ALL ACCESS

REDSTOR
PARTNER PROGRAM

Redstor All Access

A smarter partner program

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Welcome to
Redstor All Access

Redstor's commitment to MSPs is absolute. We started out as an MSP and experienced first-hand the challenges you have with technology and with support, and we knew we should, we could, do better.

That's why we built the smartest backup and recovery platform from the ground up for service provision, delivering the broadest coverage of data sources from a single app, coupled with lightning-quick recovery of any files, streamed on demand from the cloud. It's also why we continually work with our partner community to improve our technology and service.

We only sell via the channel; we don't publish end-user pricing and our sales and marketing support is second-to-none.

Thanks to this unwavering focus, we top the tables on G2 with the highest rating of any backup or cloud backup vendor across 16 categories including backup, online backup, DR and DRaaS.

I'd personally like to thank you for trusting Redstor to help grow your business, whilst protecting your customers' most vital asset, their data.

Mike Hanauer
Chief Revenue Officer

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Introducing Redstor

Smarter backup for MSPs

Redstor's vision

To enable MSPs to discover, manage and protect customer data in the simplest, smartest, safest way.

What we do

Provide best in class backup and recovery and exceptional support for MSPs.

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Why MSPs trust Redstor

Smarter is faster

The only cloud-first back up with on-demand recovery of files and databases, in an instant.

Smarter is simpler

The cloud backup technology with the broadest coverage of data sources through one app, all set up in under 60 seconds.

Smarter is more secure

Redstor's proprietary, AI-powered, anti-malware technology neutralizes threats before they become attacks.

Smarter is more supportive

Unrivalled sales and marketing support, coupled with unique AI-powered insight, that proactively identifies revenue opportunities, for MSPs who want to outperform the market.

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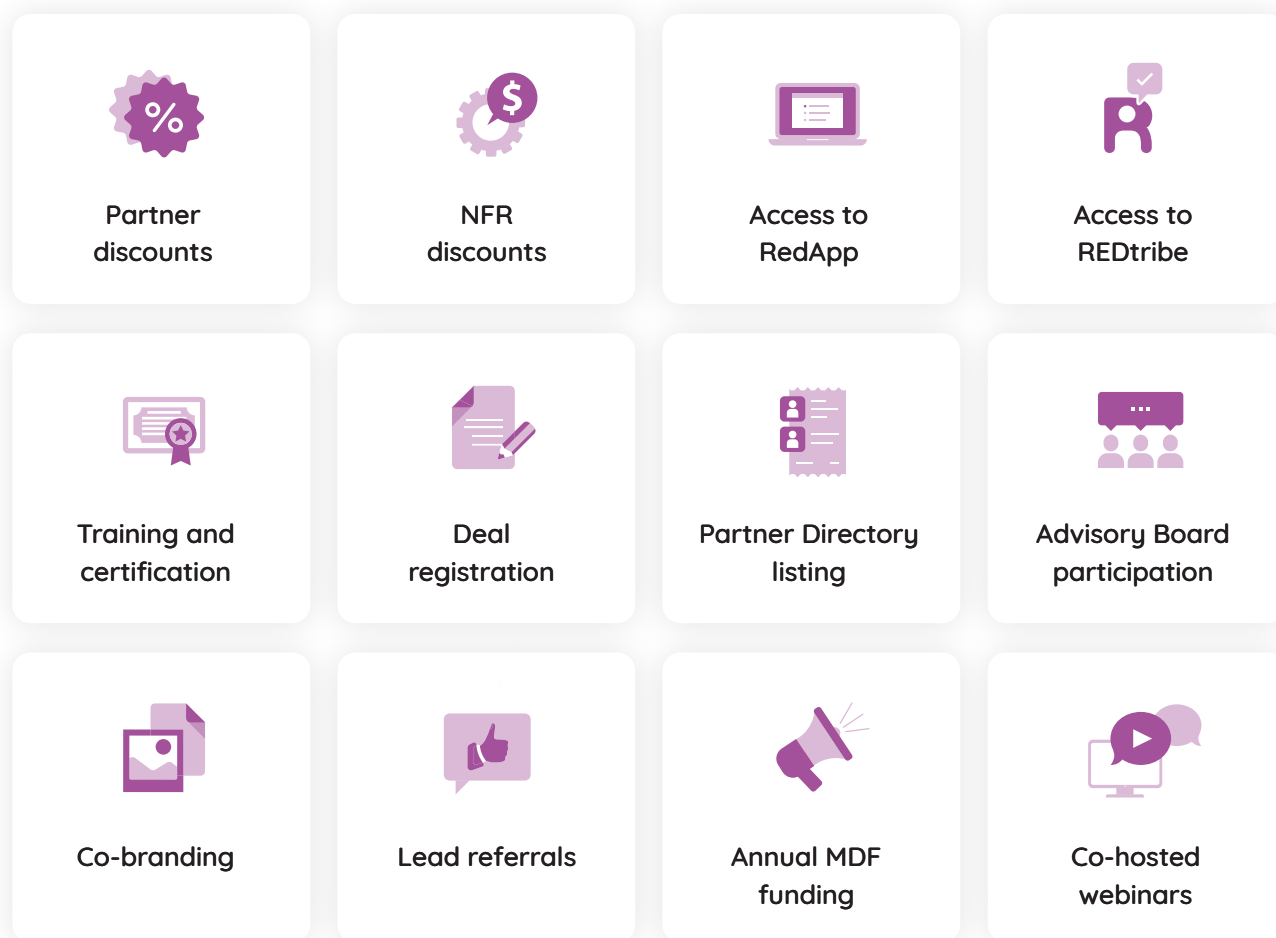# Eligibility criteria

