

# THE IRON MOUNTAIN DIGITAL PARTNER PROGRAM



**Working in Partnership to Protect and Manage  
the World's Distributed Data**



## PARTNER WITH THE LEADER IN STORAGE-AS-A-SERVICE

### Proven Data Protection Solutions

Building upon Iron Mountain's heritage of over 55 years of experience in protecting customers' information, Iron Mountain Digital helps companies prepare for the increasing challenges around protecting and storing digital information securely. Iron Mountain Digital's suite of PC and server data protection offerings are scalable from Small and Medium-sized Businesses (SMB) to the largest Enterprises.

### Solid Partnership Support

As a solution or service provider with geographic presence, market segment and/or vertical expertise, you recognize the clear opportunity to grow your business profitability by offering data protection solutions. The Iron Mountain Digital Partner Program is designed specifically to help develop, nurture and support your business development efforts.

As a valued member of Iron Mountain Digital's global partner program, you can take these data protection solutions to market in a way that fits your business model and customer segment focus - whether you host the data, leverage Iron Mountain's hosting facilities, or sell products where the customer hosts the data.

### Iron Mountain Digital Partner Program

Iron Mountain Digital is committed to attracting and growing partnerships with qualified channel partners who are focused on providing their customers with market-leading solutions and share our commitment to mutual trust and integrity. The Iron Mountain Digital Partner Program offers:

- **Flexible Program Choices:** Take Iron Mountain Digital offerings to market in a way that reflects your business model and how you work with customers today, either leveraging Iron Mountain's hosting facilities or selling products where the customer hosts the data.
- **Increasing Revenue Opportunities:** Iron Mountain Digital is committed to offering increasing revenue opportunities to partners who have invested in an Iron Mountain Digital partnership. With both recurring service revenues and increasing margins, a partnership with Iron Mountain Digital can significantly impact your profitability while enhancing the service and value that you provide to your customers.
- **Global Consistency:** Whether you are selling to your customer in the UK or to their subsidiary in continental Europe or elsewhere, our aim is to work with partners in a consistent manner regardless of geographic location.

### Your Partner in Innovation and Thought Leadership

As your business partner, Iron Mountain Digital provides thought leadership and innovation around data protection solutions. We have been offering PC and server data protection products and services through partners to the market for over 10 years, and have a successful track record of hundreds of thousands of users and over 350 successful partners worldwide.



## SELECTING THE RIGHT PARTNERSHIP FOR SUCCESS

Whether selling into the SMB, the Mid-Market or the Enterprise space, Iron Mountain Digital has an impressive track record of helping our partners gain success with their customers, and we offer partner programs for a variety of go-to-market models.

### Value Added Resellers

If you are a VAR selling to Enterprise customers, you can offer Iron Mountain Digital's data protection offerings as applications to be hosted by the customer. If you're in the SMB markets, you can offer data protection services leveraging Iron Mountain Digital's own hosting infrastructure\*.

### Managed Service Providers

If you are an MSP focused on managing your customers' IT infrastructure and applications, you can now develop new revenue streams and increase customer retention rates by offering our data protection services as an Iron Mountain Digital MSP partner\*.

As an MSP Partner you do not have to make an investment in hosting infrastructure or software, but instead protect your customers' data at Iron Mountain's secure data centers. Meanwhile, you focus your time and resources on what you do best - making sure that your customers' IT businesses are operational and protected.

### Hosting Partners

If you are a hosting, co-location or a telecommunications company, you can now leverage Iron Mountain Digital's investment in technology and security while maintaining responsibility for the application and their customer relationships, and hosting data at your data center.

Many of the world's leading hosting and telecommunications companies have chosen to partner with Iron Mountain Digital to offer Connected Backup for PC and LiveVault Server Backup to their customers as part of their hosted SMB offerings.

### Technology Partners

If you believe that your complementary offerings would strengthen Iron Mountain Digital's solutions, or that you could embed Iron Mountain Digital's technology in your solutions to provide a whole solution to your customers, then a Technology Partnership might be the right choice for you. Iron Mountain works closely with Technology Partners to ensure that customers benefit from the most efficient combinations of hardware, software, and services.

*\* Program not available in all geographies. Contact us for details.*

### Partnership Benefit Summary

	Value Added Resellers		Managed Service Providers	Hosting Partners
	Gold	Silver		
Revenue Model	Recurring	Recurring	Recurring	Recurring
Channel Manager	Named	Field	Named	Named
Sales Engineer	Yes	Yes	Yes	Yes
Branding Options	Co-branding optional	None	Co-branding	Co-branding
Use Iron Mountain partner logo	Yes	Yes	Yes	Yes
Listing on IM website	Yes	Yes	Yes	Yes
Access to Sales Tools, etc.	Partner Portal	Partner Portal	Partner Portal	Partner Portal
Co-Marketing Funds	Yes	No	Yes	Yes
Demand Generation Resources	Yes	Yes	Yes	Yes
Eligible for Partner Advisory Council	Yes	No	Yes	Yes
Deal Registration	Yes	Yes	Yes	No
Customer Technical Support	Expedited	Standard	Expedited	Expedited
Technical Training	Classroom	Classroom	Classroom	Onsite
Support Training	N/A	N/A	Required	Required
Sales Training	Required	Required	Required	Optional

