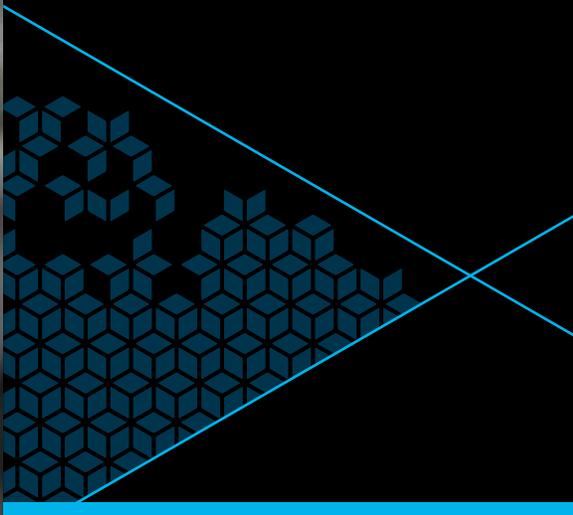




COMMVAULT® PARTNER ADVANTAGE



▶ Partner Advantage Program Guide

DRIVING GREATER VALUE AND SUCCESS — TOGETHER

JULY 2015





COMMVault PARTNER ADVANTAGE

▶ Partner Advantage Value Proposition

FUELING A GREATER RETURN ON YOUR COMMVault RELATIONSHIP

At Commvault, we team with the qualified Partners that align with our “4Cs” philosophy — Commitment, Competency, Coverage, Capacity. Then we work together to build a vibrant Commvault practice within their company to mutually grow profitability, engagement and the long-term customer loyalty that benefits both companies. As a result, you’ll gain a greater return on your Commvault relationship.

To achieve this, we’ve evolved our partner model to be in lock step with Partners’ needs. The Commvault Partner Advantage Program powers efficiency, convenience and enablement so that you have a clear path to:

- Grow business and open the door to new markets and customers
- Take advantage of performance-based incentives, training and accreditation, and enablement programs for Marketing, Sales and Technical Services
- Monetize Professional Services and Support
- Leverage Commvault-provided tools, resources and support to achieve mutual success

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COMMVAULT PARTNER ADVANTAGE

▶ Introduction

▶ WELCOME TO PARTNER ADVANTAGE

CHANGING THE DATA CONVERSATION

Commvault Partner Advantage is a comprehensive program designed to give you a clear path to grow your business as you collaborate with Commvault to deliver the holistic data management solutions that help your customers protect, access, comply and share their increasing volumes of data assets.

Today, data conversations are changing, and Commvault is changing along with them. We believe that data is the next strategic asset. When treated properly, your customers' data can save time, money and resources. It can also open new opportunities they may not have seen before. In fact, organizations that successfully use their data as a strategic asset, are driving better outcomes for themselves and their customers.

Commvault has paired this next generation data philosophy with the powerful Partner program that will give you a path to profitably grow your business and open the door to new markets and customers. With Commvault, you'll have the dedicated Partner tools, support and resources you need to grow a vibrant business. We are passionate about helping you achieve this and work hard to make it easy and convenient for you to do business with us.

Our core program offers deal registration, tier discounts, service, support and lead opportunities. In addition, our MarketBuilder, Velocity and Velocity Plus designation Partners have additional opportunity to earn market development funds (MDF) and rebates (see current program fact sheet for more details). All Partners have access to our Partner portal, Innervault, which provides a wealth of sales and technical enablement information and tools. In summary, these incentives and enablement offerings help you build a Commvault practice that will truly give you a greater return on your relationship with us.

As a member of the Commvault Partner Advantage program, you benefit from:

- Our commitment to provide you with quality products, support and services
- A clear, structured and defined program with incentives tied to your level of commitment and participation
- Training and certification/accreditation to enhance your technical and sales competence for Commvault solutions
- A web-based portal providing easy access to the Partner Advantage Program, information, videos and tools

▶ "At Commvault we're holistically dependent on Partner success. It's the very core of our business and it permeates every department. Why? Because we want you to realize a significant return on your Commvault relationship so that we can grow together."

RALPH J. NIMERGOOD
Vice President, Worldwide Channels and Alliances, Commvault

► PROGRAM OVERVIEW

FURTHERING THE VALUE OF YOUR PARTNERSHIP

The Commvault Partner Advantage Program, which runs from July 1 through June 30, delivers the right resources, tools and go-to-market strategy to succeed. It also opens new opportunities to access more market segments and empowers you to integrate, validate and benchmark other products with our offering.

