

Teaming with DataCore to Sell Storage Virtualization Solutions

Guide to Benefits, Prerequisites and Sales and Marketing Resources



Teaming with DataCore to sell storage virtualization solutions is easy and brings many rewards. To get started, please visit www.datacore.com then click on the [Partners tab](#) to access the most recent sales, marketing, and training [resources](#), including self-paced webinars to get you better acquainted with us. You'll also find [answers](#) to questions that you are likely to have early in your relationship with DataCore.

We think that your business will quickly expand and profit from adding DataCore™ products and services to your business portfolio, especially as virtualization technologies become a bigger part of your practice. Please spend a few minutes reviewing the following guidelines for teaming with us. They'll help you to determine how best to shape the relationship with respect to your sales objectives and expectations. You'll also learn how DataCore structures partner benefits. We'd love to have you join our global network of solution providers, Value Added Resellers, system integrators and consultants.

Links to Partner Resources:

- Why do [Business with DataCore](#)
- Product [Overviews](#)
- DataCore 'Quick Start' Sales and Marketing [Resources for new partners](#)
- 'Starting with DataCore' [FAQs](#)
- DataCore Certified Implementation Engineer ([DCIE](#)) [Requirements](#)
- DataCore Authorized [Partner Portal login](#)

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Basic Requirements to Resell DataCore Software Products:

If you wish to resell a DataCore product, you simply request a quote and purchase the software from a DataCore-authorized distributor that covers your geographic region. You can find the most current list of distributors at the [DataCore Worldwide Partners Page](#). Because DataCore does not place any special qualifications on resellers, this policy is sometimes referred to as an “open channel” approach. You can access the ‘[Quick Start](#)’ sales and marketing resources for solution advisors directly from the DataCore web site and you can review training material to help you make a sale.

You need not join the DataCore Partner Program to purchase and resell DataCore products. However, advanced services required to implement DataCore products in more mission-critical configurations may only be fulfilled by solution providers that are certified by DataCore in that discipline. Generally, the certification requirements are associated with multi-node configurations that involve two or more collaborating servers running DataCore™ software to achieve business continuity, remote site disaster recovery and/or scalability.

Resellers wishing to provide these advanced implementation services to their clients have two choices:

1. Become [certified](#) by DataCore to fulfill those implementation services, or
2. Purchase those services through a DataCore-authorized distributor

Many DataCore distributors offer professional services through their in-house DataCore-certified personnel, as well as through independent, services-only providers certified by DataCore to render those services. If a services-only provider is not available to cover your needs, then another DataCore-certified solution provider may be requested to render the services.

Certification Credentials

DataCore offers extensive sales and technical training to its partners. Much of the training is provided at no charge, but some of the more technical certification tracks require successful completion of fee-based [courses and certification](#) tests. You’ll find references to these certifications in the program level descriptions that follow and in the Training section of this document.

- **DCSP** – DataCore Certified Sales Professional - Able to sell and position DataCore products (See ‘[Quick Start](#)’ training material)
- **DCSA** – DataCore Certified Solution Architect - Able to assess technical needs and formulate a proposed DataCore configuration (See ‘[Quick Start](#)’ or Resources in the [Partner Portal](#))
- **DCIE** – DataCore Certified Implementation Engineer - Able to install and configure multi-node DataCore configurations ([DCIE](#))

Special Benefits for DataCore-authorized Partners

DataCore extends special privileges to sales and service organizations who demonstrate an ongoing commitment to solutions based on DataCore products. Those privileges are itemized in the DataCore Partner Program Description below. As with any partner program, your organization must complete a few prerequisites to qualify for specific benefits. You may encounter minor variations in the benefits/prerequisites between different geographic locations consistent with market differences.

PARTNER PROGRAM DESCRIPTION

Benefits under the DataCore Partner Program are structured into three (3) levels corresponding to how much DataCore business you influence and your demonstrated competency with DataCore solutions. Please refer to the table on the following page for highlights.

As noted earlier, partner program participation is not required to resell DataCore products, but is highly recommended if DataCore is to become an integral component of your practice. Please see the online [DataCore Partner Program Application](#).

