

Channel Advantage

P R O G R A M

About the Program

Channel Partnership. Commitment. Reward. Success.

Strong partners, compelling programs, efficient processes, valued service, and increased profitability are the key elements of success in our marketplace. BakBone overhauled its existing channel program with these elements in mind because we are committed to growth and success through the channel.

The newly enhanced BakBone Channel Advantage Program increases the value proposition for Channel Partners. As stated earlier, BakBone is committed to growth and success through the channel and our partners.

The multi-tier program offers Channel Partners the opportunity to expand and diversify their sales and support engagements with existing and potential customers. The structure is based on partner performance, certification, and investment. BakBone is looking for quality, not quantity, and provides rewards based on a partner's capabilities and commitment to growing the business.

Authorized Channel Partner

This category is for organizations interested in taking the first step in building a relationship with BakBone. Designed for resellers focused on the smaller markets with a portfolio of storage product and service offerings, this membership level does not require revenue targets and provides an introduction to the program benefits that BakBone offers to help Channel Partners get off to a successful start.

Silver Channel Partner

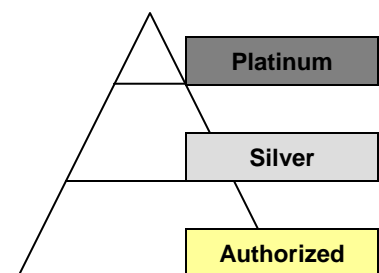
This category of Channel Partners is mid-level in the program. BakBone's Silver Partners are resellers with expertise and experience in delivering storage solutions to SMB and mid-tier markets and have achieved proven success in the marketplace with BakBone solutions. Silver Partners have access to a wealth of benefits designed to build revenue and meet the needs of our mutual customers. This membership level requires revenue targets and a minimum number of qualified sales and technical staff members.

Platinum Channel Partner

This category of Channel Partners is the highest level in the program. The enhanced status and benefits of this category are for BakBone's larger value partners with strong storage practices, robust consulting and implementation services models focused on mid-size and larger companies. Platinum Partners generally have broader geographic coverage. This membership level requires revenue targets, a specified number of qualified sales, technical staff members, and business planning.

To join the BakBone Channel Partner Program, visit bakbone.com/partners and click on "Channel Partners".

The three levels of Channel Partners are:



Key Areas of Enhancements:

- *Types of partnerships*
- *New program requirements that will boost success for the partner*
- *New program benefits that will energize and reward commitment from the partner*
- *Redesigned training and certification curriculum*
- *Improved regular communication between BakBone and Channel Partners*