

# Cobalt Iron IronClad Partner Advantage Program



Cobalt Iron software is patented, cutting-edge adaptive technology poised to transform the market in data backup and protection. We provide an innovative partner program unlike any other in the business.

SMART.  
SECURE.  
AUTOMATED.

Cobalt Iron IronClad Partner Advantage (IPA) is a visionary new partnership opportunity that empowers partners to compete in this multi-cloud, next-generation data protection world by offering support through the entire customer journey—from providing sales leads to backing our partners with marketing experience and providing training with advanced, proven sales techniques. Our unbeatable reward system is based on a flexible SaaS model, leveraging consistent, competitive front-end margin and targeted back-end incentives paid quarterly. Rewards are stackable, valuing your efforts more than any other partner program. The partnership is centered around these three objectives:

- Acquiring new customers
- Successful new customer deployments
- Including Cobalt Iron's Compass® platform as part of partner solutions
- Creating reoccurring revenue and profit for our partners

## Tiers

In this progressive program, partners of any size can reach Summit status because the focus is on either the number of customers or on deal size, not on the revenue generated by new customers. For instance, deals that support a customer environment that is over 50TB can earn a higher level, or tier, as quickly as multiple smaller size deals. Each tier provides increased, unbeatable partner advantages.

## Co-Selling Tools




Partners are never alone. Unlike programs that send you out into the field alone, Cobalt Iron is committed to partner success through co-selling by providing a full range of sales lifecycle tools: demos, sizers, TCO/ROI, and product training. We also offer a proprietary autonomous whiteboard selling method to sell market-defining solutions—SaaS, multi-cloud, advanced analytics, and enterprise—increasing revenue and profitability.

## Solutions

With our innovative, exclusive Marketing Demand Center, get constantly updated competitive content to drive sales, as well as lead generation and lead partnering opportunities based on partner levels.

## Training

In our consulting-focused environment, partners always have access to expertise and training from the Cobalt Iron sales and support teams, as well as sales webinars, and access to the Technical Whiteboard Academy Training, coming in Q1 2020. We want to ensure our partners can deliver the Cobalt Iron value message. Your success is critical.

	 <b>TREK</b>	 <b>BASE CAMP</b>	 <b>SUMMIT</b>
<b>Definition</b>	Partner sells the Cobalt Iron Compass solution to customers.  Initial skill level of Compass product, staff, and deals.	Partner develops solutions around the Cobalt Iron Compass products.  Moderate skill level of Compass product, staff, and increased number of deals.	Partner sells Cobalt Iron Compass solutions in multiple deals monthly.  Partner develops a service practice.  Advanced skill level of Compass product, staff, and high number of deals.
<b>Required number of deals closed per year*</b>	0-5	5-10	> 10
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Sales</li> <li>• Technical</li> </ul>	<ul style="list-style-type: none"> <li>• Sales</li> <li>• Technical</li> <li>• Installation</li> </ul>	<ul style="list-style-type: none"> <li>• Sales</li> <li>• Technical</li> <li>• Installation</li> <li>• Marketing</li> </ul>

\*Size of deals are also taken into consideration.

## Selling

A frictionless selling plan includes simplified pricing, deal registration, and unmatched incentives on total contract value and renewals. Cobalt Iron enables partners to sell autonomously and scale business in their market. A core tenant of our deal registration is ensuring that partners are both rewarded and protected when they identify opportunities and entrust Cobalt Iron as the solution of choice. The entire Cobalt Iron sales team is committed to aligning both necessary selling resources and financial protection to the registered partner throughout the lifecycle of an opportunity.

## IronClad Partner Tiers

The IronClad Partner Advantage Program is an inventive business ecosystem that provides members with three partner-ship tiers to build pipeline and main-tain market share. Each tier features a different level of partnership resources and initiatives to support partners in obtaining new clients, developing skills, and growing revenue through success-ful solution deployments. Level of tier membership is based on completion of specific imperatives for partner success.

As partners build skill competencies in products, solutions, and industries, you can climb tiers and increase partner benefits. Building partner skills is the foundation for our success. Depending on qualified tier membership, rewards for building competency skills include competency level benefits, co-marketing funds, and access to qualified leads to further grow customer base.

In this progressive program, partners of any size can reach advanced status based on the following criteria outlined in the table above.

## Exclusive Summit Tier Benefits

### Cobalt Iron Partner Advisory Council

Summit tier partners are invited to membership in the Cobalt Iron Partner Advisory Council. The council convenes annually to discuss the vision and goals of the program and solicits member input into the direction of the program.

### Designated Channel Account Manager

In addition to the full support of Cobalt Iron resources, Summit partners have an assigned account manager appointed as their personal account concierge.

### Cobalt Iron Lead Partnering Program

At the summit level your Cobalt Iron channel account manager introduces potential customers in a warm handoff, then stays involved in the opportunity with the resources and training needed to land and retain the account. We work together to define marketing and sales campaigns that leverage our Inside Sales Team to qualify customer sales leads and perform a warm handoff to our Enterprise Sales Team.

