



2013 Zerto Alliance Partner Program Guide

The Zerto Alliance Partner (ZAP) program offers exceptional revenue opportunity and a simple setup process with technical, sales and marketing support to help you meet business goals, expand service offerings and provide customers with a superior, award-winning, hypervisor-based, disaster recovery solution that plugs right into customer VMware environments. Zerto's partner program is tier-based and features high-margin financial benefits, as well as a wide range of technical, marketing and sales tools. Key elements of the ZAP program include:

- Tiered program with value-added incentives
- Deep partner discounts
- Revenue-based rebates
- No annual fees
- Free technical and sales training
- Joint marketing and sales initiatives

Program Tiers

The Zerto Alliance Partner program offers Registered, Gold and Platinum membership levels based on your sales revenue targets and training and marketing commitments.

- ZAP Registered Members – This entry-level program requires no annual sales commitment from the partner.
- ZAP Gold Members – For resellers who sell at least \$500K of Zerto products annually.
- ZAP Platinum Members – For resellers who sell at least \$2M of Zerto products annually.

Program Benefits

The following table outlines the benefits that Zerto provides to ZAP members according to their participation level:

Benefit	Registered	Gold	Platinum
No annual fee	✓	✓	✓
Deal registration discounts	✓	✓	✓
Qualify for ZAP rebates	–	✓	✓
NFR licenses for customer evaluations	✓	✓	✓
Partner listing on zerto.com	✓	✓	✓
Sales collateral materials	✓	✓	✓
Use of official ZAP program logo	✓	✓	✓
Monthly partner newsletter	✓	✓	✓
Co-branded email campaigns	–	✓	✓
ZAP member plaque	–	✓	✓
Free sales and technical training	Online	On-site, once per year	On-site, up to 3 per year
Marketing templates	–	✓	✓
Joint marketing activities including events and webinars	–	✓	✓
Active lead generation	–	✓	✓
ZAP Advisory Board seat	–	–	✓
Dedicated technical contact	–	–	✓
Dedicated channel marketing representative	–	–	✓

About Zerto

Zerto's innovative hypervisor-based replication is a new technology that was developed to provide a true enterprise-class, fully virtual-aware, BC/DR solution to protect mission-critical applications. Zerto is an Elite VMware Technology Alliance Partner and has won numerous industry awards for its technology, including VMworld Best of Show, a VMworld Gold Award in Data Protection and Business Continuity and SearchServerVirtualization's Product of the Year in the Storage and Backup category.



Committed to a Successful Partnership

Zerto is committed to the success of your sales efforts. In order to facilitate easy program participation, members receive access to a dedicated partner portal, which includes convenient online deal registration, helpful marketing templates and key collateral materials.

Key elements of sales and marketing support for ZAP program members include:

- Outbound direct marketing programs
- Co-branded direct mail campaigns
- Co-branded email and templates
- Videos, demos and online collateral
- Monthly newsletter
- Bi-monthly partner education webinars
- Joint participation at tradeshow and conferences
- Regional events
- Joint public relations programs to announce customer wins and promote case studies and success stories

Gold and Platinum Co-Marketing

In addition to marketing collateral, PR programs and webinars mentioned above, ZAP Gold and Platinum members will receive co-marketing funds for joint events and campaigns. Such activities will be planned on a per-partner and per-activity basis.

Zerto will also provide ZAP Platinum members with a dedicated channel marketing representative who will work directly with key contacts and regional managers to coordinate and execute these specific sales and marketing programs.

Zerto Alliance Partner Deal Protection and Registration

Zerto is committed to protecting our partners. All ZAP partners will have access to an exclusive partner portal for convenient, online deal registration. Once your deal is registered and approved by the partner manager, no other ZAP partner will be entitled to a discount for that deal. Lead registration expires after 90 days with the option to request a 90-day extension. Extensions will be approved based on the partner's ability to demonstrate progress on the specific deal.

Discounts, Rebates and Payments

Detailed information on discounts and rebates will be provided upon request. Rebates are offered to ZAP Gold and Platinum members based on the tiered structure mentioned above.

ZAP Member Commitments

The following table outlines ZAP member commitments for each program tier.

Benefit	Registered	Gold	Platinum
Signed partner agreement	✓	✓	✓
Program fee	–	–	–
Annual revenue goal	–	\$500K	\$2M
Zerto sales training	Recommended	1 session	3 sessions
Certified Zerto technical sales professionals	Recommended	1	3
Outbound marketing initiative	–	1 per year	3 per year

Technical and Sales Training

Partners will be expertly trained to present and answer questions about Zerto's innovative disaster recovery solution. Certification is a prerequisite of training completion. Training will be arranged on a per-partner basis according to the following plan:

- **ZAP Registered Members** – Full suite of technical and sales training materials, available online and on-demand. Module topics include product demos, technical deep dive and identifying relevant opportunities.
- **ZAP Gold Members** – Access to all online training materials, as well as one complementary training session at the location of your choice. Gold training sessions are intended to train a minimum of five sales employees and to certify at least one technical employee.

- **ZAP Platinum Members** – Access to all online training materials, as well as three complementary training sessions at the locations of your choice. Each platinum training session is intended to train a minimum of ten sales employees and one technical employee, totaling 30 trained sales employees and three trained technical employees upon completion.

Outbound Marketing Initiatives

ZAP Gold and Platinum members are required to invest in outbound marketing initiatives aimed at promoting the Zerto offering to their customers. These initiatives can include email campaigns, events and other activities. Gold partners are required to complete one marketing initiative per year; Platinum partners are required to complete three initiatives per year.

Zerto Alliance Partner program details and all information listed above apply during the calendar year 2013. The ZAP program may be subject to additional or different terms in 2014 and beyond. This guide is not a legal document and partners should refer to their specific partner contracts for details.

Zerto

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