

ISV BACKUP RECOVERY SYSTEMS PARTNER PROGRAM



EMC DATA DOMAIN DEDUPLICATION STORAGE SYSTEMS

EMC Data Domain deduplication storage systems deduplicate data inline — during the backup process—so that the backup data lands on disk already deduplicated, requiring a fraction of the disk space of the original dataset. Backup data can be retained on site longer for fast, reliable restores from disk.

Data Domain systems integrate easily with leading backup software products and a single Data Domain system can be used for backup and recovery, protection of enterprise applications, archiving, and online reference storage.

EMC AVAMAR: DEDUPLICATION BACKUP SOFTWARE

EMC Avamar deduplication backup software starts deduplication at the client, so backup data is reduced before it ever has to pass across a crowded local area network (LAN). Avamar software identifies duplicate data segments, and then sends only new, unique segments across the network to the storage device. This means shorter backup windows, less storage consumed, and maximum leverage of available bandwidth.

EMC NETWORKER: UNIFIED BACKUP SOFTWARE

EMC NetWorker backup software unifies backup and recovery by bringing together a variety of data protection capabilities from backup-to-disk to replication to tape — all under a common management interface. The NetWorker Application Programming Interface (API) allows third-party ISVs to create applications that integrate with NetWorker backup and recovery services.

EMC® is dedicated to next generation data protection and recovery solutions. The ISV Backup Recovery Systems Program offers partners a consistent framework to certify the interoperability of its application across the entire EMC portfolio of solutions — Avamar®, Data Domain® (backup and archiving), and NetWorker®.

Provide powerful solutions to your customers and expand market opportunities through a partnership with EMC, the leader in deduplication and disk-based backup and recovery.

THE OPPORTUNITY

- Increase the value of your product and differentiate over your competition
- Increase your market opportunity through EMC's worldwide customer base
- Take advantage of EMC engineering expertise and methodology to guarantee proper interoperability between your product and EMC's
- Increase customer satisfaction by establishing a direct relationship with EMC support and engineering to address joint customer problems
- Stay ahead of the competition by starting certifications before EMC releases generally available to the market

PROGRAM TIERS

The Backup Recovery Systems Program has three tiers based on the level of certification and integration between partner and EMC products:

COMPATIBLE

Partner certifies its application with one or more of the EMC Products. Partner conducts a self-certification to guarantee proper interoperability between products. EMC provides the partner with the testing methodology and framework for certification as well as assistance during the certification process.

CERTIFIED

Partner and EMC certify interoperability of each other's application before products are released to market. As with the Compatible tier, partners conduct self-certification using EMC guidelines, but in addition, EMC performs an internal certification of the partner product. Partners and EMC share pre-GA (general availability) information to achieve certification by the time each product is released to market.

INTEGRATED

Partner integrates its product with EMC products through an EMC software development kit (SDK). This allows partners to deliver a seamless integrated solution to customers. EMC assists partners 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 products
- ✓ Train partner support personnel on EMC products

PROGRAM BENEFITS

EMPOWER

- Access to EMC Powerlink (partner portal)
- Access to EMC developers and community network
- Discount on EMC training (50 percent)

INTEGRATE

- List partner products 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)

MORE INFORMATION

To learn more about EMC products or how to join the ISV Backup Recovery Systems Partner Program, visit www.EMC.com or email ISV_BRS_program@emc.com.

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