Partner tier requirements

	BRONZE			SILVER				GOLD				ALL ACCESS		
		$	£	ZAR		$	£	ZAR		$	£	ZAR		
Monthly spend	None	$1000	£850	R17,000		$5,000	£4,000	R80,000		$10,000	£8,000	R160,000		
Training	None	Required				Required				Required				
Advocacy	None	References				Social media promotion				Participation at Redstor events				

Tier benefits

	Bronze	Silver	Gold	All Access
Partner discount*	None	5%	10%	15%
NFR usage*	None	5 TB	10 TB	50 TB
Access to RedApp	✔	✔	✔	✔
Access to REDtribe	✔	✔	✔	✔
Co-branding	✔	✔	✔	✔
Training and certification	✔	✔	✔	✔
Deal registration	✔	✔	✔	✔
Partner Directory	Invite only	✔	✔	✔
Advisory Board	None	Invite only	Invite only	✔
Lead referrals	None	✔	Preferred	Prioritized
Annual MDF funding	None	$1,000	$5,000	$10,000
Co-hosted webinars	None	✔	✔	Fully managed

*Partner discounts and NFR usage only apply to partners selling off list price. All partners will have access to
10TB of NFR usage for a period of 12 months after they sign a contract, regardless of their partner tier.

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All Access program overview

Partner discounts	NFR discounts	Access to RedApp	Access to REDtribe
Training and certification	Deal registration	Partner Directory listing	Advisory Board participation
Co-branding	Lead referrals	Annual MDF funding	Co-hosted webinars

Partner tier requirements

Eligibility for each tier of Redstor's partner program is based on 3 simple criteria:

Monthly spend with Redstor

There is no spend requirement to become a Bronze partner, however, to achieve Silver or higher tier status, partners must meet or exceed the Redstor monthly spend amounts specified below.

	Bronze	Silver			Gold			All Access		
		$	£	ZAR	$	£	ZAR	$	£	ZAR
Monthly spend	None	$1,000	£850	R17,000	$5,000	£4,000	R80,000	$10,000	£8,000	R160,000

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Commitment to Redstor training

Ensuring your sales, presales and technical staff are well equipped to sell, onboard and support users of Redstor services within your customer base.

Advocacy of Redstor's services

Brand recognition, 3rd party endorsement, 'social proof' and other peer validation play an increasingly important role in how organizations find, research, and ultimately select the products and services they consume. For this reason, active, visible partner advocacy of Redstor and our services, online and offline, benefits Redstor's entire partner community.

Go-to-market support and enablement

Co-branded online marketplace

All Redstor partners can co-brand the RedApp and marketplace, incorporating their logo and tailoring the RedApp color palette to be consistent with their brand. Co-brand can also be applied to other customer visible features such as reporting.

