



Clouidian HyperForce Partner Program





By the end of 2017, nearly half of large enterprises will have hybrid cloud storage environments.

Market Opportunity

IDC estimates that by 2020 the growth of structured and unstructured data will reach 40 zettabytes (41% CAGR in data volume growth 2011-2020), with more than 80% of the shipped storage capacity dedicated to supporting unstructured data.

This unstructured data deluge poses enormous challenges for IT, as managers look for alternative solutions to today's block-based storage arrays, which are not well-suited for unstructured data. Object storage is a requisite cornerstone of today's internet-scale applications. Object storage systems allow cost-effective, scalable and self-healing retention of massive amounts of unstructured data. For example, object storage is used to build Storage-as-a-Service (StaaS) and to provide secondary storage for cloud compute platforms. Cloud computing will account for the majority of new IT spend by 2016; by the end of 2017, nearly half of large enterprises will have hybrid cloud environments.¹

¹ Private Cloud Matures, Hybrid Cloud is Next." Gartner, October 1, 2013

Program Overview

The **Cloudian HyperForce Partner Program** is designed to enable partners to fully and quickly leverage their relationship with Cloudian and our partner ecosystem. We've made a significant investment in trying to deliver significant benefits to partners including tools that; expand their businesses, improve their revenues and margins and offer them a unique combination of joint strategic sales and marketing components.

Our customers benefit as they now have access to comprehensive value-added partner solutions that leverage Cloudian's proven technology. The Cloudian HyperForce Partner Program is designed to provide partners with the sales tools, resources and incentives to ensure a partners revenue attainment goals.

What makes our Partner Program unique?

- We are committed to a channel sales model
- We have a limited number of partners, thereby offering low competition
- We protect every registered deal via simple registration process
- We offer industry-leading high product margins
- We offer partners the ability to deliver training and Professional Services
- Generous MDF, incentives, and rewards
- High touch between Cloudian and Partner



Program Benefits ▶

Sales & Technical Training ▶

Partner Portal ▶

Deal Registration ▶

Sales Essentials ▶

Program Logo ▶

Marketing Essentials ▶

MDF Program ▶

Partner Advisory Council ▶

Additional Resources ▶

Partner Requirements ▶

Overview of Program Benefits

The Cloudian HyperForce Partner Program is structured so that the benefits are matched to the Partners' corresponding investment and contribution. The assumption we make is that the higher the partnership level, the greater the combined commitment and resources required to execute successfully.

Cloudian's Partner Program provides the foundation on which a mutually successful relationships can be built. Benefits include resources designed to help partners quickly learn about Cloudian solutions, sales and technical training, marketing programs, and timely news and information.

PARTNER BENEFITS*	PREFERRED	AUTHORIZED
Standard Discounts	X	X
Deal Registration Eligible	X	X
Partner Portal Access	X	X
Partner Communications	X	X
Use of Program Logo	X	X
Sales Training	X	X
Technical Training	X	X
Cloudian Certified Engineer (CCE) Training	X	
Lead Generation Programs	X	
Proposal-Based Market Development Funds	X	

STANDARD DISCOUNTS	PREFERRED	AUTHORIZED
Standard Discount	30%	30%
Register Opportunity on Cloudian Partner Portal*	10%	10%
Additional Discount	10%	

*Price Variance Request (PVR) must be submitted by partner at the time of the deal registration

*Program benefits will be determined and managed at a regional level — Americas, EMEA, and APAC.



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Technical Training

Preferred partners are required to have technical personnel complete presales technical training. Training is focused on pre-sales qualification, competitive analysis, and system design and architecture. Training may be provided via webinar or on-site.

Minimum Training Requirements

PREFERRED: one person trained
AUTHORIZED: not required

Sales Training

All partners are required to complete sales enablement training. Training is focused on opportunity identification and qualification. Training may be provided via video or on-site. The term “sales team” is used to define partner sales resources focused on selling cloud storage solutions.

Minimum Training Requirements

PREFERRED: 50% of partner sales





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Partner Portal

Cloudian's Partner Portal is the main location for tools to enhance Partner success. It includes deal registration, marketing materials, demos, sales presentations, collateral, case studies and whitepapers. Registration instructions are provided to all program contacts in the introductory email that is sent out after the Cloudian Partner Program application is processed.

