

asigra

ULTRA SECURE BACKUP

The Asigra
Tigers' Den
Partner Program



“ With guidance from Data2Vault and Asigra, our customer adopted a more security-focused data protection posture to protect against emerging threats such as evolved Ransomware targeting cloud data.”

Mark Saville,
Director, Data2Vault

Channel Awards



Our Promise to Our Partners

Securing Your Customers' Data

Ransomware has changed the game for businesses and the MSPs and VARs they work with. The backup business is now the security business.

That's why everyone at Asigra is hyper-focused on security, recoverability, and manageability. We promise to be at the forefront of secure backup, providing cutting-edge security to keep you and your customers a step ahead of ransomware 2.0 and beyond.

Accelerating Your Profits

As a company, we've been working with service providers for over 20 years and have helped them manage and protect the data of over 10,000 clients. Strong margins and aggressive pricing underpin the Tiger Den partner program.

Your success is our success, and the Tiger Den program was established to provide comprehensive support and accelerated client acquisition.

We're excited to have you join the Tigers' Den and become one of Asigra's elite partners!

Gaining the Competitive Edge

Next-Gen Security Sets you Apart From Legacy Backup Solutions



Solve a Problem That's Top of Mind with Every Business... Ransomware

Most service providers are bringing the same few outdated, security-challenged backup solutions to the table. Asigra's advanced ransomware protection allows you to pitch a truly unique solution that will transform a customer's level of security.



Beat Channel Lockouts

Asigra is 100% channel. With many other solutions, deal registration may effectively lock you out of many opportunities when pitching the same solution as every other MSP. Because we are not one of the mammoth legacy vendors, Asigra (while growing fast) still gives you a truly unique offering and the price flexibility you need to win deals.



Monthly Subscription Pricing for MSPs

Pricing is designed to fit your business needs. Annual subscription pricing is available for VARs and monthly subscription with tiered pricing available for MSPs.



Leads to Partners

We are driving market-leading awareness and lead-gen campaigns to educate the market about outdated backup security practices that leave their customers vulnerable. As these activities drive leads to us, we send those leads to our partners to help you grow your business.



Response Times

We will respond to sales assistance requests within 1 business day or less. We know that when business is on the line, you need assistance fast and we're here to help.



Sales & Demo Support

Asigra's salespeople, pre-sales engineers and our distribution partners will be available to assist with demonstrations, pre-sales consulting, assistance with backup designs, sales calls, and other sales activities.



Partner Specific Features Like Multi-Tenant Support

Asigra includes partner-specific features like multi-tenant support, as well as billing & usage metrics, that help you minimize the time and effort required to manage customer backups and facilitate invoices.

Why Asigra

Data Security Is Priority One... Start Selling the Industry Leading Ransomware Protection Old School Backup Solutions Fall Short Against Ransomware 2.0

Today's ransomware attacks easily thwart backup solutions that still depend on immutable and air-gapped backups. The ransomware simply lies dormant for weeks or months so that all clean backups are eventually replaced with malware-infected backups. Additionally, attackers utilize stolen credentials to use the backup software's settings against itself. They delete backup sets or change temporary data retention periods from weeks to hours, eliminating backups just before encrypting your customers' network.

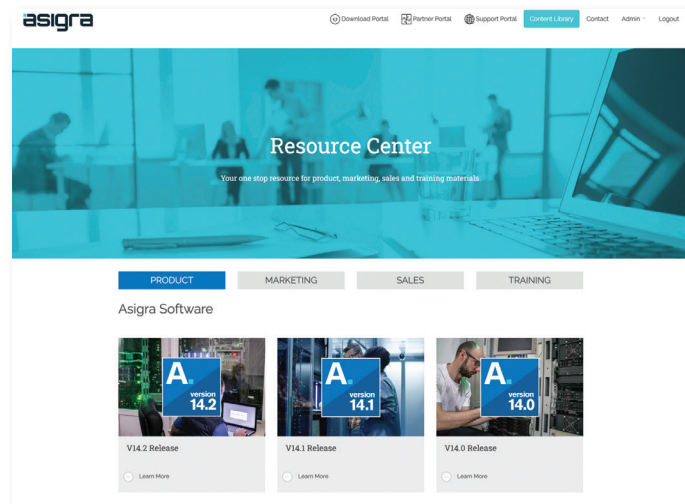
Asigra Tigris Deep Six Security provides advanced protection against these ever evolving ransomware attacks.



