EXAGRID®

Tiered Backup Storage

PARTNER

Brand Guide

Messaging

About ExaGrid (25 words or less)

ExaGrid provides Tiered Backup Storage with a unique disk-cache Landing Zone, a Repository Tier for long-term retention, scale-out architecture, and ransomware recovery.

About ExaGrid (50 words or less)

ExaGrid provides Tiered Backup Storage with a unique disk-cache Landing Zone that enables fastest backups and restores, a Repository Tier that offers the lowest cost for long-term retention and enables ransomware recovery, and scale-out architecture which includes full appliances with up to 2.7PB full backup in a single scale-out system.

Landing Zone
High Speed Backups & Restores

Repository Tier
Current Backup & Retention Data –
Deduplicated for Low Cost

Landing Zone

Repository Tier

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Pros
• Fast for backups
• Fast for restores
• Adaptive deduplication – storage savings
• Ransomware recovery solution
• Scale-out
  - Fixed-length backup window
  - No forklift upgrade
  - No planned product obsolescence

Messaging

ExaGrid's Tiered Backup Storage is the only solution that provides all of the following:

- Fastest backups for the shortest backup window

- Fastest restores for user productivity

- Fixed-length backup window as data grows

- A non-network-facing-tier with delayed deletes and immutable data objects for ransomware recovery

- Strong disaster recover (DR) to physical data centers or the public cloud including multi-hop for a tertiary copy and data center hub and spoke architecture for cross site replication

- Specific integrations with backup applications to further improve performance

- No forklift upgrades

- No planned product obsolescence

- 5-year price protection

- Assigned Level 2 support engineers – you work with the same person all the time. Customers never have to repeat themselves to various support staff, and issues get resolved quickly.

Marketing

Social Media

- Share ExaGrid posts (LinkedIn, Facebook, Twitter)
- ExaGrid has pre-built partner social content and graphics available for partners

Email Marketing

- ExaGrid has pre-approved partner emails (both generic and backup app specific)
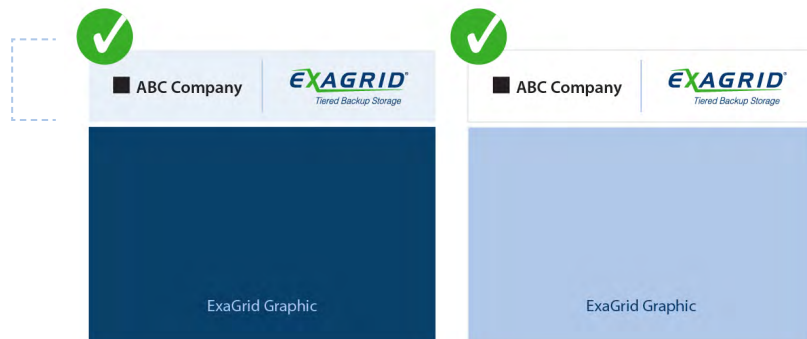
Public Relations

- ExaGrid has a press release template to announce partnerships (must be approved by ExaGrid marketing)

Contact

- For questions, please reach out to Mary Domenichelli, Marketing Communications Manager
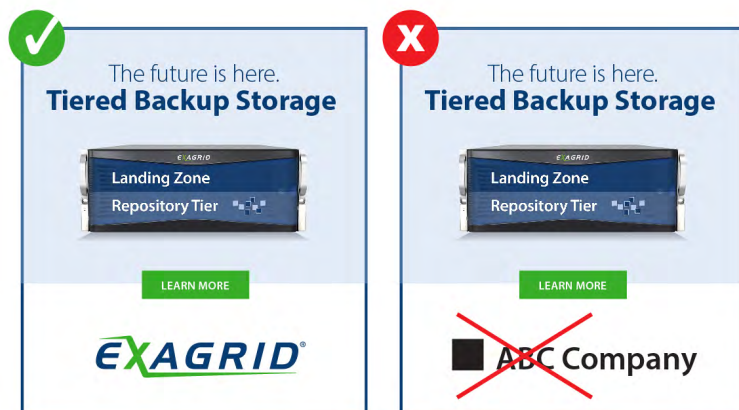
Do: Download and use one of the approved Partner Banners to include your logo with ExaGrid graphics

Do: Contact us for pre-built partner social content and graphics

Don't: Put your logo directly on ExaGrid approved graphics

Don't: Alter ExaGrid approved graphics in any way

ExaGrid Media – <u>Download</u> (logos, product images, reseller banners)

Logos

Preference is to always use logo with tagline, if there are no space constraints. Plain logo is acceptable if needed.
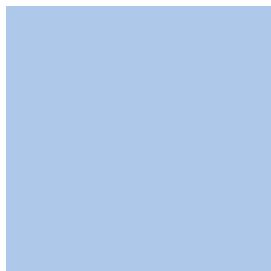
Authorized Reseller:

Corporate:

Colors

Primary palette

PANTONE 541
CMYK: 91, 55, 18, 6
RGB: 24, 70, 127
HTML: #003C71

PANTONE 658
CMYK: 37, 11, 0, 0
RGB: 177, 201, 232
HTML: #B1C9E8

Secondary

PANTONE 361
CMYK: 69, 0, 100, 0
RGB: 77, 168, 45
HTML: #0DB02B

PANTONE 431
CMYK: 45, 25, 16, 59
RGB: 99, 107, 112
HTML: #636B70

PANTONE 7711
CMYK: 98, 0, 28, 4
RGB: 2, 151, 169
HTML: #0097A9

ExaGrid Media – <u>Download</u> (logos, product images, reseller banners)

Product Images

Corporate Video Link

https://www.youtube.com/watch?v=nPvdXRFSO4s

Ransomware Video Link

https://www.youtube.com/watch?v=E5hryNnHBzI

ExaGrid General Partner Marketing Guidelines

Do

- Please promote the value of ExaGrid content and solutions to your customers and prospects through all appropriate means (social, email, etc.)

- Ensure you have reviewed this guide prior to creating collaborative marketing materials & request approval for all marketing materials, social media and advertising

- Ensure you download the proper logos and images if you want to use ExaGrid branding on a web site or any other materials – Use approved language and trademarks

- Inform your ExaGrid contact of your plans to market collaboratively if outside of the provided ExaGrid partner templates

Don't

- Add partner logo on to ExaGrid graphics

- Issue a press release without express written review and approval

"

Using ExaGrid allows us to provide high-quality

backup services to our customers. We guarantee high

SLAs especially on backup services and ExaGrid helps us to

deliver on those. Our backup services include performance

commitments on restorations and ExaGrid's Landing Zone

allows us to keep the freshest data in a non-deduplicated

format to guarantee optimal restoration performance."

— Mickaël Collet, Cloud Architect at The SIGMA Group

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For more information on ExaGrid's partner resources,
please visit our **Partner** page.

exagrid.com