

The background of the slide is a photograph of a business meeting. A woman with glasses, wearing a light-colored blazer and dark trousers, is standing and smiling while holding a tablet and a folder. A man in a dark suit is seated, looking up at her and gesturing with his hands. The setting appears to be a modern office with large windows and a glass partition in the background. The entire image is overlaid with a semi-transparent purple gradient.

HYCU Global Partner Program

2025 Partner Program

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Welcome to the
HYCU Partner Program,
dedicated to enabling
organizations to
secure, protect, and
recover their data.

HYCU's Partner Program fuels growth, enhances portfolios with innovative solutions, and secures a competitive edge, all with a steadfast commitment to channel-focused profitability and deal protection.

Program Highlights

- ✓ Margin protection for approved deal registration
- ✓ Dedicated sales support and partner enablement
- ✓ Joint Marketing Opportunities
- ✓ Opportunities for recurring revenue & renewals
- ✓ Dedicated Partner certifications for both sales and engineering teams

	Premium Partner	Standard Partner
Relationship		
Mutual Non Disclosure Agreement (NDA)	✓	✓
Quarterly sales forecasting / pipeline reviews	✓	—
Performance		
Annual bookings	50,000 USD per year	—
New Customers	minimum five	—
Deal Registration Net New Business	20% discount of the list price	10% discount of the list price
Deal Registration Expansion	20% discount of the list price	10% discount of the list price
Deal Registration Renewal	15% discount of the list price	10% discount of the list price
Non Registered Deal	10% discount of the list price	5% discount of the list price
Rebate	at request	at request
Training & Certification		
Partner onboarding	✓	✓
Training & certification sales	2 sales trained	—
Training & certifications SES	min 1 SEs trained	2 SEs trained
Sales and Operational Tools		
Access to Partner Portal	✓	✓
Deal Registration	✓	✓
Access to R-Graph	✓	—
Use cases, product solution guides, and collateral	✓	✓
Marketing		
MDF based on marketing plan	based on marketing plan	—
HYCU represented on partners website	✓	—
Partner represented on HYCUs website	✓	—
Joint marketing activities	✓	✓
Lead Sharing	✓	—

HYCU Partner Benefits

- **Seamless GTM Integration**
Leverage HYCU's seamless integration to supercharge your go-to-market strategy, opening doors to untapped markets and accelerating your growth.
- **Tailored Partnership**
Benefit from a partnership program custom-crafted to amplify your unique market position, driving mutual success and setting the stage for a competitive edge.
- **HYCU-offered incentives**
HYCU offers a range of incentives designed to motivate and reward partners for driving growth and achieving sales milestones. These incentives may include financial rewards, rebates, special promotions, and performance bonuses tailored to encourage engagement and maximize sales success within the HYCU partner network.

Sales Support

- **Dedicated Channel Account Manager**, providing enablement support
- **Dedicated Sales Assistance**
Partners benefit from collaborating with assisting with enablement, partner portal, and ongoing sales efforts.

Technical Support

- **Pre-Sales & POC Support**
We streamline technical questions, demonstrate product functionalities, and lead POCs to solidify product proficiency.
- **Training Resources**
Partners gain full access to our knowledge base and complimentary online training modules.
- **Market Insight**
We equip partners with competitive intelligence for stronger market positioning.
- **Trial Opportunities**
We offer Not For Resell (NFR) licenses to showcase the effectiveness of our solutions.