We want our partnership to be successful for you, and for Commvault. As such, we've evolved our partner model to be in lock step with your needs. Because we're holistically dependent on Partner success, we've made partnership the very core of our business. It permeates every department of the company so that we can grow our business together.

That's why we also offer a comprehensive partner framework with a defined ecosystem so that you can best align your Commvault partnership with your business model. We offer dedicated programs for the following Partners:

- Value-Added Resellers (VARs) — with specific designations for MarketBuilder, Velocity, and Velocity Plus Partners as well as Partner badging for Service Advantage and Commvault Authorized Support Program (CASP) Partners
- Service Provider (SP) and Cloud Partners
- Service Provider (SP) Aggregators
- Technology Alliance and Original Equipment Manufacturer (OEM) Partners
- Global Partners
- Authorized Distributors

VALUE ADDED RESELLERS			
Partner tiers	Designations (invitation only)	Vertical tiers — Federal and healthcare	Specializations (services and support)

Commvault's tiered-based programs align with your level of commitment and participation and work to differentiate you from marketplace competitors. Our goal is to build on your strengths and ours to create a mutually beneficial, long-term business relationship — one that will grow with you delivering increased benefits as you expand your program participation.

Upon enrolling in Commvault Partner Advantage, you will receive program details which explain:

- Our commitments to you (e.g., communication, enablement, demand generation tools and support) based on your role and tier-level
- Your commitments to Commvault (e.g., compliance with program requirements)
- Rules of engagement for program participation
- Training/accreditation, tools and resources

In addition, you will have full access to the Innervault Partner Portal. This robust Partner Portal will become your single entry point for doing business with Commvault, providing links to key program information including:

- Deal registration
- Webinars
- Competitive information
- Commvault GRID campaigns
- Configuration tools (including the Simpna® Software Configurator)
- Technical toolbox
- Commvault Partner University
- Additional resources for Sales, Technical, Marketing, Solutions and My Partner Advantage

Thank you for your commitment to Commvault.
We look forward to a very successful Program Year together.

PARTNER TIERS			
Service Providers	Service Provider Aggregators	Distribution	Alliances (OEM and technology)



COMMVAULT PARTNER ADVANTAGE

▶ Commvault's commitment to you

▶ STRUCTURED CORE PROGRAM

TIERED PARTICIPATION AND ELIGIBILITY FOR VARs

Today's Commvault Partner Advantage Program provides a comprehensive framework and defined ecosystem designed to offer new levels of predictability and frictionless engagement for mutual success. We've gone beyond delivering a suite of strategic programs, support and resources, by integrating our channel into every fabric of the company, so that you can realize a significant return on your Commvault relationship.

Central to the Commvault Partner Advantage Program is its structured core program. Program tiers are tied directly to your level of program participation and commitment and can grow with you as your Commvault practice expands.



The Commvault Partner Advantage Core Program Tiers are [Authorized](#), [Gold](#), and [Platinum](#). These program tiers are based on the following core requirements where we ask that you:

- Make specific commitments such as your investment in building a strong Commvault practice and your commitment to achieve agreed-upon sales goals for Commvault solutions.
- Meet certain requirements based on your tier level, such as meeting specific net software bookings thresholds, developing joint business and marketing plans, and training a specified number of systems engineering (pre-sales) and sales staff on Commvault solutions.

▶ TIER ELIGIBILITY AND REQUIREMENTS

To participate in the Commvault Partner Advantage Program, Partners must comply with the following eligibility requirements for their assigned tier. For specific requirement details, see your Tier Eligibility Fact Sheet.

TIER	REQUIREMENTS	\$ / NUMBER
Platinum	Net Software Bookings Threshold	See Fact Sheet for details
	Minimum # of Transactions >\$10K	See Fact Sheet for details
Gold	Net Software Bookings Threshold	See Fact Sheet for details
	Minimum # of Transactions >\$10K	See Fact Sheet for details
Authorized	Net Software Bookings Threshold	n/a

REQUIREMENTS	AUTHORIZED	GOLD	PLATINUM
Contract Executed	Required	Required	Required
Joint Business Plan, Marketing Plan and Quarterly Business Review	n/a	Yes	Mandatory
Minimum Required (see mix below)	n/a	5	8
Certified Resources with each Competency (a single individual can hold accreditation/certification for Commvault Technical Sales Professional and Commvault Solution Architect)			
Commvault Sales Professional	n/a	2	3
Commvault Technical Sales Professional (SE)	n/a	2	3
Commvault Solution Architect	n/a	1	2
Commvault highly recommends a minimum of 1 sales accreditation	Recommended		

