

## Partner Program

Profitable partnerships turn into lasting relationships

### Key Benefits

- Add disaster recovery capability to easily broaden your portfolio
- Cross-sell to existing customers
- Access to dedicated sales support resources
- Flexible fee structure – annual fees or one-time
- Ongoing customer relationship from data protection to DR, archive, and compliance

*“Business continuity services are sold on trust. Resellers, system integrators, and consultants are the trusted advisors with the most intimate knowledge of our customers. With our technology and your expertise, we can enable these companies to be resilient from any outage or disaster.”*

### Stanely Chan

Director, Business Development  
Simply Continuous

### The Market Opportunity

Until now, business continuity was something only the largest enterprises could afford. There haven't been comprehensive options that specifically address the IT disaster recovery needs of medium enterprises. Companies are seeking ways to simplify and improve the way they perform IT disaster recovery and as a Simply Continuous Partner, you can provide your customers the perfectly tailored solution that fits their budget. We believe there is a significant opportunity to capture offsite data protection spending for growing enterprises that wish to move away from tape backup. As partners, we can win the business of this exciting and fast-growing market opportunity.

### Why Partner with Simply Continuous

Simply Continuous is the smart choice for growing enterprises that have offsite data backup and IT disaster recovery needs. We are a managed service provider that leverages the latest storage, security, virtualization, and datacenter technologies. As a Simply Continuous partner you can broaden your portfolio, penetrate new markets and cross-sell to existing customers by providing a way to simplify and improve the way they backup and restore their data and applications. Likely buyers include:

- Medium-sized enterprise
- Currently using tape backup and offsite vaulting
- Growing and increasing dependency on data with storage needs exceeding 1TB
- Does not have a replication site or does not want to manage offsite replication

We provide you the ability to offer comprehensive and affordable disaster recovery services to your customers and prospects. Take part in this fast growing market opportunity today.

### About Simply Continuous Partner Program

Simply Continuous works with partners to identify qualified sales opportunities, develop and promote joint solutions and deliver reliable business continuity and disaster recovery solutions. Our sales are almost entirely partner-driven and as a result our business model is to develop products and services that complement and augment what partners offer.

Forming and maintaining profitable partnerships that turn into lasting relationships is pivotal to our strategy for delivering IT disaster recovery solutions to growing enterprises. We offer on-site sales training, dedicated pre-sales technical support and personalized service by assigning a named account representative to each partner. Whether you are a reseller or referral partner, you can depend on Simply Continuous to work with you to generate revenue opportunities and win new business.

### Simply Continuous Partner Program Benefits

Program Benefits	Reseller	Referral
<b>Support</b>		
Access to Simply Continuous Partner Portal	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sales Training	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Pre-sales Technical Support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Product Beta Program	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Advanced Product Information	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Named Simply Continuous Partner Manager	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Sell</b>		
Customer Presentation Template	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Product Promotion Email Template	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Co-Branded Product Datasheets	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Market</b>		
Listing on Simply Continuous Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Joint Press Release	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Use of Simply Continuous Logo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Partner Announcement on Simply Continuous Blog	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Participation in Product Promotions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Compensation</b>		
One-time Finder's Fee	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Reseller Margin (in lieu of Finder's Fee)	<input checked="" type="checkbox"/>	
Promotions and SPIFF	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Customer Management</b>		
Sold Under Partner Contract	<input checked="" type="checkbox"/>	
Option to Deliver Installation	<input checked="" type="checkbox"/>	
Option to Provide Level-1 Support	<input checked="" type="checkbox"/>	

### How to Register

To become a Simply Continuous partner is easy.

1. Sign a mutual NDA
2. Review and execute a reseller or referral agreement
3. Schedule and complete Simply Continuous sales training
4. Develop a joint marketing plan
5. Start selling!

To become a Simply Continuous partner, email us at [partners@simplycontinuous.net](mailto:partners@simplycontinuous.net) today.

#### Simply Continuous

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