Level 1- Business Partner

Benefits:

- May resell DataCore software licenses
- May resell DataCore maintenance / support renewals
- Access to the [DataCore Partner Portal](#) (a partner-oriented online repository for additional sales and marketing resources)
- Lead registration privileges with attractive discounts

Your organization must meet the following **requirements to be considered a Business Partner:**

- A milestone quarterly Sales plan approved by DataCore
- Annual sales of more than USD\$40,000/ year in DataCore software based on the products' list price (MSRP)
- A minimum of 2 individuals on staff with current DCSP or DCSA certifications

Level 2- Silver Solution Provider

Partners wishing to offer their own professional services associated with DataCore software licenses must meet additional criteria:

- At least one individual on staff with a current DCIE ([DataCore Certified Implementation Engineer](#)) certification
- A milestone sales plan for DataCore products and services approved by DataCore
- USD \$100K sales per year (MSRP) of DataCore software

Additional Benefits:

- Eligible to receive leads from DataCore marketing campaigns
- Access to NFR software
- Partner logo linked to partner's web site included on [DataCore Worldwide Partners Page](#)
- Eligible for joint press releases and case studies
- Access to a DataCore partner-relationship manager and technical liaison

Level 3- Gold Solution Provider

Silver Solution Providers demonstrating proven skills and success promoting and delivering DataCore products may be nominated to become a Gold Partner.

Additional Benefits:

- Eligible for additional Gold Partner rewards up to 5% based on quarterly agreed objectives
- Eligible for special Gold level promos and programs
- Eligible for Co-op funds for joint marketing activities
- Premium positioning within various DataCore marketing initiatives (such as featured spotlight at DataCore's booths during major industry events)
- Assigned DataCore Partner manager and technical liaison
- Periodic roadmap updates (futures)
- Participation in technology previews & beta programs

The following **requirements must be met before a partner is considered for the Gold level:**

- Annual sales of more than USD\$400,000/year in DataCore software based on the products' list price (MSRP)
- A minimum of 3 individuals on staff with current DCSP/DCSA certifications
- A minimum of 2 current DCIEs on staff
- A business plan for DataCore products and services discussed with and approved by DataCore

PARTNER PROGRAM AT A GLANCE

Partner Level		Benefits	Requires	Limitations
Business		<ul style="list-style-type: none"> • Resell maintenance / support renewals • Lead registration discounts 	<ul style="list-style-type: none"> • Two DCSPs or DCSAs on staff • USD \$40K sales per year (MSRP) of DataCore software products • Approved quarterly sales milestone plan 	<ul style="list-style-type: none"> • Must purchase DCIE services through a DataCore distributor unless DCIE on staff
	Solution Provider	<p>Business Partner Benefits plus:</p> <ul style="list-style-type: none"> • Offer professional services associated with DataCore software licenses • Internal Use Only Licenses (IUOL)* • Leads • NFR demo licenses • Joint press releases & case studies • Partner portal access • Partner logo promoted on DataCore web site 	<ul style="list-style-type: none"> • Business Partner requirements plus one DCIE on staff • USD \$100K sales per year (MSRP) of DataCore software • Approved quarterly sales and service plan 	
Gold	Solution Provider	<p>Silver Solution Provider Benefits plus:</p> <ul style="list-style-type: none"> • Business rewards up to 5% can be earned by meeting quarterly objectives • Premium positioning in DataCore marketing venues (industry events, web promotions, etc.) • Co-op funds • Periodic roadmap updates (futures) • Assigned DataCore partner-relationship manager & technical liaison • Participate in technology previews & beta programs • Access to special Gold level promos and programs. 	<ul style="list-style-type: none"> • 3 DCSPs or DCSAs on staff • 2 DCIEs on staff • USD \$400K sales per year (MSRP) of DataCore software • Approved business plan and quarterly sales plans 	By invitation only

* Partner must purchase annual maintenance / support for Internal Use Only Licenses.

TRAINING

DataCore offers a full range of training classes to ensure that partners are well equipped to position, scope, implement and upgrade solutions based on our storage virtualization software. Online as well traditional instructor-led classroom training formats are available.

- **Webinars:** DataCore holds regular Webinars which provide an easy and convenient way to train your staff without leaving the office. To register go to <http://www.datacore.com/Software/Closer-Look/webcasts.aspx>
- All DataCore partners have the opportunity to participate in DataCore's SANcollegeSM online training program. Visit www.datacore.com/training and click on "course calendar" to see upcoming training sessions.
- DataCore partners can also benefit from instructor-led classroom training. Visit www.datacore.com/training and click on "locations" to find your nearest SANcollege classroom.

