

Partner Program Guide

Overview

The Zerto Alliance Partner (ZAP) Program was designed to support our partners to grow and expand 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 are attached to this document and its contents.

The Zerto Alliance Partner (ZAP) 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 ZAP Program:

- **Resellers** –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** – Please see Technical 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 [ZAP 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

	Associate	Silver	Gold	Platinum
Deal registration – Resellers				
• Volume discount	●	●	●	●
• New logo discount	●	●	●	●
• Deal registration additional discount		●	●	●
Not for Resale License (NFR)	●	●	●	●

	Associate	Silver	Gold	Platinum
On-demand Lab Access	●	●	●	●
Find a Partner Inclusion	●	●	Premier placement	Premier placement
Rebate Eligibility – North American Resellers Only			2.5%	5.0%
MDF Eligibility			●	●
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
Find A Partner Inclusion <i>All partners</i>	Inclusion on the Zerto.com Find a Partner directory. Gold and Platinum partners receive premier placement.
Deal Registration Discounts <i>All resellers</i>	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.

	Volume Discount	New Logo Discount	Additional Discount for Deal Registration
Platinum	10%	5%	10%
Gold			7%
Silver			5%
Associate			—

Zerto Benefits	Definitions
<p>Rebate Eligibility <i>North American platinum and gold resellers only</i></p>	<p>Rebates will be paid quarterly for new customer, expansion and migration license revenue resulting from partner generated and partner influenced opportunities in North America.</p> <ul style="list-style-type: none"> • Partner generated opportunities are net new leads identified by the partner. • Partner influenced opportunities are pre-existing deals in Zerto’s CRM system, but required partner support to progress and close. This status is determined by Zerto and/or is applicable if a deal registration is approved on an existing opportunity.
<p>Marketing Development Funds (MDF) Eligibility <i>Platinum and gold partners only</i></p>	<p>MDF 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.</p>
<p>Assigned Zerto Account Team <i>Platinum and gold partners only</i></p>	<p>Assigned Zerto resources are given to platinum and gold partners.</p> <ul style="list-style-type: none"> • Platinum partners – Assigned channel or cloud account executive, marketing liaison, presales engineer and executive sponsor • Gold partners - Assigned Channel or Cloud Account Executive
<p>Customer Case Study Development <i>Platinum and gold partners only</i></p>	<p>Editorial support with co-branded case study content.</p>
<p>Exclusive Pricing and Sponsorship Opportunities for Events <i>Platinum and gold partners only</i></p>	<p>Early access to event sponsorships and pricing.</p>
<p>Advisory Board Seat <i>Platinum partners only</i></p>	<p>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 NDA-style content and is by invitation.</p>

Program Requirements

All qualifications are measured on completion within the previous calendar year, January 1 – December 31, unless otherwise noted.

	Associate	Silver	Gold	Platinum
New Revenue Target – Resellers (annually)	\$20,000	\$200,000	\$500,000	\$2 million
New Revenue Target – MSPs (monthly)	\$3,000	\$15,000	\$40,000	\$100,000
Number of New Customers - Resellers	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
New Revenue Target <i>All partners</i>	All new customer revenue as determined by net invoiced amounts to Zerto. For resellers, revenue is measured annually. For MSPs, revenue is measured on monthly billings. Resellers are required to have a minimum of one new won deal per year to maintain their status.
Number of New Customers <i>Resellers</i>	Number of new customer accounts acquired.
Sales and Technical Certifications <i>All partners</i>	Number of certified representatives with Zerto sales and technical certifications. Certification is a pre-requisite for training completion and requires a passing grade of 75% or greater. Certifications must be kept current.
Number of Marketing Campaigns <i>Platinum, gold and silver partners only</i>	End user lead generation campaigns or events.
Zerto Branding on Website <i>Platinum and gold partners</i>	Place Zerto branding and description prominently on your website.

Zerto Requirements	Definitions
Business and Marketing Plan <i>Platinum and gold partners</i>	Completion of a business forecast and plan with a Zerto Cloud or Channel Account Manager.
Public Reference Customer <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 ZAP Program is an annual program which measures partner’s achievements from January 1 to December 31 of the relevant calendar year.

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 regional Zerto Channel or Cloud Account Manager 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 can move up and down in tiers up to four times a year. 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 calendar year, they will be moved into the tier that best fits their requirements or lose their Zerto partner membership benefits. Within any 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 ZAP Program, contact partners@zerto.com and we will connect with your regional Channel or Cloud Account Manager.

About Zerto

Zerto helps customers accelerate IT transformation through a single, scalable platform for cloud data management and protection. Built for enterprise scale, Zerto’s simple, software-only platform uses continuous data protection to converge disaster recovery, backup, and data mobility and eliminate the risks and complexity of modernization and cloud adoption. Zerto enables an always-on customer experience by simplifying the protection, recovery, and mobility of applications and data across private, public, and hybrid clouds. Zerto is trusted by over 8,000 customers globally. www.zerto.com

Copyright 2021 Zerto. All information may be subject to change.