▶ PARTICIPATION REQUIREMENTS

To realize all of the Partner Advantage Program benefits, Partners are required to adhere to the following requirements:

- **Executed Contract**
Partners are required to have a signed agreement for participation in our Partner Advantage Program. This is a minimum requirement for entry into the program.
- **Certification/Accreditation Training**
Partners need to participate in Commvault's Web-based certification and/or leader-led training available for professionals in sales and systems engineering roles. These training programs are designed to increase competency in delivering Commvault solutions.
- **Portal Access Administrator**
Partners need to designate an individual to manage access to important information about your company (including deal registration Partner profile, dashboards, etc.) that resides on the Innervault Partner Portal along with other resources (i.e., sales, technical and marketing information) provided to your company's employees.
- **Partner Profile (General)**
Partners need to provide a snapshot of your company's business profile and potential for delivering Commvault solutions.

Please note that we will review each Partner's tier status every six months (in June for a July effective date; in December for a January effective date) to assure compliance with the program's tier requirements.

▶ BENEFITS

Partners enrolled in the Partner Advantage Program will have access to the following benefits:

- Access to Innervault, our secure Partner portal, tools and resources
- Tier-based discounting
- Deal registration (please consult the VAR Deal Registration Fact Sheet or visit Innervault)
- Sales and technical support
- Opportunity to participate with Commvault in demand generation campaigns
- Marketing enablement (e.g., GRID campaigns, demand/lead generation)
- Your logo and listing in "Find a Partner" on Commvault's customer website
- Configuration tools (e.g., Simpana® Software Configurator with secure access for Sales/Technical professionals)

▶ ENABLEMENT AND SUPPORT

PARTNER ADVISORY COUNCIL

Several times each year, Commvault will meet with a select group of Partners to share ideas for improving our Partner Advantage Program, hear your feedback on current programs, and seek input on future programs. Partner participation in the Partner Advisory Council is by invitation only.

These meetings offer an open, collaborative environment to discuss business goals, Commvault solutions and future Partner strategies. These meetings also provide an opportunity for all of us to gain valuable insights about driving mutual growth and developing new business opportunities.

EXECUTIVE BRIEFING CENTERS

Commvault is committed to providing you with the sales resources you need to seize new opportunities and maximize profitability. As such, we offer all Partners special access to our Executive Briefing Centers. Located in Commvault facilities, these centers provide an ideal forum to showcase the Commvault solutions that you deliver.

Commvault puts these state-of-the-art facilities and resources at your disposal for you to host customers in a formal business environment to build customer relationships, accelerate the sales cycle and close deals. When appropriate, we also offer you an option to invite Commvault executives to participate.

In addition, we will work with you to develop a specific presentation for your customers, including presentations from our marketing and senior management teams. To schedule a customer visit and customize an agenda for your meeting, talk with your Commvault representative.

NOTE:

Some Commvault offices offer facilities where you can test and evaluate business applications on next-generation storage technology infrastructures. Outfitted with mission-critical applications from major manufacturers (e.g., Microsoft, VMware, Oracle, SAP, Citrix, etc.), customers can experience, in real time, storage technologies that support their data storage and management requirements.

These facilities also provide a cost-effective way to demonstrate your own solutions to customers by using simulation scenarios, performance demonstrations and stress tests. Live demonstrations and realistic testing scenarios help you build strategic relationships with visiting customers and drive new sales.

PARTNER MANAGEMENT TEAM

Commvault provides Gold and Platinum Partners with direct access to a local Commvault Partner Management Team that will work with you to support your sales, marketing and technical efforts. This team is also available to work closely with you to define joint business opportunities, development activities and target marketing initiatives — all aligned to mutually developed business and marketing plans. This team is also available to assist Commvault Distribution Partners for their sales, marketing and technical needs.

SALES ENABLEMENT

Pre-Sales support is available to Partners from our product and technical experts, as well as sales personnel. Contact your Commvault representative for details.

Web-based and hardcopy tools are also available to support your efforts throughout the sales lifecycle. Collateral materials and online support are just a click away for:

- Case studies
- Promotions
- ROI calculator
- Deal registration
- Demo lab
- My Partner Advantage
- Competitive information
- Price book

Please visit Innervault for detailed information about our sales support resources.

MARKETING

Commvault also offers Partners with a broad range of marketing resources to fuel the sales pipeline. Among these marketing resources are:

- Partner webinars
- Competitive information
- Web-based tools for demand/lead generation
- Opportunities for co-branding/co-marketing
- Collateral materials ranging from product brochures and datasheets to white papers and solution briefs
- Commvault logo usage/rights plus logo kit

Please visit Innervault for detailed information about our marketing support resources.

