Why Partner with NAKIVO®

VMware Elite Partner, CRN Emerging Vendor with a VMware Ready Certified Solution

1. Increase Your Bottom Line

Regardless of an industry, size, or revenue numbers all companies need to back up their business-critical VMs. Due to that, all SMBs with VMware environments are potential NAKIVO customers and you can upsell data protection to them. This also means you can include NAKIVO Backup & Replication in any VMware-related quote to increase your bottom line and deliver a more complete solution to your customers.

2. Enjoy Industry-Highest Margins

At NAKIVO, we believe that a true partnership should be based on a mutual success, and this is why we provide industry-highest discounts for our partners. After becoming NAKIVO partner, you can get up to 41% discount on all deals, and also win gadgets and gift cards by participating in our quarterly promotions.

3. Gain Revenue Faster

NAKIVO Backup & Replication has much shorter sales cycle than legacy data protection solutions. Due to intuitive design, the product can be installed and configured in less time it takes to drink a cup of coffee, and perform the first backup/replication/recovery within minutes after that. As a result, customers can almost immediately see the value of the product and run their evaluations faster.

4. Secure Your Deals

Nothing upsets more than developing a prospect and then losing the deal to a different reseller who sold the same product to your lead. With NAKIVO, you can easily secure your business opportunities by registering your prospect deals on NAKIVO Partner Portal.

5. Gain Competitive Advantage

NAKIVO Backup & Replication is the most affordable data protection offering on the market. Compared to the competition, the product delivers up to 2X faster ROI and 2X lower TCO. This enables you to offer competitive pricing to your customers, and never lose a deal on price.

6. Exceed Customer Expectations

Many customers expect a data protection solution to be bulky, slow, and cumbersome to manage. Not with NAKIVO. Designed with the customer needs in mind, NAKIVO Backup & Replication provides exceptional usability, performance, and reliability in protecting virtualized environments. Built for virtualization, NAKIVO Backup & Replication delivers the most intuitive, fast, and affordable VM backup, replication, and recovery for virtualized environments.

7. Easily Switch Customers to NAKIVO

Many businesses already have a VM backup and replication solution in place, and would not like to lose their investment even if there is a better solution. You can win such customers by offering them to give up their current solution and get the same number of NAKIVO licenses for free by purchasing 2 years of NAKIVO maintenance that is roughly 50% less than what other vendors charge for their maintenance.

8. Rely on Our Support

Our marketing, business development, and support teams are ready to provide you with any required assistance to help you be successful. We are ready to support your activities with trainings, demos, co-marketing campaigns, product materials, and technical support over email or phone.

9. Keep Your Partner Level

If you have already partnered with one of our competitors, you probably invested time and money into developing your partner level, and we'd like you to keep that investment. That is, if you have a Gold or Silver partner level with one of our competitors, you may be able to join NAKIVO at the same partner level. Contact our Business Development team at sales@nakivo.com to learn more.

10. Join a Successful Team

NAKIVO is one of the fastest-growing software companies in the industry and has doubled quarterly revenue three times in a row. As the youngest company to be named an "Emerging Vendor 2013" by CRN, NAKIVO is delivering a new way for customers to backup, replicate, and recover their VMware infrastructure more reliably, efficiently, and cost effectively. Being a VMware TAP Elite partner, NAKIVO has closer working relationships with VMware and is further aligned with VMware to promote the use of VM backup to cloud for virtualized server environments.

NAKIVO®

#1 Virtualization Data Protection