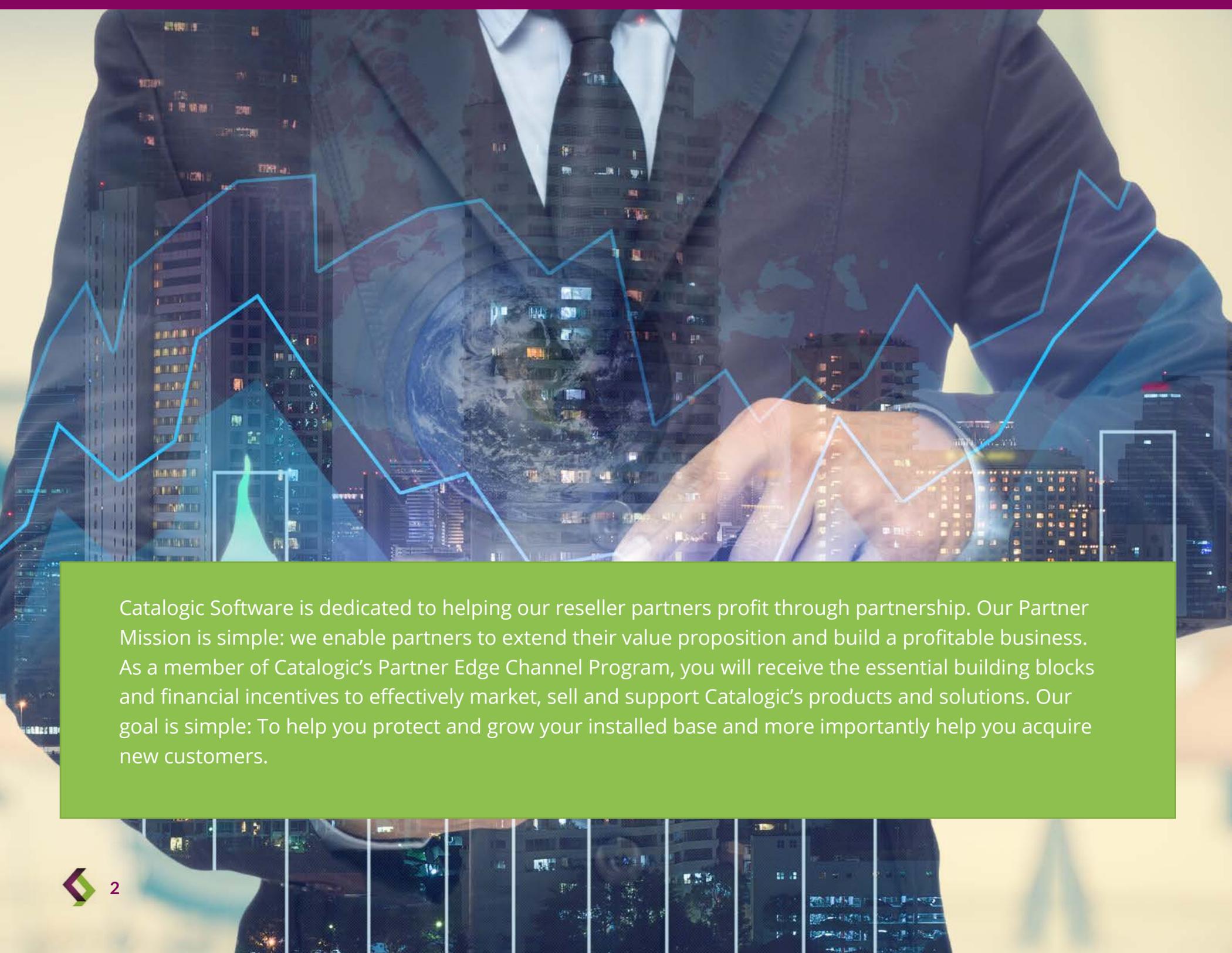




Catalogic Software Channel Program Guide

# Partner Edge





Catalogic Software is dedicated to helping our reseller partners profit through partnership. Our Partner Mission is simple: we enable partners to extend their value proposition and build a profitable business. As a member of Catalogic's Partner Edge Channel Program, you will receive the essential building blocks and financial incentives to effectively market, sell and support Catalogic's products and solutions. Our goal is simple: To help you protect and grow your installed base and more importantly help you acquire new customers.