## THE IRON MOUNTAIN DIGITAL PARTNER PROGRAM BENEFITS

Key benefits of a partnership with Iron Mountain Digital include:

- **Marketing and Sales Support:** Develop your Iron Mountain Digital sales pipeline by leveraging a variety of resources, including our comprehensive partner portal and demand generation resources.
- **Partner Support:** Drive business and achieve mutual success through our comprehensive partner management support to assist with sales and technical needs in your markets to help close business.
- **Business Planning and Support:** With experience working with over 350 partners, you take advantage of our partner best practices when taking the Iron Mountain Digital offerings to market.
- **Communication:** Interactive, open and frequent communications with our product management, marketing and field resources ensure that partners have a clear understanding of the market opportunity.
- **Clear Engagement Guidelines:** Iron Mountain Digital is committed to providing you, our valued business partner, with clear guidelines on how to work together.
- **Training:** An ongoing variety of face-to-face and on-line training resources help partners understand how to market, sell and support the Iron Mountain Digital offerings.

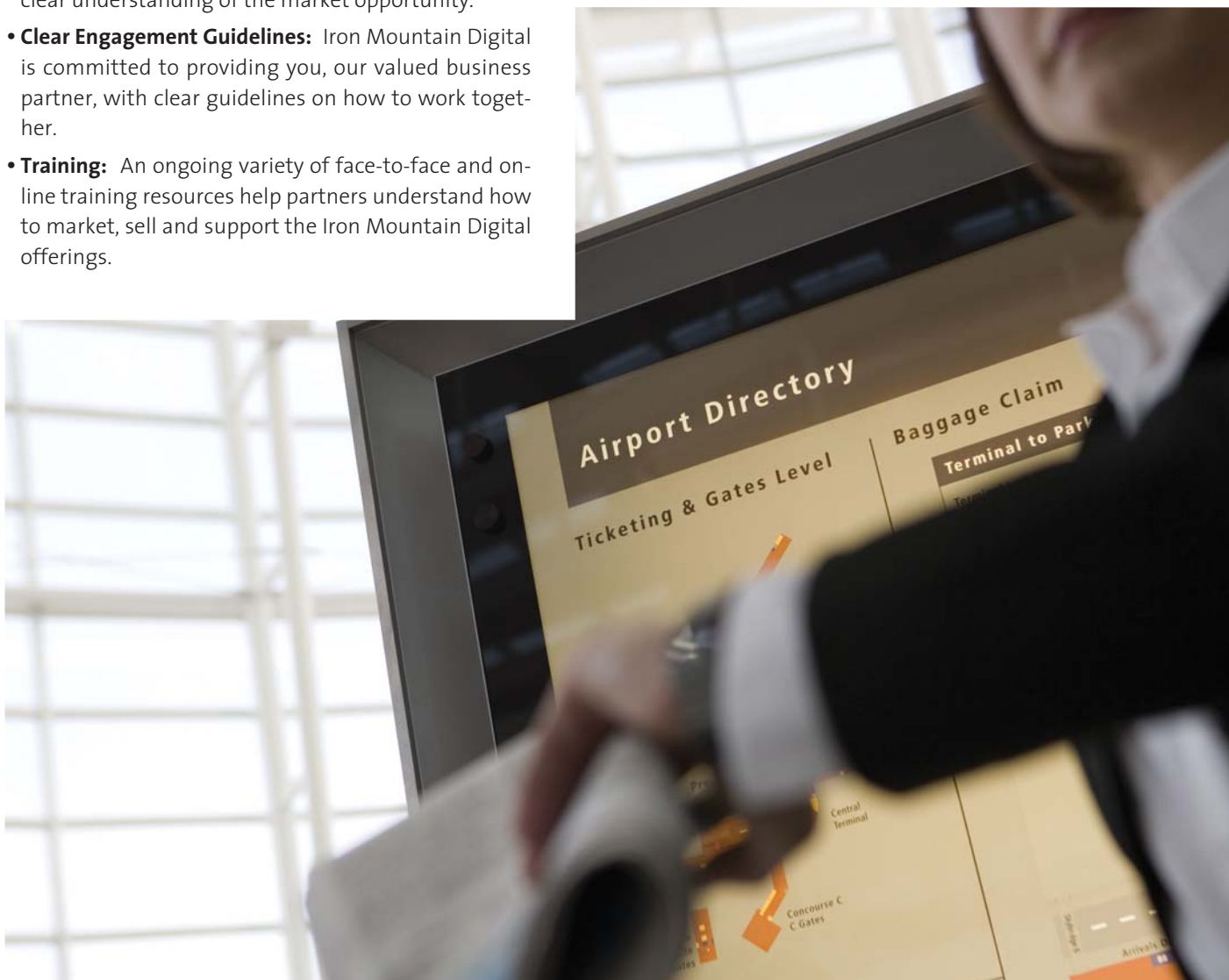
### READY TO TAKE THE NEXT STEP?

