



CommVault Helps Partners Accelerate Revenue with New Enhancements to its PartnerAdvantage Program

April 23, 2014

- **Revamped training accreditation curriculum and tools help increase partner effectiveness and drive self-sufficiency**
- **Creation of the new MarketBuilder designation allows CommVault's most committed partners to unlock additional incentives and resources**
- **Introduction of the new PartnerAdvantage "Service Provider Edition" program is designed to provide a framework for partners hosting CommVault solutions as a service**

OCEANPORT, N.J., April 23, 2014 /PRNewswire/ -- [CommVault](#) (NASDAQ: CVLT) today announced new enhancements to its PartnerAdvantage program designed to help channel partners accelerate revenue growth and simplify collaboration as they expand into new markets, such as data protection, archiving, mobility and cloud services. The expanded program includes a globally consistent tiering approach, deal registration processes, enablement and demand generation capabilities, and an intuitive partner portal to deliver a more predictable and profitable engagement model.



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To meet global demand for modern data management, channel partners need consistent ways to deliver data management and IT-as-a-service solutions that help enterprises extract value from their data and adapt to dynamic business requirements. The PartnerAdvantage program tightens CommVault's relationships with its partners and helps ensure that solutions based on Simpana[®] software can meet the needs of customers, regardless of their IT requirements, and creates demand for distributor, value added reseller, systems integrator and service provider partners who invest in CommVault.

"The channel has been at the center of CommVault's growth strategy from the start and we're building on this foundation to create new routes to market and routes to margin for our partners," said Ralph Nimergood, vice president, worldwide partners and programs for CommVault. "Our enhanced PartnerAdvantage program offers resources and focus for partners that can enable their selling and implementations with customers to holistically manage and protect their data, which drives our transformation as a channel-driven company."

The CommVault PartnerAdvantage program now offers the channel a consistent way to collaborate and conduct business that opens the door to new markets and customers. CommVault is meeting the needs of partners with four major program enhancements that offer high levels of predictability, enablement and satisfaction.

PartnerAdvantage – Service Provider (SP) Edition

CommVault has invested in its program specifically for Service Provider partners. The expanded PartnerAdvantage program will enable Service Provider partners to accelerate their time-to-market, expand revenue opportunities, and boost profitability of cloud and managed services powered by CommVault. Service providers in the program may have access to customized software licensing and pricing models, discounts and rebates based on membership levels, sales enablement tools, specialized services and technical assessments, and marketing support and development funds. CommVault's channel community is at the forefront of developing, adopting, and acquiring cloud services portfolios, and the newly enhanced Service Provider benefits within PartnerAdvantage support these aggressive partner growth plans.

New MarketBuilder Designation

MarketBuilder partners demonstrate the highest level of commitment to building a self-sufficient data management practice. These CommVault-invited partners gain the foundational benefits, including deal registration, tier discounts and lead opportunities, available to all partners as well as exclusive benefits such as:

- **Executive sponsorship** – Gold and Platinum partners with the MarketBuilder designation can further expand their relationship with a CommVault executive sponsor, who facilitates access to senior CommVault management to support the partner organization's growth needs.
- **Marketing funds** – additional funds to help build demand generation and a sales pipeline for CommVault-approved activities that range from advertising, tradeshow and promotional materials to seminars and direct mail campaigns.
- **Simpana software configurator** – an automated tool that uses a series of intuitive survey-based questions to quickly generate a basic solution design along with the licensing requirements.
- **Incentives** – based on growth, proactive selling and new customer acquisition.
- **Lead distribution** – based on geographic coverage and partner capacity, competency and customer use cases.

- **Customized program support** – a dedicated CommVault representative assigned to the partner.

Enhanced Secure Partner Portal (InnerVault)

CommVault updated and expanded its InnerVault portal to provide a single, self-service entry point for partners. Using the portal, partners can access automated processes ranging from deal registration and marketing requests to a self-managed partner profile, partner plan sharing and dashboards. InnerVault also provides access to resources such as partner webinars, competitive and technical information and CommVault Partner University training.

Expansion of CommVault Partner University

CommVault Partner University delivers training via a comprehensive online program designed to help partners to grow their business and differentiate themselves from the competition. Partner University provides the tools to build knowledge and expertise for CommVault solutions with tracks specifically designed for sales and technical training. Partner University also offers Web-based accreditations and certifications in sales, systems engineering and services to increase competency in delivering CommVault solutions.

CommVault partners also gain access to its Global Technical Enablement Center, which provides knowledge, training, resources and tools to help partners increase proficiency and efficiency for services engagements and build effective and knowledgeable Simpana software systems engineering resources.

The new partner designation, portal and tools can make it easier for channel partners to work together with CommVault to modernize data management for their customers. These resources will be available starting this week to the CommVault PartnerAdvantage network of global resellers, system integrators, distributors and service provider partners.

Supporting Quotes

"We've been working closely with CommVault for years through its PartnerAdvantage Program to deliver innovative data management software solutions that change how customers see, exploit and share their data," said Deborah Bannworth, vice president of corporate alliances and inside sales, Sirius Computer Solutions. "With the enhanced PartnerAdvantage Program, we see faster growth, more productive sales development of the innovative solutions and services built around the Simpana software platform. Together we're enabling rapidly growing enterprises to react significantly faster to the dynamics of their business by using their backup data in more valuable ways."

"CommVault's PartnerAdvantage Program makes it simple for us to provide customers with solutions that reliably protect, recover, manage and access their enormous and complex stores of electronic data regardless of where it resides – while gaining unprecedented control over data growth, complexity, cost and risk," said Jed Ayres, chief marketing officer, MCPc. "Whether it's a BYOD iPad, a laptop or a thin client, our customers need tools to efficiently manage their endpoint data to minimize risks and costs while equipping their workforces with the best data protection and access available. The program ensures that customers get the most qualified professional services to implement their data protection solutions."

Additional Resources

- [CommVault® Simpana® 10 software](#)
- [Become a CommVault Partner](#)
- [InnerVault: The Home for CommVault Partners](#)
- [More CommVault News](#)

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About CommVault

A singular vision – a belief in a better way to address current and future data management needs – guides CommVault in the development of Singular Information Management® solutions for high-performance data protection, universal availability and simplified management of data on complex storage networks. CommVault's exclusive single-platform architecture gives companies unprecedented control over data growth, costs and risk. CommVault's Simpana® software suite of products was designed to work together seamlessly from the ground up, sharing a single code and common function set, to deliver superlative Data Protection, Archive, Replication, Search and Resource Management capabilities. More companies every day join those who have discovered the unparalleled efficiency, performance, reliability, and control only CommVault can offer. Information about CommVault is available at www.commvault.com. CommVault's corporate headquarters is located in Oceanport, New Jersey in the United States.

Safe Harbor Statement

Customers' results may differ materially from those stated herein; CommVault does not guarantee that all customers can achieve benefits similar to those stated above. This press release may contain forward-looking statements, including statements regarding financial projections, which are subject to risks and uncertainties, such as competitive factors, difficulties and delays inherent in the development, manufacturing, marketing and sale of software products and related services, general economic conditions and others. Statements regarding CommVault's beliefs, plans, expectations or intentions regarding the future are forward-looking statements, within the meaning of Section 27A of the Securities Act of 1933, as amended and Section 21E of the Securities Exchange Act of 1934, as amended. All such forward-looking statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Actual results may differ materially from anticipated results. CommVault does not undertake to update its forward-looking statements.

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