The marketplace serves as a digital shopfront enabling partners to offer promotions and end-to-end online onboarding.
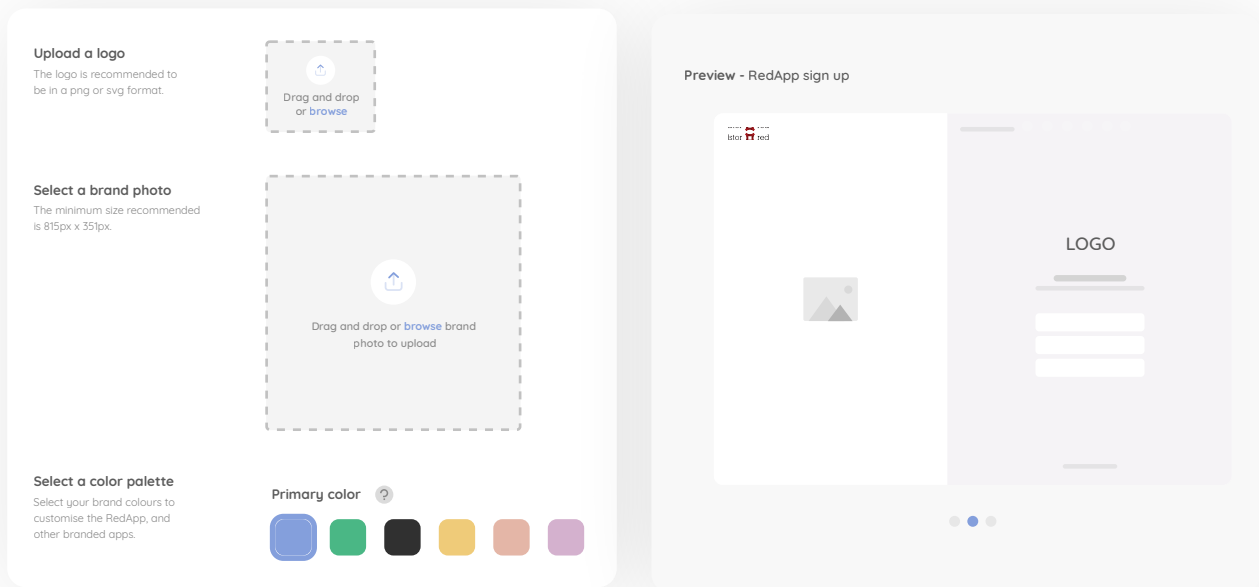
Logos, color palette and partner information configured within RedApp is passed directly into the Partner Directory, providing Silver, Gold and All-Access tier partners with complete control over how the partner is promoted within Redstor's partner locator tool for end users.
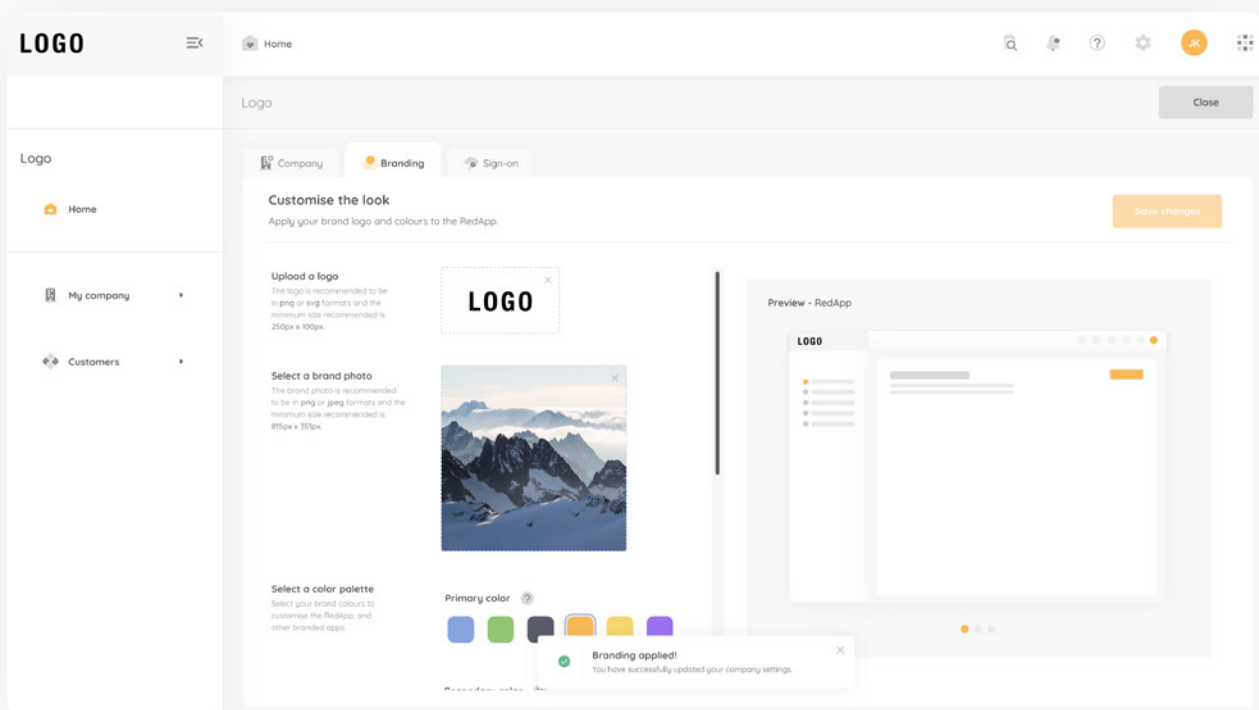
Promotion and lead referrals

