



CARBONITE™ RESELLER PROGRAM



How to position
Carbonite Online Backup
within your service offerings & drive sales!

How to Participate: **Audio Options**

1. Turn on the volume on your computer.
To join the audio broadcast during an event, choose “Join Audio Broadcasting” on the Communicate menu.

2. Dial in to our teleconference line.
Phone: 1-408-792-6300
Meeting Number: 662 812 321

If you are having difficulty with WebEx, please contact technical support: 866-229-3239.

How to Participate: Ask Questions

1. To ask questions of the panelists:

Submit your questions via the **Q&A** area in the bottom right area of your screen.

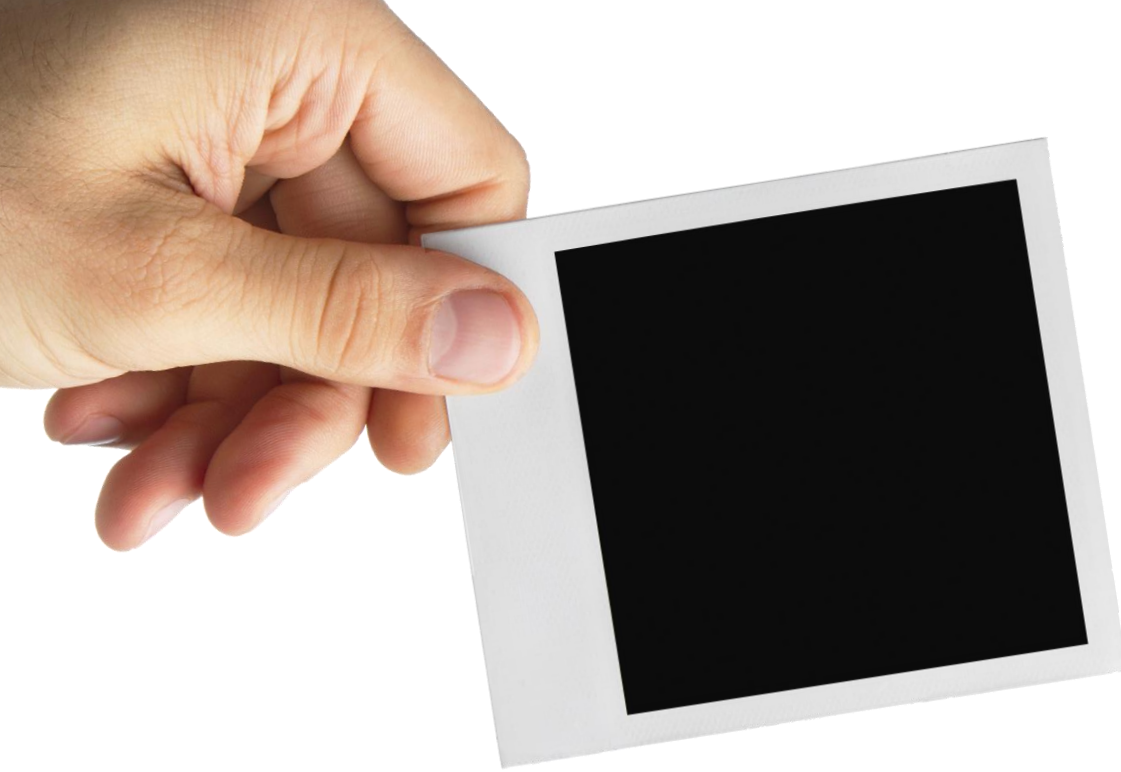
2. To ask about technical issues:

Use the **Chat** area in the middle right area of your screen. Submit your questions to the Host, EH Publishing.

If you are having difficulty with WebEx, please contact technical support: 866-229-3239.

Attendees will learn how to:

- Position Carbonite Online Backup to clients & prospects
- Package Carbonite within current offerings
- Leveraging Carbonite solutions to gain additional revenue



**A SNAPSHOT OF THE
CARBONITE RESELLER PROGRAM**

Who is Carbonite?

Carbonite is a leading provider of online backup for home, home office and small business users.

With subscribers in over 100 countries, Carbonite has protected more than 300 billion files – backing up over 350 million files each day – and has restored nearly 20 billion files that otherwise would have been lost forever.