#### Gain the benefits of the Iron Mountain Digital Partner Program today

If you are ready to accelerate your business by providing your customers with Iron Mountain Digital's market-leading data protection solutions, then apply to join the Iron Mountain Digital Partner Program today. Simply complete our on-line partner enquiry form at

<http://www.ironmountain.co.uk/partners/signup.asp>

After receiving your completed form, an Iron Mountain Digital channel manager will contact you within five business days to discuss the most appropriate partnership to meet your selling model and business development goals.

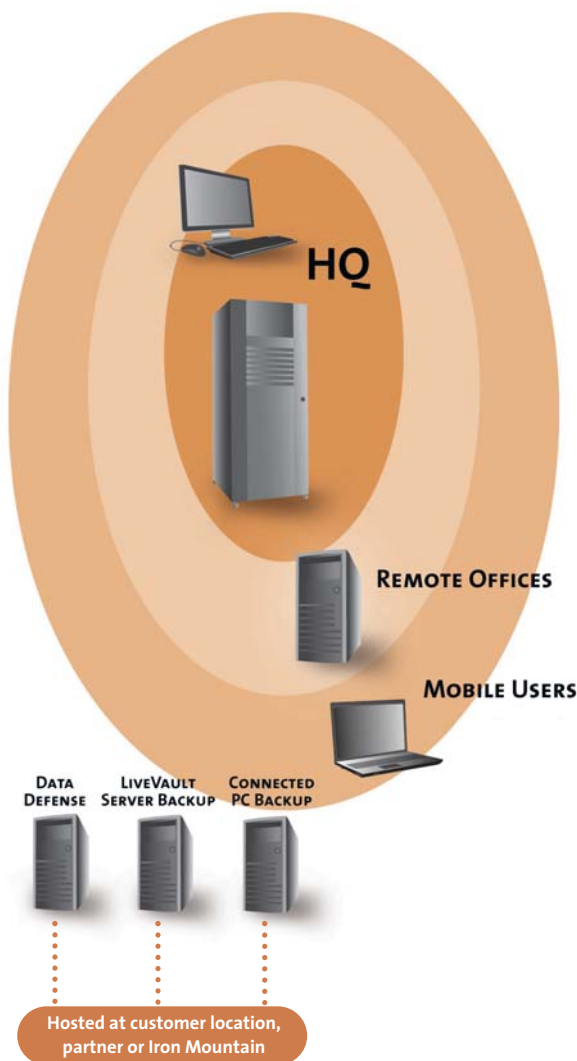


# IRON MOUNTAIN DIGITAL'S DATA PROTECTION SOLUTIONS

## Helping Your Customers Meet the Challenges of Data Protection

Iron Mountain Digital's suite of data protection solutions helps you meet virtually any organisation's data protection needs - from small businesses to large enterprises - across all industries.

**Expanding the safety zone - from HQ to remote employees**



## Our data protection solutions include:

### Connected® Backup for PC

Connected Backup for PC eliminates the risk of PC data loss by automatically backing up desktop and laptop computers.

Thousands of organisations and more than 2.5 million people rely on Connected Backup for PC to manage their most vulnerable data.

### DataDefense™

DataDefense allows organisations to destroy data on a lost or stolen laptop or PC to prevent its compromise or misuse. Even when the PC is offline, DataDefense ensures that the data is not available for unauthorized use.

A perfect complement to Connected Backup for PC - which ensures that your customer will always have access to their data - DataDefense ensures that no one else ever will.

### LiveVault® Online Server Backup and Recovery

LiveVault is the complete server backup and recovery solution for SMBs and Enterprise remote offices. By combining proven disk and online technologies, LiveVault radically simplifies the protection of an organisation's servers with reliable, continuous and automated backup and rapid recovery.

CRN Test Center gave LiveVault its **Recommended** rating, and declared that "LiveVault has a lock on online backup."

## WITH FLEXIBLE DELIVERY MODELS:

Connected®, DataDefense™ and LiveVault® are available as either subscription services, where the data or application is hosted by Iron Mountain or the partner, or as software applications managed by the customer.



# Relax! We protect your data.

## **About Iron Mountain Digital**

Iron Mountain Digital is the world's leading provider of software- and storage-as-a-service solutions for backup and archiving. The technology arm of Iron Mountain Incorporated offers a comprehensive suite of data protection, archiving and intellectual property management solutions to thousands of companies around the world, directly and through a world-wide network of channel partners. Iron Mountain Digital is based in Southborough, Mass. with European headquarters in Frankfurt, Germany and offices in the UK, Paris, Amsterdam, Vienna and Japan.

Founded in 1951, Iron Mountain Incorporated (NYSE: IRM) is a trusted partner to more than 90,000 corporate clients throughout North America, Europe, Latin America and the Pacific Rim.

Companies interested in joining the Iron Mountain Digital Partner Program should contact their local Iron Mountain Digital office or visit

<http://www.ironmountain.co.uk/partners/signup.asp>



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