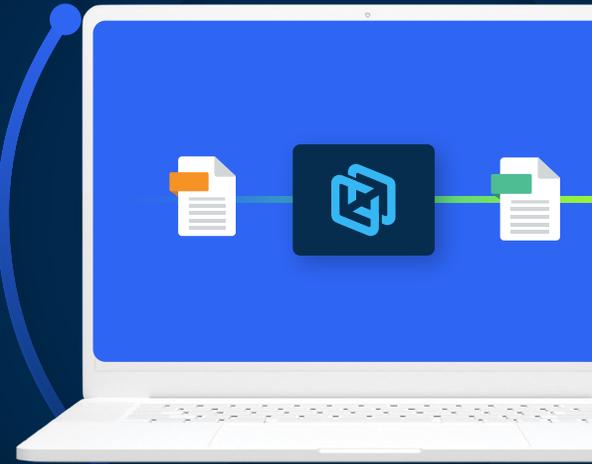




CrashPlan Partner Program

Provide cyber resilience for your customers while predictably growing new and recurring revenue.



>900K
Users



>90%
Renewal rate



>1.4
Million Devices



>7 Year average
customer tenure



>100B Files
recovered annually

CrashPlan provides cyber-ready data resilience and governance in a single platform for organizations whose ideas power their revenue. With its comprehensive backup and recovery capabilities for data stored on servers, endpoint devices, and SaaS applications, CrashPlan's solutions are trusted by entrepreneurs, professionals, and businesses of all sizes worldwide. From ransomware recovery and breaches to migrations and legal holds, CrashPlan ensures the safety and compliance of your data without disruption.

As a CrashPlan partner, you can leverage a variety of channel relationships including distribution, managed services, and referral. The CrashPlan Partner Program has been architected from the ground up to make it simple to engage with CrashPlan and rapidly close business. The program provides the tools, expertise, and access to CrashPlan resources to make it easy to recommend and sell CrashPlan products.

The CrashPlan Partner Program provides partners with training and support resources to help you sell CrashPlan successfully. Our team of experts will work with you through the sales process, ensuring that you can provide a high level of service to your clients and succeed together.

We succeed when your customers succeed.

- ✓ **Speed to Value** — No on-premises hardware footprint allows for deployment in as little as 15 minutes. You get direct access to internal CrashPlan resources (technical and human) to assist with closing business on your timeline.
- ✓ **Predictable Revenue** — CrashPlan's typical sales cycle is less than 90 days. Plus, after registration, your deals are yours. Incumbency and defined margins across the breadth of the deployment mean you can forecast revenue confidently as you continue to add value to the customer relationship.
- ✓ **Retention and Growth** — Benefit from recurring margins drawn from a >90% renewal rate and incredible customer loyalty with an average customer tenure of more than 7 years.
- ✓ **Enduring Value** — By partnering with CrashPlan you gain access to the expertise and proven track record of the industry's preeminent endpoint backup solution.

Program Benefits

Type	Discount Off MSRP
Partner Sourced Opportunity with Deal Registration	45%
CrashPlan Sourced — Partner Value Add w/ Deal Registration	35%
CrashPlan Sourced — Partner Fulfillment non-Deal Registration	15%
Referral Fee — Renewals, incumbency	10%
Services	10%

CrashPlan Partner Program Benefits and Requirements

People Support	
Channel Account Manager	✓
Solutions Engineer	✓
Partner Marketing Support	✓
Marketing Tools	
Partner Portal Access	✓
Co-Branded Marketing Content	✓
Partner Logo on CrashPlan Site	✓
MDF Eligible	✓
Sales Tools	
Sales Promotions and Incentives	✓
SPIFFS and Bonuses	✓
Lead Sharing	✓
Renewal Protection	✓
NFRs and Discounted Licenses for Internal Use	✓
Deal Registration and Margin Protection	✓
Technical Resources and Training	
Self-Paced Enablement and Guides	✓
Pre-Sales Support	✓
Sandbox Demo Environment	✓
Implementation Services	✓



CrashPlan© provides cyber-ready data resilience and governance in a single platform for organizations whose ideas power their revenue. Trusted by entrepreneurs, professionals, and businesses of all sizes worldwide, CrashPlan's comprehensive backup and recovery solutions ensure the safety and compliance of data without disruption, anywhere at any time.

To learn more, contact us at www.crashplan.com/contact-sales