

Acronis

# Acronis #CyberFit

One partner program.  
Total cyber protection.



# Get #CyberFit with Acronis

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

## Why partner with Acronis?



### Superior technology

Offer the cyber protection that clients 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 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 clients, reduce churn and keep costs down, all while earning higher margins.

## PROGRAM OVERVIEW

As a channel-driven company, Acronis recognizes that 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

## PROGRAM REQUIREMENTS

No minimum commitment or revenue is required. Our program requirements are structured so that you're equipped with the tools and knowledge you need to be successful each step of the way.

REQUIREMENT	REGISTERED	AUTHORIZED	GOLD	PLATINUM
Partner #CyberFit Score	0-7	8-14	15-21	22-23
Training and Certifications	2 certificates	4 certificates	8 certificates (2 certified individuals)	16 certificates (4 certified individuals)

\*There is no minimum commitment or revenue requirement to join. Revenue requirements apply for Gold and Platinum resellers, and Platinum service providers only, and vary according to region.

## ACRONIS #CYBERFIT PARTNER PROGRAM BENEFITS

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	AUTHORIZED	GOLD	PLATINUM
Access immediate discounts and training, and solution and technical support.	Bigger discounts, marketing automation tools, a dedicated partner account manager and more.	Even deeper discounts, rebates, access to the MDF program, #TeamUp Program benefits and more.	White-glove service from top to bottom with robust 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	REFERRAL PROGRAM	MDF FOR JOINT MARKETING
Quarterly performance rebates are provided to eligible partners who reach their assigned quarterly revenue targets. Learn more about the requirements, limitations and exclusions on the <a href="#">Acronis Partner Portal</a> .	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.	Gold and Platinum partners are eligible to receive proposal-based, joint marketing development funds (MDF) to support the execution of eligible activities. To learn more and begin developing a joint marketing plan, speak to your <a href="#">partner account manager</a> or join the program today.

## MARKETING BENEFITS

We aim to help you be more effective in your marketing efforts with a wide range of resources, 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 clients with ready-to-send, end-client-facing emails and drip campaigns, in just a few clicks. Simply personalize the assets with your logo and contact details, and you'll have ready-to-go email and social media campaigns, and landing pages.



### Partner locator

Geolocation of partners based on regions and countries is available in 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 Academy, on-demand consultations and other available resources.

TRAINING AND CERTIFICATION COURSES	DEMO LAB AND NFR PROGRAM	SOLUTIONS ENGINEER PRESALES ASSISTANCE
<p>The Acronis Academy’s training and certification courses will help you gain valuable insights into how to position, sell and deploy Acronis solutions in an increasingly challenging marketplace.</p>	<p>Use our Demo Lab and get a not-for-resale (NFR) license to test-drive Acronis products firsthand — for production use, evaluation, testing, product demonstrations and training.</p>	<p>Contingent on deal size, partners of all levels can request Acronis subject matter expert assistance via the Acronis Partner Portal for new opportunity development.</p>

## SUPPORT

Contact a support specialist for unlimited technical and business support (via email, chat or 24/7 phone support\*), or find on-demand troubleshooting help in the [Knowledge Base](#).

## SPORTS BENEFITS

The Acronis #TeamUp Program for service providers enables you to partner with professional sports teams to close more deals and raise your business profile. You can:

- Increase your company logo’s visibility with co-branding opportunities on uniforms, or in stadium.
- Grow a comprehensive brand presence with features on sports teams’ social and digital platforms.
- Take your corporate and sales events to the next level with access to tickets, VIP hospitality, unique behind-the-scenes experiences, and more!

# Join the Acronis #CyberFit Partner Program

Getting started is easy and free.

- Sign up today by completing the [registration form](#). Acronis will confirm your registration by email.
- Once you’ve been approved, you’ll gain access to the Acronis Partner Portal. There you will find important materials, including partner badges, price lists, marketing and sales tools, and more.



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.

\* 24/7 phone support is available in English only. Other languages are available only within business hours.