

Expand your wallet and customer conversations with Commvault Activate™

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

Your customers rely on their data to make informed decisions.

BUT ONLY
54
PERCENT*

of companies know where all their sensitive data is stored.

AND
55
PERCENT**

of organizations' data is dark: They have the data and don't know it. They know they have it but don't know how to use it.

What they don't know can hurt them in a big way:

Data loss, theft and breaches
Compliance failures
Data sprawl
Storage inefficiency
Higher infrastructure costs

*Splunk – The State of Dark Data (2019)
**Gartner Data Security Confidence Index (2018)

But they do know they have a problem.

ANALYTICS ARE NOW A MUST-HAVE.

“By 2022, 90% of corporate strategies will explicitly mention information as a critical enterprise asset and analytics as an essential competency.”

– Gartner

77
PERCENT*

of IT professionals also agreed that finding and capturing dark data should be a top priority.

Ask your customers:

When time is short, do you know what data you need to recover – and where it resides?

Is any of the dark data compromised?

Are you storing redundant, obsolete or trivial (ROT) data that you could be spending on more constructive projects?

*Splunk – The State of Dark Data (2019)

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:

1

Analyze data across silos to classify and prioritize it – reducing data sprawl and more efficiently managing resources

2

Visualize key details such as what data resides where, who owns it, and whether it is sensitive, secured and protected

3

Remediate orphaned data, quarantine or delete sensitive files and rapidly respond to eDiscovery or compliance requests – reducing risk

Commvault Activate™ is the intelligent solution your customers need.

This standalone product delivers actionable insight across primary and secondary data sources via analytics, reporting, and compliance search 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.
Manage ransomware risks by proactively finding and securing sensitive data.
Identify critical data that resides remotely and protect or secure it.
Maintain strong governance and compliance for Microsoft 365 data.

And it's delivering dramatic results.

200%

increase in reporting and analytics coverage*

62%

decrease in annual compliance, eDiscovery, and insurance spend*

48%

faster responses to discovery requests*

54%

savings in data storage and data management hardware costs*

61%

reduction in annual exposure to compliance or audit failures and/or data theft/breach*

Commvault scored highest amongst vendors across nine critical capabilities in three use cases: Public Cloud; Virtual Server Environments, Physical Server Environments.*

*IDC Business Value of Commvault Survey

You Win in Either Scenario

If your customers are already using Commvault for backup and recovery, they can:

- Use existing Commvault Activate™ analytics to deploy effective backup strategies leveraging Commvault backup solutions.
- Reduce risk and improve SLAs with better backup coverage combined with detailed reporting.
- Automate and offload discovery operations from IT.

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

Your customers win with:

- **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 with ease.
- **Better data insights.** Help your customers seamlessly analyze data to make better decisions that will save them money on infrastructure investments and reduce risks.
- **Targeted data analysis and recovery.** Empower your customers to quickly identify the most sensitive and critical data anywhere it resides, ensuring they can protect and recover it on demand.

You win with:

- **A trusted partner status.** Earn stronger customer loyalty by selling great products that address the biggest challenges.
- **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 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).

*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.

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

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:

Dedicated in-region sales leaders, deep ecosystem relationships and strategic sales plays
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™ along with other recovery ready solutions.

From questions to ask to email templates and compelling white papers, we've got it all covered for you.

[Access Resources](#)