A Virtual Marketing Team at Your Fingertips

The Tiger Den Partner Portal

As a valued partner, you'll have access to our partner portal which will provide you with quick access to all of our sales and marketing tools, deal registrations, and training materials.



Sales Tools

Asigra provides your sales team all the tools they need to qualify, position, and close backup and recovery deals.

- Co-Branded Collateral
- Demo Licenses Easily Deployed on Your Own VMs
- PowerPoint and Recorded Presentations
- Guided Tours
- Demo Training Guide and Videos
- Knowledge Center

Marketing Tools

The partnership portal includes a number of predeveloped marketing materials for use in your own demand generation activities.

- Content for Syndication & Pre-populated social content
- Cobranded Materials (email, banners, brochures, data sheets, etc.)
- Images and Animations
- Webinar Support

Pre-Built Demand Generation Campaigns

We will also provide you with the opportunity to leverage pre-built marketing and demand gen campaign materials.

- Email Campaign Materials
- LinkedIn & Social Selling Campaigns
- Co-hosted Webinars
- Appointment Setting Programs

Market Development Funds

▪ Proposal based

- At all levels of the program you may submit proposals to a shared pool of market development funds for all partners.

Helping You Succeed

Your Technical Account Manager

You'll be assigned a technical account manager who will be your main technical point of contact on anything Asigra. They will also schedule a monthly check-in call with you to answer questions, let you know of product updates, and assist with expediting case escalations.

Post-Sales Support

As a partner, you will be provided product support materials and be trained to handle tier one and tier two support issues with your customers. Asigra and its distribution partners will be there to provide tier three support. Support tickets can be opened in the Asigra support portal or with your distributor.

Training

Our training goal is to set your organization up for success.

Asigra will provide partners with complementary, online training programs in the Asigra training portal. Asigra training and certification utilizes a self-paced, eLearning platform for Asigra partners who need to develop "Design", "Deployment" and "Maintenance" skills.

Training is available for all sales and technical personnel who will be involved in the pre-sales and post-sales delivery of the Asigra solutions.

- Comprehensive training for the technical team
- Six Sales Training Modules
- Training of at least one salesperson and one technical person is required
- End-user training module is also available
- The technical certification program offers three distinguished levels of expertise including: Asigra Certified Associate (ACA), Asigra Certified Specialist (ACS), and Asigra Certified Master (ACM). Please see the Asigra Training Guide for more details.



Asigra is a time tested proven solution that has saved our systems numerous times. The system is easy to use and effective even over slow or higher latency connections."

John D
Enterprise Architect

The More You Grow, The More You Make

Partners can join the Tiger Den Program at the Bronze level, once they've completed the required training. As you grow your business, you will gain access to higher tiers of the program delivering enhanced margins and greater access to MDF (Market Development Funds).

Partner Tier Benefits

	Bronze	Silver	Gold
Partner portal	Y	Y	Y
Logo usage	Y	Y	Y
Product training	Y	Y	Y
Deal registration	Y	Y	Y
Margin	15%	20%	25%
Proposal based MDF (level one)	Y	Y	Y
Proposal based MDF (level two)	N	Y	Y
Salespeople trained	1	2	2
Technical team members trained	1	2	2
Monthly and annual pricing options	Y	Y	Y
Multi-tenanted	Y	Y	Y
ConnectWise Integration	Coming Soon!		



Asigra has vast support for many different types of operating systems and applications. Agentless design means there is less management required of the solution. (We use Asigra for a) countrywide solution used to protect data from multiple differing industries. Asigra's Compression and Incremental Forever design means data can be kept cost-effectively for a long time ensuring companies meet their Data Governance requirements."