DataCore Certifications

Customers often select solution providers based on proof of well established vendor certifications. DataCore offers training to prepare you for the following 3 certifications:

DCSP - DataCore Certified Sales Professional Online training to sell and position DataCore products (See '[Quick Start](#)' training material).

DCSA - DataCore Certified Solutions Architect Training to assess technical requirements and formulate DataCore configuration proposals (See '[Quick Start](#)' or Resources in the [Partner Portal](#)).

DCIE - DataCore Certified Implementation Engineer Training to install and configure multi-node DataCore configurations ([DCIE](#))



DCIE Requirement for Professional Services

In order to offer professional installations services for DataCore non-entry level implementations of more than one node, solution providers are required to achieve DCIE certification. This ensures a high level of competence, and that DataCore best practices are followed, ultimately leading to happier end users. The steps to becoming a DCIE are as follows:

- Attend DataCore SYMV8P (for SANsymphony-V) training course. For more info please visit www.datacore.com/training and click on "course calendar"
- Review a web based, DCIE program presentation (SYM810) - Available from DataCore website under Training/[Course Calendar](#) - Self paced < 1 hour
- Pass a Certification Test - Provided via e-mail on request from training@datacore.com
- Subscribe to the DCIE Installation Documents FAQ 1183 in the [Support](#) section
- Successfully complete a DCIE installation under the supervision of a DataCore-authorized trainer. This exercise validates that the individual follows proper site planning, installation and functional testing procedures prescribed by DataCore.

LEAD REGISTRATION

DataCore's Lead Registration Program allows Business, Silver and Gold partners authorized to resell DataCore software products to register new and follow-on end user opportunities. Lead registration is strictly voluntary. However, there are several advantages to participating in this program. Through lead registration, partners may become eligible for additional software discounts. In addition, DataCore is better able to support sales efforts to which it has visibility.

Only leads that have not already been registered by another partner may be registered.

Lead Registration process:

1. Complete the Lead Registration Form and click on 'Submit for Approval' to e-mail the form to DataCore for consideration.
2. Once reviewed, notification of acceptance or rejection will be sent to the partner and the Distributor identified by the partner in the Lead Registration form. DataCore may accept or reject any lead registration in its sole and absolute discretion, and all determinations regarding lead registration discount eligibility rest with DataCore in its sole and absolute discretion.
3. If DataCore notifies the partner that the lead is approved for lead registration discount eligibility, the lead turns into a sale by that partner to the end user identified in the registration, a binding purchase order to fulfill that sale is received from the Distributor identified in the lead registration form, and the purchase order is accepted by DataCore, all within 180 days of the initial registration of the lead, DataCore will provide an additional discount on the order it receives for the sale (all as determined in each instance by DataCore its sole and absolute discretion). However, DataCore may withdraw approval for a lead registration and terminate the additional discount at any time prior to the sale upon notice to the partner if DataCore in its sole and absolute discretion determines that the partner is not consistently and capably deploying commercially reasonable efforts to promptly convert the lead into a sale of DataCore software.
4. DataCore distributors are to pass the amount of the additional discount through to the partner who has registered the lead or to the partner for which the lead has been registered. Notwithstanding anything to the contrary, Lead Registration discounts are not available for specially priced orders or orders with special terms or conditions.
5. DataCore may modify or terminate the lead registration Program at any time in its sole and absolute discretion, without notice, obligation or liability. Circumstances may arise in which DataCore may determine in its sole and absolute discretion to vary from standard lead registration program terms or requirements, but this shall not obligate DataCore to do so in any other instance or with any other partner.

Important rules governing lead registration:

- Lead registration discount will apply to software only
- Leads must be registered at least 15 days prior to the placement of the order to which the discount is to apply.
- A lead registration expires 180 days after it is registered. Extensions may be granted in special circumstances and in SANsymphony deals in DataCore's sole discretion.
- If a lead registration expires, it may again be registered by a different partner, in DataCore's sole discretion.
- Partners must select their distributor of choice for the lead registration when submitting the form. The lead registration discount will only be honored if the purchase order for the lead is received from the Distributor identified.

