



# alliance partner PROGRAM

## The Zerto Alliance Partner (ZAP) program

Zerto is committed to keeping enterprise and cloud IT running 24/7 by providing innovative, simple, reliable and scalable business continuity software solution, and we are proud to collaborate with some of the most innovative and advanced organizations in the world to deliver on this promise.

## Why ZAP



### 100% CHANNEL SINCE 2012

And that's not changing - partner-only sales model with generous margins, electronic deal registration and regular incentives



### AWARD-WINNING PROGRAM

ZAP Program offers a unique combination of simple, proven tools and people to help build and expand your business

- Comprehensive, round-the-clock support through the ZAP Portal, including sales, marketing and technical resources
- Product and industry education through on-demand training and certification
- Grow and expand your customer base with a competitive marketing development funds program



### A TRULY GLOBAL ECOSYSTEM

Local marketing, sales and technical resources, and offices in dozens of countries across the world



### AWARD-WINNING PRODUCT

Industry acclaim for combining an innovative approach to business continuity with rock-solid reliability and functionality

- Zerto is committed to helping organizations increase Resilience for Evolving IT™ with innovative, simple and reliable solutions that protect virtualized workloads between public, private and hybrid clouds. Zerto Virtual Replication, part of the Zerto Cloud Continuity Platform™, enables enterprises to move beyond their disaster recovery 'insurance policy' and gain confidence to withstand any disruption, incorporate new technology easily, and change frequently to accommodate evolving IT budgets and business priorities.



### THOUSANDS OF CUSTOMERS AND GROWING

Proven successes in medium to large enterprises in a wide range of verticals such as finance, healthcare, industrial, legal, education, commercial & more

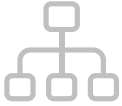
Preferred tiers are rewarded to partners with achievements in:

- ✓ New revenue
- ✓ Customer acquisition
- ✓ Training and certification
- ✓ Joint marketing

	SILVER	GOLD	PLATINUM
Join ZAP as a Registered Partner and get access:	<b>All Registered +</b>	<b>All Silver+</b>	<b>All Gold+</b>
<ul style="list-style-type: none"> <li>Deal registration</li> <li>Partner portal</li> <li>Online training &amp; certification</li> <li>Not for resale software license</li> </ul>	<ul style="list-style-type: none"> <li>Discretionary Marketing Development Funds</li> <li>Membership to our rewards program ZAP Perks</li> <li>Membership to product beta program</li> </ul>	<ul style="list-style-type: none"> <li>Accrued Marketing Development Funds</li> <li>Assigned Account Manager</li> <li>Preferred partner for lead distribution</li> <li>Press support</li> </ul>	<ul style="list-style-type: none"> <li>Advisory board seat</li> <li>Customer case studies</li> </ul>

# Who we work with

## One Program- Three Business Models



### Channel

*Ideal for Resellers and Systems Integrators*

Organizations looking to resell Zerto Virtual Replication direct to the end user to install and consume the license within their own environment. Channel partners gain access to high-margin financial benefits and a wide range of sales and marketing tools to help meet business goals.



### Cloud

*Ideal for Cloud and Managed Service Providers*

Organizations who are looking to install Zerto within their own datacenter in order to offer replication, migration and recovery to their customers in the form of a service. This includes Disaster Recovery as a Service (DRaaS) and intra-cloud DR use cases and is delivered on a consumption-based model.



### Technology

*Ideal for Software and Hardware Vendors*

Leading IT providers who are looking to accelerate time to value for disaster recovery and business continuity solutions, as well as data mobility and migrations for their prospect and customer base. Technology Partners work with Zerto on a variety of joint initiatives to position and market the full end user solutions stack for enterprise IT.

## Zerto is looking for Partners who:

- Focus on the customer and deliver excellent solutions that deliver true value for the end user
- Are knowledgeable and constantly evolving with the market
- Will help to grow mutual business through ongoing sales campaigns and marketing activities
- Connect with other partners and are active in the community, with the intention to bring improved and new solutions to market

Ready to join the elite and finally deliver beyond disaster recovery on the promise of Resilience for Evolving IT™?

**REWARDS ARE WAITING.**

**CONTACT US TO BECOME A ZAP**

 [web: zerto.com/partners](http://zerto.com/partners)

 [email: partners@zerto.com](mailto:partners@zerto.com)

 [phone: 800-687-9259](tel:800-687-9259)