly check-in to assure goals and objectives are being met			◆	◆	◆
Marketing Resources					
Access to UniRewards Partner Portal - useful tools, resources and information	◆	◆	◆	◆	◆
Deal Registration and Lead Referral	◆	◆	◆	◆	◆
Marketing Suite - access to resources for demand generation	◆	◆	◆	◆	◆
Discretionary Use of Logo	◆	◆	◆	◆	◆
Co-Branded Collateral *			◆	◆	◆
Market Development Funds Eligibility *			◆	◆	◆
Joint-promotional marketing activities such as tradeshow, seminars, webcasts, etc.			◆	◆	◆
Sponsorship opportunities at Unitrends Customer Events				◆	◆
Exposure in Unitrends success stories and press releases	◆	◆	◆	◆	◆
Unitrends Partner Advisory Council - Invitation only.				◆	◆
Customer eNewsletter "Showcase" Spotlight			◆	◆	◆
Partner Logo on Unitrends's website			◆	◆	◆
Sales Resources					
Leads provided from Unitrends-generated marketing programs					◆
NFR Program	◆	◆	◆	◆	◆
Unitrends Volume Incentive Rebate Program *					◆
Assistance Building (Proof of Concept) POCs			◆	◆	◆
Executive Briefing Sessions			◆	◆	◆
Partner Account Manager			◆	◆	◆
Pre-Sales Engineering Resource			◆	◆	◆
Communications					
Unitrends Community Access	◆	◆	◆	◆	◆
Partner eNewsletter	◆	◆	◆	◆	◆
Rewards and Incentives					
Unitrends UniRewards	◆	◆	◆	◆	◆
Training					
Unitrends Training & Certification Programs					
Unitrends Certified Sales Professional (UCSP)	◆	◆	◆	◆	◆
Unitrends Certified Associate (UCA)	◆	◆	◆	◆	◆
Unitrends Certified System Administrator (UCSA)	◆	◆	◆	◆	◆
Training discounts on fee based training				◆	◆
Support					
Downloads	◆	◆	◆	◆	◆
Knowledge Base	◆	◆	◆	◆	◆
Communities	◆	◆	◆	◆	◆
Partner Service Portal	◆	◆	◆	◆	◆
* Benefit applied at the discretion of Unitrends					
** Fees or sponsorship may apply/be required					

Partner Support & Resources

Partner Portal

The Unitrends Partner Portal offers a wealth of marketing, sales, training support resources customized by partner persona, company size and level of engagement. The portal also connects partners with Unitrends' sales and support communities.

Not For Resale (NFR) Program

All partners have access to Not-For-Resale (NFR) software product which can be used internally or for demonstration purposes.

Unitrends Academy

Unitrends has designed a wide range of learning opportunities to take new and experienced Partners to the next level. We offer learning paths tailored to meet the needs of different levels of expertise and roles delivered in a variety of on-demand and interactive formats.

Unitrends Deal Registration Program

Deal Registration is available to all partners of the Unitrends Partner Program. By registering a deal with Unitrends you can protect your presales investment and secure the support of a Unitrends Sales Advisor. Deal registrations earn Tier Points in the Program and UniRewards Points for participating partners.

MyDemandGen

Unitrends provides ready-to-use marketing campaigns through the MyDemandGen program to help promote Unitrends to existing and prospective clients. Through a customized link, leads generated with these campaigns are directly routed back to the partner. Upon qualification of the leads, the partner will be able to register the opportunity.

Marketing Development and Co-op Funds

Eligible partners can apply for Unitrends marketing development / co-op funds. Information and the request form can be found on the Partner Portal in the marketing section.

For more information contact us at partnerhelp@unitrends.com or 1-866-359-5411.