EVALUATION SOFTWARE

DataCore offers 30-day No Charge Evaluation Software for end users available via download. Evaluation Software may only be requested by a partner with a trained DCIE or in conjunction with a DCIE. This requirement may be waived by the DataCore regional manager at their sole discretion.

The following 30-day Trials are available on the DataCore web site:

- [SANsymphony-V 30 Day Trial](#)
- [DataCore Virtual SAN Appliance](#) (pre-configured, ready to run in Microsoft Hyper-V environments. Includes Windows Server operating system)

NFR SOFTWARE

Not for Resale (NFR) software is for the sole purpose of test, self education, or in-house demonstration to potential customers. It may not be used for production purposes, or installed at a customer site.

DataCore partners requiring NFR software should request it through the Partner Portal

NFR Prerequisites:

- Attended authorized DataCore Training class

NFR Process:

1. Partner submits NFR via the Partner Portal
2. Partner receives notification on approval
3. Partner must register for technical support (see below)
4. Partner installs the software
5. DataCore will need the following information to process the request:
 - Company name and company address and phone numbers of two contacts
 - Full name of the primary technical contact
 - Full name of the accounting/billing contact person
 - E-mail Addresses of the 2 contacts listed above (for support purposes only)

Partners must register NFR software for Technical Support at www.datacore.com/support

Registration information is included in the download instructions.

TECHNICAL SUPPORT

Information to help partners understand DataCore's Technical Support Services may be found at the links below:

- Our dedicated Tech Support Information Site and Tech Support FAQs are updated regularly and can be found at www.datacore.com/support
- Registrations for Tech Support can be completed by filling out the online registration form under the [Support tab](#) of the DataCore web site at www.datacore.com.

You will also find FAQs, technical notes, white papers and product updates for the latest DataCore family product tips and solutions. It is organized by product and category, and offers a search function that allows you to find answers to common issues. Registration will provide you with the ability to ask technical questions about the product, gain access to advance technical information, and receive notifications about updates, new features and releases.

MARKETING SUPPORT

DataCore offers partners different sources of marketing support. Some resources are available to all partners; others are based on partnership level.

Sales and Marketing Resource Web Site (All resellers)

The 'Quick Start' Reseller Resource site makes it easy for new partners to find the key sales, positioning and marketing materials required to get started selling DataCore. Also, there is a very useful FAQ at "New Partners' Frequently Asked Questions."

Partner Portal

The SANvantage Partner Portal provides you with a wealth of resources and information to enhance and grow your business. As a 100% channel-focused company, your success is our success.

Some of the tasks that you can self-manage via Partner Portal are:

- Lead Registration & Management
- Maintenance Renewals
- NFR and Evaluation Software
- Sales and Product Training
- Technical and Product Expertise
- White Papers and Jump Start Guides
- Sales Reference Guides
- Regular updates & Partner promotions

To receive your own corporate login credential to the SANvantage Partner Portal, please contact your local DataCore representative. You will need to do the following:

1. Create an internal DataCore mail alias, (we recommend DataCore@YourCompany.com)
2. Register at www.datacore.com/partners/register

Co-op Joint Marketing Funds (Silver and Gold Partners)

The primary purposes of these funds are to generate incremental demand, identify new leads, and achieve revenue growth for our Partners' DataCore solutions businesses. DataCore makes these funds available for these purposes through DataCore value added distribution partners. Partners interested in accessing these funds for those purposes should contact their DataCore distributor for more details.

Distributors

DataCore Software works through a team of carefully selected value added distributors to assist our partners in delivering the benefits of virtualization. Distributors offer a complete range of powerful software solutions designed to address the needs of Consolidation, Business Continuity, Data Migration, Continuous Data Protection and Disaster Recovery. To locate your nearest distributor, please visit our website at [DataCore Partners Worldwide](#)

SUMMARY

At DataCore, we pride ourselves on being 100% channel focused and we have developed our sales and marketing programs through suggestions made by our resellers and distributors over the past decade. To remain at the top of the storage virtualization market, we need our partners' feedback. We value your opinions and if you can see any way of making business easier, then please let us know. Contact marketing@datacore.com

For additional information,
please visit: www.datacore.com
or e-mail: info@datacore.com