



# *LiveVault Reseller Partner Program*

## Table of Contents

Introduction .....	2
A brief history of data protection and the LiveVault® reputation .....	2
Reseller Partner Program .....	3
Examples of the Cloud Partnership Integration Program .....	4
Conclusion .....	5



## I. Introduction

High-quality cloud backup is more important than ever in today's corporate climate. Increasingly, businesses around the world are concerned about the safety of their sensitive data due to the numerous and widely publicized data breaches of 2015. Pair these security disasters with the increased potential for natural catastrophes due to climate change and there is a convincing case for businesses to invest in protection.

Currently, only 44 percent of companies claim to be capable of recovering data after a disaster. Managed service providers are poised to swoop in and provide solutions for the 56 percent of companies without data restoration capabilities.

This is where LiveVault® comes in. We provide top-of-the-line benefits to resellers with white-labeled marketing and branding efforts, a per-gigabyte pricing model and Data Prioritization (see below for more details) capabilities. LiveVault offers a partnership opportunity wherein other tech companies provide customers with LiveVault's quality services.

## II. A Brief History of Data Protection and the LiveVault Reputation

LiveVault boasts nearly two decades of experience in the field of cloud backup. Closely adhering to a standard that specifies data should be protected by military-grade security features at companies of all sizes — from a one-person organization to a multi-location enterprise — LiveVault solutions are scalable, reliable and widely available.

With unique offerings such as Data Prioritization and fully white-labeled portals, LiveVault has stood strong as a leader in the world of backup services and data restoration. LiveVault is a time-tested and world-renowned company that offers the pinnacle of data protection.

What is Data Prioritization? It is the ability to assign the appropriate level of protection to the different types of data companies have. Not all data is created equal; some is more critical to the success of the business than others. Most companies want to have some level of protection for all of it — but they don't want to pay a lot to do so. That is where the LiveVault Data Prioritization strategy can help. Here is how it works:

**Critical Cloud:** For your most critical data, the data that you need to be able to recover to do business, send it to our Critical Cloud Vault. This business-class solution offers the level of protection that guarantees recoverability. Your data will reside in a North American-based, Tier 4 data center, where it will be accessible 24/7/365 to your team.

**ImagePlus:** LiveVault Advantage software, with ImagePlus, allows you to store a free image locally on the hardware of your choice. No need to buy expensive appliances or proprietary hardware. Keep an image locally for fast recovery.

**CloudArc™:** CloudArc is a secure, durable, and low-cost storage service for data archiving and online backup. While your data will reside in a Tier 4 data center, CloudArc is designed for infrequently accessed data where longer retrieval times are suitable.



**Unlimited Local Storage:** Store as much data locally as you want using our software and existing infrastructure for no additional cost; pay only for what you store in the cloud with us.

### III. Reseller Partner Program

LiveVault has been offering managed service providers and agents the ability to resell the LiveVault solution for more than 10 years. These companies can join forces to offer their own customers LiveVault's cloud security and protection stamped with their own personal brands. Not only will clients gain high-quality products and services, but now their data will be protected by LiveVault's business-class cloud backup solution.

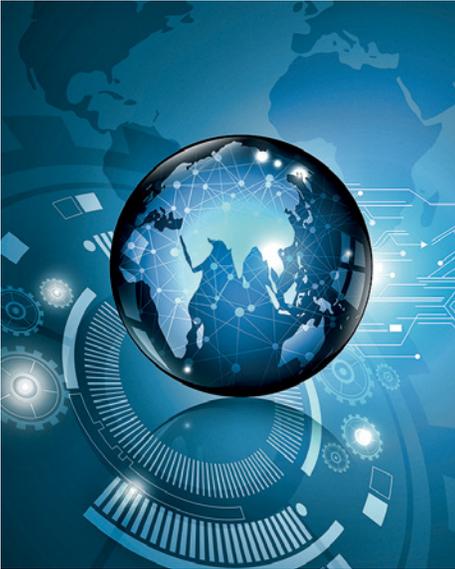
The benefits of this partner program include fully white-labeled portals, brandable content for participating partners and 24/7 on-call support. Every partner gets a free account to use for their business, and based on the level of business being done with LiveVault other benefits are available — including free endpoint backup licenses and access to disaster recovery infrastructure.

LiveVault allows partner businesses to use the high-quality LiveVault infrastructure without having to deal with maintenance or preservation. The costs of these processes can add up over the years, but through the Reseller Partner Program, LiveVault takes on the liability for our partners and reduces their cost of managing these data infrastructures. Businesses are provided with all the benefits of these secure cloud backup systems without the headache of upkeep.

