Neverfail Partner Program Overview

Updated January 3, 2017

1. Summary

The Neverfail Partner Program is designed to grow your business continuity and disaster recovery practice in a profitable way. As a partner, your company will have access to numerous resources that will drive both license and service business, create new opportunities, increase profitability and expedite deal closure. With several partner tracks, Neverfail provides you the programs, training, resources, and tools you will need to help your customers achieve their business goals. Neverfail is a channel-focused company which specifically supports and delivers superior value, market leading differentiation and sustainable revenue opportunities for partners.

The Neverfail Partner Program is made up of various tiers designed to offer flexibility to our ecosystem and consists of VARs, SI's, MSP's, OEM's, and Distributor partners worldwide.

Whether your organization is looking to resell Neverfail solutions, OEM our solutions into your own offerings, or be at the forefront of Neverfail implementations and integrations, Neverfail has a partner tier to maximize your opportunities and potential based on your investment.

The partner tiers are: Referral, Select, Select+, RaaS, OEM, and Distributor.

2. Who is Neverfail?

Neverfail enables businesses to achieve 100% uptime through the world's most resilient infrastructure, cloud, and business continuity solutions. Made for mission-critical businesses, our solutions mitigate the risk of downtime in the face of any potential outage. By delivering seamless business continuity in and out of the cloud, we empower our partners and clients to realize their full potential without the risk of downtime.

Neverfail is a Microsoft Gold managed partner and an OEM technology supplier to VMware (vCenter Server Heartbeat).

3. Neverfail Value Proposition

What makes Neverfail unique is our focus on the user and the application. Basic tools will replicate data, but to provide continuous availability you must protect the entire ecosystem. That includes data, operating systems, applications, networks and connectivity, and most importantly, eliminating the impact of downtime from the user. Users leverage applications to turn data into information, and that is where your organization gets value. By keeping the users connected, we keep them working, which is what enables a business to continue. In addition, when in a VMware environment, we offer the only solution that enables you to manage physical server availability directly within vSphere or as a part of SRM failover plans.

4. Partner Categories

4.1. Referral Partner

The Referral tier is designed for companies looking to establish a basic partnership with Neverfail. There is no annual fee or annual revenue requirement. Additionally, there are no certification requirements. Ideal organizations for the Referral Partner program are business consultants, IT consultants, Trainers, VAR's, SI's, and Solution Providers where business continuity and disaster recovery are not core to your practice.

Benefits

As a Referral Partner, you will receive a referral fee of 10% for our perpetual license fee and a 10% discount off our Professional Services for any referred deal that closes.

4.2. Select Partner

The Select tier is designed for companies that have a practice specifically focused on reselling and delivering business continuity and disaster recovery solutions and services, such as Managed Service Providers. Select partners have access to the partner portal, free 24/7 unlimited technical training and certifications in order to learn about the Neverfail product and to help target the ideal client. There is no annual fee or annual revenue requirement. Ideal partners are providing services and solutions for data center virtualization, data migrations, virtualizing tier 1 apps, and clients with strict availability SLAs.

Benefits

As a Select Partner, you will receive a 15% finder's fee and an additional 10% discount for leads registered and accepted through your partner portal (maximum of 25% discount). You will also receive a 10% discount off 2nd year maintenance & support, as well as 10% off pre-paid maintenance years.

Additionally you will receive NFR licenses for customer evaluations; accrue MDF funds for every dollar sold; sales and marketing support materials; case studies and white papers; and dedicated field sales and channel sales support to ensure your success.

Requirements

As a Select Partner, you will be required to invest in the development of your knowledge base in order to resell and deliver Neverfail solutions. All training and certification courses are online and self-paced. The Select partner tier requires the following certifications:

- Neverfail Certified Sales Associate (NCSA) = 1 employee
- Neverfail Certified Sales Professional (NCSP) = 1 employee
- Neverfail Certified Sales Engineer (NCSE) = 1 employee
- Neverfail Certified Implementation Engineer (NCIE) = 1 employee

Additionally, any partner performing installation services will need to complete a shadow program to ensure competency and maximum readiness.

