

# PARAGON CHANNEL PARTNER PROGRAM

**Paragon Software Group** offers its Channel Partner Program to a select group of resellers, who join forces with us and become a true extension of Paragon Software Group by proactively generating demand and delivering Paragon's solutions to the market.

Our partners maximize their sales and margins with our proven solutions for backup, disaster recovery, virtualization, deployment and storage optimization. With over 18 years in business, we remain committed to our resellers as our sole sales channel, while we focus on creating innovative, effective solutions, as well as generating demand for our products – and new business for our channel partners. By combining our award-winning, yet cost-effective technology with aggressive margins for our resellers, Paragon offers its channel partners a compelling business opportunity.

Our partners also leverage Paragon's proven marketing, sales and training programs at various levels according to their needs, and take advantage of direct access to our top-notch local technical support teams, as well as a dedicated account manager. Paragon understands its channel partners' diverse business environments and complex challenges, and commits 100% to providing the solutions and the support necessary to help its partners satisfy their clients' needs.

Paragon Software's complete Backup & Disaster Recovery product line goes beyond backup as it protects data, minimizes downtime, and lowers data storage and management costs while ensuring business continuity through instant system recovery.

Live server virtualization and migration technology (P2V, V2P, V2V and P2P) makes conversions easy and leverages virtual environments for powerful and flexible disaster recovery strategies. Our products can be implemented either as a stand-alone solution or in conjunction with other complementary products.

Paragon also offers best-of-breed solutions for partitioning, disk wiping, imaging and deployment, as well as a variety of advanced system optimization utilities.

## Solutions

- ***Backup & Disaster Recovery***
- ***Virtualization***
- ***Live Server Conversions/Consolidations***
- ***Partition & Disk Management***
- ***Hard Disk Optimization***
- ***Deployment & more***

# CHANNEL PARTNER PROGRAM DETAILS

## Partner Levels

**Registered Partner** – Registered Partners have access to various benefits and sales and marketing resources designed to generate new business and meet the needs of our mutual customers.

**Premium Partner** – Premium Partners receive enhanced benefits, including lead distribution, joint marketing campaigns and access to Paragon's no-cost sales and technical certification programs.

**Elite Partner** – Elite Partners are provided the most comprehensive set of benefits, bringing together a wealth of resources including a joint go-to-market business plan, designed to maximize generation of new business, access to a Paragon sales expert for assistance with qualification of sales opportunities and hands-on support during the sales and purchasing stages, and participation in our MDF program. A dedicated technical support contact and assistance with POC projects are also included at this level.

## Benefits

- Top-rated, highly competitive products that complement your existing offerings and your customers' existing infrastructure, enabling rapid adoption into your sales pipeline
- Lead distribution to partners and 100% channel-centric sales approach (we don't have a single person in the company who sells directly to our customers)
- Joint lead generation activities and marketing support
- Aggressive reseller discounts
- Deal registration program with additional 10% reseller discount
- Access to Paragon sales and technical experts for assistance during the entire sales cycle
- Outstanding technical support, comprised of highly-skilled and experienced, US-based engineers
- Free training and certification programs

## Become a Paragon Channel Partner

Find out more by visiting us online at [www.paragon-software.com/partners/channel](http://www.paragon-software.com/partners/channel), or contact us by phone at 888.347.5462, or via email at [partners@paragon-software.com](mailto:partners@paragon-software.com).

You can apply online at: <http://www.paragon-software.com/partners/registration/step1.html>. As soon as your application has been reviewed, you will be contacted by your regional channel manager to discuss the next steps.

## Let us know how we are doing

You will receive important communications tailored for our partners, including product announcements, newsflashes, and upcoming training or marketing events, to keep you informed of Paragon's latest offerings and initiatives. We also want to hear your feedback and get your thoughts on how Paragon can continue to improve our channel partner program and processes to increase mutual success. Please send your feedback to: [partners@paragon-software.com](mailto:partners@paragon-software.com).

# PARTNER LEVELS COMPARED

Partner Level			
Requirements:	Registered	Premium	Elite
Paragon Technical Certification (online, no fee)		●	●
Paragon Sales Certification (online, no fee)		●	●
Annual Volume Commitment			●
Minimum of 1 Joint Marketing Event Annually			●
Participation in Quarterly Business Review (QBR)			●
Benefits:	Registered	Premium	Elite
Sales			
Discount on Software Licenses and Maintenance	●	●	●
Sales Tools and Collateral	●	●	●
Deal Registration	●	●	●
Lead Distribution		●	●
Competitive Upgrade Program		●	●
EVAL Licenses		●	●
Access to Competitive Information		●	●
Paragon Technical Specialist (pre-sales support)		●	●
Sales Training & Certification (online, no fee)		●	●
Access to Paragon Sales Expert (qualification and assessment)			●
Joint Go-To Market Business Plan and QBRs			●
Marketing			
Product Information and Documentation	●	●	●
Use of Paragon logos	●	●	●
Partner Portal		●	●
Partner Starter Kit		●	●
Joint Marketing Activities & Events		●	●
Listing on Paragon Website		●	●
Access to MDFs (marketing development funds)			●
Co-branded marketing materials			●
Technical Support			
Online and Email Support	●	●	●
Technical Training & Certification (online, no fee)	●	●	●
Phone Support		●	●
NFR Licenses		●	●
Inclusion in Beta Program		●	●
Dedicated Support Contact			●
Assistance with Proof of Concept			●

# PARAGON SOLUTIONS

## ***Backup & Disaster Recovery***

Minimize downtime and ensure business continuity by protecting your system and data against any disaster, including hardware/software failure, human error, virus attacks or malware issues.

- Paragon Drive Backup (Virtual Edition)
- Paragon Hard Disk Manager (Virtual Edition)

## ***Virtualization and Server Conversions/Consolidations***

Leverage virtualization technology for powerful and flexible disaster recovery strategies, including instant server recovery. Live system migrations (P2P, P2V, V2V, V2P) for converting between different virtual environments.

- Paragon Hard Disk Manager (Virtual Edition)
- Paragon Migration Suite for Server
- Paragon Drive Backup (Virtual Edition)

## ***Partition & Volume Management***

Optimize partition configurations and increase system performance on both servers and desktops, without downtime from formatting or risk of data loss.

- Paragon Partition Manager (Virtual Edition)
- Paragon Partition Alignment Tool (Enterprise, ESX, NetApp, Staging, Professional Editions)

## ***Hard Disk Maintenance***

Reduce Total Cost of Ownership of hard disk maintenance with a complete set of tools - including imaging, migrations (physical and virtual), partitioning and disaster recovery as well as additional utilities such as disk wiping, defrag and more.

- Paragon Hard Disk Manager (Virtual Edition)
- Paragon Partition Manager (Virtual Edition)
- Paragon Disk Wiper

## ***Deployment***

Deploy systems to new, bare-metal desktops or servers in minutes. This solution can be integrated with Paragon's advanced recovery technologies.

- Paragon Deployment Manager Enterprise Edition
- Paragon Deployment Manager System Builder Edition

## ***Other Solutions***

Paragon Software also offers solutions for secure data wiping, system recovery, encryption and universal system drivers.

- Paragon Rescue Kit
- Paragon Encrypted Disk
- File System Drivers (NTFS for Mac, NTFS for Linux, ExtFS for Mac, HFS for Windows, etc.)
- Paragon Volume Snapshot for Mac

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