SERVICES

The Commvault Partner Advantage program offers access to services ranging from professional to technical and installation. For instance, our Technical Services team can assist you with your technical validation needs and ensure you have help where you need it. Our Channel System Engineering Desk will connect you with a highly skilled pre-sales technical engineer who can help with your technical validation requirements, including:

- Product demonstration and discovery sessions
- Design validation
- Licensing/configuration support
- Proof of concept (POC) planning and support

Commvault's Worldwide Technical Enablement Team offers knowledge, training, resources and tools to help you:

- Increase proficiency and efficiency to enable high-value service engagements, promote customer loyalty and confidence, and enhance your profitability with high-value services
- Build effective and knowledgeable Simpana® software Systems Engineering resources to enable a higher percentage of technical wins
- Please visit Innervault for detailed information about our full Services offering

TRAINING (SALES AND TECHNICAL)

Commvault Partner University provides training via a comprehensive online program designed to build knowledge and expertise on Commvault solutions. With tracks specifically designed for sales and technical professionals, our training helps grow your business and differentiate you from the competition.

- Online accreditation program for Commvault Sales Professionals
- Web-based training for Systems Engineering and Technical Sales Professional resources (including accreditation training)
- Online certification for Commvault Solution Architect (including certification testing)

Commvault requires Partners to keep their Partner Advantage Program-qualifying accreditations and certifications current. Commvault will update certifications and accreditations as warranted by product updates (i.e., new releases) and go-to-market strategies (i.e., new bundles or competitive situations). Additionally, each accreditation may have its own continuing education requirement.

Please visit Innervault for detailed information about our training resources.

PRICING

Partners can find a geographic-specific, online price book on Innervault. For additional support, Commvault provides controlled access to our configurator tool (see Solution Design Tool below). Access to pricing is governed by Partner Type. Partner may have multiple relationships with Commvault and Partner contacts are posted to one of the relationships. Based on that assignment within Commvault's records access privileges are granted or not granted access to the VAR resell price book. For the Purpose of this VAR Guide, the Partner personnel assigned to VAR will have access to the price book on the Partner Portal.

SECURE PARTNER PORTAL

We have updated and expanded Innervault to provide you with a single, secure entry point into Commvault's automated processes that facilitate doing business with us. Automated processes range from tracking the status of deal registrations and training/certifications — to checking your transactions with Commvault, self-managing your Partner Profile, and sharing a Partner Plan and dashboards.

The password-protected portal also provides links to:

- Webinars for Partners
- Materials for co-branding
- Competitive information
- Configuration tools
- Technical toolbox
- Commvault Partner University
- Additional resources for sales, technical, marketing, solutions
- My Partner Advantage

Regardless of your tier or any earned designation, you need to appoint a Portal Access Administrator who will control your employees' access to important information about your company (e.g., deal registrations, Partner profile, dashboards).

To ensure that we keep your employees informed in a timely manner, we ask you to keep your company profile and contacts up-to-date on Innervault. Your company profile also gives you an opportunity to provide details about your company's technical and solution offerings, which helps Commvault engage you in new opportunities. In addition, Commvault will also periodically offer a series of knowledge transfer events, as well as technical and sales interactive sessions, hosted on Innervault.

SOLUTION DESIGN TOOL

Commvault designed this online configuration tool to eliminate complexity and drive efficiency in discovery, design and proposal processes. It uses a series of intuitive survey-based questions to quickly generate solution design and sizing recommendations, as well as a summary and breakdown of the SKUs and licensing options that you can leverage in the proposal and quotation process.

When one of your employees has successfully completed the Commvault Technical Sales Professional accreditation available from Commvault Partner University, that individual can access the configuration tool. Please consult Innervault for details.

▶ MARKETBUILDER DESIGNATION

COMPELLING OPPORTUNITIES FOR INCREMENTAL SUCCESS



Commvault MarketBuilder Partners are, by invitation only, offered compelling opportunities to build a vibrant Commvault practice that will mutually grow profitability, engagement and long-term customer loyalty for both companies. Focused on powering efficiency, convenience and enablement, Commvault supports MarketBuilder Partners with the resources to realize a greater return on their Commvault relationship.