Finally, you will be required to jointly develop quarterly business plans in conjunction with bi-annual joint marketing campaigns and Neverfail supported lead generation support.

4.3. Select+ Partner

The Select+ Partner tier offers increased incentives for committed strategic partners. Select+ is an accelerator tier earned quarterly by partners who meet or exceed certain revenue expectations.

Benefits

In addition to the 15% finder's fee and additional 10% discount for leads registered and accepted through your partner portal, Select+ partners that achieve sales of $30,000 USD in one quarter will earn an additional 5% discount. Select+ partners can earn an additional 5% when they achieve $60,000 in quarterly sales (maximum 35% discount). The additional 5-10% in discount earned is retroactive to the first deal closed in that quarter, so you maximize your profit. You will also receive 10% discount off 2nd year maintenance, as well as 10% off pre-paid maintenance years.

4.4. Recovery-as-a-Service (RaaS) Partner

The Neverfail RaaS Partner Program is for MSP's and cloud hosting companies who want to offer an integrated business continuity solution to customers. Under this program, pre-selected partners can leverage the RaaS program to license certain Neverfail products and configurations on a monthly basis in order to provide Neverfail protection to their customers as part of a managed or cloud service offering.

This program is specifically designed for hosted, managed services, and cloud providers that want to offer a competitive differentiation in the market around true continuous availability services that bypass recovery altogether.

Benefits

As a RaaS Partner, you will receive the following benefits:

Tier 1 and 2 SLA Offerings

In the hosted recovery world, early adopters are taking a "one size fits all" stance. Unfortunately, that does not align with your customer environments as every customer has a set of servers that are more critical than the others. Neverfail offers a unique solution that ensures availability dollars are never left on the table and your clients have end-to-end protection that covers all of their criticality levels.

Integrated VMware Management and Support

If you have chosen to standardize on VMware technologies in your data center, adding Neverfail ensures a unified solution to cover all levels of application criticality and failover requirements. Neverfail integrates with vSphere and Site Recovery Manager (SRM) to enable you to manage your entire environment from one place, including physical platforms.

No Barrier to Entry

Pay as you go with no upfront costs. Simplified licensing allows you to quickly download what you need, when you need it, and only get invoiced for what you use each month. No startup costs, no quotas, and no long term contracts. All training and certifications for your staff are free, online, and self-paced.

Access to Most Current Product Versions

Ensure your service is always delivered by the most current and capable Neverfail products. Download products at no charge through the Neverfail Extranet so you don't have to wait for shipments.

Access to 24/7 Follow-on Support

In addition to 24/7 access to technical documentation, knowledgebase articles, and standard support, we offer 24/7 emergency support from centers around the globe.

You will also receive access to the partner portal; NFR licenses for customer evaluations; accrued MDF's; sales and marketing support materials; case studies and white papers; dedicated field sales and channel sales support selling alongside of you.

Requirements

RaaS Partners are selected because they offer or will offer indirect business continuity, high availability, or disaster recovery services to customers, where they host the protected application servers for these customers. Additionally, the RaaS Program Partner must meet the following criteria to be eligible:

- Have at least one technical resource complete and maintain online implementation and administration certifications
- Directly implement, manage, and support the Neverfail licenses
- Be the licensee – end customer will not be the licensee
- Leverage VMware or Microsoft Hyper-V technology on at least the failover server environment

Neverfail product should not be implemented or managed by the customer in this program, as support will only be given to RaaS Partner certified resources.

4.5. OEM Partner

OEM Partners are ISV's who integrate or embed Neverfail products for protection of their own applications. As a provider of mission- critical software products, your customers are demanding industry leading business continuity capabilities integrated within your products to eliminate user downtime. As domain experts in business continuity, Neverfail understands exactly how challenging it is to build this capability into your product. Rather than spending time & resources on development cycles, why not leverage our product development investment as part of your own offerings?

Our business continuity solutions are embedded and bundled by many industry-leading companies like VMware and Cisco.