Carbonite Authorized Resellers benefit from:

Easy-to-use reseller dashboard to successfully manage clients' accounts.

Ability to sell any or all of Carbonite's 5 plans for Home or Small Business & Database Backup add-on.

Preferred pricing with tiered discount model.

Experienced Carbonite Reseller Account Management Team.

Dedicated Carbonite U.S.-based Reseller Support Team, available 7 days a week.

3400+ resellers are already benefiting from the Carbonite Reseller Program.



	Home	HomePlus	HomePremier	Business	BusinessPremier
Computers per subscription	1	1	1	unlimited	unlimited
Backup space	unlimited	unlimited	unlimited	250 GB*	500 GB*
Supported operating systems	Mac & PC	PC	PC	Mac & PC	Mac & PC
File and folder backup	●	●	●	●	●
Web and mobile access	●	●	●	●	●
Phone, chat and email support	●	●	●	●	●
External hard drive backup		●	●	●	●
Courier Recovery Service			●	●	●
Automatic video backup			●	●	●
NAS device backup				●	●
Window server backup					●
Database Backup Add-on Available					●

Plans at glance:

As a Carbonite reseller you have the option to sell all or any of Carbonite's 5 plans - so you can easily find the plan that fits each of customer's backup needs.

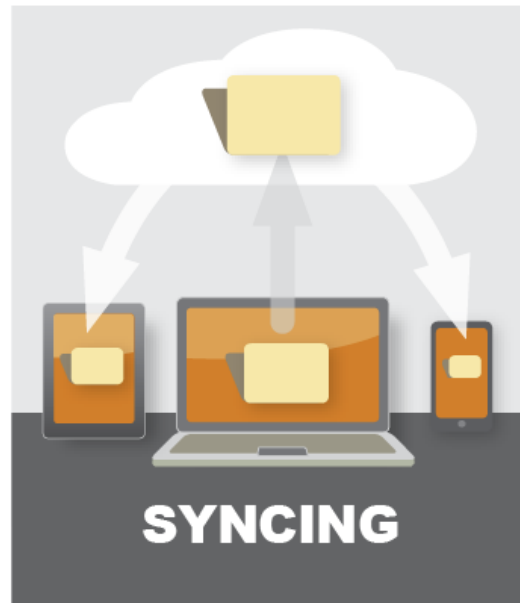


**POSITIONING CARBONITE
TO YOUR CLIENTS & PROSPECTS**

“Do you know what your needs are for a cloud solution?”



Online backup providers keep your files protected, by automatically & continually creating copies of your files and storing them in the cloud.



Syncing providers automatically copy specific files or folders to the cloud from one device to others (i.e., from a work computer to a home computer).



Storage providers give space on the cloud for users to manually select files to save in the cloud, essentially extending your computer storage versus a second copy.



“Can you access your files when you’re not in the office?”

Your clients will have access to their files anytime, anywhere. Access to backed up files from any internet-connected computer, or from smartphones or tablet.



“Do you have the ability to restore deleted or damaged computer files?”

If something happens to your client’s computer, Carbonite makes it easy to recover files or to roll back to previous versions.

In just a few simple steps, Carbonite will restore files to their original location on your clients computer



**PACKAGING CARBONITE
WITH YOUR CURRENT OFFERINGS**

68.4% of VARs offer storage, backup, and disaster recovery as a managed service.

– IDC, 2012

You too, can enter the cloud services industry with Carbonite.