Marketing Support

- **Collaborative Marketing:** Engage with HYCU in webinars, shows, and launches.
- **Marketing Investment:** Receive funds to amplify your marketing impact.
- **Co-Branding Power:** Use our co-branded assets for aligned campaigns.
- **Tailored Materials:** Get custom content for stronger customer connections.
- **Partner Kits:** Collateral, videos and blogs empowering partners to deliver superior data protection for:

Okta
Partner kit



Atlassian
Partner kit



Nutanix
Partner kit



Microsoft Entra ID
Partner kit



State of SaaS
Partner kit



DORA compliance
Partner kit



Deal Registration

Deal Registration: Benefits

- ✓ Up to 20% Margin with Approved Deal Registration
- ✓ Registered deals secure partner-led sales without direct HYCU competition; marketing continues for brand awareness
- ✓ Margin protection ensures HYCU partners retain profitability on their deals, prevents price erosion, and locks out competing partners, supporting consistent earnings within the partner community

Deal Registration: Process

- Partners must submit the deal for review via the deal registration form on the HYCU website: <https://www.hycu.com/partners/deal-registration>
- HYCU will notify the Partner by email about the approval or denial within 48 business hours.
- If the deal is approved, the partner is required to schedule a joint customer meeting with HYCU within 30 days of the approved deal registration.
- Partners have the option to request an extension for deal registration after the initial 90-day period.
- Registrations are opportunity based, not based on the Account.
- HYCU retains the right to approve or decline the extension based on the partner's ability to drive sales within the extended 90-day window.

HYCU may, at its discretion, deny, remove, rescind, suspend, or terminate any deal registration and/or registration access under certain scenarios.

Deal Registration: Communication Requirements

To solidify our partnership and enhance the sales process, partners are expected to follow these key practices post-deal registration approval:

- **Ensure Transparent Updates**
Promptly communicate any shifts in client requirements or the progress of the deal to HYCU.
- **Leverage HYCU Support**
Engage with HYCU's knowledge base to resolve customer issues and navigate through sales complexities.
- **Maintain Open Communication**
Keep a consistent dialogue with HYCU, alerting us to any potential snags or purchase postponements.

Non-Deal Registration Pricing

Partners can benefit from an up to 5% discount off the list price when certain conditions are met during the sales process.

- **Deal Already Registered**
Non-Deal Registration Pricing applies when a different partner registers a deal that has already been registered, avoiding duplication and respecting the first-mover advantage.
- **Competitive Project Alignment**
Non-Deal Registration Pricing is offered if a partner has a registered deal with a competitor due to alignment with a competitive project.
- **HYCU AE Alignment**
Non-Deal Registration Pricing may be applicable if a HYCU Account Executive (AE) is unable to align with a partner on an opportunity.

Renewals

Renewal Program Overview

At HYCU, we understand the importance of recurring revenue, maintaining margins, and protecting the partnerships we have built. Our renewal benefits are designed to support our partners' growth and success in the long-term.

- ✓ **Streamlined Renewals:** We proactively engage with our partners 90 days before renewal, enabling seamless quote delivery and management of sales activities without the need for new deal registrations.
- ✓ **Predictable Profitability:** Our partners enjoy steady margins on renewals, creating a reliable revenue stream that's bolstered by upselling and cross-selling opportunities to amplify profits.
- ✓ **Shared Discounting:** In instances where additional discounts are necessary, we work hand-in-hand with our partners to share the discount burden, ensuring the protection of margins and mutual benefits at renewal.
- ✓ **Secure Partnerships:** Deal registration remains with the initial partner, preserving their stake in the renewal process. Should a change in the partner's circumstances arise, HYCU steps in to adjust deal registration to ensure business continuity.

Our approach ensures not only the protection of our existing relationships but also positions our partners to capitalize on market opportunities, driving forward a shared vision for success.

Partner Maintenance & Change Request

At HYCU, we prioritize our channel program and value the partnerships we have built with our partners. When evaluating customer requests for a partner change upon renewal, we consider several factors to ensure a fair and informed decision-making process including:

- **Commitment to Partner Continuity**
We deeply value the sustained relationships with our partners and are committed to recognizing their enduring efforts in our shared achievements. Our preference is to maintain these relationships wherever possible to ensure stability and trust.
- **Individualized Renewal Request Analysis**
We handle each customer-initiated request for a partner change on a case-by-case basis, thoroughly examining the customer's rationale and the broader impact of the proposed transition. Our objective is to balance the customer's needs with the value of the existing partnership.
- **Engagement with Partner Leadership**
Prior to implementing any partner changes, we initiate a dialogue with the affected partner's leadership. Our practice is rooted in transparent communication, striving for a solution that is equitable for all stakeholders while upholding our collective business interests.