Deal Registration Program

The HyperForce Partner Program assumes that the respective partner and Cloudian teams are jointly pursuing opportunities. In order to ensure that partners who identify opportunities are rewarded by getting the resources needed to make the sale and close the deal, Cloudian offers an opportunity registration program. To register an opportunity, simply log into the partner portal and submit your deal for Cloudian's approval.

Welcome Kit

Upon acceptance into the HyperForce Program, Partners receive a welcome kit designed to provide high level information about how to work with Cloudian. This kit provides the following information:

- Welcome Letter
- Joint PR Template
- Website Copy for Partner Site
- Cloudian Logos
- Logo Guide
- MDF Guidelines
- MDF Request Form
- Cloudian Co-Marketing Program Overview
- Welcome Video
- Portal Guide

Partner Sales Essentials

Sales Essentials provides partners with downloadable tools and collateral to help educate partners and their customers on the Cloudian product and value proposition. The essentials includes brochures, customer case studies, product datasheets and white papers, and at-a-glance sheets.

Partner Sales Essentials are available on the Partner Portal.



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Cloudian Partner Logo

Cloudian partners can leverage Cloudian's market leadership by displaying the Cloudian Partner logo. Displaying this logo leverages this valuable market position and brand strength each time the Cloudian Partner logo is displayed.



Marketing Essentials

Eligible partners receive unlimited access to customizable co-branded collateral and promotional marketing templates, including product launch webcasts.

Collateral includes pre-defined Cloudian product content, market-ready messages and print-ready graphics. The essentials can be used to articulate the value of the partnership, help generate demand, and assist in the selling process.

Customizable collateral includes joint customer case studies, public relations templates, datasheets, and campaign and event templates.

Market Development/Co-Marketing Funds (MDF)

Cloudian has created a special fund to invest in partner success. Eligible partners can take advantage of funds that are designed to help develop a market including demand generation, increased revenues and awareness campaigns.

Preferred partners are required to submit co-marketing project plans for Cloudian review and market development funds budget approval. The partner will be asked to provide a cost estimate and breakdown of the shared program expenses in the project proposal; in most cases Cloudian will approve up to 50% of the total program cost.

Eligible activities include, but are not limited to: advertising, tradeshow, customer facing regional seminars, lunch-and-learns, co-branded email marketing, co-branded webinars, co-branded printed collateral, etc.



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Partner Advisory Council

The Partner Advisory Council is an invitation-only event designed to provide the executive management of eligible partners with a unique opportunity to interact with Cloudian's executive management. The objectives are to offer participants an opportunity to provide feedback to Cloudian, to get an 'insider's view' to Cloudian's product and go-to-market strategies, and to join in helping to define Cloudian's direction.

Designated Channel Marketing Contact

Eligible partners are assigned a designated resource that help drive the development and execution of Go to Market plans including; territory planning, lead acquisition and other marketing initiatives and joint selling strategies.

Leverage Cloudian Inside Sales

Cloudian partners are encouraged to leverage Cloudian's Inside Sales team for follow-up on joint event lead follow-up. Our team of experts can call leads and schedule meetings on your behalf.

Joint Sales Calls

Typically, partners take the lead in most joint selling activity, but leveraging the Cloudian sales team can make the partner more effective and also give the partner the opportunity to learn more about the underlying technology and new approaches to selling it.

Blog

Please visit the following URL for our Blog.
<http://cloudian.com/blog/>

Partner Newsletter

Cloudian's partner newsletter, keeps partners up-to-date on all vital partner program announcements, education opportunities, events and Cloudian news.

Partner Webcast

Cloudian's monthly webcast keeps partners up-to-date on all partner announcements, technology updates, and events.

Partner Requirements

REQUIREMENTS*	PREFERRED	AUTHORIZED
Current contract	X	X
Deal registration on Cloudian Partner Portal	X	X
Revenue and pipeline attainment	X	
Cloudian sales training	X	
Cloudian technical training	X	
Co-marketing investment	X	

*Program requirements will be determined and managed at a regional level — Americas, EMEA, and APAC.



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