Acronis

#CyberFit
Technology Partner Program

Guide

OVERVIEW

What you need to know

One membership, more benefits, bigger ecosystem, broader community.

The **Acronis #CyberFit Technology Partner Program** brings together under one program our prior #CyberFit Platform Program with our Acronis Developer Network community, and adds a broader view of technology partnership types beyond application-to-application integrations. And, by expanding our concepts of ecosystem, we hope to grow our developer community to offer a richer experience.

This **Acronis #CyberFit Technology Partner Program Guide** offers all program members and prospective members the information they — you — need to easily navigate this program and understand:

- More about the program structure

- Who the program is for and eligibility at different levels

- Program benefits and their terms and conditions for use

- Where to access resources and get assistance

Program Portal

To learn more about our program and register to join, you can find our program portal at https://developer.acronis.com.

On the portal you will find …

- An overview of the program including a program brief and frequently-asked questions

- The current version of this program guide

- The current version of the program agreement

- Links to the Acronis Developer Network community and resources

- A link to our Solutions Portal — where you can browse joint solutions produced by Acronis and members like you for usage by our community of partners and end-user customers

Program structure and benefit summary

To reduce complexity, our program contains three (3) levels. And while some members may progress and follow the journey through the levels, it is not required, and there are many cases and ways to engage where it would not apply. When in doubt, reach out!

However, in general, business and technical benefits increase through these levels as your collaboration with Acronis increases. And while the first level, Registered Developer, offers automatic membership and is open to the public — e.g., Acronis partners and customers, students, consultants — the second two levels are dedicated to independent software vendors (ISVs), providers and other business entities who intend to create and share their development projects with us and others via distribution, or may represent

other options such as bundled solutions, etc.

The levels are:

- Registered Developer
- Connected Partner
- Accelerated Alliance

The table below shows the levels and associated benefits which are described in the following sections.

Table 1 – Acronis #CyberFit Technology Partner Program levels and benefits summary

	Registered	Connected	Accelerated
ELIGIBILITY & REQUIREMENTS			
Program registration and membership	✓	✓	✓
Partnership application		✓	Invitation
Partnership agreement		Program agreement	Custom agreement
TECHNICAL BENEFITS			
Access to documentation and APIs / SDKs	✓	✓	✓
Sandbox / product dev / test environments	✓	✓	✓
Support forum access	✓	✓	✓
Joint solution architecture review for projects		✓	✓
Access to dedicated support team		✓	✓
Application certification		✓	✓
Mutual support statement and commitment		✓	✓
Roadmap insights			✓
BUSINESS BENEFITS			
Account management		Program Business Development Manager	Assigned Partner Account Manager
Bi-annual partnership meeting		✓	✓
Mutually-approved press release of partnership and certification		✓	✓
Reciprocal website listings		✓	✓
Joint solution brief on website listings		✓	✓
Joint solution presentation material		✓	✓
Ongoing joint partnership announcements and communications			✓
Co-brandable marketing materials			✓
Marketing campaign kits			✓
Mutual promotions			✓
Bespoke joint marketing and sales motions			✓
Access to marketing development funds			✓
Periodic business reviews			✓

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Registration

Registration is conveniently provided with automatic acceptance 24/7 at our program portal at https://developer.acronis.com.

Whether joining as an individual or a representative of a company, when registering into our Technology Partner Program, you:

- Provide your account information and optionally (if applicable), your company information
- If registering for a company, let us know if you will be your company's administrator. If so, your email domain should match your company's.
- Click to accept the #**CyberFit Technology Partner Program Agreement** and this guide's terms and conditions for using our benefits.
- Acknowledge our global policies.
- Select your communication preferences and click "Submit."

You are then automatically registered as a program member at our **Registered Developer** level or "tier" (more on these levels in the following sections).

Please be advised — while membership may be automatic, if you are requesting access to a development environment, you may need to wait a few days to ensure your access has been securely provisioned and your credentials delivered.

