

This guide provides a detailed overview of the benefits and rewards available to partners, the pricing structure, and the eligibility requirements for each commission tier.

## I Zmanda's Pricing Model

Zmanda's enterprise backup and recovery solution stands out with its highly **competitive pricing** model. It is **80% more affordable than the competitors** as it eliminates the traditional pay-by-the-gig model. With Zmanda, you pay only for the licenses and not for the data. Our per-workload licensing model makes billing easy and brings **predictability** and peace of mind to the customers. It provides organizations with a **scalable**, efficient, and **cost-effective** solution to manage their data backup and recovery needs.

Thus, Zmanda's pricing model will help partners differentiate themselves in the market and offer their customers a highly competitive and efficient backup and recovery solution. They can easily scale their offerings as their customers' needs grow without worrying about paying for additional data storage.

As a partner, you will receive tier-based discounts on Zmanda licenses. This will allow you to resell Zmanda and integrate it into your suite of services.

## I Benefits and Rewards

At Zmanda, we understand the importance of supporting partners throughout their journey. Joining our Partner Program is a seamless process that requires only a simple application form and minimal paperwork, allowing you to focus on growing your business and serving your clients with ease. As partners, you will receive in-depth training on products, services, and processes to excel in the program.

The Zmanda Partner Program comes with a comprehensive set of benefits. Learn more and get started at [zmanda.com/partner](https://zmanda.com/partner).

## I Benefits Overview

Take a look at the table below for a comprehensive overview of the key benefits that our partners can enjoy through our Partner Program:

Benefits	Silver TIER 1	Gold TIER 2	Platinum TIER 3
Commission	10%	15%	20%
Support	Yes	Yes	Yes
Self-service product, marketing, and sales training & certification	Yes	Yes	Yes
Self-service marketing and sales assets, email templates, and campaigns-in-a-box	Yes	Yes	Yes
Joint marketing, solution briefs, and announcements	Yes	Yes	Yes
Channel account manager	Yes	Yes	Yes
Market Development Funds (as a percentage of sales)	0%	5%	10%

## Additional Benefits

We believe in providing our partners with comprehensive support to help them thrive. In addition to the exclusive discounts we offer, we go the extra mile by equipping you with a suite of powerful tools and expertise to maximize your success. These tools include product overviews, sales battlecard, detailed PDFs, presentations, price lists, etc. Our partner program focuses on enhancing your brand awareness, generating valuable leads, and closing deals effectively. Take a look at the additional benefits and perks of being a Zmanda EBR Partner.

Categories	Features	Silver TIER 1	Gold TIER 2	Platinum TIER 3
Free Software	14-day free trial for your customers	Yes	Yes	Yes
	Unlimited data backup	Yes	Yes	Yes
	Product demos	Yes	Yes	Yes
Support	Access to our Knowledgebase	Yes	Yes	Yes
	Dedicated Account Manager	Yes	Yes	Yes
	24*7 Support	Yes	Yes	Yes
Marketing	Self-Service Marketing and Sales Assets	Yes	Yes	Yes
	Partnership Press Release	Yes	Yes	Yes
	Joint Marketing, Solution Briefs, and Announcements	Yes	Yes	Yes
	Marketing collateral for you and your customers	Yes	Yes	Yes
	Listing in our Partner Directory	Yes	Yes	Yes
	Partner Badges to add to your website	Yes	Yes	Yes
	Feature Profile in our Partner Directory	Yes	Yes	Yes
	Co-branded Sales material	Yes	Yes	Yes
	Campaigns-in-a-Box	Yes	Yes	Yes
	Integrated Webinars		Yes	Yes
	Spotlight Partner Case Study			Yes
Integrated Marketing Campaigns			Yes	
Training	Access to our webinars	Yes	Yes	Yes
	Access to live demo environment	Yes	Yes	Yes
	Product Sales Training	Yes	Yes	Yes
	Sales Certification	Yes	Yes	Yes
	Technical Product Training	Yes	Yes	Yes

## I Program Tiers and Requirements

Zmanda offers three program tiers: Silver, Gold, and Platinum. Partners progress tiers upon achieving or committing to specific revenue targets, completing required training, certifications & accreditations, and building joint business plans.

Zmanda's Partner Program offers two distinct paths to achieve the tier requirements. For existing partners, meeting the tier requirements is based on their accreditations and annual revenue generated. New partners can start by acquiring accreditations and building their services.

The following table showcases the tier levels and their respective requirements:

Requirements	Silver TIER 1	Gold TIER 2	Platinum TIER 3
Annual Revenue Threshold to Qualify for Tier	\$1 to \$100,000	\$100,001 to \$250,000	\$250,000 +
Commission	10%	15%	20%
Accreditation/Certification Completion Requirements	<ul style="list-style-type: none"> <li>• Zmanda Sales Certification</li> <li>• Zmanda Sales Engineer Certification</li> </ul>	<ul style="list-style-type: none"> <li>• Zmanda Sales Certification</li> <li>• Zmanda Sales Engineer Certification</li> </ul>	<ul style="list-style-type: none"> <li>• Zmanda Sales Certification</li> <li>• Zmanda Sales Engineer Certification</li> </ul>
Joint Business Plan & Quarterly Business Review	Not necessary	Yes	Yes

- Zmanda's Partner Program runs from April 1 to March 31, aligned with Zmanda's fiscal calendar.
- Partners' annual managed services revenue data will be based on internal reporting from Zmanda.
- Partners must comply with their respective tier requirements and will be notified if they fall out of compliance. They will have a grace period to comply. Failure to meet tier requirements at the end of the grace period may result in down-leveling or removal from the program.
- Partners can graduate from the Silver-Gold-Platinum Tier during the program year if they meet the respective tier requirements.
- Partners must comply with the terms and conditions of their signed partner agreement with Zmanda.