Fantastic Cloud Services
Jeremy W
 Operations Director

Simple to Deploy & Simple to Manage

Expansive Data Protection – Asigra Tigris enables you to protect your customer's entire organization with one comprehensive solution. Tigris supports all major operating systems, servers, databases, virtual machines, and SaaS apps, including (MS 365, Salesforce, Google Workspace)

Backup to public, private, or hybrid cloud or to on-premise storage.

Agentless – Asigra is one of the only backup software solutions that is genuinely agentless, reducing the potential attack vectors across your client's enterprise. Asigra is not only more secure, but it's also far easier to deploy and manage!

Multitenant Console – A multi-tenant management console to control complex environments, designed for MSPs

Automated Notification – Email notifications for backup issues and status

Customized Reporting – Easy to create and schedule

RESTful APIs – Easy integration into monitoring tools, ticketing systems, etc.

File Level Control – Targeted file-level restores to meet compliance audit (no need to mount multiple images).

“Asigra allows you to control exactly what you want to take and how often you want to keep it with powerful retention rules, making data storage way more efficient, why keep an image of an entire machine for 7 years when what you actually need is the database and only the latest server image. Asigra is second to none in this scenario.

~

One of the biggest benefits for Asigra is its agentless nature allowing us to protect environments without having to worry about deploying lots of different agents. This is especially beneficial for protecting cloud resources such as AWS, Azure and Google hosted environments.”

Oliver K.

MSP servicing SMB-enterprise customers

A Cost-Effective Solution Drives Profit

Maximizing efficiency in all areas is critical for a backup solution. Asigra has decades of experience and provides one of the most efficient data backup designs in the industry.

Higher Efficiency

- **Incremental Forever Design and BLM** make long-term storage efficient and affordable
- **Fine Grain Control** — File-level control and comprehensive retention policies allow you to backup and restore exactly what you want instead of images of entire machines
- **Compression** — Industry-leading compression algorithms maximize storage capacities and minimize cost

Lower Cost

- **Per Machine Pricing** — A simple per machine price strategy makes total cost ownership one of the lowest available maximizing profits
- **Pay For What You Use** — In arrears usage-based billing ensures you pay only for what you use

Don't Hide from Ransomware – Start Hunting it

Tigris Deep Six Security

Asigra is built around the principle of proactive security. We assume that your backup and recovery systems are constantly under attack and design security first features to both protect from and hunt for security breaches. Asigra Tigris' Deep Six Security provides a six-layered security approach, going far beyond the security found in legacy backup systems.



Backup Scanning & Quarantine

Asigra utilizes cutting-edge AI-powered antimalware scanning, featuring ransomware-focused heuristics, and machine learning to catch even zero-day threats. Asigra scans are integrated allowing all data to be scanned rapidly and comprehensively. Scans are at the LAN level within the Asigra Security Module to complement existing endpoint antimalware.



Restore Scanning & Quarantine

In the event of a ransomware attack and backup data needs to be restored, a second ransomware scan occurs during the restore process. This second scan catches and quarantines any ransomware, that had utilized delayed detonation, before it is restored to the live environment.



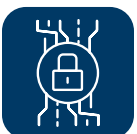
Deep MFA

Once credentials are compromised, attackers can use a backup software against itself to delete data or change data retention periods from years to hours. Tigris' Deep MFA defends against stolen credential attacks. It uses passwordless (multiperson/biometric) authentication on the authorized people's phones. Using fingerprint/facial-recognition authentication, Deep MFA neutralizes the threat of password theft via phishing, keylogging, or credential stuffing.



Soft Delete

A hidden folder that holds deleted data for a designated period, fooling attackers into thinking permanent data deletion has occurred. Soft Delete creates a 2-step deletion process and is crucial in protecting against accidental/malicious data deletions. Deep MFA can also be applied to Soft Delete, requiring biometric authentication to delete data permanently.



NIST FIPS 140-2 Data Encryption

AES 256-bit in-flight and at-rest data encryption protects your data at the highest level of security and compliance.



Variable Repository Naming

Thwart attacks looking for specific naming conventions that may indicate the presence of backup data.

To learn more about the Tigers' Den and becoming one of Asigra's elite partners, send an email to info@asigra.com.