

# Catalogic Channel Partner

PROGRAM GUIDE



# Welcome to the Catalogic Channel Partner Program

Thank you for your participation in the Catalogic Partner Channel Program! Catalogic Software is a channel-driven company designed to optimize the success of our channel partners.

At Catalogic, we're a data protection company offering a variety of solutions that meet market needs, from general-purpose data protection to targeted tools that solve nagging customer problems. As a Catalogic Partner, you can decide which products from our portfolio are the right fit for your organization to sell and service. We simplify the process and allow you to resell any mix of products.

Catalogic enables partners to enhance their value proposition for their customers and build a more profitable business. As a member of the Catalogic Partner Channel Program, you will receive the essential building blocks and financial incentives to effectively market, sell, and support Catalogic products and solutions.

*Our goal is simple: to help you protect and grow your installed base, and more importantly, help you to acquire new customers!*

## Catalogic Products Provide New Ways for You to Bring Strategic Value to Your Customers

- Complimentary products which add-on to your customers' existing infrastructure investments and add value
- Exciting new data management solutions in markets where many of the traditional backup vendors do not have an answer
- Software only solutions that are easy to deploy and use
- Flexible pricing: perpetual or subscription license options for your customers

## Benefits of the Channel Partner Program

- Channel only for all net new sales
- Margin guarantee program – 20%
- Exclusive deal registration
- Recurring revenue through subscription pricing or maintenance renewals
- Renewal Protection for Incumbent
- Free onsite or remote training
- Lead generation support to drive programs and demand



Secure Data  
Protection



*DPX provides data backup and recovery across a wide range of systems and platforms. Backups are quick and efficient, restores rapid and reliable. DPX also supports key backup technologies such as ransomware detection, tape, NDMP, cloud and bare metal restore. With DPX your customers receive:*

- Incremental-forever backups for both physical and virtual servers
- Instant restore from backup snapshots
- Proactive ransomware protection and guided recovery (DPX GuardMode)
- Software-defined backup storage with deduplication, compression and replication (vStor)
- Rapid item-level recovery for Microsoft Exchange, SharePoint and SQL Server
- Enterprise-level tape management
- Bare Metal Restore of physical servers

#### **DPX Licensing**

- DPX licensing is capacity based, sold per TB of data to be backed up (source-side data)
- DPX can also be licensed per-socket in a VMware and Hyper-V only environment
- DPX has additional third-party components for Microsoft Exchange, SQL Server and SharePoint item level recovery. These are licensed separately.
- Available via term license or subscription



Microsoft 365  
and Open VM  
Backup

*DPX vPlus provides a complete backup and recovery solution for Microsoft 365 and all its components, and data protection for a wide range of Open VM platforms, from Citrix to Nutanix to Amazon EC2. With vPlus, your customers receive:*

- Granular and Point-In-Time restore
- Flexible retention and backup schedules
- Instant restore to local PC or to Microsoft 365 Cloud
- Support for backup and snapshot management of Amazon EC2
- Easy file recovery directly from within the DPX vPlus web UI
- Ability to backup, restore, mount file systems, RBD volumes, and Nutanix files.

#### **vPlus Licensing**

- vPlus for Open VMs licensing is based on sockets
- Licensing per-VM is also available when needed for direct competitive comparison
- Licensing for vPlus for Microsoft 365 is per user with a minimum 12 month subscription term



## Kubernetes Backup-as-a -Service

*CloudCasa is a powerful and easy-to-use backup service built for protecting Kubernetes, cloud databases, and cloud native applications. As a SaaS solution, CloudCasa removes the complexity of managing backup infrastructure, while providing application consistent data protection, disaster recovery, and cross-cloud and cross-cloud data migration and recovery. CloudCasa also offers an open source compatible service, CloudCasa for Velero that provides management and support services to enhance the Velero user experience and meet the requirements of enterprises and service providers.*

- No hardware or infrastructure to install and maintain - No hassle, and no backup expertise needed
- Protects against logical, physical, accidental and malicious losses
- Open source compatible solution that adds multi-cluster and multi-cloud Velero observability and management
- Data always encrypted – during transit and at rest
- Supports all popular Kubernetes distributions including Red Hat OpenShift, SUSE Rancher and VMware Tanzu
- Supports all popular Kubernetes cloud services including EKS, AKS, GKE, and DigitalOcean
- So easy developers won't mind doing backups!

### Channel Licensing

- CloudCasa Plans (Free, for Velero, Pro (1/5/20), Enterprise) available for purchase on monthly or annual terms
- Monthly billing or annual billing is done by Catalogic, with annual plan discount
- Standard support by Catalogic is included in all paid plans. Premium support is available at extra cost.

### CloudCasa Channel Payments

- Annual CloudCasa Plan: Partner Margin = 2 months MRR
- Monthly CloudCasa Plan: Partner Margin = 1 month MRR, paid in 2nd month
- All payments are made as a backend rebate sent directly to the partner
- Payments are distributed monthly, at the end of each month in which customer payment is made

### Partner Registration Process

- Unique Coupon/Referral Codes for each partner account
- Customer receives discount towards service, which acts as referral code
- Referral codes are promotional and subject to change – please check with Catalogic for current promotions
- Standard Partner Deal Registration available

## Frequently Asked Questions

**Q: Do we have a specific partnership level?**

A: No, there is only one level in the Catalogic Partner Program.

**Q: Is there a deal registration process?**

A: Yes! You can register opportunities for any of the Catalogic products on [our deal registration page](#). If you ever can't find the link, remember that you can get there by going to [catalogicsoftware.com/dealreg](https://catalogicsoftware.com/dealreg).

**Q: Is there a minimum required deal size, or can any deal size be registered?**

A: There is no minimum. Any deal size is eligible for registration.

**Q: How long is Catalogic deal registration valid?**

A: Deal registration remains valid for 90 days.

**Q: Are registration extensions granted? And how long would the extension be good for?**

A: Yes, we can extend a deal registration for an additional 90 days if needed.

**Q: Is there a partner portal that I would need access to for any reason?**

A: We have a [partner-friendly content library](#) that gives you access to sales collateral, including product slide decks. The other page of interest is the Deal Registration page listed above.

**Q: Does Catalogic Software work with Distributors?**

A: Yes, we have existing relationships with most major distributors. However, it is not required to procure through distribution. We leave that decision to our partners to decide what works best for them.

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