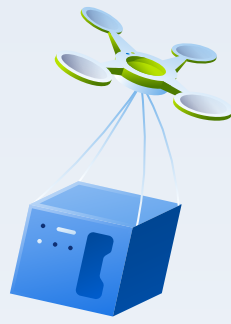




Acronis



DATA SHEET

# Acronis

## #CyberFit Partner Program

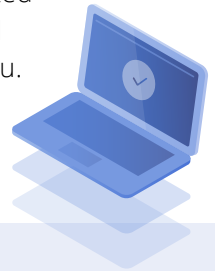
One partner program.  
Total cyber protection.



# Get #CyberFit with Acronis

Our partners are the cornerstone to our success. The Acronis #CyberFit Partner Program rewards partners based on their expertise, commitment, and growth. Our goal is to provide you with enhanced performance-based benefits and financial rewards that deliver value to your business.

We are committed to investing and growing with you.



*“Our enhanced Acronis #CyberFit Partner Program ensures partners, who are at the core of our business, have a state-of-the-art program that gives them easy-to-use processes for more deals and bigger profits, with advanced sales and technical support that help every step of the way. Our partner program is as easy and efficient as our cyber protection solutions.”*

**Gaidar Magdanurov,**  
**Chief Strategy and Experience Officer**

## Why partner with Acronis



### Superior technology

Offer the cyber protection that customers need. As IT complexity, security, and cost challenges evolve, Acronis' cyber protection solutions deliver a comprehensive defense for all modern workloads.



### Ease of doing business

Access the tools and materials you need to close more deals. The Acronis #CyberFit Academy offers both live and on-demand training to help you increase revenue by leveraging all of our features and functionalities.



### Growth potential

Grow your business while proactively protecting clients. Cyber protection is a rapidly growing market, and our program enables you to gain more customers, reduce churn, keep costs down, all while earning higher margins.

## PROGRAM OVERVIEW

As a channel-driven company, partners are the heart of our business. The #CyberFit Partner Program is designed to help you thrive. Develop new solutions and sell any product, service, or support option — regardless of your business model.

- Service providers
- Resellers
- Developers and ISVs
- Affiliate partners
- OEM partners



## ACRONIS #CYBERFIT PARTNER PROGRAM BENEFITS <sup>\*</sup>

Unlock additional perks while you grow. Each membership level grants access to special benefits and programs designed to delight your clients and help your business thrive.

### Registered

Access immediate discounts, training, and solution and technical support.

### Authorized

Bigger discounts, marketing automation tools, a dedicated partner account manager, and more.

### Gold

Even deeper discounts, rebates, access to the MDF program, sports benefits, and more.

### Platinum

Full-service from top to bottom with the best discounts, enhanced support, and a dedicated team.

## FINANCIAL BENEFITS

Your success is our success. Our performance-based financial incentives are designed to help you close more deals and increase your revenue.

### Rebates

Quarterly performance rebates are provided to eligible partners that reach their assigned quarterly revenue targets. Learn more about the requirements, limitations, and exclusions on the [Acronis Partner Portal](#).



### Referral program

Receive a monetary reward for every successful referral that results in a signed service provider contract. Service providers can also earn commissions on Acronis products that are not in their portfolio. Simply refer your clients to an Acronis solution that fits their needs and get rewarded for each resultant sale — no monthly commitment required.

### MDF for joint marketing

Gold and Platinum partners are eligible to receive proposal-based joint marketing development funds (MDF) to support the execution of eligible activities. Platinum service providers will earn MDF as a percentage of sales based on quarterly target attainment. To learn more and begin developing a joint marketing plan, speak to your [Partner Account Manager](#) or join the program today.

## MARKETING BENEFITS

We aim to help you be more effective in your marketing efforts with a wide range of materials, tools, and services.



### Marketing materials

Instantly gain access to our extensive sales and marketing materials via the Partner Portal, including data sheets, price lists, sales decks, ROI calculators, white papers, and more.



### Marketing automation tools

Take the guesswork out of marketing to your prospects and customers with ready-to-send emails and drip campaigns that are a few clicks away. Simply personalize the assets with your logo and contact details and you have ready-to-go email campaigns, blog posts, and landing pages.

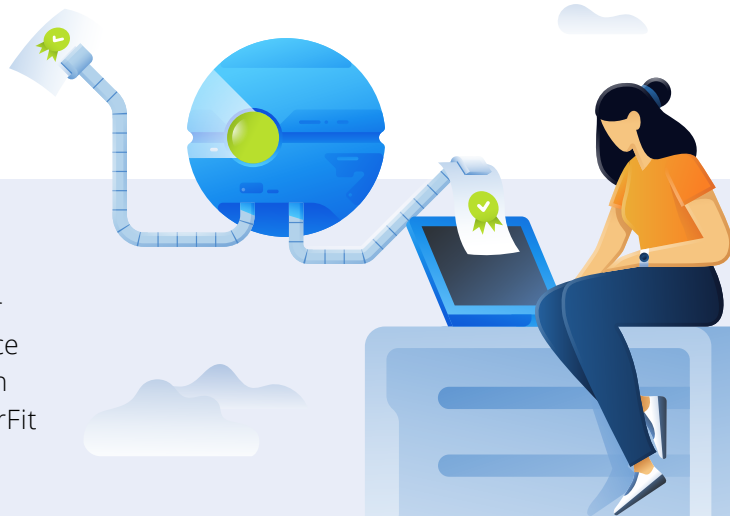


### Partner locator

Geolocation of partners based on regions and countries available on the Acronis Partner Portal. The Acronis website drives traffic to the partner locator, and partners receive the leads.

## ENABLEMENT

Get the knowledge and certifications your team needs to succeed. Build and reinforce your sales, technical, and cyber protection competencies through the Acronis #CyberFit Academy, on-demand consultations and available resources.



### Training and certification courses

The Acronis #CyberFit Academy's training and certification courses will help you gain valuable insights in how to position, sell, and deploy Acronis solutions in an increasingly challenging marketplace.

### NFR program

Test-drive Acronis products first-hand — for production use, evaluation, testing, product demonstrations, and training.

### Solution engineers pre-sales assistance

Contingent on deal size, partners of all levels can request Acronis Subject Matter Expert assistance via the Acronis Partner Portal for new opportunity development.

## SUPPORT

Contact a Partner Care Specialist for unlimited technical and business support (via email, chat, or 24/7 phone support in your own language), or find on-demand troubleshooting help in the [Knowledge Base](#).



# Join the Acronis #CyberFit Partner Program

**GETTING STARTED IS EASY AND FREE. NO MINIMUM COMMITMENT REQUIRED.**

- 1 Sign up today by visiting the [Acronis Partner Portal](#) and completing the registration form. Acronis will check and confirm your registration by email.
- 2 Once you've been approved, you'll gain access to the Acronis Partner Portal. There you will find important materials including partner logos, pricelists, marketing and sales tools, and more.
- 3 Gain access to the Acronis #CyberFit Academy and learn how to position, sell, and deploy Acronis solutions.
- 4 Stay up to date by visiting the portal frequently.



Benefits are subject to applicable Partner Program requirements, terms and conditions. Please visit the Acronis Partner Portal and review the Acronis #CyberFit Partner Program Guide for further details.