NOTE: The terms our agreement, this guide and our global privacy policy are legally binding and may update at any time. A link to the current versions of the privacy policy, our agreement and this guide is available to the public on our Program Portal for you to review at any time.

However, while this is a legally binding agreement, **it *does not* require that you participate in the program**, receive any of its benefits, or offer Acronis any benefits in return. It just provides the rules of membership and the terms of *using* any of the benefits according to your eligibility to receive those benefits.

In addition, program membership is free, without term limits, and 'at will' — meaning — either party can elect to terminate their program membership for any reason. And we will not share your information with the public without your consent and simply ask that you also respect our rules and brand protections in return.

Helpful resources

Program information	• Program Portal • Program brief • Program frequently-asked-questions
Program terms	• Program agreement • Global privacy policy
Getting help	• Program assistance: TechnologyPartnerProgram@acronis.com • More options: https://developer.acronis.com/get-help/

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REGISTERED DEVELOPER

Eligibility

As a technology innovation company, Acronis likes to share and collaborate with technology. We've opened access to our SDKs and documentation to allow access to just about anyone:

- Developers
- Businesses
- Managed service providers
- IT teams
- System integrators
- Students
- Consultants

How to sign up

To join our program in its first level, all you need to do is register online. You may sign up as an individual or as a representative of a company. Section 1 of this program guide describes the simple online registration process.

Program level requirements

- You must accept our program agreement and agree to follow the terms in the agreement and this guide.
- You have not been removed from this program for a reason yet to be remedied.
- You are not signing up for the purpose of breaking our program terms, be in direct competition, or other conflict of interest.
- You agree to follow our Acronis API lifecycle and implement required changes in a timely manner as requested by Acronis team, if applicable.
- You cannot be in an active legal dispute with Acronis.
- You will be 'opting in' by accepting the agreement to communications from Acronis necessary to engage you as a member and provide you with critical technical updates.

Program level benefits

Program benefits at this level do not include any business benefits but are instead focused on access to self-service technical resources, including:

- Training materials
- Software development kit(s)
- Documentation

- Access to online 'sandbox' and test resources (on request)
- Access to the Acronis Developer Network forums and their forum-based support

CONNECTED PARTNER

Eligibility

You must be a current member of the program in good standing before applying to become a Connected Partner. That includes accepting our program agreement which provides protections for both parties.

Acceptance at this level is at the discretion of Acronis and during the process, our TPP contact will be your main point of contact to navigate the process and understand the status of your application.

In addition, we may at any time determine that you no longer meet eligibility for program membership. If you are currently a member and we would like to change your program status of membership or level, we will notify you directly by email.

How to apply

To become a Connected Partner, there are two components to the application:

1. **Business application** — To protect our Acronis brand, we need to ensure each and every partnership is evaluated — including to validate that we will continue to meet our compliance requirements for frameworks like SOC2.

   You will need to provide details about your business entity for validation and evaluation by Acronis. This will likely consist of a business compliance questionnaire and evaluation which may take up to two weeks.

2. **Technical certification** — To be a Connected Partner, you must have some form of a functioning, joint solution.

   You will need to provide the product, service and/or integration for testing and answer questions about it to ascertain its architecture, function, compatibility, security, readiness for support, and the value proposition to joint partners and end customers. An exception to this certification process may be made if, for example, Acronis has done the engineering work and has already certified the solution for support as a result.

At this time, the application is initiated via a simple, single request to our program via email at TechnologyPartnerProgram@acronis.com. The email should include:

- Your full name
- Your company's name
- Your company's legal presence address and complete contact information (email, mailing address, phone numbers) for you and your business
- Your company's primary website URL
- The name of the joint bundle, service, product, solution or integration, etc.
- The description of the joint bundle, service, product, solution or integration, etc. (what it does)
- A simple overview of what it consists of (e.g., installable code, scripts, instructions, physical packaging, hardware, etc.)

