

# Cloud Provider Program

## Virtualization Data Protection for Hosting, MSP, and Cloud Providers

NAKIVO provides service provider class data protection software for VMware virtualized environments, enabling hosting, managed service providers (MSPs), and cloud providers to deliver the highest performing and most intuitive user experience at the lowest total cost of ownership in the industry.

NAKIVO Cloud Provider Edition is the only software solution to provide multi-tenancy for VMware backup and replication, enabling service providers to manage all tenants from a single cloud provider user interface, while keeping tenant data separate and providing an easy to use self service tenant interface as well.

With the NAKIVO Cloud Provider Program, cloud providers can:

- Deliver new services (BaaS, RaaS, and DRaaS)
- Drive new revenues and greater profits
- Save money with the lowest TCO solution

With NAKIVO Cloud Provider Edition, cloud providers can drive new recurring revenues with the industry's fastest and easiest to use VM backup and replication solution. Spending countless days training users to operate a new backup software package is a thing of the past.

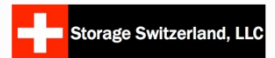
Cloud Providers can protect tenant virtual machines at the tenant's site with backup and replication as a service (BaaS, RaaS), as well as to the cloud provider's site and/or Amazon cloud with disaster recovery as a service (DRaaS).

With NAKIVO, cloud service providers can provide both onsite and offsite data protection.

Utilizing local storage at the tenant's site can enable greater recovery point objectives (< 1 minute) and recovery time objectives (<5 minutes). However, also backing up and replicating to the Cloud Provider's infrastructure can provide a means for disaster recovery and business continuity.

NCPP packaging and pricing is flexible and easy. Cloud Providers can purchase perpetual licenses or rent monthly VM licenses. This approach enables Cloud Providers to more easily grow their data protection business as well as manage their expenses.

*"NAKIVO's multi-tenancy and self-service is unique for the VM backup industry and this is truly disruptive technology for hosting, cloud providers, and MSPs by enabling them to offer VM Backup-as-a-Service (BaaS) and Replication-as-a-Service (RaaS), while better controlling service levels and expenses. But that is just the beginning, once VMs are backed up or replicated to the cloud provider's datacenter, the cloud provider can also provide Business Continuity-as-a-Service (BCaaS) and Disaster-Recovery-as-a-Service (DRaaS) to drive additional revenue streams and further support their customers."*



**George Crump, Lead Analyst**  
Storage Switzerland

*"With NAKIVO Backup & Replication, we are delivering Backup-as-a-Service (BaaS) to our growing base of customers with VMware environments. NAKIVO enable us to deliver the most reliable and easiest to use backup service to our customers, while also improving our margins and growing revenue."*



**Primoz Lah, CTO, RvO**

## Drive and close new opportunities

The NAKIVO Cloud Provider Program (NCP) can help drive your success with customers. Your membership in the NCP program will give you access to products and flexible licensing specifically designed for service providers.

### Flexible licensing:

Whether the constraint is Cap-Ex or Op-Ex, the NAKIVO Cloud Provider Program (NCP) provides members access to both perpetual and rental licenses.

### No surprises:

There are no fees or qualification costs, and service providers can apply online quickly and easily.

### NAKIVO Partner portal access:

Within our partner portal, you'll be able to access how-to videos live webinars, detailed product information, evaluation software, logos identifying you as a VCP member, and much more.

### Marketing cloud services together:

Market development funds (MDF) are available for partners within the Gold level of the NCP program.

## Advantages of NAKIVO Backup & Replication v4 for Cloud Service Providers include:

- Multi-Tenancy
- Self-Service for Tenants
- Lowest Total Cost of Ownership (TCO)
- Horizontal Scalability
- Installable on Linux
- Simple VM based rental licensing
- Network Acceleration for Disaster Recovery and Business Continuity
- Highest RPO and RTO performance of backup and replication

After a detailed validation process, NAKIVO Backup & Replication has achieved VMware's highest level of endorsement – the VMware Ready status. "We are pleased that NAKIVO Backup & Replication qualifies for the VMware Ready™ logo, signifying to customers that it has met specific VMware integration and interoperability standards and works effectively with VMware cloud infrastructure."



Sheryl Sage, Director, Alliance Programs,  
VMware



"For our Backup-as-a-Service (Baas), we are now using NAKIVO Backup & Replication as our underlying technology, due its superior reliability and performance. The intuitive self-service client user interface has also enabled us to dramatically reduce our client training time from over 8 hours to just a few minutes on average."

IT professionals from around the globe have chosen NAKIVO Backup & Replication to protect their virtual infrastructures.



From US and Chile, UK and Italy, to Australia and South Africa, NAKIVO Backup & Replication safeguards data in companies of all sizes and industries, including manufacturing, medical, legal, finance, and IT. NAKIVO's products are available from leading distributors and value-added resellers.