THE 4Cs ASSESSMENT — COMMITMENT, COMPETENCY, COVERAGE AND CAPACITY

MarketBuilders are invited to participate on this designation based on Commvault's assessment of how a Partner supports the "4Cs" of the Partner Advantage Program: Commitment, Competency, Coverage and Capacity. Integral to this assessment are the Partner's execution in the following areas:

- Executive sponsorship
- Total sales revenue
- Technology expertise
- Data and information practice
- Mindshare and engagement
- Sales metrics beyond revenue
- Current business model
- Vertical expertise
- Company health
- Future business plan and strategy

REBATES AND INCENTIVES

As a Commvault MarketBuilder, invited Partners are able to benefit from a range of special rebates and incentives. Please refer to your current program Rebate Fact Sheet for more information.

MARKETBUILDER BENEFITS

MarketBuilder Partners receive all of the benefits offered in the core program plus the following additional benefits:

- Financial incentives (e.g., MDF, rebates, lead distribution)
- A Commvault representative assigned to your practice
- Closer relationships with Commvault Field Sales (e.g., team selling integrated into the sales process)
- Expanded access to Innervault (e.g., tools to track and age compliance for everything from certifications, training and business plans — to links for MDF, rebate records and proxy quota performance)
- "Find a Partner" capability based on Partner profile and accreditations (e.g., helps when Commvault's Sales team distributes leads and opportunities among qualified Partners to meet customer needs)

MARKETBUILDER FINANCIAL INCENTIVES

Partners who earn the MarketBuilder designation can take advantage of financial incentives to build a strong Commvault practice.

- **Earned MDF**
Commvault supports your efforts to build demand generation and a sales pipeline by providing funds for Commvault-preapproved activities that range from advertising, tradeshows and promotional materials to seminars, direct mail and campaigns. Please consult the MDF Handbook and the annual program MDF Fact Sheet, or visit Innervault for details.
- **Rebates**
Commvault offers rebate opportunities based on your tier level and the total of your "Net New Customers" for a specified sales period (i.e., based on sales of Commvault solutions relative to mutually agreed upon growth targets). Please consult the annual program Rebates Fact Sheet or Innervault for details.
- **Lead Distribution**
Commvault distributes leads based on geographic coverage, Partner capacity/competency and customer requirements. Please consult the Rules of Engagement section of this Guide or visit Innervault for details.

When you take advantage of Commvault's incentive-based programs, your success becomes our success.

▶ VELOCITY AND VELOCITY PLUS DESIGNATION

BUILDING THE RAPID CADENCE THAT DRIVES BUSINESS



Commvault Velocity and Velocity Plus Partners are, by invitation only, offered expanded opportunities for incremental success with the rapid cadence that drives business. This special designation signifies a higher level of demonstrated commitment by Commvault Partner Advantage Platinum and Gold Partners and works to build a vibrant Commvault practice that will mutually grow profitability, engagement and long-term customer loyalty for both companies.

THE 4Cs ASSESSMENT — COMMITMENT, COMPETENCY, COVERAGE AND CAPACITY

Like the MarketBuilder Partners, Velocity and Velocity Plus Partners are invited to participate on this designation based on Commvault's assessment of how a Partner supports the "4Cs" of the Partner Advantage Program: Commitment, Competency, Coverage and Capacity. Integral to this assessment are the Partner's execution in the following areas:

- Executive sponsorship
- Total sales revenue
- Technology expertise
- Data and information practice
- Mindshare and engagement
- Sales metrics beyond revenue
- Current business model
- Vertical expertise
- Company health
- Future business plan and strategy

REBATES AND INCENTIVES

Commvault Velocity and Velocity Plus Partners are invited to benefit from a range of incentives. Please refer to your current program Rebate Fact Sheet for more information.

VELOCITY AND VELOCITY PLUS BENEFITS

Commvault Velocity and Velocity Plus Partners receive all of the benefits offered in the core program plus the following additional benefits:

- Financial incentives (e.g., MDF, rebates, lead distribution)
- A Commvault representative assigned to your practice
- Closer relationships with Commvault Field Sales (e.g., team selling integrated into the sales process)
- Expanded access to Innervault (e.g., tools to track and age compliance for everything from certifications, training and business plans — to links for MDF, rebate records and proxy quota performance)
- "Find a Partner" capability based on Partner profile and accreditations (e.g., helps when Commvault's Sales team distributes leads and opportunities among qualified Partners to meet customer needs)

VELOCITY AND VELOCITY PLUS FINANCIAL INCENTIVES

Partners who earn the Velocity or Velocity Plus designation can take advantage of financial incentives to build a strong Commvault practice.