## WHY PARTNER WITH CATALOGIC SOFTWARE?

- Catalogic is a 100% channel company. The sales model is purposely built to work with the channel.
- Catalogic allows partners to work with their customers' existing infrastructure, preserving their investments as well as avoiding massive rip-and-replace deployments that often never happen, or worse, never get funded.
- Copy Data Management (CDM) is an exploding market that customers are looking to trusted advisors to help resolve and deliver advanced solutions.
- Being a software only solution, ECX allows partners the ability to rapidly deploy and deliver results and a return on the investment quickly and profitably.
- Catalogic provides a unique approach to margin protection, actually paying GP to the registering partner if a deal is sold by another partner without having the registration.
- Catalogic's ECX product allows our partners the ability to be more valuable to their customers by taking advantage of their current infrastructure and making it more effective, efficient and strategic.
- Catalogic ECX creates professional services opportunities for our partners.
- Catalogic gives you the tools to succeed on day one by allowing you Elite status for the first six months while you ramp up.
- Catalogic offers a software-only solution for customers seeking an alternative to Actifio.

## CATALOGIC'S THREE KEY VALUES TO PARTNERS



### PROTECT

Protect your customer base by providing value added CDM services on top of the existing infrastructure you have already sold.

- Deliver move value from existing infrastructure
- Help customers rapidly roll out new services (Test/Dev, DR, Cloud, DevOps, Snap and Replicate)
- Fence out competitors



### GROW

Become more strategic by leveraging ECX to drive valuable new use cases for customers.

- Expand storage footprint by opening new storage and VM use cases
- Open opportunities for next gen solutions like all-flash storage and hybrid Cloud



### ACQUIRE

Use as a wedge product to go back to accounts you have not sold to.

- Deploy ECX on top of storage and VM infrastructure sold by competitors
- Offer strategic solutions, not just capacity and license
- Provide an effective, software-only alternative to Actifio

## SAMPLE USE CASES

### Self-Service for App teams or Admins

- Self-service storage provisioning
- Reduce provisioning time from weeks to minutes
- Sell to new types of users, drive more storage consumption

### Easy Storage Management

- Templates simplify heterogeneous storage management
- No scripting, no maintenance
- Enhances customers satisfaction, encourages increased storage consumption

### Copy Data Orchestration and Automation

- Enables automated DR, Test/Dev, analytics, etc.
- Reduces OpEx and CapEx
- Opens up new use cases for remote storage and snapshots, driving disk consumption

### Next Generation Protection and Recovery

- Automated snap-and-replicate
- Instant recovery, no more backups
- Acquire new customers who are having backup and DR challenges

### Hybrid Cloud: “Hybrid Killer App”

- Enhance ROI through automation and orchestration
- Leverage limitless compute power (spin up/spin down)
- Drives sales of IBM SoftLayer, NetApp Private Storage, Cloud ONTAP, etc.

### DevOps – “Infrastructure as Code”

- Extend Enterprise storage into DevOps
- Uses templates, RBAC and REST API
- Sell enterprise storage into a market currently unable to leverage it

## INDUSTRY RECOGNITION

In 2015, Catalogic was twice recognized by the premiere channel publication CRN. In July, ECX was named a leading Emerging Vendor. This annual list features emerging technology vendors that have introduced cutting-edge, new products, and are creating opportunities for channel partners to create new and innovative solutions for their customers.

In December, Catalogic followed up by receiving the CRN Tech Innovator Award for Enterprise Management Software. The Tech Innovator Award recognizes standout companies that have brought to market IT solutions that have substantially impacted the industry. In selecting winners of the prestigious annual award, the panel of CRN editors evaluated 200 products. ECX took top honors based on its ability to increase productivity and reduce cost and complexity for solution providers, IT departments and end users through innovation and technical advancement in the rapidly growing market for copy data management solutions.



