

# Channel Chief View

## Mastering Migration Means Adding Value With Proven, Enhanced Services

### Q. What kind of moves are you making to enhance your indirect channel?

**A.** Since inception, TransVault's sales model has been 100 percent channel, so there was no need for us to reinvent our model—just our recruitment path. Last year we focused on extending and growing our global footprint by forging new strategic alliances that on-boarded key systems integrators who were looking at our products and services as an immediate source of new revenue. This year is about continuing that partner success story to help increase partner services revenue through the further rollout of our 'Partnership Excellence' program, which involves the '3 Component Pillars':

- Enroll: Sets the framework for how we will work together
- Enable: Connects partners with account management, technical, sales and support resources
- Engage: Guides partners to revenue through the phases of selling and delivering migrations

Our goal is to empower TransVault Performance Partners to grow their customer engagements, revenue and satisfaction by utilizing TransVault solutions for the migration of legacy data.

### Q. What creates the opportunity for email archive migration? And why TransVault?

**A.** Change can occur by merger or acquisition, a shift to the cloud, or the obsolescence of a company's archive or storage system. That's when TransVault technology—and TransVault partners—provide immense value. We give companies the ability to preserve the accessibility and the integrity of their business and compliance records. If you think about it, any company with legacy data is a viable prospect.

TransVault partners provide services and solutions that are critical to a seamless migration. Handling email archives and legacy data can get really tricky and very sensitive. For industries like health care, finance and legal, the chain of custody and compliance are very serious. For all businesses, availability during a migration is imperative. TransVault supports virtually all archive platforms, both on-premise and in the cloud, as well as support for EML and PST files, folders, journals, contacts and calendar items.

### Q: How do your strategic alliances benefit partners?

**A.** More businesses are moving to the cloud and are taking advantage of Microsoft Office 365. Microsoft is our No. 1 strategic alliance partner. Thanks to our relationship with Microsoft, TransVault partners can successfully manage highly complex migrations. With TransVault's Azure-based service, partners now have the most cost-effective method for migration. There's no hardware to set up, plus there's added benefits of built-in resiliency and distribution for geographically dispersed locations.

To find out more about becoming a Migration Master, contact TransVault today. Visit [transvault.com](http://transvault.com) and follow me on Twitter @Quentin\_Harry



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