

ISV BACKUP RECOVERY SYSTEMS PARTNER CERTIFICATION



Program Guide

AT A GLANCE

Empower

- Access to EMC Powerlink (Partner Portal)
- Access to EMC Developers and Community Network
- Discount on EMC training (50 percent)

Integrate

- List Partner product in EMC Compatibility Guides
- Access to EMC equipment and licenses for certification (Virtual lab or loaners)
- Discount on equipment for interoperability or integration testing
- Early notification on new releases changes that may affect certification
- Engineering contact for self-certification problems resolution
- Access to EMC certification methodology
- Access to customer technical support to address joint customer problem

Market

- Access to Program Logo
- Eligible to participate in EMC Conferences as exhibitor or sponsor (subject to EMC approval)
- Post Partner profile on EMC Partner Directory
- Post Partner offering in EMC Solution Gallery
- Access to Solution Profile templates (subject to EMC approval)
- Access to EMC press release template for Partner-issued press release (subject to EMC approval)

The following terms and conditions supplement the terms in the existing ISV Backup Recovery Systems Partner Certification Agreement between EMC® and Partner.

GENERAL PROGRAM DESCRIPTION, BENEFITS AND REQUIREMENTS

Membership Requirements and Benefits - Unless this Program Guide is otherwise terminated in accordance with Section 7.0 of the ISV Backup Recovery Systems Partner Certification Agreement, as of the date on which EMC notifies Partner of acceptance to the Program, Partner is a member of the ISV Backup Recovery Systems program (the "Program"). The ISV Backup Recovery Systems Program offers a tiered model (Compatible, Certified and integrated) that reflects different level of certification with EMC Products. EMC may change the requirements and benefits associated with the three tiers from time to time. The requirements and benefits are described in the ISV Backup Recovery Systems Program Data Sheet, a copy of which is available on <http://www.EMC.com>.

The Compatible and Certified tiers, governed by this Program Guide, allow Partner to conduct a self-certification of EMC Products to guarantee proper interoperability with Partner Product. EMC provides Partner testing methodology and framework for certification as well as assistance during the certification process. EMC and partner work together to guarantee Partner Product fully utilizes EMC product capabilities.

PROGRAM BENEFITS

CONSISTENT APPROACH ACROSS MULTIPLE PRODUCTS

The ISV Backup Recovery Systems Program offer Partners a consistent framework to certify the interoperability of its application with different EMC products. Partner can use the same framework to certify the following EMC products: Avamar®, Data Domain® (backup and archiving) and NetWorker®.

EQUIPMENT FOR CERTIFICATION

1.1 EMC may provide access to an internal lab where Partners can remotely install and certify Partner Product with EMC Products. To arrange access and time for the lab Partner shall contact ISV_BRS_DD_Tech@emc.com

1.2 In Some special cases EMC may loan Partner EMC Products to perform the certification. These loaners are only for the purpose of the certification and are not for reselling or production environments. EMC owns the loaned EMC Product and can remove it any time or termination of the agreement

1.3 In some special cases EMC may offer Partners special discount on EMC Products for self-certification. EMC products purchased thru Partner program is only for the purpose of the certification and are not for reselling

SUPPORT

EMC will assist Partners during the self-certification process. After discussing and agreeing on the test plan with EMC Partner will be able to interact with the EMC Certification teams to resolve problems related to the tests.

EMC Certification teams will engage internal EMC resources as required to resolve Partner self-certification problems.

Partner can contact the EMC Certification teams using the following emails:

- For Data Domain (Backup) certifications:
ISV_BRS_DD_Tech@emc.com:
- For Data Domain (Archiving) certifications:
ISV_BRS_DD_Archive_Tech@emc.com

TRAINING

Partner shall be entitled to attend standard product classes which are applicable to this agreement at EMC's worldwide training locations. In the event that Partner desires to have EMC conduct training classes at a site other than an EMC training facility, such training classes shall be set forth in a statement of work to include pricing which includes travel and out-of-pocket expenses of EMC. EMC will provide Instructor Led Training (ILT), Online Instructor Led Training (OILT), and Video Instructor Led Training (VILT) at then-current prices less a discount of 25%. EMC will provide Web Based Training (WBT) self paced training at no cost. Partner shall be responsible for all travel and out-of-pocket expenses in attending EMC training classes.