## IronClad Partner Tier Benefits

	TREK	BASE CAMP	SUMMIT
Authorized to resell Cobalt Iron products	✓	✓	✓
Deal registration benefits through the Cobalt Iron portal or authorized distributors	✓	✓	✓
Access to Cobalt Iron partner portal including sales, marketing, technical, and training resources	✓	✓	✓
Authorized to use IronClad Advantage program tier logos	✓	✓	✓
Access to technical and sales tools such as demos and pricing tools	✓	✓	✓
Eligible for rebate programs	✓	✓	✓
Eligible to join Cobalt Iron Partner Advocacy Program	✓	✓	✓
Access to Cobalt Iron Marketing Demand Center	✓	✓	✓
Access to Marketing Development Funds (MDF)		✓	✓
Eligible to participate in Cobalt Iron Partner Advisory Council			✓
Eligible for highest level of rebate incentives			✓
Eligible for Lead Partnering Program			✓
Access to designated Channel Account Manager			✓
Eligible for Influence Fee Program			✓

### Cobalt Iron Ecosystem of Partners

Cobalt Iron has a multi-strategy approach through an enriched ecosystem of partners, including Value-Added Resellers (VARs), Value-Added Distributors (VADs), Global System Integrators (GSIs), and Managed Service Providers (MSPs).

#### IronClad Program for VARs

A strategic relationship program designed primarily for VARs who resell our Cobalt Iron solution.

This partnership is centered around generating pipeline and acquiring new customers, whether as a named vendor or as an invisible component of a customer's multi-tenant solution, leveraging long-standing presence in customer accounts. Working with the Cobalt Iron sales team, VARs deliver customer solutions to the market using Compass as the foundation.

#### IronClad Program for VADs

A strategic relationship program designed for select, leading reseller partners who are integral to Cobalt Iron's market strategy. VAD partners leverage their position as the aggregators of ISV products to create industry-focused customer solutions, focusing on partner recruitment and initiatives with top MSPs. VADs provide financing for partners, develop a presence in their marketplaces, and lower sales costs through operational excellence.

#### IronClad Program for GSIs

A strategic relationship program designed primarily for industry vertical partners to leverage strategic outsourcing in order to gain entry into enterprise customers. GSIs focus on influencing customer buying decisions and providing end-to-end customer solutions that include Cobalt Iron technology, including strategic application platform solutions such as SAP HANA.

#### IronClad Program for MSPs

Designed to integrate Cobalt Iron into existing data protection solutions, and to launch original solutions positioning Cobalt Iron as a competitive differentiator. Cobalt Iron aligns sales teams to deliver unique value into the market from mainstream and regional MSPs.

Our MSP agreement provides the ability to sell your customer solutions with our Compass products included with tiered pricing and benefits. The more you sell the named solution the deeper the discount on our products.

## Incentives and Profit Plans

The IronClad Advantage Program offers many types of incentives and rewards.

### Partner Program Attributes for VARs, VADs, GSIs, and MSPs

- SaaS-based pricing on a usage basis or three-year contracts with anticipated growth built into pricing to support the customer
- Payment on renewals to the partner
- Rebate incentives on a six-month basis to achieve goals
- Referral or influence fees paid when criteria is met
- Marketing Development Funds (MDF) accumulated based on partner sales

Some incentives and rewards are exclusive to partner types:

### Partner Program Attributes for GSIs

- **Influence fees:** Gains access and advocacy to sales, practice, and service lines
- **Resell margins:** Drives deal wins and customer relationships with sales and local levels
- OEM and Managed Service contracts

### Partner Program Attributes for MSPs

- MSP contract promoting solution sales with Compass embedded
- Business model supporting increased solution sales and margins
- Joint go-to-market plan execution to drive sales



## FAQs

### Am I protected when I identify and register a deal?

Cobalt Iron is 100% channel driven. Our strategy is to align both financial and selling (channel and enterprise) resources to the partner who brings us into an opportunity assigned deal registration. Partnership and trust are at the center of our channel relationships.

### Are there specific agreements designed for MSPs or Systems Integrators?

Yes, we have contractual agreements designed specifically for MSPs and system integrators that align with their business and go-to-market models. Our goal is to be friction free when selling our Compass product as part of your solution(s).

### Is the VAR model two-tier using VADs?

Yes. We require VARs to work with an assigned VAD for at least one year.

### Can I be grandfathered into the program if I have status with one of your competitors?

Yes, we will consider accelerating the benefits of our program for those partners migrating away from a competitor's program to IPA.

### When will I get paid my incentives?

Quarterly

### What are the types of partners?

**Channel partner:** Cobalt Iron is 100% channel driven and myopically focused on modernizing data protection through smart, secure, and automated solutions. We work with the most experienced VARs, VADs, and system integrators on the planet. Partnering with Cobalt Iron will help your business grow revenue, expand existing and new customer engagements, and increase sales margins and profits.

**Service partner:** As an MSP of Cobalt Iron, partners build and grow their Backup-as-a-Service and DR-as-a-Service offerings, enabling both new customers and existing customer expansion. Cobalt Iron helps MSPs deliver high-value service offerings aligned with target markets, skills and expertise, business and delivery models, and long-term objectives.

### How do I sign up?

Email [info@cobaltiron.com](mailto:info@cobaltiron.com) or visit [www.cobaltiron.com/partners](http://www.cobaltiron.com/partners).

888-584-4766 • [www.cobaltiron.com](http://www.cobaltiron.com)

**cobalt IRON**<sup>®</sup>

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