

Backup Direct™

P A R T N E R S

BACKUP DIRECT™ PARTNER PROGRAMS

Online backup is a rapidly growing market delivering high-margin recurring revenue opportunities. Backup Direct™ partner programs allow fast time-to-market services with zero or minimal up-front investment.

About Backup Direct™

Backup Direct™ is a leading supplier of online data backup services targeting UK organisations that value their business data. Backup Direct™ services deliver: automated daily backup, secure off-site storage and guaranteed fast data recovery.

Compared with traditional tape solutions, online backup services are cheaper (no capital required, no maintenance required), faster (instant setup, instant data recovery) and better (automated, daily, comprehensive).

Backup Direct™'s combination of business focus, leading technology, operational systems, SLAs and committed support – combine to ensure simple, secure and affordable data protection.

Further Information

If you are interested in becoming a member of the Backup Direct™ Partner Program, then email partners@backupdirect.net or call Sales Direct on 0800 0789 437.

Program Overview

This document provides an overview of the various partner programs available from Backup Direct™.

Three Partner Programs

Backup Direct™ partner programs are designed to allow partners of various types, sizes and with varying business objectives to deliver online data backup services to their own clients. We recognise that not all partners are the same and we have created three programs to meet a broad set of needs:

- **Alliance Program** – a royalty paying referral program
- **Reseller Program** – a classic value-added reseller relationship
- **OEM Program** – a custom solution including re-branding

A comparison of the three programs is provided in the table overleaf, followed by more details on each program.

Program comparison

	Alliance	Reseller	OEM
Description	Royalty based referral scheme	Traditional resale of Backup Direct™ packages	Full OEM / white label service
Key features	<p>Unlimited access to Backup Direct™ standard packaged software.</p> <p>15 day free trial of service for all prospects.</p> <p>Free use of co-branded micro-website for client registration and software download.</p> <p>Full billing, support and collections by Backup Direct™.</p> <p>Recurring royalty payments to partner.</p> <p>No volume commitment</p> <p>No setup fees</p>	<p>Unlimited access to Backup Direct™ standard packaged software.</p> <p>15 day free trial of service for all prospects.</p> <p>2nd-line support by Backup Direct™</p> <p>Ability to include online backup service as part of existing services to clients.</p> <p>Ability to charge clients for online backup plus added-value services such as support and installation.</p> <p>No volume commitment</p> <p>No setup fees</p>	<p>Ability to define custom backup packages to meet specific needs**</p> <p>Ability to re-brand software agent**</p> <p>15 day free trial of service for all prospects.</p> <p>Provision of branded first-line telephone support**</p> <p>2nd-line support by Backup Direct™</p> <p>Volume commitment**</p> <p>Setup fees**</p>
Typical partner type*	ISP / ASP / Hosting Software vendors Accountants Organisations Associations Affinity / Member Groups Consulting Firms Independent Agents	Networking Firms VARs Hardware/Software Resellers Backup solution resellers Disaster Recovery businesses	Larger resellers/VARs Dedicated online backup providers ISP/ASPs
End client relationship	Backup Direct™	Partner	Partner
Packages sold	Standard	Standard	Partner specific
Pricing	Backup Direct™ list	Partner decides	Partner decides
Discounts / Commissions	15% royalty	0-30% depending upon per end-client volume	Yes
1st line support	Backup Direct	Partner	Partner
2nd line support	Backup Direct	Backup Direct	Backup Direct
Billing	Backup Direct	Partner	Partner or Partner
Joining charges	None	None	Yes
Partner requirements	Web site link Internal partner use	Web site link Internal partner use	Yes

* Provided for illustration purposes only – the choice of partner type will largely depend on the business objectives, focus and strategies that the partner has.

** All elements subject to negotiation and agreement depending upon the actual requirements of the partner.

Alliance Program

An Alliance Partner

Alliance partners wish to provide online backup services to clients because it complements their existing services. Online backup is not likely to be considered a core service for the partner and it would not therefore warrant up-front investment in equipment, training, support or development. The partner is happy to recommend a preferred supplier (Backup Direct™) to its clients and web site visitors.

Alliance partners wish to earn commissions simply by referring prospects to Backup Direct™ via their own web site.

Key Advantages

No upfront investment. Fast time to market. No training or support requirements.