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Shortly after receipt of your application, a member of our team will respond with further instructions. Our background / compliance check of your business is conducted by a separate organization within Acronis from our Acronis Technology Partner Program team. But we will work in conjunction with them to place the request for validation by them, and to help you answer their questions, if any.

Program level requirements

As with the application process, there are the same two core components.

Technical requirements:

- You have a working and tested joint solution (or other) you believe to be ready for public distribution and usage by Acronis partners and end customers.

- You have followed the guidance offered through this program.

- You have the rights to use the code you have developed (or that was developed by a third party on your behalf) for commercial purposes.

- You have ensured that any requests for updates to your solution (or other) have been resolved and/or recertified according to requirements from Acronis.

- You have incorporated all changes as requested by the Acronis team, if applicable.

- You are using current, supported versions of Acronis software and APIs for compatibility with your certified solution — if applicable.

- You have followed the Acronis API lifecycle — if applicable.

- You agree to communicate to Acronis your API and / or any changes in your solution's (or other) functionality that will impact this certification process as soon as possible.

  Specifically, as our joint customers and partners depend on the functionality and ability to receive support on our certified solution, it is important that changes that will impact their experience are communicated in a timely manner.

  For API changes, you are obliged to communicate changes at least six months before the change takes place.

  For product changes that significantly impact the product behavior and function for our joint partners and customers, and as a result, requires redevelopment to continue to meet their expectations of the function of the solution, communication between the companies should be shared at least three (3) months in advance.

  For solution (or other) changes that lead impacts on our sales and marketing representations but don't affect any product behavior in the existing solution, communication should be shared at least three (3) months in advance.

- You are prepared to offer a mutual statement of support — enabled either directly by your organization and / or in conjunction with TSAnet.

- If certified and you wish to have your solution published, you will need to provide certain materials to complete the publishing, granting Acronis the right to use your company logo, description, and other materials you agree to let Acronis use and make public by the fact that you provide them to us for these purposes.

Solution certification includes multiple guidelines and steps that must be followed and validated as applicable to the joint solution, including, but not limited to:

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1. High level solution requirements used for your development project

2. Solution architecture review

3. List, describe and explain which Acronis APIs are used

4. Provide a detailed description on the security (AppSec) of your integration — as applicable

5. Provide a user guide or any partner or end-customer documentation of the solution (or other) — as applicable

6. Provide test cases we may use for the solution that validate its key functions and use cases

7. Provide a functional version of the product, service or solution and any necessary components needed (e.g., sample data, activation keys, etc.) so that Acronis team may be able to conduct a review and assessment

Business requirements:

- You will continue to abide by the program rules within our guidelines and agreement.

- You and your business are in good standing legally and financially as an entity with your local, state and national government as legally applicable.

- Your company is not based in an embargoed nation.

- Your company is not under investigation for crimes at local, state or national levels.

- Your company intends to continue working to serve customers.

- You can offer business references.

- Your company can pass a business 'background check.'

- Additional elements that may be required by our compliance team.

Program level benefits

Technical benefits

Connected level technical benefits include everything available under the Registered tier, plus:

- **Solution architectural review** on your submitted project and for future projects between our companies. The review may include diagrams, charts, and interactive meetings between our architectural, engineering, business development and/or product and solution leads — and yours.

- **Solution certification process** which will include both questions and testing for compatibility, function, and support readiness. Certification is used as a means for Acronis to ensure a successful public distribution and partner and customer outcomes. It is not intended to be used to test integrations developed for strictly internal business or personal use.

Business benefits

It is at the Connected level and once there is a joint solution (or other) certification that business benefits become available and applicable. These business benefits are not relevant to Members accessing the program for internal business or personal use only.

The purpose of these business benefits is to ensure that our joint customers and partners can obtain the information they need to use the joint solution. And of course, we understand that it may make sense to take additional steps to improve awareness or understanding of the joint solution beyond the benefits listed in this guide.

