

Acronis



PROGRAM GUIDE

# Acronis

## #CyberFit Platform

### Program Guide



# 1. Program Overview

**1.1** The Acronis #CyberFit Platform Program (“Program”) empowers participants in good standing (“Participant”) to refer, sell, market, and implement Acronis products and services to Acronis customers. Additionally, it empowers Participants to build, test, certify, distribute, and sell integrations for the Acronis Cyber Platform. This Guide describes the policies, benefits, and requirements applicable to the Program. Participant employees should review and understand this Guide in order to maximize Program benefits. The Program is designed for companies that:

- A** Drive sales of the Acronis Cyber Cloud platform, including sales deals, referrals, resale of products or services, outsourcing, or offering domain-separated service provider solutions.
- B** Deliver implementations for the Acronis Cyber Cloud platform, including consulting, outsourcing, subcontracting, or custom application development.
- C** Build and sell applications or integrations for the Acronis Cyber Platform, including (but not limited to) independent software vendors (ISVs).



**1.2** Participants are eligible to receive benefits to support their sales, services, development, and application (app) certification efforts. Benefits vary based on the Participant’s level in the Program, see section 2.7. Benefits earned by the Participant’s demonstrated commitment and achievement to the Program may include access to the Acronis Developer Portal, access to Acronis non-production demo instances, access to the Acronis Cyber Cloud Solutions Portal, eligibility to monetize certified apps and integration, use of the applicable Program level badge, and more.

## 2. Program Highlights

- 2.1** Training
- 2.2** Certification opportunities
- 2.3** Access to restricted content on the Developer Portal
- 2.4** Access to Acronis non-production instances
- 2.5** Listing of company logo, profile, and expertise on the
- 2.6** Acronis website
- 2.7** Ability to monetize leads and sales efforts
- 2.8** Program Levels

Levels of membership allow Participants to engage with Acronis to a degree representing their organization's production development success, resources, areas of expertise, customer installations, customer references, and commitment to the Program ("Program Level"). Membership is granted through an application review, approval, and fee payment process. The annual Connected level fee is \$450 USD, and the annual Accelerated level fee is \$4500 USD

## THE PROGRAM LEVELS ARE:



## 3. Partner Program Benefits Overview

All Program Partners

### Acronis Developer Network Portal

Acronis provides Program benefits and communications through the Acronis Developer Network where Participants can find information regarding Program updates, communications and alerts, promotions, sales tools, and marketing collateral to develop their business.

### Partner Enablement Materials

A Participant's Acronis partnership experience includes a solid foundation of education, tools, and other resources to enable the Participant to drive business opportunities and success. Product and solution materials are clearly defined in role-based learning paths and may be accessed via the [Developer Portal](#).

### Partner Communication

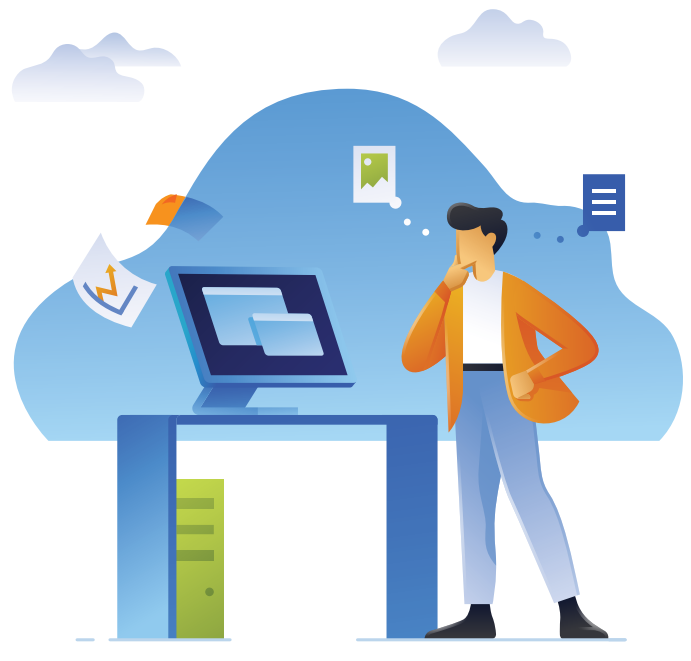
Participants receive regular communications in the form of newsletters, email messages, and relevant partner information shared via the Portal or other distribution methods. Communication topics vary and may include:

- Program notifications
- Event invitations
- Product releases
- Partner webinar information.
- Market research and surveys

To ask a question or request additional partner communication information, submit an email to [AcronisCyberPlatform@acronis.com](mailto:AcronisCyberPlatform@acronis.com)

### Program Benefits at a Glance

To learn more about the benefits that are available to Participants across the Program please click [here](#).



## 4. Acronis Cloud Storage for Internal Use

Access to Acronis Cloud Storage is granted to Participants at the Connected and Accelerated levels for internal usage, ongoing training, product familiarity, solution development, and providing demonstrations to customers. Access is granted solely for non-production purposes and is active during the term of the Participant's membership in the Program, with the value of storage provisioned based on their level within the program (see the benefits table above).

## 5. Business Development Manager Access

Participants at the Connected and Accelerated levels will have access to Business Development Managers through the Acronis Developer Portal contact form, who will support pursuits across all business-related requests.

## 6. Technical Adviser Access

Participants at the Connected and Accelerated levels will have access to a Technical Adviser through the Acronis Developer Portal contact form, who will support pursuits across all technical requests.

## 7. Official Partnership Announce Eligibility

Participants at the Connected and Accelerated levels are eligible for an Official Partnership announcement blog post and social media posts.

## 8. Press Release Eligibility

To support Participant marketing efforts, Acronis provides Accelerated Participants with a press release template to communicate a new Program membership with Acronis or a Program Levels upgrade.

