

# Zerto Partner Program Guide



Zerto, a Hewlett Packard Enterprise company, designed the Zerto Alliance Partner Program to support our partners in growing and expanding their Zerto business.

This guide, and the program requirements and benefits set forth herein, is related to the agreement between Zerto and the Zerto authorized partner and is for informational purposes only. This guide is subject to change at any time and without notice. There are no warranties attached to this document and its contents.

The Zerto Alliance Partner Program is an annual, tiered program offering various membership levels based on mutual agreement with the authorized partner to reach specific sales, training, and marketing achievements.

There are three business models supported by the Zerto Alliance Partner Program:

- **Consulting Partners**—Partners working with Zerto under a fully executed standard resale agreement
- **Managed Service Providers (MSPs)**—Partners working with Zerto under a fully executed software license agreement
- **Technology Alliances**—Please see Technology Alliance Program guide for more information

All benefits and requirements are based on the total global achievement of the partner.

Start taking advantage of the [Zerto Alliance Partner Portal](#) today, where you will find a wealth of go-to-market resources, joint marketing content, and partner enablement.

To become a Zerto partner, go [here](#).

Why Partner with Zerto?				
100% channel, 100% of the time	Disruptive technology that increases addressable markets	Land and expand model	Simple, easy-to-understand pricing	Realize hybrid cloud

## Program Benefits

Zerto Benefit	Associate	Silver	Gold	Platinum
Deal registration—Consulting Partners				
• Volume discount	●	●	●	●
• New logo discount	●	●	●	●
• Deal registration additional discount		●	●	●
Deal registration—MSPs	●	●	●	●
Not for resale license (NFR)	●	●	●	●
On-demand lab access	●	●	●	●
Find a Partner inclusion	●	●	Premier placement	Premier placement
Rebate eligibility—North American consulting partners only			2.5%	5.0%
Marketing development funds			●	●
Assigned Zerto account team			Account executive	Account executive Marketing liaison Presales engineer Executive sponsor
Customer case study development			●	●
Exclusive event pricing and sponsorship opportunities			●	●
Advisory Board seat				●

# Program Benefits Definitions

Zerto Benefits	Definitions														
<b>Find A Partner inclusion</b> <i>All partners</i>	Inclusion on the Zerto.com Find a Partner directory. Platinum and gold partners receive premier placement.														
<b>Deal registration—Consulting Partners</b> <i>All consulting partners</i>	<p>Incremental discount for partner deal registrations off of the volume discount. New logo discount applies for deals with valid deal registration and is only applicable to new customers who have not previously purchased from Zerto. The volume discount and additional discount for deal registration apply to new customer, migration and expansion opportunities. Deal registrations have a 90 day expiration with the ability to request an extension.</p> <table><tr><th></th><th>Volume Discount</th><th>New Logo Discount for Deal Registration</th><th>Additional Discount for Deal Registration</th></tr><tr><td>Platinum</td><td rowspan="4">10%</td><td rowspan="4">5%</td><td>10%</td></tr><tr><td>Gold</td><td>7%</td></tr><tr><td>Silver</td><td>5%</td></tr><tr><td>Associate</td><td>—</td></tr></table>		Volume Discount	New Logo Discount for Deal Registration	Additional Discount for Deal Registration	Platinum	10%	5%	10%	Gold	7%	Silver	5%	Associate	—
	Volume Discount	New Logo Discount for Deal Registration	Additional Discount for Deal Registration												
Platinum	10%	5%	10%												
Gold			7%												
Silver			5%												
Associate			—												
<b>Deal registration—Managed Service Providers</b> <i>All managed service providers</i>	MSP deal registration benefits include technical support, collaboration on customer proof of concept, and trial licenses available upon request. Deal registrations have a 90 day expiration with the ability to request an extension.														
<b>Rebate eligibility</b> <i>North American platinum and gold consulting partners only</i>	<p>Rebates will be paid quarterly for new customers that result in new licenses or new migration licenses from partner generated opportunities in North America.</p> <ul style="list-style-type: none"><li>• Partner-generated opportunities are net new leads identified by the partner</li></ul>														
<b>Marketing development funds</b> <i>Platinum and gold partners prioritized</i>	Marketing development funds are available for sales and marketing programs by proposal. Request funds on an activity-by-activity basis to cover the cost of promoting Zerto to your customer or prospect base. Activities must meet certain proof of performance requirements and be pre-approved by a Zerto Field Marketing Manager. Funding approvals are based on return on investment, market opportunity and funding availability.														
<b>Assigned Zerto account team</b> <i>Platinum and gold partners prioritized</i>	<p>Assigned Zerto resources are given to platinum and gold partners.</p> <ul style="list-style-type: none"><li>• <b>Platinum partners</b>—Assigned Channel or Cloud Account Executive, marketing liaison, presales engineer and executive sponsor</li><li>• <b>Gold partners</b>—Assigned Channel or Cloud Account Executive</li></ul>														
<b>Customer case study development</b> <i>Platinum and gold partners prioritized</i>	Editorial support with co-branded case study content.														
<b>Exclusive pricing and sponsorship opportunities for events</b> <i>Platinum and gold partners prioritized</i>	Early access to event sponsorships and pricing.														
<b>Advisory Board seat</b> <i>Platinum partners only</i>	Participation as a key member in Zerto’s Partner Advisory Board to help shape the direction of the company, products and go to market. This includes sharing of non-disclosure agreement style content and is by invitation.														

