



Veritas India Channel Enablement

Highlights of Our Partner Enablement Initiatives

The current COVID-19 lockdown situation has not deterred the Veritas India team from enabling our partners to be our strong force on the field. As with everything else, the partner enablement activities were conducted online and we, in fact, saw active participation and lots of engagement from partners for these sessions.

- South team, Avinash, Harshavardhan and Aritro, conducted 23 enablement/training sessions for partners and 2 blitz days
 - Avinash also conducted a 43-attendee webinar for Partners in Sri Lanka
 - Mass webinar was also conducted through our Distributor which was attended by more than 90 participants
- West team, Chirag, Yogesh, Chaitrali and Hrushikesh, conducted 12 partner training sessions in their region, with more than 350 unique attendees altogether
 - Separate training session for Distributors were also conducted to ensure their teams are aware of Veritas FY21 product strategy and road map
 - 4 partner led Blitz days for unearthing new opportunities were done in Mumbai
- North team, Neeraj and Mudasir, were also active with their partner training/enablement activities for their North and East regions
 - They conducted 10 partner sessions which were attended by 150+ Sales and Presales representatives from partner organizations from North and East partners
 - New-joiner, Faruk, who supports Neeraj for Bangladesh region also conducted 1 partner session in Dhaka
 - This was also supplemented by 6 end-customer sessions with more than 65 attendees
- Distributors are the backbone of our Go-To-Market Strategy in India. Apart from managing the regular transactions, Debjyoti who manages the distribution relationship, ensured that both our Distributors were completely in sync with our new version of Backup Exec Product - BE 21.
 - He, along with our Distributors, conducted partner trainings for 10 partners across India
 - The Distributor teams across India were trained on BE 21
- We have a strong engagement with our Alliance partners in the region, and they are our important partners for some of our very large Enterprise and Government customers.
 - Kedar who manages these Alliance partners also conducted 2 Sales engagement sessions with his largest Alliances partners, and these were attended by more than 80 participants
 - As a Program Manager, Kedar also launched 2 Partners SPIFFs for all our Channel partners in the region
 - He also manages Platinum partners, and conducted business planning sessions with our Platinum Partners in the region

Partner Tier Promotions

We are continuously working with partners to improve their partnership status. Improved partnership status offers partners new and improved benefits and gives them the ability to address the market effectively.

The new Veritas Partner Program, which was unveiled in April, now offers additional benefits, especially to Platinum Partners who will be entitled with added rebates & additional margin builder discounts.



We are thankful to the following partners who have made tremendous efforts to improve their partnership tier, thereby improving their business profitability with Veritas:

Partner Name	Earlier Partnership Tier	New Partnership Tier
Gowra bits and Bytes	Registered	Silver
Orbit Techsol	Registered	Silver
ODDISYS INDIA	Registered	Silver
FutureSoft Solutions	Registered	Silver
Computer Technologies	Registered	Silver
Tucuxi Global Solutions	Registered	Gold
SoftwareOne India Pvt. Ltd	Registered	Gold
Silicon Business	Registered	Gold
VDA Infosolutions	Gold	Platinum
Aspire NXT	Gold	Platinum
InfoAwana	Gold	Platinum
New Era Informatique	Silver	Gold
Gigabit Technologies	Silver	Gold

Congratulations, and we wish you continued success in your partnership with Veritas!