

# Partner+ Program

Win more customers, grow revenue and build differentiation with the industry's leading SaaS platform for data protection and recovery.

## Druva Data Resiliency Cloud

Druva is the industry's leading SaaS platform for data protection, recovery, and resiliency, and the only vendor to ensure data protection across all data recovery risks, backed by a \$10 million [Data Resiliency Guarantee](#).

Traditional data protection solutions weigh down customers with hidden costs and complexity. Druva's innovative approach to backup and recovery has transformed how data is secured, protected and utilized by thousands of enterprises. The Druva Data Resiliency Cloud eliminates the need for costly hardware, software, and services through a simple and agile cloud-native architecture that delivers unmatched security, availability, and scale.

## Investing in Partner Growth

Per [technavio](#), the cloud backup and recovery market is estimated to grow at a CAGR of 18.43% between 2022 and 2027. The size of the market is forecast to increase by USD 20.728 Bn

The Druva Partner+ program is purpose-built to help partners across all selling routes take advantage of a simplified sales motion, delivering immediate time to value for customers and profits for partners - without any burden of hardware or software. Druva offers our partners a fully managed solution with consumption-based pricing, global deployment, data sovereignty, and multi-layered security, resulting in up to a 50% reduction in TCO for your customers.

This approach allows our partners to easily grow their business, increase share of wallet via workload expansion possibilities, and profit with recurring subscription-based revenue.



Partner+ provides your **sellers and architects** with SaaS-focused **training and enablement tools** targeted to your business focus areas and expertise as part of your Druva partner journey.



Partner+ provides your **business** with **deal registration and co-sell support tools** to ensure you have the resources you need to meet your customer needs



Partner+ adds **competitive advantage** with advanced training, sales, marketing and MDF resources, helping build your cloud practice to sell the industry's only at-scale SaaS data protection solution.

## Top 5 Reasons to Partner with Druva



**Market Demand** – Benefit from Druva's fast-growing market presence as the No.1 cloud-native data protection platform with certified NPS of 89, leading customer satisfaction ratings, and extensive global compliance certifications.



**High Sales Velocity** – 100% SaaS that deploys in 15 minutes or less. No hardware and software to order, install, or manage. On average, a less than 60 day sales cycle.



**\$10M Druva's Data Resiliency Guarantee** – no other ISV provides your customers and prospects with the comprehensive coverage on data recoverability and peace of mind that Druva offers. Learn more [here!](#)



**Sustained Profitability** – Partner incumbency means you build recurring revenues with generous margins for the entirety of the customer engagement, across renewals, up-sell and cross-sell. Druva's partner first mandate rewards partners with multiple rebates and revenue opportunities.



**High Net Revenue Retention [NRR\*]** – 120% NRR. Benefit from recurring margins, incumbent protection and increased topline revenues compounded year-over-year. [Customer](#) references across the industries.

\*Net Revenue Retention (NRR) is the percentage of revenue retained from existing customers at the start of a period after accounting for expansion revenue

Druva Partner+ supports and rewards your growth through a series of extraordinary benefits based on your tier. As you progress to higher tiers within each path, rewards and incentives also increase. Partners have a wide variety of benefits available to them including **Education & Certification, Account & Tech Support, Incentives & Marketing funds, and Recognition & Rewards.**

## Partner Tiers

| Partner+ Requirements                                   | Authorized  | Certified   | Elite   |
|---|---|---|---|
| Annual Partner-Sourced Revenue*                         | --  | \$\$  | \$\$\$  |
| Druva Accredited Sales Staff *                          |  |  |  |
| Druva Accredited Technical Staff*                       |  |  |  |
| Druva Logo and Content on Partner Website               | <input checked="" type="checkbox"/>   | <input checked="" type="checkbox"/>   | <input checked="" type="checkbox"/>   |
| Joint Customer Public Stories                           | --  | --  | <input checked="" type="checkbox"/>   |
| Completed Druva Business Plan and Annual Bookings Goals | --  | --  | <input checked="" type="checkbox"/>   |
| Assigned Druva Partner Manager                          | --  | --  | <input checked="" type="checkbox"/>   |
| Established Druva Demo Lab                              | --  | --  | <input checked="" type="checkbox"/>   |

## Access Benefits Aligned with Your Customer Engagement Strategy

| Partner+ Benefits   | Authorized                          | Certified                           | Elite   |
|---|-------------------------------------|-------------------------------------|---|
| Partner Portal Access   | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/>                                     |
| Deal Registration Margin Protection                           | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/>                                     |
| Promotional Offers  | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/>                                     |
| Marketing and Sales Tool Kits                                 | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/>                                     |
| Sales and Technical Training [Partner Academy]                | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/>                                     |
| Partner Logo on Druva Site                                    | --                                  | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/>                                     |
| NFR Program   | --                                  | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/>                                     |
| Druva Regional Partner Manager or Distributor Partner Manager | --                                  | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/>                                     |
| Marketing Development Funds                                   | --                                  | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> |
| Partner Sales Incentives                                      | --                                  | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> |
| Joint- Marketing Planning and Activities                      | --                                  | --                                  | <input checked="" type="checkbox"/>                                     |
| Invite-Only Rebate Program/ Eligible for Special Rebates      | --                                  | --                                  | <input checked="" type="checkbox"/>                                     |
| Partner-Focused Druva PSM                                     | --                                  | --                                  | <input checked="" type="checkbox"/>                                     |

\*Varies by region

# Get started and grow along with us



## Step 1

Complete a Druva Partner+ program application [here](#)



## Step 2

Become a Cloud Data Resiliency expert. Get certified on our [Partner Academy](#)



## Step 3

Run Sales plays to register deals and book profit and margins [here](#)

## The Recognized Industry Leader in Cloud Data Protection



[G2 - Top 50 - Best IT Management Products 2022](#)

NPS score **89**

[Best-in-class certified](#)



[Best Software-as-a-Service Provider of the Year](#)



[Recognized for outstanding ransomware protection](#)



[A Top Rated Vendor by TrustRadius](#)

FORRESTER®

[A Leader in The Forrester New Wave™](#)

Gartner®

[A Visionary in the Gartner® Magic Quadrant™](#)



[Named a 2022 CRN Security 100 Company](#)

## Need more information?

Learn more about Druva [here](#)

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