



Solution Provider Program Guide

PY21 Program Guide

Simply rewarding. Future ready.

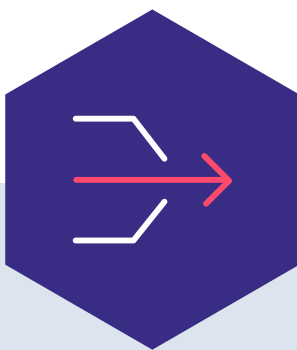
Grow without limits, today and tomorrow. Commvault.

Data can reveal insights, drive innovation, and take companies in exciting new directions. It can also be their biggest challenge. As a Commvault partner, you meet that challenge head-on to help customers manage, store, protect, and use their data more than ever before.

Choosing Commvault means that you desire to grow your business with a partner that invests in you and puts success first. Our Partner Advantage program is radically simple and delivers what our partners told us matters most. Multiple ways to partner and earn incentives that drive more profitability into your business. Deep ecosystem relationships and smart sales plays that help you close more deals, faster. In-region support, expansive training, and demand generation resources to help you build a future-proof business with unlimited opportunity.

With our industry-leading intelligent data management solutions and commitment to innovation, you can be confident growing your business with Commvault today, and excited about tomorrow.

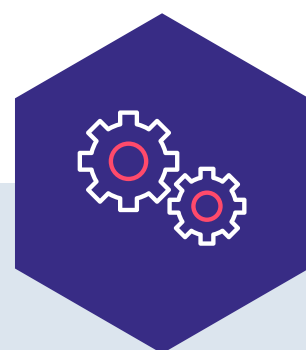
Be future ready.



Modern



Profitable



Predictable





Modern, profitable and predictable

Together with our partners, we created a modern, competitive partner program with the goal of driving more profitability into your business. With Commvault Partner Advantage, you get trusted deal support to close sales and grow. Performance rewards, deal registration benefits, and new partner seller incentives, combined with more flexibility across program tiers, increase your profit potential. And simple, transparent guiding principles and operational efficiencies help accelerate closed deals and speed the payment of incentives with predictability you can count on.

Grow Profitably, Three Ways

Earn more from your sales with our three-tier program that delivers progressive benefits, rewards, and business development funding for new customer acquisition, account growth, and performance.

Multiple Rebates, Multiple Rewards

There's more than one way to be rewarded with Commvault. Win, growth, and performance rebates, plus deal registration benefits and seller incentives are all on the table for you to drive more revenue and profit into your business.

Earn, Manage and Apply Funds Easily

Strategic business development and market development funds help you grow your business with Commvault. Track your funds and apply them to enablement and marketing activities, transition your business model, or expand your Solution Provider offering.



Commvault's Principles of Engagement

- Commvault possesses a customer-obsessed culture and, together with our partners, we will constantly work to earn and keep our customer's trust, satisfaction and loyalty leading to long term relationships.
- We are a "Partner First" sales organization committed to the success and profitability of our Partners and focused on engaging responsibly and transparently when working together.
- We are committed to providing our partners and their sellers open communications, rapid responses, a radically simple product portfolio and support throughout the sales process to drive more pipeline and improve close rates.
- We are committed to training and enabling our partners to become experts in intelligent data management so they can go to market as the trusted advisors to their customers.
- We are laser focused on continuing to evolve the Partner Advantage Program to make it more predictable, profitable and easier for our partners to do business with Commvault.



These prestigious acknowledgements further support the importance of the Commvault Advantage and our joint mission in making customers and partners future ready



Mercer Rowe,
Vice President, Global Partner Organization, Commvault.



Doing business with us is simpler than ever before

The Commvault Solution Provider program is for Commvault authorized reseller partners that resell Commvault solutions to end-user customers for end-user customers' own use.

The Commvault Solution Provider Program consists of the following elements:



Partner Tier and Requirements

1

The three-tier structure enables you to engage with Commvault at the level that represents your organization's commitment and competency with our solutions. A new partner enters the program at the Authorized tier and may advance to the Premier or MarketBuilder tier upon achieving specific revenue targets and completing required training/certifications/accreditations.

Tier levels

Requirements	Marketbuilder	Premier	Authorized
Partner Advantage Partner Agreement	✓	✓	✓
Revenue Threshold to Qualify for Tier	\$\$	\$	—
Accreditation/Certification Requirements	🏆🏆🏆	🏆🏆	🏆

Notes:

- Commvault wants to recognize your tier progression and promote your achievement every quarter. Unfortunately this includes adjusting partners who are no longer actively engaging with Commvault. For specific requirements see [Tier Attainment Fact Sheet](#) by clicking on My Partner Advantage on the Partner Portal.
- If you fall below the minimum bookings requirements or fail to maintain required accreditations / certifications for your current tier level, you will be notified and have 90 days to regain full compliance.
- You must comply with all laws and regulations applicable to the Partner's Agreement with Commvault. commvault.com/legal/anti_corruption.html You specifically acknowledge that the Products, Services and Confidential Information (collectively hereinafter referred to as "Technical Data") may be subject to United States export controls, pursuant to the Export Administration Regulations.





Benefits

2

Partner to win

It's easier to win with a team that leans into your success. As a Commvault partner, you can count on us to support your sales efforts with resources and relationships that help you sell smart and win. From dedicated in-region sales leaders to deep ecosystem relationships to strategic sales plays, we have your back. And our focused go-to-market engine is ready to accelerate your Commvault business and help you increase your revenue.