## 9. Press Release Guidelines

No press release mentioning Acronis or the Program may be released to the public without the express written permission of Acronis.

Participants must receive prior written approval for each press release in which Acronis is mentioned.

Participants are responsible for creating and issuing their press release on newswires.

Acronis provides a standard template with approved company information.

Appropriate press release topics include membership in the Program, significant joint-Acronis solution or product, or other topics approved by Acronis.

## 10. Press Release Approval Process

Participants submit their drafted press release to [AcronisCyberPlatform@acronis.com](mailto:AcronisCyberPlatform@acronis.com) along with their desired issue date.

Acronis reviews the Participant's press release and responds within five business days.

Acronis may return the Participant's press release drafts, requesting edits and an updated version to review.

When completed, Acronis approves the Participant's press release. Acronis reserves the right to decline approval if necessary.

Acronis must be notified and approve any additional changes made to the press release after it has been formally approved by Acronis, and prior to being distributed.

Participant submits a final, clean version of its press release to [AcronisCyberPlatform@acronis.com](mailto:AcronisCyberPlatform@acronis.com)

## 11. Program Level Badge

Participants in good standing are encouraged to leverage the Acronis brand to promote their Program membership. Badges are provided to Connected

and Accelerated Participants and can be used on advertisements, websites, customer communications, and other marketing materials. Participants that are permitted to resell or implement may only advertise their capabilities to resell and implement Acronis within their approved resale and services territory.

In all cases, Participants shall comply with the Acronis Trademark Usage Guidelines, the Acronis Brand and Marketing Guidelines, and the Partner Logo Guide.

Participants may submit questions and requests for additional information to [AcronisCyberPlatform@acronis.com](mailto:AcronisCyberPlatform@acronis.com).

## 12. Co-Branded Template and Material Access Eligibility

Participants at the Accelerated level may request Acronis co-branded document templates to promote and communicate joint solutions, customer success, marketing campaigns, or other joint marketing initiatives. Documents that are eligible for co-branding may vary. To request or gain approval for co-branded materials, submit a request to [AcronisCyberPlatform@acronis.com](mailto:AcronisCyberPlatform@acronis.com). Each request is evaluated to ensure brand, messaging, and other requirements are followed, per the Acronis Brand and Marketing Guidelines that are available on the Partner Portal.

## 13. Joint Sales and Marketing Planning

Participants at the Accelerated level are eligible to engage with global or geographically-based marketing management resources to develop an annual go-to-market plan with Acronis. Plan formats and requirements are defined by an Acronis Business Development Manager and must include goals, objectives, and executable tactics to drive higher Acronis sales, market growth, or customer engagement. Approved plans must include commitment for plan execution from the Participants and Acronis prior to implementation.

## 14. Solutions Listing on Acronis Website

Participants that have achieved product line achievements for specific products are listed on the Acronis Cyber Cloud Solutions Portal [www.solutions.acronis.com](http://www.solutions.acronis.com). The listing size varies by product line and includes information relevant for each Participant. Participants at the Registered level are not listed in the Acronis Cyber Cloud Solutions Portal.

## 15. Acronis Events

### Acronis Events Discounts Eligibility

Participants at the Connected and Accelerated levels are eligible to receive discounts for Acronis' events. Participants may check availability and request discounts through their Business Manager contact.

### Acronis Events Sessions Eligibility

Participants at the Accelerated level are eligible to host sessions at Acronis' events. Participants may check availability and request sessions slots through their Business Manager contact.

### Strategic Business Review Eligibility

Participants at the Accelerated level are eligible to participate in bi-annual (or quarterly) Strategic Business Review meetings with Acronis professionals, executives, and global leadership. Discussion topics during these business reviews are focused on taking an in-depth look at Participant's challenges and successes across their services business, including a review of certified resources, product implementation capabilities, customer satisfaction, and other partnership components.

## 16. Joint Customer Activities – Webinars or Training Events

Joint customer activities are designed to target a particular customer (or set of customers) to drive

awareness or increased customer engagement. These may include jointly developed and delivered webinars, training events, or case studies. Eligible activities are defined by the assigned Acronis Business Manager within a joint business plan and may include additional requirements for Participant collaboration or investment.

## 17. Preferred Developer Partners

Acronis may offer the opportunity for certain System Integrators to be listed on the Partner Portal as "Preferred Development Partners." Such listings indicate to other Technology Participants that the company has demonstrable skill and experience with application development on the Now Platform. A Preferred Development Partner may be a good choice for any new Technology Participant to quickly architect, build, and certify an integration or application that will ultimately reside on the Acronis Cyber Cloud Solutions Portal.

### Preferred Development Partners have met the following benchmarks:

- Experience successfully navigating the Acronis application certification process
- A thorough understanding of the best practices involved in building an application on the Acronis Cyber Platform
- A minimum of 25% of their developers/architects are Acronis Certified Application Developers

### App Certification and Recertification

Participants at the Connected and Accelerated levels are entitled to a number of application and integration certifications per year. Participants at the Connected level are eligible to certify up to two (2) apps on the current or previous release. Participants at the Accelerated level may certify up to five (5) apps on the current or last previous release. Participants may purchase additional app certifications for \$1,000 each, with no additional charge for recertification.

## 18. Early Access to Acronis Releases

A few weeks before a new Acronis release is available, Partners in the Connected and Accelerated levels will be provided with instructions regarding how to gain early access to the update.

## 19. Internal Promotion

For Participants with paid applications in the Acronis Cyber Cloud Solutions Portal, program benefits also include participation in periodic internal Acronis sales team communications. Acronis Partner Managers may also help facilitate introductions and recommend appropriate channels and opportunities for Participants to directly engage with sales reps and teams.

