

# PARTNER BROCHURE



## NOVABACKUP PARTNER PROGRAM

Complete data backup and recovery  
solutions for channel partners

[www.novabackup.com](http://www.novabackup.com)



# INTRODUCTION

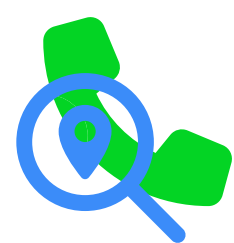
Looking for a strategic partnership to help you expand your backup and recovery portfolio? At NovaBACKUP, we enjoy working with our channel partners. You know your customer base, we understand data protection down to the smallest detail - and together we can deliver an exceptional backup experience.

*"We understand the business of managed services and IT support and have used our years of data protection experience to create an easy-to-use backup and recovery solution that meets the latest compliance regulations - all backed by our experienced support team that will do all they can to help you maintain your status as a hero to your customers."*



Mike Andrews, CEO  
NovaBACKUP Corporation

## Why Partner with Us?



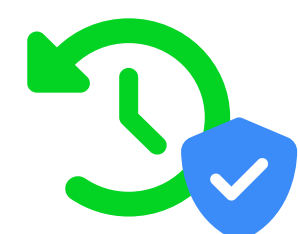
### Local and Reliable Technical Support and Services

Our support engineers take your requests seriously and provide you with support and professional services that go beyond simple questions. We work with you to develop the best backup strategy for your customers and do everything in their power to ensure that their data can be recovered, no matter the disaster. That's why NovaBACKUP's support is unique among backup software vendors in the US and Germany!



### Attractive Margins and Flexible Licensing Options

NovaBACKUP partners retain full control over which licensing model is right for their customers - from a classic reseller model with license management to a Backup-as-a-Service program that allows you to grow as you need. No matter what you choose, you will receive exclusive reseller discounts that'll help grow your revenue.



### Focus On Backup and the Channel

We have never wavered in our focus on backup and recovery solutions. While other vendors have abandoned the topic over time, NovaBACKUP has always remained true to backup, becoming an expert in the field, so you don't have to. We can only do this with you, which is why we have always been and will continue to be passionate about supporting our channel partners.

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# PROGRAM OVERVIEW

The NovaBACKUP Partner Program gives you access to our Windows backup and recovery solutions which combine local backup to the storage media of your choice with secure cloud backup that is encrypted in transit and at rest. Become a partner to leverage the backup solution of choice for medical practices, professional offices, and small businesses, and start protecting your customers' data with the best solution for their requirements.

*"With NovaBACKUP Business Essentials, our practices get the complete package: easy-to-use data protection including disaster recovery, MS SQL backup, and virtual machines. We highly recommend NovaBACKUP to medical practices because the overall package is just right!"*



Gereon Schubert  
HMS GmbH

## Program Levels

### Authorized Partner

As an IT-Reseller or System Integrator who periodically provides backup and restore products to your customers, you can get access to our solutions at a partner discount.

### Certified Partner

IT-Resellers and System Integrators who include backup and restore as part of your service to all your customers, take your reseller game to the next level with some of the highest margins in the industry, priority access to our support, and more.

### Managed Service Provider

For those who want to offer a managed backup service, utilize our Backup-as-a-Service solution to monitor and manage your customers' local and cloud backups, including access to a dedicated technical account manager.

### Distributor

We work with a select group of distributors around the world. If you're interested in adding our backup solution to your portfolio, contact us for more information.

## Program Options

### Support, Consultation, and Training

As part of our Partner Program, you get access to our local support team, which has years of experience in the backup world (our average tenure is over 10 years!). Dedicated to the success of your backup strategy, they are the perfect addition to your team. If you have any questions about backup installation or configuration, or if you encounter a problem, you can rest assured that our team is here to help.

*"Another great aspect of working with NovaBACKUP is their support. I have had fast responses to technical questions and emails. Also, the team really knows their product and the industry, which makes the call much more productive."*

Steve Oldham, Owner  
Oldham Consulting

In addition, we provide 1-on-1 and recorded training, regular webinars about all the things backup, and more.

#### Installation



##### Remote Software Installation

Our inhouse technical support engineers use remote desktop to properly install and configure your software.

#### Demo



##### Product Walk-Through

Get a one-on-one walk-through of the software and ask any question you may have.

#### Setup



##### Setup Your First Backup Job

Get the benefit of our backup expertise. Watch and learn as we setup your first backup job and DR image for you.

#### Support



##### Ongoing Tech Support

Get in touch with our technical support team any time you have a question or need help.

- ✓ **License Management:** Within our Partner Management Center, you'll find valuable information - from the Partner Shop to price lists, and the License Management, which, for example, allows you to review and manage all your customers' licenses, upgrade your licenses, and add NovaBACKUP Cloud.
- ✓ **Marketing Benefits:** Training and webinars are just one of the resource types that you'll have access to. We constantly share helpful tips and tricks about data protection across our social media channels and email newsletters. You also have access to our resource library. As a bonus, you can add your logo to all of our whitepapers, eBooks, and more so you can share the content with your customers. Contact us for details.
- ✓ **Protect Your Environment:** Lead by example and protect your data as well. We offer steep discounts on licenses used for your own environment, systems, and files. Whether you want to back up your servers, laptops, or your Hyper-V hosts with us, we have you covered.

