

UNITRENDS PARTNER PROGRAM FEATURING XTRA SIMPLE, FLEXIBLE & PROFITABLE

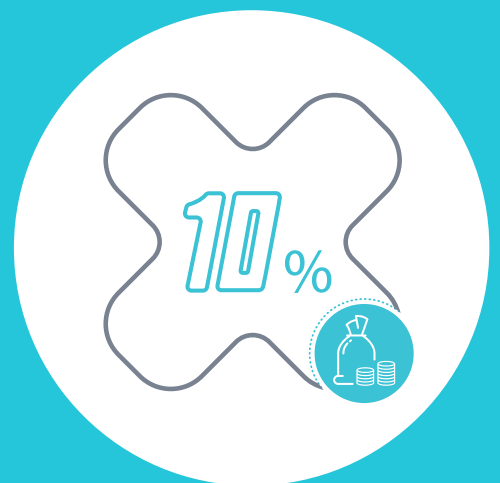
QUICKLY GET READY TO SELL A BROAD PLATFORM
OF INDUSTRY-LEADING ALL-IN-ONE BACKUP AND
CONTINUITY SOLUTIONS

Today's channel is more about being a trusted or strategic solution and service provider – our partners are more likely to provide end-to-end IT services, often providing hosted services, than ever before. No longer shifting boxes, or sitting in distinct hardware, software, reseller or service provider camps, today's model has changed... and so has Unitrends.

Our program offers a wide range of benefits including: deal protected margins; enablement resources for sales, marketing and technical staff; professional certifications; collaboration tools, and financial incentives aimed at building strong, lucrative partnerships.

Unitrends Xtra

Unitrends Xtra is our money-making platform designed to give our participating channel partners the industry's highest margins, best benefits and the opportunity to earn recurring commissions. Unitrends Xtra is an integral component of the Unitrends Partner Program. With Unitrends Xtra, partners earn an additional 10% on sales of non-backup products in the Kaseya IT Complete portfolio. The Unitrends Xtra program unlocks the potential for customers to buy the Kaseya IT Complete suite of products, while rewarding partners with up to 200% more Gross Profit.



Our program is simple, flexible and profitable. As you grow your skill, revenue and commitment to Unitrends, you can gain access to a higher level of benefit and reward. Many of our resources are available online, at any time, on the Unitrends Partner Portal.

Some of the benefits include:



- » **UniRewards** – Earn thousands of dollars in bonus cash paid directly to you.
- » **Deal Registration and Lead Management** – Receive additional protected margin, rewards, and assistance from the Unitrends Sales and Channel teams with each approved lead bring.
- » **Demand Generation and Marketing Automation** - Unitrends provides access to a dynamic co-branded collateral generator so you can create marketing material when you need it. We also provide prepackaged campaign assets and an automated email campaign service to aid our partners' own marketing efforts.
- » **Online training and professional certification** - From short, high-level sales messaging and training modules, to deep integration and customization technical sessions aligned to support resources, partners can access all segments of the curriculum via the Partner Portal.
- » **Marketing Funds** – Marketing development funds (MDF) are available to eligible partners to support marketing and growing your Unitrends business.
- » **Access to Support Resources** - Sales advisors, solution engineers, marketing specialists and additional Unitrends resources are available to eligible partners – to respond to specific opportunities, to build a demand generation plan, to execute on a marketing strategy, or to build an overall business plan.
- » **Access to Software and Hardware (NFR) Program** - Eligible partners have access to Not-For-Resale (NFR) software which can be used for testing internally or for demonstration purposes.

Why Partner with Unitrends

Unitrends is 100% channel-focused, committed to seeing your business grow. The Unitrends Partner Program is the framework for how you, our partners, and Unitrends work together to achieve mutual success:

- » **Simple and Profitable** – Make more money, and faster!
- » **Flexible and Scalable** – As your Unitrends business grows, your benefits grow too!
- » **Best Solutions for your Customers** – Unitrends leverages high-availability hardware and software, cloud economics, enterprise power with consumer-grade design, and customer-obsessed support to provide all-in-one enterprise backup and continuity.
- » **Best Solutions for you** – An industry-leading, award-winning portfolio of virtual, physical and cloud solutions to simplify your stack and the relationships you need to support and manage.

How To Join

- » Go to www.unitrends.com/partners and click on “Join Now”.

To learn more about specific partner programs or benefits email us at partnerhelp@unitrends.com

ABOUT UNITRENDS

Unitrends makes efficient, reliable backup and recovery as effortless and hassle-free as possible. We combine deep expertise gained over thirty years of focusing on backup and recovery with next generation backup appliances and cloud purpose-built to make data protection simpler, more automated and more resilient than any other solution in the industry.

Learn more by visiting unitrends.com or follow us on LinkedIn and Twitter @Unitrends.

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