However, in all cases, the execution of business benefits must be agreed to and approved by both parties to ensure both parties are comfortable with the representation of their brand and their solution.

For example, the benefits may include, but are not limited to:

- Access and rights to use provided Acronis brand material — like logos and / or badges.
- Option to publish your integrated solution on acronis.com and / or our solution page.
- Cross-linking of our websites.
- Joint solution brief.
- Joint presentation material.
- Press release or other form of public announcement by one or both parties if agreed to by both parties.
- Twice a year meeting with the TPP lead to review membership and solution status.

In addition to these benefits, you may wish to distribute the joint solution on your website or even sell it commercially. Contact the Acronis Technology Partner Program team to provide us with your proposal and discuss the details at TechnologyPartnerProgram@acronis.com.

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ACCELERATED ALLIANCE

Eligibility

This tier may include first-time members or net new partnerships. Typically, at the Accelerated Alliance level, the partnership has taken a more strategic and often bespoke nature which may include elements of technology partnership combined with a channel relationship — or even as a partner and customer!

How to get invited

Depending on your company's relationship with Acronis, it may be that Acronis initiates the change in program tier. Or, it could be that you are progressing through the levels as you broaden and deepen your relationship with Acronis.

The best way to start is by raising the question at a program review if you are already Connected or by contacting our program with questions or to express your interest at TechnologyPartnerProgram@acronis.com.

Program level requirements

This level is designed for companies that meet the requirements at the Connected Partner level, but with more go-to-market elements in our relationship already in play.

There are exceptions granted for some companies if using a custom agreement that provides the same protections to both companies, and if a technology integration is not yet created and ready for certification, but there is an advanced, joint go-to-market relationship in place — such as acting as a channel reseller.

Program level benefits

Technical benefits — All benefits of Connected Partner, plus:

- More shared insights into Acronis plans.

Business benefits – All benefits of Connected Partner, plus:

- A dedicated business development lead working with you and your company.
- A number of optional marketing benefits that we propose together to drive larger demand for our joint solution (see Business Benefits section of this document).

TECHNICAL BENEFITS

Overview

All member levels have access to technical benefits in this program as it is, after all, a technology program.

The major of the benefits begin at the Registered Developer level as not all developers are businesses, and not all businesses will intend to create a commercially distributed, integrated solution.

The following technical benefits are described below. The benefit terms and conditions are included with each description and are subject to change at any time, without prior notice. In addition, each benefit and its terms are the same, regardless of the member's level in the program.

Table 2 — Acronis #CyberFit Technology Partner Program technical benefits

TECHNICAL BENEFITS	Registered	Connected	Accelerated
Access to documentation and APIs / SDKs	✓	✓	✓
Sandbox / product dev / test environments	✓	✓	✓
Support forum access	✓	✓	✓
Joint solution architecture review for projects		✓	✓
Access to dedicated support team		✓	✓
Application certification		✓	✓
Mutual support statement and commitment		✓	✓
Roadmap insights			✓

All level access

Access to documentation and APIs / SDKs

What is it?	As with most technology or developer programs, it is important to share access to SDKs and APIs and the documentation on how to use them. All of these resources are provided as part of our Acronis Developer Network (ADN) community online, and maintained by our product and engineering organizations.
What are the terms?	• Program registration • Meet all continued eligibility requirements

Sandbox / product dev / test environments

What is it?	Acronis offers a free, cloud-based Acronis product sandbox / test environment for developers to use during their development project to functionally test their work. Request for access must be made to TechnologyPartnerProgram@acronis.com.
What are the terms?	• Program registration • Meet all continued eligibility requirements • Provide information needed as part of the request process

Support forum access

What is it?	Acronis offers free, forum-based support for its development community. You may ask questions, report issues and share some of your best practices there.
What are the terms?	• Program registration • Meet all continued eligibility requirements

Connected and Accelerated level access

Joint solution architecture review for joint projects

What is it?	Acronis offers — and in some cases requires — a solution architecture review. It ensures that the project is developed with best practices; APIs are used in optimal manner; and that partner and customer requirements and quality expectations are met.
What are the terms?	• Program registration • Meet all continued eligibility requirements

Access to dedicated support team

What is it?	Acronis has a dedicated support team that specializes in API and other Acronis integration technologies.

