Increase your average deal size by 4x while helping customers reduce their data storage needs.

data to make informed decisions.

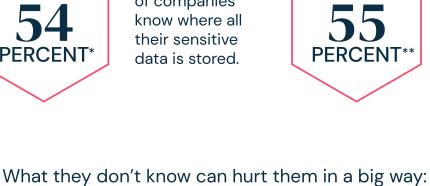
Your customers rely on their



their sensitive data is stored.

of companies

know where all



AND

don't know it. They know they have it but don't know how to use it.

of organizations' data is dark:

They have the data and

Data sprawl Storage inefficiency

Higher infrastructure costs *Splunk – The State of Dark Data (2019) **Gemalto Data Security Confidence Index (2018)

Data loss, theft and breaches

Compliance failures

But they do know they have a problem.



mention information as a critical enterprise asset and

analytics as an essential competency." - Gartner



*Splunk - The State of Dark Data (2019)

Is any of the redundant, obsolete

Ask your

customers:

Are you storing

When time is short, do

you know what data

you need to recover -

and where it resides?

dark data

compromised?

Giving your customers a solution to gain more insight into their data is a critical need you can meet for them. But it must be an intelligent solution to help them:

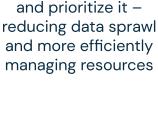
or trivial (ROT) data

that you could be spending on more constructive projects?

Analyze data across Visualize key details Remediate orphaned such as what data

resides where, who

owns it, and whether



silos to classify

Commvault Activate

sensitive data.

it is sensitive, secured and protected

to eDiscovery or compliance requests reducing risk

data, quarantine or delete sensitive files

and rapidly respond

capabilities. It enables your customers to: Migrate just the right data to/from just the right cloud faster and more securely. Take a deeper look at live and backup data for executing the right data strategy. Be ready to quickly respond to data disasters and business information demands. Reduce storage costs through the removal of unneeded data.

is the intelligent solution

insight across primary and secondary data sources

your customers need.

This standalone product delivers actionable

via analytics, reporting, and compliance search

Identify critical data that resides remotely and protect or secure it. Maintain strong governance and compliance for Microsoft 365 data.

Manage ransomware risks by proactively finding and securing

decrease in annual

compliance,

eDiscovery, and insurance spend*

54% savings in data storage and data

management

hardware costs*

You Win in Either Scenario

If your customers are already

using Commvault for backup

and recovery, they can:

Use existing Commvault Activate $^{\text{TM}}$

strategies leveraging Commvault

Reduce risk and improve SLAs with better backup coverage combined

analytics to deploy effective backup

And it's

delivering

dramatic

results.

62%

and analytics

coverage*

compliance or audit failures and/or data theft/breach*

61%

reduction in

annual exposure to

200% increase in reporting

48%

faster responses to

discovery requests*

If your customers are new to

Commvault, keep in mind:

You can sell it on its own because

analytics, prioritizing data, and

compliance are all still critical projects that reduce costs and risks. Commvault Activate™ can also give customers a better grasp on their data before consolidation or migration projects – which can lead

Commvault scored highest amongst vendors across nine critical capabilities in

three use cases:

Public Cloud; Virtual

Environments, Physical

Server Environments.*

*IDC Business Value of Commvault Survey

with detailed reporting. Automate and offload discovery operations from IT.

backup solutions.

Faster recovery. Enable customers to easily identify which data is important and which is obsolete,

reducing the amount of data they

need to recover and meeting SLAs

customers seamlessly analyze data to make better decisions that will

save them money on infrastructure

recovery. Empower your customers

Better data insights. Help your

investments and reduce risks.

Targeted data analysis and

to quickly identify the most

with ease.

Your customers win with:

sensitive and critical data anywhere it resides, ensuring they can protect and recover it on demand.

to backup-related opportunities. You can also deploy it into competitors' solutions to gain insight and build a take-out plan.

Bigger deals. Close deals four times larger than the average deal sizes that don't include Commvault Activate™.*

Multiple revenue streams per

customer. Go beyond disaster

recovery and address several other

A trusted partner status. Earn

great products that address the

biggest challenges.

stronger customer loyalty by selling

You win with:

- use cases such as optimizing file storage, managing sensitive data, compliance search and eDiscovery. Expanded opportunities. Attach Commvault Activate™ to any of your deals (no other Commvault products are required).

Dedicated in-region sales leaders, deep ecosystem relationships and strategic sales plays

*Based on Commvault internal analysis.

The Partner Advantage bump for Solution Providers Our recently revamped partner program makes it easier than ever to win, with a team that leans into your success.

Three partner tiers with progressively greater profits and benefits

Other financial rewards, including rebates, MDF and seller incentives Plus, count on us for resources and connections that help you sell smart and score big:

As you build your Commvault business, you build your compensation potential:

Focused, go-to-market engine to accelerate your Commvault business and increase your revenue. Get all the program details here.

Activate Your Customers and Get Them Ready We've made it easier than ever to sell Commvault Activate™

From questions to ask to email templates and compelling white

Access Resources

COMMVAULT Be ready

papers, we've got it all covered for you.

along with other recovery ready solutions.