Partners have the option of featuring on Redstor's Partner Directory, a partner locator tool located on Redstor's own website, www.redstor.com.

The Partner Directory's purpose is to enable potential end users to directly contact a Redstor partner or to commence a trial with a Redstor partner via a fully automated, online onboarding process.

When potential end users contact Redstor to enquire about using our services, we work with a Redstor partner to progress the opportunity. Partners on tiers silver and above are eligible to receive end user prospects from Redstor.

	Bronze	Silver	Gold	All Access
Lead referrals	None	✓	Preferred	Prioritized

While every effort is made to ensure that the partner selected is a good fit for the end user, preference is given to partners based on their tier, with All-Access partners prioritized, followed by Gold and finally Silver partners.

Not for resale (NFR) and tier pricing discounts

MSPs and service providers in general are increasingly themselves targets of cyber criminals seeking to gain access to numerous organizations via a single hack. For this reason, it's critical that MSPs protect their internal environment at least as securely as that of their customers.

Redstor partners benefit from free NFR usage on a tiered basis, depending on their partner tier. All Redstor partners will have access to 10TB of NFR usage from the date of signing a 12 month contract.

	Bronze	Silver	Gold	All Access
NFR usage*	None	5 TB	10 TB	50 TB

*Partner discounts and NFR usage only apply to partners selling off list price.
All partners will have access to 10TB of NFR usage for a period of 12 months regardless of their partner tier.

MDF entitlement

Annual MDF funding is available for all partners from the Silver tier and upwards, increasing with each tier achieved.

Typical MDF activities include co-marketed events such as tradeshows or industry events, webinars, and lead generation activities.

MDF Funds are approved on a case-by-case basis. Where applicable, Redstor will assist with planning via a dedicated marketing account manager. All leads generated from MDF funded activity must be jointly tracked. **All MDF funded activity must be approved in advance.**

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Enhanced sales and marketing support

All Redstor partners, regardless of tier, have access to dedicated resources across sales, marketing and technical support to help you grow your business.

Redstor will deliver virtual and in-person sales training, design, execute and report on marketing campaigns and initiatives to generate new opportunities, and be on-hand to deliver industry-leading tech support.

RedBook

RedBook provides everything you will need to understand and ultimately sell Redstor solutions. RedBook is frequently updated, ensuring your sales, presales and technical teams always have easy access to the latest Redstor marketing collateral including:

- Sales and Presales Slide Decks
- Marketing Videos
- Product Demo Videos
- Key Messages and Copy Blocks
- Datasheets
- Competitor Battlecards
- End User and Partner Case Studies

Redstor is redefining the data protection market.

≡IDC

RedBook for Partners
The Redstor sales enablement toolkit

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Channel campaign toolkit

When our partners thrive, so do we. That's why we've created a partner campaign toolkit including everything needed to generate demand for Redstor's services, within your customer-base, growing your business.

Campaigns within the toolkit cover a diverse range of pains, challenges and triggers effectively solved by Redstor's services.