What are the terms?
- Program registration
- Meet all continued eligibility requirements

Application certification

What is it?

Acronis has an internal methodology and set of practices to ensure the project complies with our Acronis quality standards. The certification process verifies that the solution is ready for support and distribution to our joint partners and customers, and will meet both the functional and quality expectations they have.

What are the terms?
- Program registration
- Meet all continued eligibility requirements
- Have a joint solution (or other) that you have created and fully tested
- Provide all requested materials and information as described in our Connected Partner section of this document where it relates to the certification process

Mutual support statement and commitment

What is it?

A statement to our joint customers and partners that both Acronis and the program member will take full responsibility to support each of the party's respective environments the joint solution (or other) is deployed or used within. However, the party that develops the integrated solution is generally responsible for supporting the integration itself.

What are the terms?
- Program registration
- Meet all continued eligibility requirements
- Have a current certified joint solution (or other) that is distributed to third parties and requires support
- Provided in writing to Acronis, in collateral, and / or in conjunction with TSAnet
- Statement must include support contact information and terms for joint partners and customers

Accelerated level access

Roadmap insights

What is it?	Acronis may share relevant parts of the Acronis technical roadmap and additional insights into its go-to-market planning.
What are the terms?	• Program registration • Meet all continued eligibility requirements • Member will continue to abide by confidentiality agreements and marks

BUSINESS BENEFITS

Overview

Because these benefits are meant for businesses that intend to share our collaboration in a commercial context with the public — through distribution, or in a profit-seeking manner — these benefits are only available to business partners at the Connected Partner and Accelerate Alliance levels.

And while many business benefits are possible, not all benefits may be exercised as many require mutual agreement and approval.

The following business benefits are described below. The benefit terms and conditions are included with each description and are subject to change at any time without prior notice.

Table 3 — Acronis #CyberFit Technology Partner Program business benefits

	Registered	Connected	Accelerated
BUSINESS BENEFITS			
Account management		Program Business Development Manager	Assigned Partner Account Manager
Bi-annual partnership meeting		✓	✓
Mutually-approved press release of partnership and certification		✓	✓
Reciprocal website listings		✓	✓
Joint solution brief on website listings		✓	✓
Joint solution presentation material		✓	✓
Ongoing joint partnership announcements and communications			✓
Co-brandable marketing materials			✓
Marketing campaign kits			✓
Mutual promotions			✓
Bespoke joint marketing and sales motions			✓
Access to marketing development funds			✓
Periodic business reviews			✓

Connected and Accelerated level access

Account management

What is it?	Both Connected and Accelerated members will work with our program lead to ensure all benefits and requirements for the program are met on a timely and consistent basis, and so that all members receive guidance on how to best engage the program successfully.
What are the terms?	• Program registration • Meet all continued eligibility requirements

Biannual partnership meeting

What is it?	Structured reviews of the partnership and joint solution (or other) performance will occur twice annually.
What are the terms?	• Program registration • Meet all continued eligibility requirements

Mutually-approved press release or other announcements on partnership and certification

What is it?	This benefit may take the form of press releases, social amplification, advertisements, blog posts, public event presentations, email campaigns and other common marketing and communications tactics. However, both companies must agree to the methods, timing, communications channels and overall messaging and content to announce to the public and / or interested parties about the relationship and its status.
What are the terms?	• Program registration • Meet all continued eligibility requirements • Completed solution or agreed "news" to share with the public or third parties