Partner can visit <http://education.EMC.com> to browse EMC product training offerings.

To enroll in training Partner can visit <http://education.EMC.com> or contact its local training group from the table below:

Region	Contact
United States	EdServices@EMC.com 1-8888-EMC-TRNG (1-888-362-8764)
Asia Pacific	APEducation@EMC.com +61 2 9922 7888 (ANZ) +65 6333 6200 (South Asia)
EMEA	EMEA_Education@EMC.com +44 208 7586080 (UK) +49 6196 4728 666 (Germany)
Greater China	GCEducation@EMC.com +86 10 8438 6593
India	India_Education@emc.com +91 80 6737 5064
Japan	Japan_Education@EMC.com +81 3 3345 5900
Korea	Korea_Education@EMC.com +82 22125 7750

MARKETING

2.1 Partner will be able to use the Program's logo in promotional online and print collateral once a certification has been approved.

2.2 EMC will add Partner Product to the corresponding EMC Compatibility Guide once a certification is approved. Customers that visit EMC web sites will be able to see Partner Product listed as compatible with EMC products.

2.3 Partner will be eligible to participate in EMC events as a sponsor or exhibitor, subject to EMC approval.

2.4 Broad customer exposure through emc.com. Partner name and profile will be available to EMC customers on EMC.com.

2.5 EMC Solution Gallery showcases and promotes Partner's certified offering on EMC's premier customer destination—a solution marketplace that brings together content community, and commerce to build awareness, generate leads, and drive sales.

2.6 EMC helps partners raise awareness of Partner Product by sharing templates for Press release and Solution Profile. Partner creates its press release and Solution Profile and submits content to EMC for approval. This guarantees delivery of a crisp and consistent message.

PROGRAM PARTICIPATION REQUIREMENT

POWERLINK REGISTRATION

EMC Powerlink portal (<https://powerlink.emc.com/>) is one of the sites EMC uses to share information with Partners and is also to validate access to other Partner facing portals. Once Partner is accepted to the Program EMC may ask Partner to register the employees that will be part of the program in Powerlink. Partner will receive instructions to register in Powerlink as part of the welcome package.

TRAINING

Within a reasonable period following Partner's acceptance to the Program, not to exceed ninety (90) days from acceptance, Partner shall have the Partner support personnel complete necessary training in the EMC Products that Partner is certifying with.

All training materials and any materials provided in support of training are made available in English and a copy is provided to each student in a class. Partner shall not create any derivative works from any such training or support materials. All training materials shall not be copied, distributed, or used for any reason other than the intended. If Partner prepays and subsequently cancels attendance at a regularly scheduled, training class, EMC shall provide (i) a full refund, if EMC receives written notice of cancellation two (2) or more weeks before the scheduled start date; or (ii) a 50% refund, if EMC receives written notice of cancellation less than two (2) weeks before, but prior to, the scheduled start date. Cancellation charges for on-site training shall be as mutually agreed in writing between the parties.

Partner can browse training offering in <http://edu.corp.emc.com>

CUSTOMER PROOF-OF-CONCEPT (POC)

In order to use all the benefits in the ISV Backup Recover Systems Program, Partner shall complete the self-certification and provide a POC with a customer showing Partner Product and EMC Product working together.

ACCESS TO TEST ENVIRONMENT

Partner must provide access to the latest version of certified Partner Product for troubleshooting or problem replication during joint customer support problems. If Partner used the certification lab he agrees to leave a copy of Partner Product in the EMC lab. If Partner has EMC Product in house it must guarantee that, when customer issues arise, either the test environment is available to EMC or provide EMC with a copy of Partner Product.

SELF-CERTIFICATION REQUIREMENTS

2.1 Partner must test with latest EMC Product maintenance and patch releases as specified by EMC.

2.2 Partner agrees to jointly review with EMC and adjust the test plan for each certification effort (new releases of EMC or Partner Product).

2.3 With each self-certification Partner agrees to submit to EMC the test results and a completed Integration Guide for review and approval.