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Each campaign includes:

 Customizable customer emails

 Copy blocks relevant to the campaign and topic

 Links to datasheets for services relevant to the campaign

 Content assets to support the campaign

 Social posts

Co-marketing with Redstor

Campaign Toolkit

Examples of a typical campaign's content assets

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation

| Customer emails | Copy blocks | Social posts | Datasheets | Content assets |
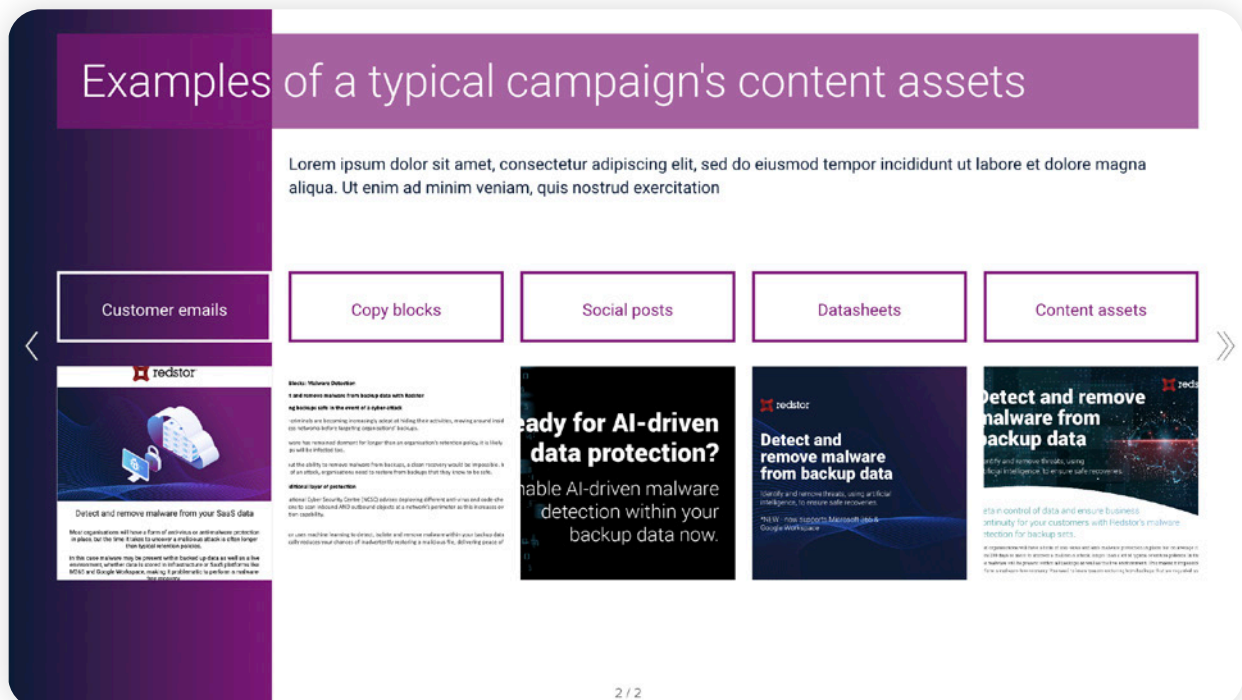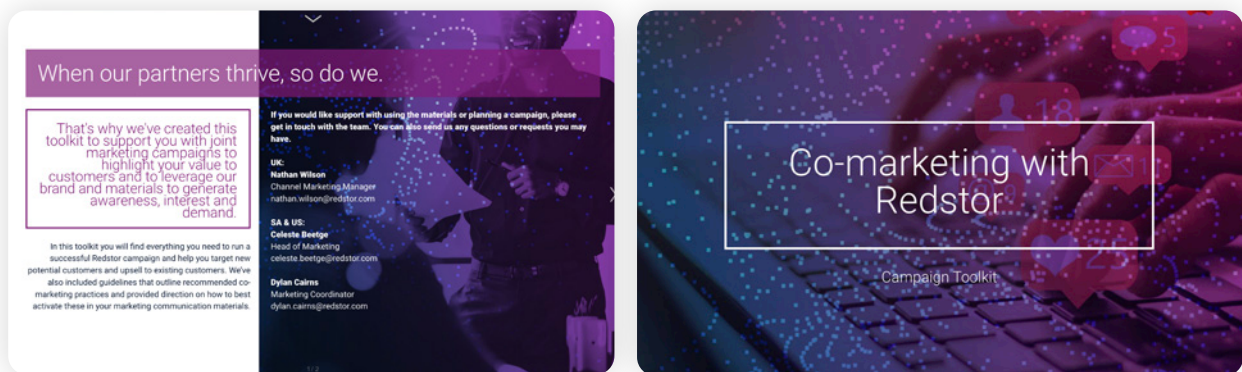
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Joint marketing, webinar and co-branding support

Redstor supported webinars and co-branding of assets is available for partners on tiers Silver and above:

- **Silver** - on-demand webinars, including co-branding of assets.
- **Gold** - on-demand webinars, including co-branding of assets.
- **All Access** - fully managed webinar support and co-branding of assets.