- **Earned MDF**
Commvault supports your efforts to build demand generation and a sales pipeline by providing funds for Commvault-preapproved activities that range from advertising, tradeshows and promotional materials to seminars, direct mail and campaigns. Please consult the MDF Handbook and the annual program MDF Fact Sheet, or visit Innervault for details.
- **Rebates**
As a Commvault Velocity Plus, invited Partners are able to benefit from a range of special rebates and incentives. Please consult the current Velocity Plus Rebate Fact Sheet or Innervault for details.
- **Lead Distribution**
Commvault distributes leads based on geographic coverage, Partner capacity/competency and customer requirements. Please consult the Rules of Engagement section of this Guide or visit Innervault for details.

When you take advantage of Commvault's incentive-based programs, as a Velocity or Velocity Plus Partner, we drive incremental value together.

▶ SERVICE ADVANTAGE

CAPITALIZE ON PROFESSIONAL SERVICE SKILLS



Commvault Service Advantage offers Partner Specializations that have been designed to enable and recognize Partner competency and commitment for services and solutions built on Commvault products.

Service Advantage is offered in two Specializations:

- 1 **The Deployment and Operations Specialization**
enables Partners to expand opportunities by delivering architecture and deployment services around Commvault products.
- 2 **The Consulting Specialization**
rewards Partners for building consulting practices to increase trust and influence, leveraging Commvault tools and methodologies.

Service Advantage is offered in three levels:

- **Master**
for Partners with six or more Specializations
- **Advanced**
for Partners with three to five Specializations
- **Foundation**
for Partners with one to two Specializations

Specializations in both Deployment and Consulting apply toward tier status attainment.

Service Advantage enables Partners to realize the following benefits:

- Accelerate sales
- Drive higher margins and large deal size
- Provide differentiation
- Help increase partner value to customers

Backed by Commvault Service Advantage, Partners can benefit incrementally from their professional service success.

▶ COMMVAULT AUTHORIZED SUPPORT PROGRAM (CASP)

DELIVER INDUSTRY-LEADING COMMVAULT CUSTOMER SUPPORT



Designed for Partners looking to expand their customer support services for customers, the Commvault Authorized Support Program (CASP) enables select partners to deliver customer support based on industry-leading standards established by Commvault. Each selected partner goes through a rigorous selection and certification process that is aligned with the highest standards of customer support so that customers experience a seamless Commvault support experience.

CASP Partners deliver Commvault support in a fully-managed and monitored program using their own industry expertise to extend Commvault's support reach and create new market opportunities while growing their customer base and revenue opportunities.

CASP features four levels: **Master**, **Advanced**, **Core** and **Foundation** and it offers:

- Proven differentiation
- Powerful revenue growth opportunities
- Partner-exclusive resources for training, technical support, service and sales
- Internal Commvault tools including Maintenance Advantage and technical forums

As a CASP Partner you become part of the strength and resources of one of the world's most successful — and fastest-growing — software brands: Commvault.



**COMMVAULT
PARTNER
ADVANTAGE**

▶ **Your commitment to Commvault**

▶ **PROGRAM COMPLIANCE**

**HOLISTIC ENGAGEMENT THAT DRIVES
MUTUAL SUCCESS AND GROWTH**

As a member of Commvault's Partner Advantage community, we expect you to comply with the overall program requirements, as well as those for your specific Partner tier. The Commvault Partner Advantage core program tiers are Authorized, Gold, and Platinum. These program tiers are based on the following core requirements where we ask that you:

- Make specific commitments such as your investment in building a strong Commvault practice and your commitment to achieve agreed-upon sales goals for Commvault solutions
- Meet certain requirements based on your tier level, such as meeting specific net software bookings thresholds, developing joint business and marketing plans, and training a specified number of systems engineering (pre-sales) and sales staff on Commvault solutions.

To participate in the Commvault Partner Advantage Program, Partners must comply with the following eligibility requirements for their assigned tier. See your Tier Eligibility Fact Sheet for more details.

TIER	REQUIREMENTS	\$ / NUMBER
Platinum	Net Software Bookings Threshold	See Fact Sheet for details
	Minimum # of Transactions >\$10K	See Fact Sheet for details
Gold	Net Software Bookings Threshold	See Fact Sheet for details
	Minimum # of Transactions >\$10K	See Fact Sheet for details
Authorized	Net Software Bookings Threshold	n/a

REQUIREMENTS	AUTHORIZED	GOLD	PLATINUM
Contract Executed	Required	Required	Required
Joint Business Plan, Marketing Plan and Quarterly Business Review	n/a	Yes	Mandatory
Minimum Required (see mix below)	n/a	5	8
Certified Resources with each Competency (a single individual can hold accreditation/certification for Commvault Technical Sales Professional and Commvault Solution Architect)			
Commvault Sales Professional	n/a	2	3
Commvault Technical Sales Professional (SE)	n/a	2	3
Commvault Solution Architect	n/a	1	2
Commvault highly recommends a minimum of 1 sales accreditation	Recommended		

EXECUTED PARTNER AGREEMENT

Participating in the Commvault Partner Advantage Program requires that you have a valid, signed agreement on file with Commvault. The agreement sets forth the terms, conditions and operating expectations for your participation in the Partner Advantage Program.