Alliance Partners receive recurring payments (royalties) for the life of the customer contract, usually multiple years, simply for referring prospects to Backup Direct™ - there is no need to close the sale, provide support, billing or collections. The entire sales and support process is fully managed by Backup Direct™.

Alliance Partners can take advantage of a co-branded micro-website that is provided and managed by Backup Direct™ free of charge*. This site is used to provide our partners with a means to educate and inform their prospects about online data backup without having to build an entire site themselves. The partner can take advantage of the knowledge and experience within Backup Direct™ and provide this to prospects in a professional and branded way.

The micro-site allows prospects to register to download free trial software and use the online backup service free for 15 days. A referral code from the partner's site is passed through to Backup Direct™ allowing for automated notification and reporting to the Alliance partner. The status of all leads and customers is tracked – ensuring tight control over campaign effectiveness and payments.

As the Alliance partner makes minimal investment in providing the service, royalties are received as close to 100% gross margin. Equally, as the revenues are recurring, they quickly accumulate resulting in a significant and stable addition to the Alliance partners' bottom line.

Example Alliance Partners

- An ISP specialising in providing broad band internet access to schools. Online data backup is a perfect value-added service that makes use of this new high speed connectivity.
- A website publisher focusing on small business needs wishes to increase revenue from its site by receiving royalties every time it passes a visitor to Backup Direct™.
- A vendor of accounting software provides a complementary service to its users allowing them to backup their valuable financial data online.
- A membership organisation of financial intermediaries provides online backup as a service to its members and as a means to ensure they backup their data for compliance purposes.

* Subject to the partner using the backup service internally in their own business.

Reseller Program

A Reseller Partner

Reseller partners typically provide a range of services direct to clients, which might include consulting, integration, support services, product sales or solution sales. Reseller partners often act as a single point of contact to clients and wish to add online backup as an additional value-added service.

The Reseller partner often installs and maintains the online backup service for their clients, as well as providing first line support. The Reseller partner is responsible for invoicing the client directly and maintains the long term relationship with them.

Key Advantages

No upfront investment. Fast time to market. High margin recurring revenue.

Reseller partners buy the standard online backup packages from Backup Direct™ and provide these to their clients along with additional services at the price they see fit.

Packages exist to meet a range of clients needs from light use 500MB packages through to 40GB small server packages.

By providing installation and support services, online backup can provide a valuable high-margin income stream over the long term especially when compared with traditional tape backup solutions, which provide a low-margin once-only income.

Reseller partners have access to a secure online support system* allowing them to manage their own clients' accounts, track activities and run reports.

Example Reseller Partners

- A network integrator providing general IT services including hardware, software and support now has an additional high-margin income stream by providing online backup.
- A VAR (value added reseller) of traditional tape backup solutions now provides online backup as an alternative where clients have broad band internet access.
- A specialist consulting firm that focuses on business risk and disaster planning provides online backup as a means to obtain on-going revenue streams and maintain customer contact after the consulting projects are finished.

* Subject to the partner using the backup service internally in their own business.

OEM Program

An OEM Partner

OEM partners wish to make online backup a strategic part of their business and are willing to make up-front investments to do so. OEM partners are often highly branded providers who do not wish to dilute their own brand with that of Backup Direct™.

With an OEM partner, Backup Direct™ can provide a completely customised solution including re-branded software with custom feature-sets, as well as branded support.

Key Advantages

Fully branded solution. Fully managed.

With a relatively modest up-front investment, OEM partners can have a fully managed solution without the need to set up internal systems nor recruit and train staff.

Backup Direct™ can customise the software package features, which can then be sold and supported through the partner's existing channels and using the partners existing systems.

Alternatively, Backup Direct™ can provide a fully managed solution, to include branded first line support and billing.

Example OEM Partners

- A large national ISP wishing to provide online backup to its broad band customers under its existing name.
- An ASP (application service provider) wishes to provide an integrated customer service approach for its clients, both for its own existing services as well as online backup.

What Next?

Getting started with an online backup solution is simple and requires little or zero up-front investment. Start by downloading our trial software and using it free for 15 days to see how simple, reliable and hassle free it can be to backup data.

If you like what you see or if you simply wish to discuss the partnership options in more detail, contact us directly by email at partners@backupdirect.net or call 0800 0789 437.