LiveVault offers partners aggregate per-gigabyte pricing models. With this pricing structure in place, our partners can increase margins while still ensuring top-tier security. The per-gigabyte price is fixed and can be shared across numerous clients vs. having to buy a package for each client at a higher cost per-gigabyte. The larger the commitment, the lower the price per-gigabyte will be, so as partners grow their businesses, their lower cost per-gigabyte will allow their margins to increase.

The process of integration is simple. After resellers purchase the LiveVault service at a wholesale price, they are able to brand and sell cloud backup as their own to suit the profit margins they require in their business models. Best of all, this third-party cloud service will integrate seamlessly with most remote monitoring and management (RMM) and professional service automation (PSA) systems. There is no need to flip between interfaces to check the status of a backup or the myriad of other processes in play using a RMM software suite.

LiveVault's services are convenient and compatible with a wide range of operating systems and applications including Windows, Mac OS X, Oracle, Microsoft SQL Server and many others. And because LiveVault knows how precious every byte of data is, offsite protection starts immediately. There's no wait period to suffer through, and in the case of disaster, systems can be up and running in minutes. This is a considerable advantage over other providers' services. The Partner Integration Program with LiveVault allows IT companies to offer a whole package, with 24-hour customer service included. With 37 percent of IT professionals considering cloud storage solutions, there is no better time than the present to join forces with LiveVault in the name of client data protection.



## IV. Examples of the Cloud Partnership Integration Program

LiveVault is a world leader in data protection, with more than 600 partners worldwide and close to a petabyte of data safely secured in guarded facilities. The cloud integration program is steadily gaining popularity with customers of all sizes. The major benefit lies in LiveVault's ability to integrate with a variety of vendors, thus making it easier for reseller partners to manage backup sets. Here's how LiveVault's services have benefited these already-successful tech companies.

**LabTech:** LabTech Software is a leader in the IT industry for designing and developing managed service tools for RMM and automation. The software functions to increase efficiency, productivity and flexibility by automating the majority of IT maintenance and support processes for IT solution providers. LiveVault allows MSPs to log into their LabTech interfaces and check for errors within their clients' cloud backups. The cloud integration program enables LabTech users to seamlessly monitor data security provisions within one interface, proving a simplified management process.

**ConnectWise:** When it comes to SaaS/Cloud providers, ConnectWise leads the pack. This software designs professional service automation applications or technology consultants, integrators and developers. With over 33,000 IT solutions providers relying on ConnectWise, the company's efficient integration of key business operations is almost unmatched. LiveVault lends a helping hand in these processes, allowing ConnectWise to automate cloud backup management to drive higher levels of system integration.

**Spiceworks:** Spiceworks is responsible for the development of the first free social business application that combines network management and help-desk software with an online community of IT professionals ready to help simplify IT processes. LiveVault's program helps simplify the world of cloud backup management. Together, Spiceworks and LiveVault create an easier checkup system to allow simple management of backup sets for IT service providers.

When companies join LiveVault in its Reseller Integration Partnership Program, they can better see to client needs by providing data protection at a cost that makes sense for their clientele. The seamless integration of cloud backup checks within preexisting interfaces allows our partners to further extend their software capabilities. This partnership permits businesses to expand their customer bases while enhancing the value of the products and services they already offer, backed by LiveVault's commitment to excellence.



## V. Conclusion

If a brand wants to offer its customers a world-class and time-tested method of data protection but does not have the means or resources in place to satisfy such a desire, then it need look no further than the Reseller Partner Program with LiveVault. Customers will receive a full package from a single brand that provides special IT services in tandem with military-grade data protection.

With LiveVault, a company's value increases because the all-encompassing service handles every aspect of data's life on a corporate server. Where systems could only monitor and manage data, they can now protect and restore data in the event of an emergency. This holistic approach to IT management is innovative and leading the way for other such programs to emerge.

Partnerships with LiveVault are beneficial for a partner's bottom line, and that's something worth protecting.

### About LiveVault

LiveVault® is the turnkey, fully managed cloud server backup and disaster recovery service of choice for thousands of enterprise customers worldwide. With more than 16 years of experience in SaaS data protection, LiveVault is a leader in streamlining and reducing the costs and complexities of companies' data security. LiveVault's 24/7 actively monitored, unified solution includes advanced systems for open file backup and offsite data mirroring, flexible long-term retention, legal hold support, and disaster recovery in the cloud. Learn more at [www.livevault.com](http://www.livevault.com).



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