

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 <u>Data Resiliency Guarantee</u>.

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 <u>technavio</u>, 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

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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 <u>here</u>!



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. <u>Customer</u> 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*	×	š š	ššš
Druva Logo and Content on Partner Website	\bigotimes	\oslash	\oslash
Joint Customer Public Stories			\oslash
Completed Druva Business Plan and Annual Bookings Goals			\oslash
Assigned Druva Partner Manager			\bigotimes
Established Druva Demo Lab			\bigotimes

Access Benefits Aligned with Your Customer Engagement Strategy

Partner+ Benefits	Authorized	Certified	Elite
Partner Portal Access	\oslash	\bigotimes	\bigotimes
Deal Registration Margin Protection	\oslash	\bigotimes	\bigotimes
Promotional Offers	\oslash	\bigotimes	\bigotimes
Marketing and Sales Tool Kits	\oslash	\bigotimes	\bigotimes
Sales and Technical Training [Partner Academy]	\oslash	\bigotimes	\bigotimes
Partner Logo on Druva Site		\bigotimes	\bigotimes
NFR Program		\bigotimes	\bigotimes
Druva Regional Partner Manager or Distributor Partner Manager		\bigotimes	\bigotimes
Marketing Development Funds		\bigotimes	$\oslash \oslash$
Partner Sales Incentives		\bigotimes	$\oslash \oslash$
Joint- Marketing Planning and Activities			\bigotimes
Invite-Only Rebate Program/ Eligible for Special Rebates			\bigotimes
Partner-Focused Druva PSM			\bigotimes
*Varies by region			

Get started and grow along with us



Step 1

Complete a Druva Partner+ program application <u>here</u>



Step 2

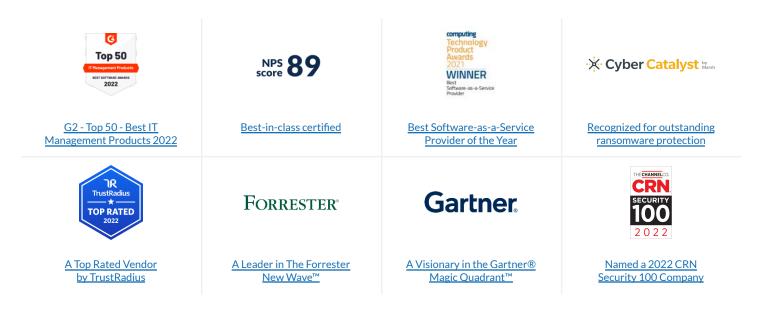
Become a Cloud Data Resiliency expert. Get certified on our <u>Partner Academy</u>



Step 3

Run Sales plays to register deals and book profit and margins <u>here</u>

The Recognized Industry Leader in Cloud Data Protection



Need more information?

Learn more about Druva <u>here</u> Questions? Contact us at <u>channel@druva.com</u>



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Druva is the industry's leading SaaS platform for data resiliency, and the only vendor to ensure data protection across the most common data risks backed by a \$10 million guarantee. 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. Visit <u>druva.com</u> and follow us on <u>LinkedIn</u>, <u>Twitter</u>, and <u>Facebook</u>.