Benefits

Neverfail provides a competitive advantage by protecting the entire application ecosystem and supports mixed physical/virtual environments, across multiple sites, across any distance, across any storage. By leveraging Neverfail's R&D investments and core competency in BC/DR within your own products, you reduce time-to-market, maximize customer value, increase your competitive differentiation and increase your footprint in every account through new sources of revenue. You will receive launch support, co- branded products and materials, joint sales support and free web-based and onsite sales and technical training for your sales, pre-sales and support staff.

Requirements

As an OEM Partner, you will have access to Neverfail training and certification courses and are required to complete the following:

- Neverfail Certified Sales Associate (NCSA) = 1 employee
- Neverfail Certified Sales Professional (NCSP) = 1 employee
- Neverfail Certified Sales Engineer (NCSE) = 1 employee
- Neverfail Certified Implementation Engineer (NCIE) = 1 employee

Finally, you will be required to jointly develop quarterly business plans in conjunction with bi-annual joint marketing campaigns and Neverfail supported lead generation support.

4.6. Distribution Partner

Neverfail Authorized Distributors offer a broad range of services and support for the Neverfail Partner Network. With world-class vendor support, Neverfail Distributors manage local Neverfail partner and customer relationships within their region to ensure satisfaction and growth.

Benefits

Neverfail's market leading, application focused replication, monitoring and failover tools ensure our Distribution partners offer unique value to partners and customers while enabling competitive advantage. As a Neverfail Distributor, your local efforts are supported via territory ownership, partner and lead registration, marketing and lead generation efforts, competitive discounts on products and services, and shared sales and technical resources. The Neverfail Distributor Portal offers easy, online management of your partner and customer relationships and streamlined certification and lead registration for your partner network.

Requirements

As an Authorized Distributor, you will have access to Neverfail training and certification courses for your company and your partner network. Distributors are required to complete the following certifications:

- Neverfail Certified Sales Associate (NCSA) = 3 employees
- Neverfail Certified Sales Professional (NCSP) = 3 employees
- Neverfail Certified Sales Engineer (NCSE) = 3 employees
- Neverfail Certified Implementation Engineer (NCIE) = 3 employees

Finally, you will be required to jointly develop quarterly business plans in conjunction with bi-annual joint marketing campaigns and Neverfail supported lead generation support.

Neverfail

	Referral	Select	Select +	RaaS	OEM	Distributor
Program Benefits						
No Annual Fee	✔	✔	✔	✔	NA	✔
Perpetual License	✔	✔	✔	✔	✔	✔
Monthly Subscription License	NA	NA	NA	✔	NA	✔
Streamlined Pricing	✔	✔	✔	✔	✔	✔
Lead Registration Discounts	10%	Up to 25% (must be registered to receive 25%)	Up to 35%* (must be registered to receive 35%)	NA	NA	Per Program
Accrued Market Development Funds (MDF)	NA	3%	3%	3%	3%	Per Program
Discount off 1st year maintenance	NA	10%	10%	NA	NA	Per Program
Discount off pre-paid maintenance	NA	10%	10%	NA	NA	Per Program
Discount off Professional Services	NA	10%	10%	NA	NA	Per Program
NFR for internal use	NA	✔	✔	✔	✔	✔
Training & Certification Requirements						
Neverfail Certified Sales Associate (NCSA)	NA	1	1	1	1	3
Neverfail Certified Sales Professional (NCSP)	NA	1	1	1	1	3
Neverfail Certified Sales Engineer (NCSE)	NA	1	1	1	1	3
Neverfail Certified Implementation Engineer (NCIE)	NA	1	1	1	1	3
Sales & Marketing Tools						
Partner Portal	NA	✔	✔	✔	✔	✔
Dedicated Field Sales Support	NA	✔	✔	✔	✔	✔
Dedicated Channel Support	NA	✔	✔	✔	✔	✔
Business Requirements						
Account Mapping/ Business Plan	NA	Quarterly	Quarterly	Quarterly	Quarterly	Quarterly
Joint marketing campaigns	NA	2 per year	2 per year	2 per year	2 per year	2 per year
Lead generation support	NA	✔	✔	✔	✔	✔