The agreement provides legal and financial protection for both parties in a relationship that involves exchanging intellectual property and proprietary information.

TRAINING

As a member of the Partner Advantage Program, we require that Partners to commit the appropriate resources to meet the required number of certifications/accreditations to support your Commvault practice. Your tier level determines the specific number of resources required in each category:

- Commvault Sales Professional (accreditation)
- Commvault Technical Sales Professional (accreditation)
- Commvault Solution Architect (certification)

Online training available through our Commvault Partner University allows your staff to complete required training at their own pace and in manageable chunks of time.

Please consult the Certification/Accreditation documentation (Partner Advantage Education Guide) or the Partner Portal (Innervault) for detailed information about Commvault Partner University courses, objectives and prerequisites.

NOTE:

- If you use an individual's accreditation or certification to qualify for Partner Advantage and that individual leaves your company, you have ninety (90) days to replace the qualifying accreditation or certification
- You may not use an individual's accreditation or certification to meet a compliance requirement until you have employed that individual for six (6) months or that employee has completed the required classes, whichever comes first

▶ YOUR RESPONSIBILITIES

As a member of Commvault's Partner Advantage community (in the core program or higher tiers), we expect you to actively engage with us to grow your Commvault practice.

PORTAL ACCESS

Regardless of your tier or any earned designation, your Portal Access Administrator will manage your employees' access to important information about your company.

Specifically, your designated Portal Access Administrator will be able to manage the:

- Level of portal access by your employees
- Addition/deletion of employees and/or sales offices authorized to access the portal
- List of your key contacts for specific areas (e.g., Marketing, Finance, etc.) within your company

QUARTERLY BUSINESS REVIEWS (QBR)

QBRs are mandatory for Platinum Partners and recommended for those in the Gold tier. Partners with the MarketBuilder, Velocity and Velocity Plus designations must participate in QBRs, regardless of their tier level.

These regularly scheduled business reviews provide an opportunity to discuss:

- Your previous quarter's financial results, trending and territory observations.
- Plans for your pipeline, prospects and install base, as well as events, campaigns, MDF utilization, calendars and initiatives for the next quarter and beyond.
- What's working and what needs improvement, key focus areas, and what's on your business horizon.

QBRs also allow you and Commvault to:

- Take corrective actions in designing initiatives and campaigns to achieve goals and targets.
- Engage executives in critical business reviews that will support your commitment to a higher performance level.
- Develop constructive dialogue with feedback and recommended solutions as you grow your Commvault practice.

In addition, QBRs:

- Provide an executive dashboard that highlights the performance of your Commvault practice for the previous quarter.
- Can provide the basis for a strategy discussion about your Commvault practice and how we can support your efforts.
- Joint Business and Marketing Plans
- Platinum Partner – required
- Gold Partner – recommended
- Authorized Partner – not applicable

A successful partnership depends on collaborative business planning. Plans developed jointly with your Commvault Representative help ensure that we identify resources and align our business goals to achieve our mutual growth targets.

Your business plan should map key business strategies and tactics to your objectives, determine sales and vertical market opportunities, and identify target accounts and solution opportunities for growing your business and penetrating new markets.

A joint marketing plan outlines co-marketing strategies and tactics to optimize MDF spending and assure alignment of resources to increase demand-generation outcomes.

We view your business and marketing plans as living documents that continually reflect our agreement to mutually drive growth for Commvault solutions.

Based on your tier level, you may also be required to develop a proxy quota, which is a mutually agreed-upon growth target documented by your Commvault representative and confirmed by Commvault via email to your Commvault Practice Leader.

COMMVULT PRACTICE LEADER

Commvault requires that Platinum and Gold Partners, as well as those who have earned the MarketBuilder, Velocity or Velocity Plus designation, to identify a Commvault Practice Leader who can serve as the point person to:

- Execute the joint business plan and manage your company's responsibilities for program compliance, progress and performance
- Manage your communications with Commvault
- Aggregate feedback and escalation/resolution of any issue that may arise
- Make sure the required program documents have been completed and returned to your Commvault Representative or entered online in your Partner profile
 - Contract signed by your authorized company executive for participation in the Partner Advantage program
 - Forms designating your Commvault Practice Leader and Partner Portal Access Administrator
 - Payment information form signed by your authorized company executive



COMMVAULT PARTNER ADVANTAGE

▶ Rules of engagement

▶ PROGRAM PARTICIPATION

We are committed to delivering Commvault solutions through Partners who have invested in becoming members of our Partner Advantage Program.