SIMPLE MODEL • EASY INTEGRATION INTO YOUR BUSINESS • RECURRING REVENUE

Incorporating Carbonite into your current business model

1

Sell Carbonite discretely

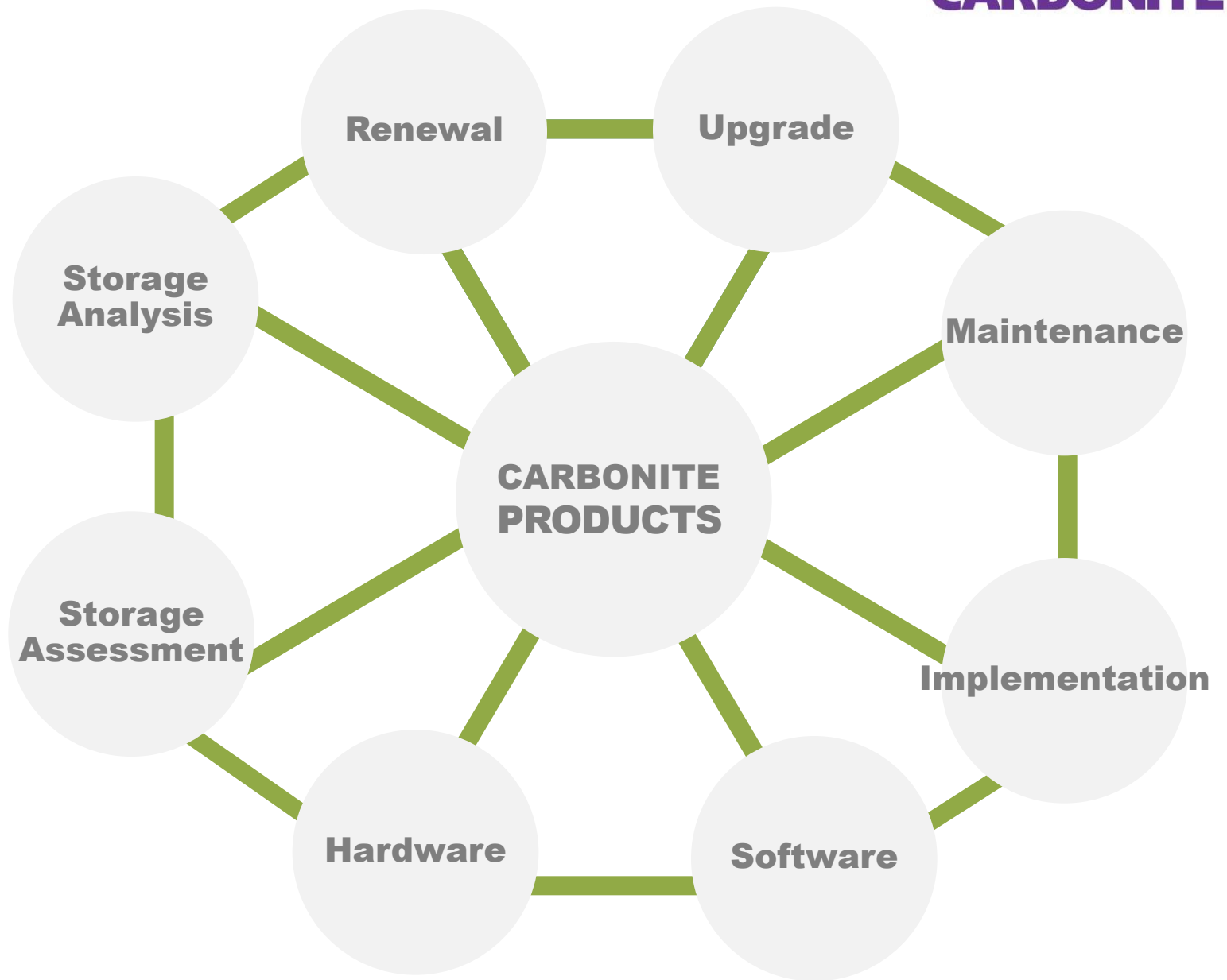
2

Sell Carbonite as part of a bundle

----- **OUR RECOMMENDATION** -----

3

Sell Carbonite as part of a bundle with additional professional services





**LEVERAGING CARBONITE SOLUTIONS
TO GAIN ADDITIONAL REVENUE**

CARBONITE HOMEPREMIER

Experiences a natural disaster.
Carbonite restores data and
Customer decides they would like
the assurance of getting data back
more quickly.

