

# Ethos Reseller Sales Incentive Program

## Cohesity Sales SPIFFs for 2017

Data Sheet

### Program Details

This incentive program is to promote the selling of Cohesity into new customers only.

#### New Customer sales;

- A new customer sale means a customer that hasn't previously purchased Cohesity.
- A new Customer sale means a customer that hasn't been introduced via Cohesity or Ethos Technology.
- This SPIFF is limited to one claim per End User Customer.
- To Qualify for this SPIFF all deals must be Deal Registered.

**Email completed Deal Registration form to - [deals@ethostech.co.uk](mailto:deals@ethostech.co.uk) or call 01295 724244 if you have any questions**

You can also register deals at <http://ethostech.co.uk/login>, you will need to register as a reseller to use this facility.

Cohesity SPIFF Qualifying Details	Terabyte Sizing RAW	"Reseller Found" Sales Incentive	Sales Incentive End date	Reseller Restrictions per incentive	SPIFFCode
New customer sales	0-50TB	£250	December 31st 2016	Unlimited	spiff01
New customer sales over 50tb raw	50TB-99TB	£500	December 31st 2016	Unlimited	spiff02
New customer sales over 100tb raw	100TB-149TB	£1000	December 31st 2016	Unlimited	spiff03
New customer sales over 150tb raw	150TB-199TB	£1250	December 31st 2016	Unlimited	spiff04
New customer sales over 200TB raw	200TB+	£2000	December 31st 2016	Unlimited	spiff05

### Questions to Ask to Find an Cohesity Opportunity

- Are you unhappy with your current backup storage?
- Are you looking to move from tape to disk backup or cloud?
- Are you looking at Analytics or DevOps?
- Are you looking at consolidating your licensing?
- Do you currently have multiple Vendors for your secondary storage?
- Are you looking for a pay-as-you-grow solution?
- Do you have budget available and do you have a project completion deadline?

## Incentive Rules

- SPIFFs apply for opportunities at standard channel discounts. If additional discounts are required to meet a customer's budgetary constraints or due to a competitive situation, the SPIFF may not apply.
- End user must issue a valid purchase order to the Reseller, a copy of which may be required to claim the SPIFF. This incentive is for new business only. Repeat business from existing Cohesity customers does not qualify for the incentive. Reseller must issue a valid, non-cancellable purchase order and invoice must be paid to Ethos Technology before SPIFFs are paid on that deal.
- Incentive is paid to the VAR Partner, direct payment of incentive to VAR Rep requires VAR Partner management approval.
- All orders must be standard net 30 payment terms.

## Cohesity Advantages

**The only hyper-converged platform designed to consolidate all your secondary data and workflows into one appliance.**

- Consolidate backups, files and test/dev copies on a web scale storage platform
- Converge backup, recovery, replication and target storage in one integrated solution
- Extend data to the public cloud for archival, tiering, and disaster recovery
- Get real-time analytics on data utilization, and run custom queries
- Instant restores, instant VM boots, most recent backups are kept in the SSD tier
- Provision test and dev environments in minutes
- Lowest price and industry beating ROI and TCO

- **Manage and Protect Seamlessly.** Web-scale storage with converged data protection eliminates the needless complexity and overhead of multiple products and vendors.
- **Use Efficiently.** A unified platform transforms secondary storage into flash-powered, live data for DevOps, with built-in copy data virtualization and public cloud integration to deliver simpler, more efficient data storage across the enterprise.
- **Learn Instantly.** Immediate insight into data type, usage, and performance -- with in-place analytics and programmability for custom queries to handle previously complex workflows like data masking -- make rapid business analysis of "dark data" possible.

For more information visit [www.ethostech.co.uk](http://www.ethostech.co.uk)  
or call **+44 (0)1295 724244**