## PROGRAM DESCRIPTION AND BENEFITS

The Catalogic Partner Edge Channel Program allows resellers to sell better solutions than the competition. Catalogic's alliance partnerships put you in the driver's seat, helping you build profitable practices for data protection, storage management, server virtualization, copy data management and cloud services. The program is designed to be comprehensive and flexible, while enabling you to expand into untapped markets. The program eliminates competition from a direct sales force and turns the Catalogic sales and support organization into a valuable resource that can be leveraged to fuel growth.

Catalogic is 100% committed to the channel. This means that all of our resources are dedicated to supporting your success!

The Benefits of the Program are:

- Protected margins on registered opportunities
- Free onsite training for sales reps and sales engineers
- Channel-only model with sales managers and technical account managers who assist and enable
- Recurring revenues through margin on maintenance renewals
- Lead generation programs to drive demand for Catalogic solutions
- Non-Catalogic opportunities uncovered via our Velocity inside team and demand generation programs are passed to our Elite Partners for follow up (security needs, networking products, consulting and integration etc.)

"Catalogic's ECX Software is the leading software only copy data management platform that helps clients better leverage their copies of data for a number of use cases including recovery, disaster recovery, test/dev or DevOps, archive and analytics."

## CIO REVIEW

## TECHNOLOGY ALLIANCE PARTNERS

Catalogic solutions integrate with a wide range of global hardware and software companies to provide Intelligent Copy Data Solutions. With our partners, we help our customers seamlessly deploy innovative copy data solutions.



Alliance Partner



## THE PARTNER EDGE CHANNEL PROGRAM

Catalogic wants all partners to be successful, therefore we provide all partners' access to all Elite Partner Benefits allowing them time to ramp AND be competitive.

### WHAT YOU CAN EXPECT

#### Catalogic Responsibilities

- Margin protection on valid, registered opportunities
- Competitive discount for product and maintenance (annual)
- Dedicated Channel Sales Manager
- Free training for sales reps , sales engineers and professional services consultants
- Access to Product Information on MySupport site
- Access to Sales Enablement Tools on the Partner Edge Portal
- Channel Sales Model with Catalogic sales team to assist and enable
- Discretionary Market Development Funds (MDF) to assist in promotional programs and events
- Sales incentives for meeting and exceeding performance goals
- Quarterly executive reviews of progress and insight to product roadmap and directions

#### Your Responsibilities

- Achieve annual sales goals
- Work with Catalogic to meet the on ramp program for success
- Account mapping as we ramp up to jointly target opportunities
- Inclusion in your marketing presence i.e. websites, etc.

“Extensive testing in IBM labs has confirmed that when deployed together, the software-defined storage capabilities of IBM FlashSystem V9000 and Catalogic ECX enable enterprises to significantly improve overall data economics by creating the most efficient storage environments possible. But the benefits don't stop there. The combination of IBM FlashSystem V9000 and Catalogic ECX provides a leading-edge suite of storage services, orchestration, and virtualization features that help accelerate the agility and competitiveness of the businesses they support.”

### **CATALOGIC ECX AND IBM FLASHSYSTEM V9000: SOFTWARE-DEFINED AGILITY, IBM SYSTEMS TECHNICAL WHITE PAPER**



Business Strategy

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Business Strategy

“Catalogic Software is a CDM [Copy Data Management] vendor with a unique software-only approach that focuses on leveraging a client’s existing infrastructure, with the promise of significant capex and open savings. Clients evaluating CDM solutions should consider Catalogic Software’s flagship CDM offering, Catalogic ECX.”

**“SOLVING THE COPY DATA PROBLEM WITH IN-PLACE COPY DATA MANAGEMENT,” IDC TECHNOLOGY SPOTLIGHT, OCT. 2015**

23:35:60  
Business Strategy  
Innovation  
Branding  
Solution  
Marketing  
Analysis  
Ideas  
Success  
Management

23:35:60



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