# Program Requirements

All qualifications are measured on completion within the previous fiscal year November 1st to October 31st unless otherwise noted.

Zerto Requirements	Associate	Silver	Gold	Platinum
Revenue target—consulting partners (annually)*	\$20,000	\$200,000	\$500,000	\$2 million
Revenue target—MSPs (monthly)	\$3,000	\$15,000	\$40,000	\$100,000
Number of new customers—consulting partners	1	4	6	10
Sales certifications	1	2	3	6
Technical certifications	1	2	3	6
Number of marketing campaigns	-	1	2	4
Zerto branding on website			●	●
Business & marketing plan			Bi-annually	Quarterly
Public reference (customer)			●	●

## Program Requirements Definitions

Zerto Requirements	Definitions
<b>Revenue target</b> <i>All partners</i>	<p>All new customer revenue as determined by net invoiced amounts to Zerto. For consulting partners, revenue is measured annually. For MSPs, revenue is measured on monthly billings.</p> <p>Entrance into the program for 2023 was based on achieving targets from Jan 1, 2022 to October 31, 2022. Due to the shortened year, revenue targets were reduced by 25% for consulting partners.</p>
<b>Number of new customers</b> <i>Consulting partners</i>	<p>Number of new customer accounts acquired.</p>
<b>Sales and technical certifications</b> <i>All partners</i>	<p>Number of certified representatives with Zerto sales and technical certifications. Certification is a prerequisite for training completion and requires a passing grade of 75% or greater. Certifications must be kept current.</p>
<b>Number of marketing campaigns</b> <i>Platinum, gold and silver partners only</i>	<p>End user lead generation campaigns or events.</p>

Zerto Requirements	Definitions
<b>Zerto Branding on Website</b> <i>Platinum and gold partners</i>	Place Zerto branding and description prominently on your website.
<b>Business and Marketing plan</b> <i>Platinum and gold partners</i>	Completion of a business forecast and plan with a Zerto Channel or Cloud Account Executive.
<b>Public Customer Reference</b> <i>Platinum partners only</i>	Minimum of one customer win that is branded, written and promoted as a case study.

## Membership Terms and Conditions

The Zerto Alliance Partner Program is an annual program which measures partners' achievements against defined targets. For 2024, entrance into the program will be based on achieving targets from November 1, 2022 to October 31, 2023. Please see quarters' breakdown below:

Q1 2023	November 1, 2022 - January 31, 2023
Q2 2023	February 1, 2023 - April 30, 2023
Q3 2023	May 1, 2023 - July 31, 2023
Q4 2023	August 1, 2023 - October 31, 2023

Associate status is granted automatically based on fulfillment of the program requirements or in Zerto's sole discretion. All other statuses are granted only after meeting the requirements of the relevant tier and receiving an invitation from your Zerto Channel or Cloud Account Executive to join the relevant tier. Such invitations are given in Zerto's sole discretion.

Qualifications are reviewed on a fiscal quarterly basis, ideally coinciding with a quarterly business review. As such, partners that meet the tier requirements can move up in tier during the quarterly review. Zerto reserves the right, in our sole discretion, to add and remove eligible partners from any such tiers.

If the partner does not maintain the requirement criteria over the course of the fiscal year, they will be moved into the appropriate tier that matches their achievements. Within any fiscal year, platinum and gold partners must keep certifications and business/marketing plans current to remain in the program at the platinum and gold tier level.

To discuss your status in the Zerto Alliance Partner Program, contact [partners@zerto.com](mailto:partners@zerto.com) and we will connect with your regional Channel or Cloud Account Executive.



## About Zerto

Zerto, a Hewlett Packard Enterprise company, empowers customers to run an always-on business by simplifying the protection, recovery, and mobility of on-premises and cloud applications. Zerto eliminates the risk and complexity of modernization and cloud adoption across private, public, and hybrid deployments. The simple, software-only solution uses continuous data protection at scale to solve for ransomware resilience, disaster recovery, and multi-cloud mobility. Zerto is trusted by over 9,500 customers globally and is powering offerings for Amazon, Google, IBM, Microsoft, and Oracle and more than 350 managed service providers. [www.zerto.com](http://www.zerto.com)

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