Requirements	Financial Benefit	Business Benefit	Marketing Benefit
MarketBuilder	\$\$\$	✓✓✓	
Premier	\$\$	✓✓	
Authorized	Basic	Basic	Basic

Active, aligned partnerships

Commvault supports the key infrastructure vendors, application technologies and cloud providers that customers rely on to grow and remain competitive.

Dedicated to your success

With a commitment to collaboration, as outlined in program documentation, our team works with you to accelerate the sales cycle, help close deals and maximize your business potential selling Commvault.

Simplify sales with smart plays

Eliminate the time-consuming process of assembling point products and simplify with smart sales plays built around unique technology integrations.

Specialize with Services

Commvault provides you with the opportunity to specialize in Professional Services through Service Advantage or First Level Support through the Commvault Authorized Support Program (CASP). To learn more about these programs, please review the [Service Advantage and CASP Program Handbooks](#).



Rewards

3

As you advance your Commvault practice your investment will be met with our program core tenant... Profitability.

Tier Progression and Deal Registration Reward

We are committed to recognizing our partners that invest in building a Commvault practice. Each tier level offers access to a variety of benefits and incentives. Our suggested Tier discount differs by tier, illustrating the value of progression in our Solution Provider Program. The higher investment you make the better benefits you will earn. For more details, refer to the [Solution Provider Benefit Fact Sheet](#).

Additional Rewards

Rebates	Proposal-based MDF	Partner Seller Incentive Program
Commvault recognizes and rewards you with back-end rebates for new customers and software revenue. ¹	Commvault provides you marketing development funds based on strategic proposals aligned to accelerating pipeline growth. Funds serve to support breadth of marketing demand generation activities. ²	Commvault offers a formal partner seller incentive program to motivate your Account Executives and System Engineers. ³

Note:

1. For more information, reference the [Solution Provider Benefit Fact Sheet](#).
2. For more information, reference the [Proposal-Based MDF Handbook](#).
3. For more information, reference the [Partner Seller Incentive Program Flyer](#).



Resources and Tools



4

Success made simple

With Commvault Partner Advantage, we've made it remarkably simple to work with us so you can focus on what matters most. We've developed systems, processes, and tools to help you skill-up, train your team, and build your Commvault business. Launch smart demand generation campaigns and initiate sales conversations that expand your pipeline to earn new business. Access fast quoting and secure deal registration to keep your opportunities safeguarded. And find all of these resources quickly and easily in our modern, newly designed partner portal.

Intelligence: centralized

Stay informed, enabled, and focused on growing your business with our intuitive, easy to-navigate partner portal that houses all our training, tools, and marketing resources.

Easy, safe quoting and deal registration

Don't worry, your deal is safe with us. Easy quoting and straightforward deal registration safeguards your sales opportunities and helps you close business faster.

Skill up to stay competitive

Advance your skills and gain a competitive edge with sales and technical training, accreditations, and certifications from Commvault Partner University.

Smart marketing builds your pipeline

Stay in front of customers and prospects with smart marketing from Commvault. Our Partner Demand Center features program in a box campaigns that include messaging, emails, digital ads, presentations, training and more to help you build your Commvault pipeline.



Contact Us

For any program questions, please contact your Partner Business Manager or your Theater Partner Program Manager at:

PartnerAdvantageAdmin_Americas@commvault.com

PartnerAdvantageAdmin_EMEA@commvault.com

PartnerAdvantageAdmin_APJ@commvault.com

To access additional Partner Program documentation, please go to the [Partner Portal](#).

Material disclaimer

- Partners must not duplicate or reproduce any written material supplied by Commvault without our explicit written consent.
- Partners must comply with all laws and regulations applicable to the Partner's Agreement with Commvault. [Commvault.com/legal/anti_corruption.html](#)
- Partners specifically acknowledge that the Products, Services and Confidential Information (collectively hereinafter referred to as "Technical Data") may be subject to United States export controls, pursuant to the Export Administration Regulations.
- Partners acknowledge that all software products are proprietary to Commvault or its licensors and are subject to copyrights and trade secrets owned by Commvault or its licensors.

Privacy Note

We collect your personal information when you complete the Partner Advantage program forms, update your preferences and/ register to attend events or training sessions. The information we collect may include your title, name, organization, job title and contact details. We are committed to keeping your information securely, up to date and for no longer than necessary.

For more information please refer to our Privacy Policy
<https://www.commvault.com/privacy-policy>

Program Changes: Commvault's records and systems shall be authoritative and conclusive for purposes of determining all compliance and calculations regarding the Program. Commvault may modify the Program in its sole discretion and does not guarantee that all features and benefits will remain the same in the event of such modification. Commvault reserves the right to modify, suspend or cancel this Program at any time for any reason on 30 days' written notice. Confidentiality Disclaimer: The information contained in this document is confidential, privileged and only for the intended recipient and may not be used, published or redistributed without the prior written consent of Commvault Systems, Inc. Authorized representative Disclaimer: By participating in this Program, and accepting rebates, MDF and other benefits, You agree, represent and warrant that you are permitted to do so, and that such participation does not violate any applicable laws, policies, rules or regulations. It is Your obligation to notify Commvault if You are not able to accept certain benefits of the Program. Independent contractors: Commvault and its partners are independent contractors, engaged in various marketplaces to achieve mutually agreed-upon business objectives, and the terms "partner" or "partnering" do not imply a specific legal relationship. Participation in this Program by the parties does not constitute or create, and shall not constitute or create, a partnership or any entity other than an independent contractor arrangement under which neither party is authorized 1) to act for, represent, obligate or bind the other; 2) to incur any obligation on behalf of the other party or to represent itself as the other's agent; 3) to act in any way that might.



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