Deal registration

Redstor's deal registration program is designed to give Redstor partners additional protection and support with opportunities. If a potential end user contacts Redstor, we recommend partners based on location and partner status. By registering a deal with Redstor, you ensure that we will only support your engagement with that end user. Deal registration is not mandatory and Redstor never contacts end users directly without partner consent.

Deal registration process

- Opportunity must be net-new business to Redstor.
- Opportunity must not have been previously registered by a Redstor partner.
- Agreed opportunity details must be provided.
- Redstor must be invited to a sales engagement within 21 days of registration confirmation.

All deals registered with Redstor are subject to an approval process.

Training and certification

Certify your sales, pre-sales and technical teams with Redstor as part of your workplace skills plan, using our knowledge transfer platform, RedStories.

Redstor has developed free online training courses covering how to sell, install and support its products and services. The platform allows users to choose which platform they use to access course material; either Android, iOS or web app. The modules in the platform will equip your sales, pre-sales, and support teams to introduce Redstor to prospective clients, find out how best to respond to common objections associated with product, cost, infrastructure and competitors, deal with any questions regarding regulation and compliance, demonstrate the Redstor solution, provision a trial environment for a prospect and supervise a POC.

The training will provide your technical support teams with details on how to assist customers with product information, installation, troubleshooting and support. They will then be able to distinguish between first line and advanced support and how to assist a customer during an outage.

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Redstor Certified — Sales

- Introduction
- Product information
- Handling objections
- Demos and PoCs
- Sales at Redstor
- Sales feedback

Redstor Certified — Pre-sales

- Introduction
- Product information
- Handling objections
- Managing PoCs
- Pre-sales at Redstor
- Pre-sales feedback
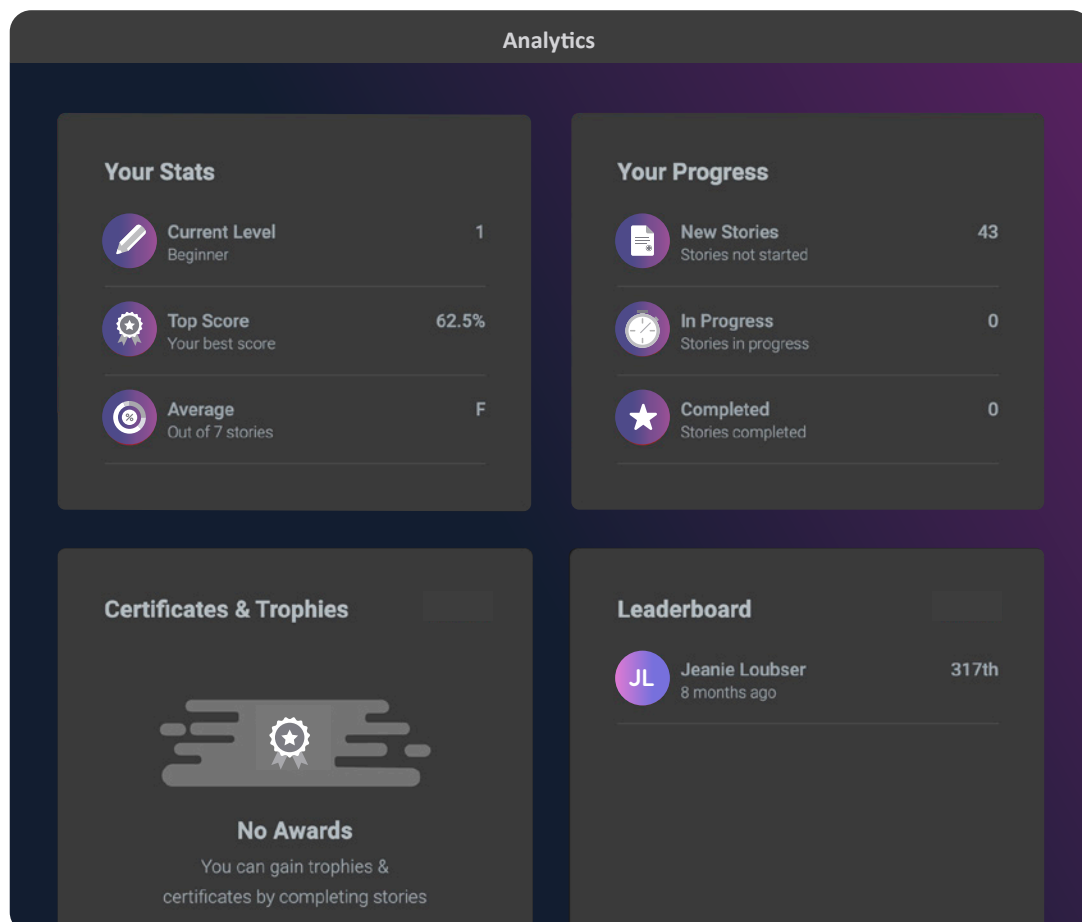
Redstor Certified — Technical Support