2.4 After self-certification Partner must provide a demo to EMC showing how Partner Product interacts with EMC product.

2.5 Partner commits to re-certify EMC Products each time it releases a new feature release of Partner Product (Major or Minor releases).

2.6 Once EMC approves the certification Partner must update Partner's Product compatibility guide (or its equivalent). EMC will also update the compatibility guide for the EMC product Partner completed the certification.

2.7 If Partner skips certification for a version of EMC Product, it will fall out of the corresponding EMC Product compatibility guide until the completion of the certification. EMC will not grandfather certification for skipped releases. E.g.: Partner certifies DD OS 4.7, skipped DD OS 4.8 and tests with

DD OS 4.9, Partner Product will be added only to the DD OS 4.9 compatibility guide once results are submitted and approved but not to the DD OS 4.8.

NOTIFICATIONS

With each new feature release of EMC Product, EMC will provide a notification that will help Partners determine if Partner Product needs to be re-certified.

Once EMC issues a notification for certification, Partner commits to respond to EMC with his plan to certify Partner Product in no more than 60 after the notification is issued, using the following email aliases:

- For Data Domain (Deduplication Storage) certifications:
ISV_BRS_DD_Tech@emc.com:
- For Data Domain (Archiving) certifications:
ISV_BRS_DD_Archive_Tech@emc.com

CUSTOMER FACING INFORMATION

If Partner desires to use the Solution template or the EMC press-release template (to issue a Partner press release), it must submit the content to EMC for review and approval before it can be used. Information shall be submitted to ISV_BRS_program@emc.com at least 30 days prior to press release consideration

EMC will not commit to issue a press release with Partner after a successful certification

SUPPORT

3.1 Once the certification is approved, Partner agrees to train EMC support on Partner Product and support tools on EMC request and at no cost.

3.2 At least the following Customer information shall be provided by either party to work on a Case Remedy: Customer Name, Partner Product release, OS version for Partner Product, EMC Product version and in the case of Data Domain Serial Number.

3.3 Partner shall use the following contacts to report problems:

3.3.1 For certification problems:

- For Data Domain (Backup) certifications:
ISV_BRS_DD_Tech@emc.com
- For Data Domain (Archiving) certifications:
ISV_BRS_DD_Archive_Tech@emc.com

3.3.2 For customer support problems:

- Web support: <https://my.datadomain.com/>
- Telephone support (US & Canada) 24x7: 877-207-3282 or +1-408-980-4900
- Telephone Support (International): www.datadomain.com/support/contact-support.html

3.4 Partner agrees to provide English speaking support for Partner Product.

EMC PRODUCTS

EMC Products consist of selected EMC Backup and Recovery Systems (BRS) products and documentation provided to Partners in the applicable tier, in EMC's discretion and according to the Application form submitted by Partner. Such EMC Products may include EMC Avamar, EMC Data Domain or EMC NetWorker.

PROGRAM TIERS

Membership to the Backup Recovery Systems Program is structured in three tiers, based on the level of certification and integration between Partner Product and EMC Product:

COMPATIBLE

Partner expands its market reach by certifying its application with one or more of the EMC Backup Recovery Systems Products. Partner conducts a self-certification to guarantee proper interoperability between products. EMC provides Partner testing methodology and framework for certification as well as assistance during the certification process.

CERTIFIED

Partner and EMC certify interoperability of each other application before products are released to market (GA). As with Compatible tier, Partner conducts a self-certification of one or more EMC Backup Recovery Systems Product using EMC guidelines, but in addition EMC performs an internal certification of the Partner product. Certified tier Partners and EMC share pre-GA information to achieve certification by the time each product is released to market.

INTEGRATED

Partner integrates its product with EMC Backup Recovery Systems Products throughout an EMC developed SDK. This membership allows Partners deliver a seamless integrated solution to customers. EMC assists Partner not only with the testing effort but also with architecting and designing the integration.

PROGRAM REQUIREMENTS

Backup Recovery Systems program requirements:

- ✓ Successful complete certification tests for interoperability or integration
- ✓ Provide product functionality demo between Partner and EMC product
- ✓ Train Partner support personnel on EMC Product

MORE INFORMATION

More details about program requirements and benefits are described in the ISV Backup Recovery Systems Program data sheet, a copy of which is available on <http://www.EMC.com>.

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