Reciprocal website listings

What is it?	Acronis will publish information about the joint solution (or other) on its website with a dedicated page. The program member may have a similar page or entry on their main website. Both websites will cross-link to each other's official pages for the relationship and / or joint solution.
What are the terms?	• Program registration • Meet all continued eligibility requirements • Have a certified solution or something to advertise between the companies

Joint solution brief on website listings

What is it?	A joint solution brief is a piece of collateral that describes what the solution (or other) is, its uses cases and value proposition, compatibility requirements to receive support, key benefits and functionality.
What are the terms?	• Program registration • Meet all continued eligibility requirements • A certified solution (or other)

Joint solution presentation material

What is it?	Acronis may provide and ask in return for joint solution presentation materials, such as PowerPoint presentations, demo videos, NFR versions of the solution for live demonstrations, screenshots and any other materials that may be useful for Acronis partners, customers and the general public to better understand the function, value and core use cases of the solution.
What are the terms?	• Program registration • Meet all continued eligibility requirements • A certified solution (or other)

Accelerated level access

Account management

What is it?	Accelerated members also get access to a dedicated business development manager to ensure all technical and joint business activities are aligned.
What are the terms?	• Program registration • Meet all continued eligibility requirements • Provide a point of contact from your company to represent at meetings and plan decision points

Ongoing joint partnership announcements and communications

What is it?	Beyond the one-time announcement offered to Connected members, many announcements may be made between Acronis and its Accelerated Alliances at the approval and discretion of both parties, and according to a joint marketing and communications plan.
What are the terms?	• Program registration • Meet all continued eligibility requirements • Joint review and approval of tactic, content, channel and timing • Have something that is considered 'news' to the market, joint customers and partners, or other important audiences

Co-brandable marketing materials

What is it?	Co-branded marketing materials are created together by Accelerated members and Acronis to highlight the dedication to joint solution and high level of partnership.
What are the terms?	• Program registration • Meet all continued eligibility requirements • Have a certified solution (or other) to promote to joint partners and customers

Marketing campaign kits

What is it?	Marketing campaign kit is a set of tools that allows members to quickly and easily create a joint, co-branded solution brief, email communication template for joint partners and other tools that make launch preparation or demand generation as easy as possible.
What are the terms?	• Program registration • Meet all continued eligibility requirements • Have a certified solution (or other) to promote

Mutual promotions

What is it?	Typically consist of some form of campaign including content, an offer, communications, targeting and list management, and post campaign reporting on leads or business closed.
What are the terms?	• Program registration • Meet all continued eligibility requirements • There is a joint solution (or other) to promote • There is an offer by one or more parties • There is a mutually agreed-to plan • There is a results goal in the plan and a determination of resourcing in advance

Bespoke joint marketing and sales motions

What is it?	Both parties may at any time in the context of the agreement and the business opportunity create unique marketing and sales campaigns and tactics to create demand and opportunities.
What are the terms?	• Program registration • Meet all continued eligibility requirements • There is a joint solution (or other) to promote • There is an offer by one or more parties • There is a mutually agreed-to and resourced plan

Access to marketing development funds

What is it?	Acronis has a partner program that includes marketing development funds (MDF) with the intention to help program members successfully grow consumption of the solution (or other).
What are the terms?	• Program registration • Meet all continued eligibility requirements • There is a joint solution (or other) to promote • There is an offer / proposal by one or more parties • There is a mutually agreed-to and resourced plan • Acronis approves the investment from the MDF

Periodic business reviews

What is it?	Acronis may conduct periodic business reviews which may result in increased marketing development, expanded promotion opportunities, increases solution usage, expanded support scenarios and other activities that aim to improve the partnership and the business outcomes in the investment in the relationship.
What are the terms?	• Program registration • Meet all continued eligibility requirements • Provide a designated contact to schedule, conduct and participate in the meetings

SUPPORT

If you need assistance or have questions about this program, our technology, or Acronis products, please contact: TechnologyPartnerProgram@acronis.com or visit our portal for additional assistance resources at https://developer.acronis.com.