Our Rules of Engagement represent a code of conduct and help set expectations — yours and ours — for a predictable, collaborative selling motion. Our engagement model will reward your commitment, competency, coverage and capacity to deliver Commvault solutions — regardless of whether a customer wants to buy, build and operate a solution, or simply to consume it as a service.

Commvault is committed to acting with integrity and meeting the highest standards of business conduct. We welcome and expect your feedback if you come across any incident that suggests we have violated our responsibilities regarding legal compliance or business conduct.

We expect you to act ethically and legally, as we will as well, and we reserve our right to request a meeting with you to ensure compliance and to discuss compliance issues.

The following Rules of Engagement provide clear, concise details about the manner in which Commvault's direct sales force will pursue an opportunity with you.

NOTE:

These rules do not preclude you from pursuing and winning any opportunity on your own.

Our Rules of Engagement address:

- Lead distribution
- Team selling
- Deal registration and revocation
- Discontinuing program participation

You may direct your feedback or any queries regarding Commvault's Rules of Engagement to your Commvault representative.

LEAD DISTRIBUTION

Sales leads fall into one of three categories:

- Commvault-generated
- Jointly generated
- Partner-generated

Our direct sales team may elect to retain a Commvault-generated lead or to distribute that lead to a channel Partner like you. You can expect the following behavior for a Commvault-generated sales lead — or a lead emanating from a jointly funded campaign or event using Commvault MDF.

Commvault will:

- Not pursue the opportunity directly.
- Not pursue the opportunity with another Partner.
- Only contact the customer on your behalf (including, but not limited to, face-to-face interactions).

Please note that Commvault may provide reactive support to other Partners; however, that support will not include any customer contact or information sharing gained through our support of the opportunity.

- We expect you to accept or refuse a lead according to the lead distribution policy (see Innervault).
- If you reject the lead, Commvault may distribute it to another Partner or pursue the opportunity directly.
- If you accept the lead, Commvault expects you to aggressively pursue the opportunity, block competition, communicate and engage with the Commvault team on a regular basis, and expeditiously close the opportunity.
- If you generate a lead and deliver it to Commvault for joint pursuit, Commvault will treat it as if it is a Partner-generated lead. We will not share the lead or any information about it with another Partner.

TEAM SELLING

Integrity and trust are the cornerstones of team selling. Opportunity sharing is the currency. You and Commvault should expect reciprocity when sharing an opportunity. Strategic planning is at the core of team selling, and all shared opportunities need a jointly developed strategic plan that includes:

- Clearly defined roles and responsibilities for both parties
- Regular communications that support the sales process of all teams
- A resource coordination plan
- A commitment to aggressively and expeditiously close the opportunity

Your role as Partner includes determining the price for a Commvault solution offered to a customer. If you have any questions regarding pricing strategy, please contact your Commvault representative.

DEAL REGISTRATION AND REVOCATION

Commvault highly values members of its Partner Advantage Program and rewards those who find and pursue opportunities. In addition to giving you an opportunity to request our assistance in closing a deal, this program allows you to protect a sales lead by registering it with Commvault for a set period without Commvault or any other Partner registering the deal, except in the following instance.

Please consult the Deal Registration Fact Sheet or Innervault for details.

PERFORMANCE REVIEWS

To maintain the integrity of our tier structure and to give Partners an opportunity to progress to a higher tier, Commvault will conduct semi-annual performance and compliance reviews (in June, effective in July, and in December, effective in January). See Innervault for compliance requirements.

▶ DISCONTINUING PROGRAM PARTICIPATION

Commvault, in its discretion, may terminate or reclassify as “inactive” any Partner who conducts no business with Commvault during a 2-year period and may terminate that Partner’s agreement.

As a Partner, you have the right to terminate your participation in the Partner Advantage Program at any time by providing Commvault with 30 days’ written notice. Commvault may elect to terminate your Partner agreement.

Commvault reserves the right to modify, suspend or cancel this program at any time for any reason on 30 days’ written notice. 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.



▶ TOOLS AND RESOURCES

ONLINE LINKS AND PUBLISHED MATERIALS

Please refer to Innervault for additional resources, tools and materials.

Please also review the dedicated Fact Sheets for your designated Partner Program participation.

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