

Why Cohesity?



Reimagining Data Management

Data is the lifeblood of an enterprise. Yet most businesses are unable to maximize their most valuable asset.

The vast majority of data—backups, archives, file shares, object stores and data used for dev/test and analytics—sits in fragmented infrastructure silos that make it expensive to manage and difficult to analyze. What's more, this fragmentation increases an organization's vulnerability to ransomware attacks and other cyber security threats.

Cohesity solves this challenge with a comprehensive range of data security and management services. The Cohesity data cloud radically simplifies the way companies protect, manage and derive value from their data. Delivered as a service or a software subscription, our web-scale platform spans public clouds, data centers and edge locations—all managed from a single user interface to further reduce complexity and operational costs.

Enterprises around the world choose Cohesity because of our scalability, performance, and advanced AI capabilities. What's more, our API-first platform can be integrated with industry-leading solutions many customers already have in place.

Demand for our software is high, providing an exciting opportunity for partners like you to capitalize on our success. Working together, we can deliver innovative technology to customers and disrupt the \$40B data security and management market.

Invested in Your Success

100% Partner-Focused

We are a 100 percent partner-focused company. At every level, we are committed to building profitable relationships with our partners while offering value to you and your customers. That's why the Cohesity Partner Program provides flexible levels of engagement, aligned with your business goals, go-to-market strategies and growth objectives. Whether your organization is a solution provider, integrator, value-added reseller (VAR), cloud service provider (CSP), managed service provider (MSP), or [professional services practice](#) in our Partner Program, strategic focus and engagement with us result in more benefits to you and your business.

A Closer Look at the Opportunity

- Big potential for our partners with a \$40B total available market by 2026
- Industry-leading margins
- Significant financial investment from industry leaders
- Top analyst and media accolades
- Leading Alliance and Technology Partners
- Savvy demand-generation programs and branding • Award-winning customer support

Tailored to Your Business

Cohesity Partner Program

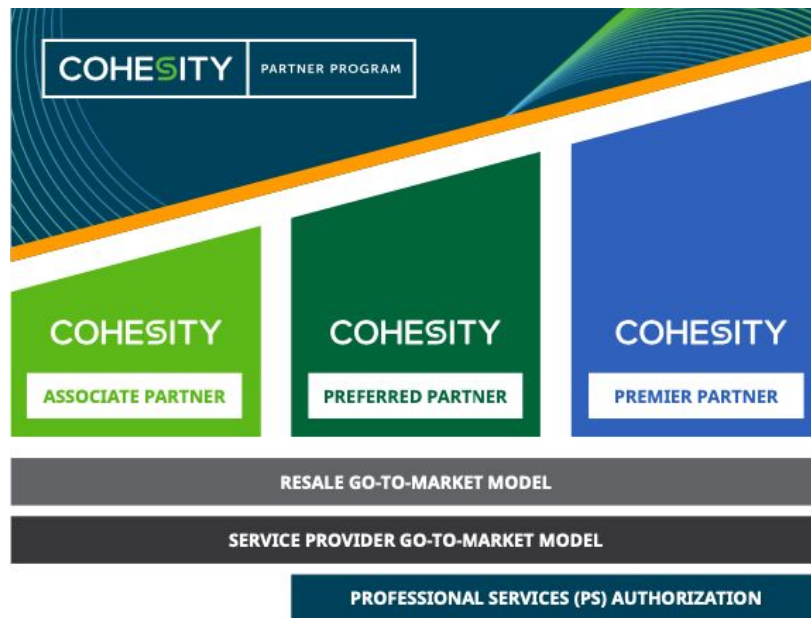
We understand that no two partners are alike. Whether you deliver customer value through solution sales or services delivered around a solution, offer an as-a-service offering, or have a hybrid model, we've designed a program tailored to different needs and business models.

Through our global sales and technical training, accreditation and certification programs, responsive technical support, marketing resources and sales tools, we empower you to deliver Cohesity solutions and services to your customers.

Our partners include a select group of organizations that offer Cohesity solutions through two go-to-market (GTM) models: Resale and Service Provider. The ecosystem of partner types spans from regional and global integrators to value-add resellers, cloud service providers (CSPs) and managed service providers (MSPs.)

Across these GTM models, we offer a PS Authorization to partners who specialize in delivering Cohesity-focused, partner-delivered services, subject to the terms and conditions of the Professional Services section of this guide.

When you join our easy-to-understand program, we provide promotion opportunities, simple ways to work with us and access to other valuable benefits such as enablement and marketing resources. We offer three levels of participation in the Cohesity Partner Program: Associate, Preferred and Premier.



Professional Services Overview

The growth opportunity available to you in delivering Professional Services (PS) is substantial. We understand the significance of providing you with a path to success by opening new revenue opportunities and market differentiation by providing wrap-around, value-added services to customers. Coupled with our partner strategy, focus and commitment to your success, we have created a Cohesity Professional Services Authorization recognizing partners in the Cohesity Partner Program who deliver Cohesity-focused PS.

Creating successful outcomes for customers is the goal of PS Authorization and an essential part of our partner strategy. As an extension of the Cohesity PS team, our goal is to enable you to deliver Cohesity-focused PS on solution areas that support a customer's data management platform. Through knowledge sharing and collaboration of tools, best practices, methodologies and materials along with certifications, we have built a specialized framework to support you.

Cohesity has a net-neutral position on who delivers PS to customers. PS Authorization enables partners with a strong services practice who have skilled resources, experience, certifications and knowledge to drive customer success.

Once you have achieved the PS Authorization requirements for each solution area, including receipt of the PS Authorization confirmation, you will receive endorsement from Cohesity that your company is authorized to deliver Cohesity-focused professional services, as explained in this guide.



Industry Recognition

Driven by the Cohesity Partner Program—which actively enables partner success, accelerates partner growth and customer penetration, and rewards successful partners better than any vendor in the data security and management space.



Gartner®

Forbes

GIGAOM

Benefits to Your Organization

- Excellent margin opportunity
- Shorter sales cycles
- A land-and-expand platform solution that can build recurring revenue
- Lucrative sales incentives and SPIFs to drive growth and reward success
- Deal registration for deal protection and additional discount
- Innovative technology that is disrupting the data management market
- Annuity business
- Distribution support
- Expanded deal opportunities leveraging the Cohesity Alliances ecosystem
- Non-compete services offering