



# STORAGECRAFT RESELLER PARTNER PROGRAM

## Choosing Partner Opportunities

We understand you have many opportunities to represent different products and companies to your customers. Some of the major factors you will consider in selecting a partner and its products include:

**The Company** – its strengths and what it stands for.

**The Philosophy for doing business with you** – does the philosophy support your opportunity to succeed and your expectations to be treated fairly?

**The Products** – Are the products competitive, in demand and is the company's development program designed to sustain this product advantage for you?

**The Partner Program** – does the program support your opportunity to succeed, earn significant revenue and develop a satisfied customer base?

StorageCraft Technology Corporation is confident that if you are a reseller with a Windows<sup>®</sup> customer base you will enjoy success as a partner in our program. The material that follows will provide information on the four selection criteria listed above.

## About StorageCraft Technology Corporation

StorageCraft focuses on providing innovative disk-based backup, disaster recovery, data protection, system migration and security solutions. Our main objective is to provide solutions that can reduce downtime, improve security and stability of systems and data, and lower the total cost of ownership of servers, desktops and laptops.

StorageCraft solutions provide new ways to solve current disaster recovery and data protection problems. The StorageCraft solution families: Protect, Manage and Security, solve many of the challenges enterprises face with security problems, system downtime, loss of critical data and unreliable backup of servers, desktops and laptops.

StorageCraft may be new to you, but many popular and effective products rely on our innovative and stable technology. In fact, millions of installations utilizing StorageCraft technology are currently meeting user needs. In 1999, StorageCraft began offering and integrating its technology to well known backup, disaster recovery and security enterprise vendors. In 2004, StorageCraft began offering its own enterprise solutions incorporating its core technology with high standards of innovation and reliability.

## **Overview of Partner Program**

StorageCraft has developed a simple and very rewarding Reseller Partner Program. The program is results oriented because it is based on the belief that a successful Partner Program is measured in sustained revenue earned by the Partners and customer satisfaction. Partners join the Program by submitting a simple application form designed to help us understand your business and the customers you serve.

Your customers undoubtedly have numerous needs in the areas of disaster recovery, backup, system migration and system security. This is a rapidly evolving market with a variety of approaches and solutions. The StorageCraft Reseller Partner Program focuses on educating you about our products, helping you identify solutions for your customers' needs, and increasing your service business. Our approach involves supporting your sales effort in numerous ways such as sales training, providing you with our latest marketing materials and sales tools, lead sharing and pre-sales support.

## **Why Our Program Is Different**

Our Program assumes that you can succeed if we do our part correctly. We don't create tiers or labels in our Program or hurdles you must clear before participating. Enrollment in the program is simple and the information you provide is limited to what is relevant in helping us understand you and your customers. We don't waste your time or money with tests, certifications or membership fees. We accept the fact that you are in a technical business and are already prepared to compete and serve your customers.

Our program shows you how our product can enhance your current business and then supports your effort in that regard. We believe our relationship is a cooperative and supportive partnership from the very beginning with no trial period – and we assure access to sales and technical resources to ensure your success with our products.

## **Our Philosophy For Doing Business With You**

We pledge to keep the reseller channel absolutely competitive on price. No one from StorageCraft will ever intercept your deal or try to take it direct. You can call us to assist you in any selling situation with full assurance that our motives are to help you.

As a company, StorageCraft delivers its products to customers through a network of resellers. First, you already have relationships with many customers. Second, we firmly believe that you understand your customers' needs and the nuances of the industries in which they compete.

For our relationship with you to succeed and to be long-term, we must be willing to invest in your training and preparation, be available when you need us, and above all else to be fair and easy to do business with.

## **StorageCraft Solutions**

StorageCraft has been creating core technologies for disaster recovery, backup and security applications since 1999. Our volume snapshot technology is widely adopted and now supports millions of systems including, servers, desktops and laptops. In 2004, StorageCraft began developing products for both enterprise and home users in addition to continuing to license its core technologies to other manufacturers. StorageCraft released its ShadowMode™ product line, ShadowUser Pro™, ShadowServer™ and ShadowSurfer™ in 2004. In 2005, StorageCraft released its disk-based backup and disaster recovery product line, ShadowProtect™.

StorageCraft's development and testing team includes disaster recovery, backup and security experts that have already distinguished themselves with significant contributions to these technologies. The team has demonstrated success in designing and delivering solutions with features and functionality that address current and future IT challenges. As a reseller, you will have the confidence that you can deliver these leading solutions to your customers.

StorageCraft's product philosophy incorporates six elements that are important to you. These elements include:

**Leadership in innovation** – StorageCraft's product philosophy relies on the development of relevant and innovative applications for the disaster recovery, backup and security software market. Our products are powerful competitors because they offer competitive features designed for head-to-head success in the marketplace.

**Commitment to quality and reliability** – Our products are released only after exhaustive internal testing and broad beta testing that subjects the products to a variety of environments and anticipated customer uses. We realize it is a bold statement, but our process and history support the claim that, *"There are simply no surprises with our products."*

**Features and functionality** – StorageCraft products are differentiated by the relevancy of their features and functionality. Our product management strategy emphasizes leadership in features and functionality enabling customers to clearly distinguish our products from the competitors. As a StorageCraft reseller you will be equipped to offer the most competitive products.

**Future development** – StorageCraft maintains an aggressive product development program and is committed to maintaining and enhancing its current products as well as releasing innovative new products.

**Compatibility and ease of integration** – StorageCraft products are designed and tested to be compatible with your customers' hardware and software systems. Installation of our products will not be disruptive to your customer and the process will be straightforward and predictable for you.

**Revenue and profit potential** – The disaster recovery, backup and security markets are substantial and offer resellers opportunities for significant revenue and profit. Your customers have current needs for solutions in these areas. StorageCraft products equip you with creative and reliable solutions to meet these needs.

## **Program Benefits**

In designing our Partner Program, StorageCraft has selected program benefits that improve your performance and profitability as a reseller. The benefits focus on improving your understanding of StorageCraft products, providing you access to sales and technical support and strengthening your ability to identify and solve customer needs. The Program benefits include:

- *NFR software*
- *Access to the latest marketing materials and sales tools*
- *Access to partner website*
- *Sales training*
- *Technical training*
- *Pre-sales support*
- *Product support*
- *Listing on our website*
- *Beta program participation*
- *Opportunity for press references and participation in customer success stories*
- *Account Manager*
- *Technical Account Manager*
- *Lead Sharing*
- *Use of Partner Logo in marketing*
- *Partner Newsletter*

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