



Aparavi Advantage™ Partner Program

Aparavi Active Archive

Aparavi Active Archive masters out-of-control unstructured data growth with data protection, retention, and archive. We slow secondary storage growth by 75% with guaranteed availability regardless of how long data is retained. Our SaaS-based solution delivers true storage independence with on-premises and multi-cloud mobility. This, along with our open data format, removes vendor-lock in forever. Aparavi pays for itself in reduced backup and secondary storage spend while eliminating up-front investments with a pay-as-you-go model based on usage.

Aparavi is a channel-centric company, with features such as multi-tier and multi-tenant that enable service providers to deliver the right solution to their customers. Partnering with Aparavi provides you the opportunity to take advantage of the rapid growth of cloud storage, the desire for multi-cloud management, and a recurring revenue model. Aparavi offers a highly competitive partner program, with no upfront fees, sales and marketing support and the ability to ramp quickly.

Join the Aparavi Advantage™ Program Today!

www.aparavi.com/partner

BUILT FOR SERVICE PROVIDERS

- ✓ Multi-tier and multi-tenant for large enterprises and multiple customers on a single instance
- ✓ SaaS-based model with no up-front costs and monthly fees based on usage
- ✓ Customer control: Aparavi bills service providers monthly for aggregate usage and they bill their customers
- ✓ Healthy margins offered
- ✓ No revenue requirements or annual minimums
- ✓ No training required or necessary
- ✓ Market development marketing funds available
- ✓ Co-branded marketing materials

FASTEST-GROWING MARKET

Unstructured data represents 80% or more of an organization's data typically today, with growth rates annually of 60% or more. IT administrators have been caught struggling to deal with this, with their existing vendors telling them to buy more disk, more backup software, and more cloud storage. Organizations need a better way to manage and protect this massive unstructured data growth for better access, retrieval, governance, and economics. Aparavi's Active Archive is designed for backup, retention, and archive of unstructured data.

"The problem I am looking to solve for my clients is the overhead in long-term file retention caused by traditional full backups. Aparavi helps me retain files on a policy basis for long-term retention, without having to duplicate backup data across the board. This results in significant storage cost savings for my customers and a market opportunity for me."

Principal, Indiana-based service provider specializing in data storage and IT business solutions

BUILT FOR TODAY'S IT MARKET

IT is overwhelmingly turning to the cloud to help solve their data management challenges. Aparavi is a "born in the cloud" solution that offers true multi-cloud management, as well as hybrid installation with active movement between cloud and on-premises. Aparavi's design makes it easy to start small and scale over time to PBs of data being protected, retained, and archived.

SERVICE PROVIDER FRIENDLY

Aparavi was built from the beginning with both multi-tier and multi-tenant capabilities, making it a good fit for service providers looking to enhance their offerings. Multi-tier and multi-tenant allows the service provider to use a single instance to manage both large multi-site enterprises as well as multiple customers, for better economics and easier management. Aparavi is delivered as-a-service, allowing service providers and their customers no up-front commitment, with monthly fees based on actual usage.

"It just runs."

Aparavi is extremely easy to deploy and run; no training is required.

MAKING MONEY

With no program fees, infrastructure costs or revenue requirements, Aparavi makes it easy to become a partner. We understand you are in business to make money and want solutions that are easy to sell, support and maintain. The Aparavi Advantage™ Partner Program provides generous margins along with billing based on your customer's aggregate usage, for the best cost savings.

ENABLEMENT

At Aparavi, we invest in our partners from the beginning with an easy on-boarding process. We provide 1:1 training, co-branded marketing assets/campaigns, and sales assistance to help you get started. We provide you with industry best practices for marketing and selling to enable you to be successful and create demand.

ENGAGEMENT

We value our partners and want to be there when you need us. Call, email or text us with any pre-sales or post-sales questions any time.

REQUIREMENTS

Aparavi does not have monthly minimums or annual revenue requirements. Partners are required to provide level one and level two support, and must be able to meet billing requirements. Partners may receive monthly billing from Aparavi with an approved partner credit application.

Begin growing your monthly revenue now by expanding your cloud services with Aparavi.

Join the Aparavi Advantage™ Partner Program today at:

www.aparavi.com/partner

Advantage[™] Partner Program

Terms 2018

Benefits

Margin	30% off aggregate data usage billed
Account Control	Aparavi bills partners monthly for aggregate customer usage
Minimums	No minimums required
Account Ownership	Partner owns customer relationship
Program Fees	No program fees
Training	Live product training for partner sales and support personnel
Demo Account	Access to a live demo account for sales support
Internal Use License	2TB internal use license with monthly billing offered
Sales Assistance	Pre- and post- sales assistance
Free Trials	90 free trial for partner prospects
Co-Branded Materials Support	General and customized marketing support include co-branding materials
Early Access to New Features	Pre-GA access to new features

Requirements

Contract and NDA	Signature on initial contract and NDA; automatic annual renewal
Customer Billing	Partner must be able to bill customers individually based on usage
Annual Revenue	Expectation of active new sales and annual renewals; no minimum required
Internal Use License	Partner must create an Aparavi account with a 2TB minimum contract
Support	Provide level 1 and level 2 support
Marketing	Expectation to proactively market Aparavi to prospects