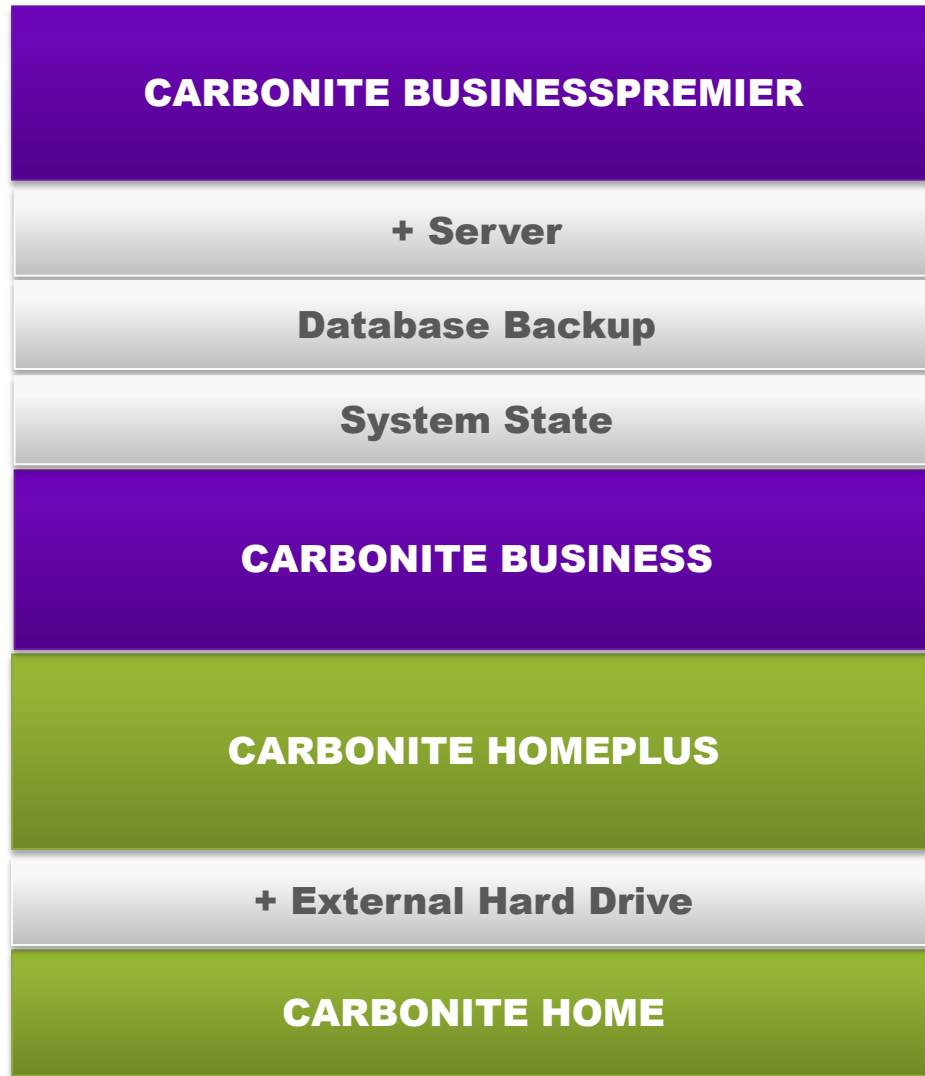
CARBONITE HOMEPLUS**+ External Hard Drive**

Purchases an external hard drive
and would like to back it up to the
cloud.

CARBONITE HOME

UPSELL OPPORTUNITIES:
CARBONITE HOME





Grows to 10 employees and purchases a server

Grows to 5 employees and maybe has a NAS device

Grows to 3 people and purchase an external hard drive

Business with 2 entrepreneurs

UPSELL OPPORTUNITIES:
CARBONITE BUSINESS



Relationship Building

Guide clients in all IT purchase decisions

Build “trusted advisor status”

Suggest and implement new technologies to increase business efficiencies

HEALTHY RELATIONSHIPS = HEALTHY SALES



Time Savings

With the cloud, there's no hardware involved, no cables to connect and no training required. Spend valuable time with your customers.

YOU CAN FOCUS ON WHAT REALLY COUNTS!



WRAPPING UP



**Client relationship
development**



**Easy account
management**



Packaging options



Additional revenue

CARBONITE  TM
RESELLER PROGRAM

Special Offer for Webinar Attendees!

Join the reseller program today and save 10% off your entire first purchase.

THANK YOU FOR JOINING US

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