- Introduction
- First-line support
- Advanced support
- Technical support at Redstor
- Technical support feedback

As a partner, you can review live training analytics for your team:

- Time spent on a module.
- Assessment scores, certificates, and trophies.
- General activity and leader boards.

Analytics

Your Stats

Current Level Beginner		1
Top Score Your best score		62.5%
Average Out of 7 stories		F

Your Progress

New Stories Stories not started		43
In Progress Stories in progress		0
Completed Stories completed		0

Certificates & Trophies

No Awards
You can gain trophies &
certificates by completing stories

Leaderboard

JL	Jeanie Loubser 8 months ago	317th

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REDtribe
by redstor

Community

All Redstor partners have access to REDtribe, a community created to support Redstor's vision of enabling MSPs to discover, manage and protect customer data in the simplest, smartest, safest way.

REDtribe Benefits

As a member, you get a backstage pass into the design process of our products. REDtribe provides an online platform for Redstor customers to design and build a simpler, smarter and safer data management proposition for the future.

Be informed

Follow product update and features that interest you most.

Have your say

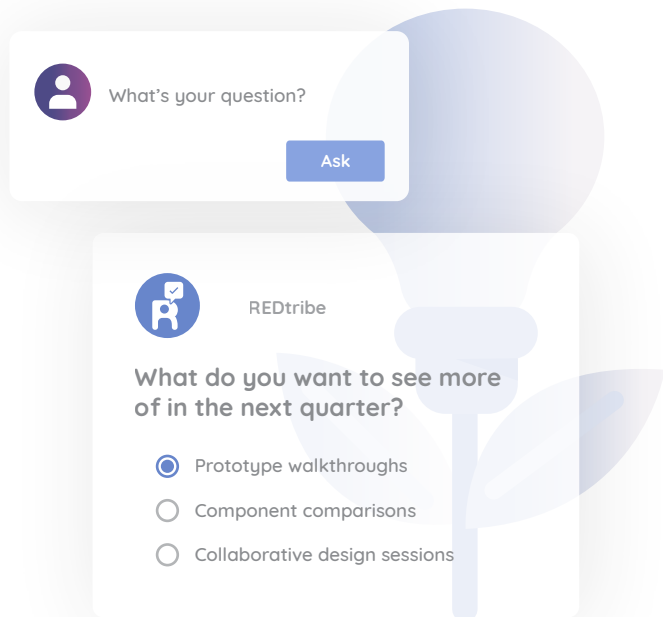Ask questions on product development, vote and share insights.

Collaborate

Innovate with us in real-time on design prototypes and product walkthroughs.

Explore product topics

Customize your feed and notifications from the list of services we already manage and protect:

- Microsoft Azure
- Infrastructure and Endpoint
- Azure Kubernetes
- AWS Kubernetes

- Microsoft 365
- Google Workspace
- Salesforce
- Malware detection for backups

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Connect with the community

• Ask questions about feature development.

• Join discussions on product innovation.

• Follow community members and industry updates.

Join REDtribe now

Advisory Board participation

All-Access tier partners are guaranteed access to Redstor's customer Advisory Board. Silver and Gold tier partners may also be invited to join Redstor's customer Advisory Board.

As an Advisory Board member, you'll be given the opportunity to provide open and honest feedback on Redstor's products, outline enhancements and improvements you'd like to see developed, and discuss how Redstor's products are being used within your and your end users' environments.

Program updates

At Redstor, we strive to provide the best service possible to our partners. To continue offering this level of service, we must occasionally update and improve our partner program. As a result, we reserve the right to modify and republish the terms of this agreement at any time.

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