*"I am using NovaBACKUP Business Essentials on our server, and I am very impressed. I have used every backup software out there, and this is by far the best."*



Allen Haynie, IT Manager  
Allied Equipment Inc.



# Program Benefits

	Authorized Partner	Certified Partner
Access to	Yearly subscriptions for NovaBACKUP PC, Server, & Business Essentials	Yearly subscriptions & perpetual licenses for NovaBACKUP PC, Server, & Business Essentials
Discount	15%	30%
Revenue requirement/ year	\$0	\$2,500
Access to our Partner Management Center	✓	✓
Access to training videos	✓	✓
Live training & consultation	Optional (charged per hour)	✓ Up to 1hr/ year included
Support	Access to our knowledgebase, email & phone support	Access to our knowledgebase, and priority email & phone support
Central Management Add-On	Optional add-on as a yearly subscription	Optional add-on as a yearly subscription
NovaBACKUP Cloud Add-on as a flat rate	Optional add-on as a yearly subscription	Optional add-on as a yearly subscription
Discount for internal use licenses*	25% off 1 license/ year	50% off 1 license/ year
NFR	1x 2-month NFR/ year starting at a yearly revenue of \$500	1x 6-month NFR/ year

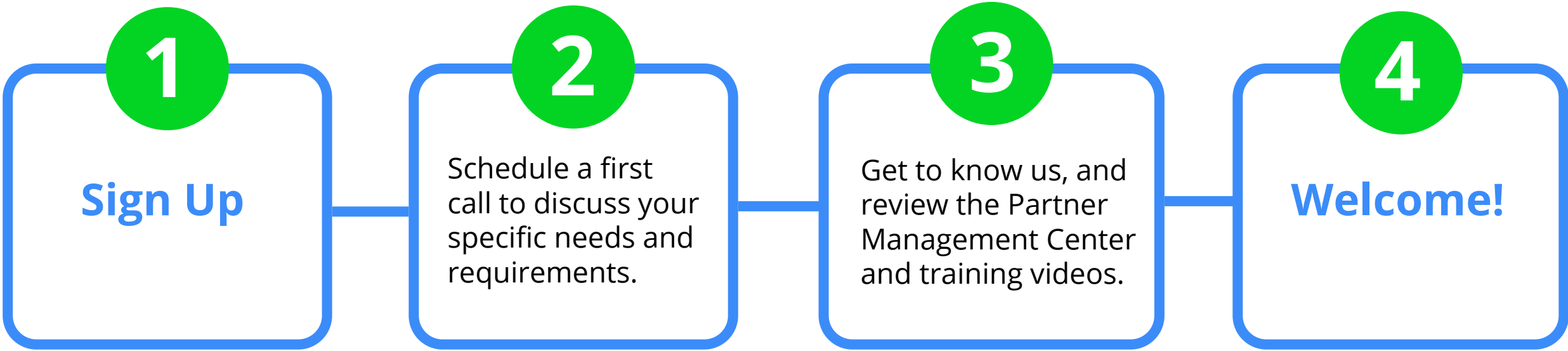
\* Subscription license; NovaBACKUP Cloud can be added at regular partner price; if partner status changes, license will be updated to reflect new partner level.



	Managed Service Provider
Access to	Our entire solution package, including central management, NovaBACKUP Cloud, all features and functions for local and/or cloud backup – designed for a Backup-as-a-Service solution.  Options for monthly and yearly billing, usage-based, or bucket models. No license management required.
Starting at	\$100/ month
Access to training videos	✓
Live training and consultation	✓ Including setup assistance and up to 2hr/ year training/ consultation.
Support	Dedicated technical account manager, priority email and phone support, and access to our knowledgebase.

## Become a NovaBACKUP Partner Today!

Whether you are a Reseller, IT Systems Integrator, or a Managed (Backup) Service Provider; whether you serve 5, 50, 500, or 5000 customers: Our solutions and support will protect your customers' data with ease.



Get started and Join the thousands of resellers who rely on NovaBACKUP to increase their revenue with a fast, efficient, and secure backup solution.

[Join Partner Program](#)

*"We have never lost a file from a customer using NovaBACKUP solutions. It's our go-to backup solution for all of our customers' needs."*

Jose Eduardo Oliveira  
Partner at Qualitas Networks





# ABOUT NOVABACKUP

NovaBACKUP Corporation specializes in ultimate data protection for Managed Service Providers and professional offices with unmatched support.

For more than a decade, we have been committed to providing all-inclusive and powerful cloud-based data protection to thousands of MSPs and professional offices around the globe.

We are industry leaders in Backup and Disaster Recovery, with vast experience in helping specialized industries reach the strictest data protection goals. Our job is to make data protection as simple and reliable for you as possible.

From initial contact, to ongoing operations, our backup experts will be there to support you. We take a people-first approach to backup. That means that you can count on us to provide you with the support you need to resolve your data protection concerns. For a complementary evaluation of your backup environment, speak with one of our data protection experts.

[Schedule a call](#) with one of our backup experts today!

## Our Service Promise

We promise to treat the protection and safety of your data like we do our own. Our job is to make data protection as simple and reliable as possible. You can count on us to provide professional, knowledgeable support that meets your data protection needs. Feel free to reach out to our team if you need assistance with your backup and recovery needs.



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