We recognize that in certain circumstances, adjustments to partner relationships may be justified. Such scenarios may include, but are not limited to:

- The departure of the original partner contact, necessitating the establishment of a new partner liaison.
- Demonstrable disengagement or subpar participation by a partner, which could undermine the partnership's success.
- Failure by a partner to consistently fulfill the program's stipulations, thereby affecting the partnership's overall efficacy.

At HYCU, we are proud to have a remarkable 95% renewal rate, which showcases the trust and satisfaction our customers have in our data protection solutions.



Program Benefits & Requirements

HYCU Partner Program

TECHNICAL SUPPORT

Pre-Sales Engineering Support	✓
Access to extensive knowledge base	✓
Free web-based technical training	✓
Free basic technical support (business hours)	✓

MARKETING

Joint Marketing initiatives/events	✓
Marketing Funds for Field Events	✓
Access to co-branded marketing templates/materials	✓

SALES ENABLEMENT & SUPPORT

Deal Registration Program	✓
Detailed Competitive Intelligence	✓
Product Collateral	✓
Access to Partner Portal	✓
Dedicated SE Support for presales	✓
Access to webinars for your prospects	✓
Joint sales support	✓
Bid/Tender support	✓

HYCU Partner Requirements

- Showcase the HYCU logo on Partner website.
- Maintain a valid agreement with HYCU or its distributor and/or transact via Azure, AWS, or GCP Cloud Marketplaces.
- Conduct quarterly reviews with HYCU for strategic alignment and market growth opportunities.
- Ensure one HYCU technical champion for every ten sales representatives to uphold proficiency.
- Register at least four deals quarterly to show active sales involvement.

HYCU R-Graph Partner Requirements

- **Certify an R-Graph Tech:** Have a certified R-Graph technical champion.
- **Post-Onboarding Independence:** Transition to independence within three months of certification.
- **Lead Incentive:** Provide three leads and get a custom R-Graph URL.
- **Demo Consistency:** Deliver three customer demos quarterly.

”

“It’s become a tired cliché that it’s not a matter of *if* but *when* a company will be faced with a ransomware recovery incident.”

“



Simon Taylor Founder and CEO of HYCU

Partner Marketing Funds Requirements

To maximize the effectiveness and strategic alignment of the HYCU Global Partner Program, adherence to the following streamlined guidelines is crucial:

- **Event Submissions**
Marketing Event submissions must be initiated at least 30 days before the launch. Any contracts related to the event should be duly executed in advance.
- **Contact Information**
Within one week following the event, partners are expected to provide a list of attendees, including the necessary contact information and the relevant partner sales representative. Timely submission is paramount as it directly impacts post-event engagement and the overall success of our sales initiatives. Delays or omissions in providing this information will have financial implications, potentially affecting the reimbursement process.
- **Reimbursement**
Partners have a 60-day window post-activity to file a reimbursement claim. It is important to note that claims presented beyond this period will not be considered. It is imperative that both parties observe all pertinent laws associated with the management of marketing funds or incentives.
- **Compliance**
Compliance with anti-corruption legislation is non-negotiable in the administration of any funds or rewards from HYCU. Tax obligations on the income or revenues derived from marketing funds or other incentives remain the responsibility of each party.
- **Tax**
Partners will bear any applicable tax liabilities arising from HYCU contributions, including sales, use, goods and services, and other related taxes or levies. For any tax-related inquiries, partners should reach out to partners@hycu.com.

HYCU Marketing Funding

Request HYCU Marketing
Development Funds
(MDF) Support



Marketing funding is discretionary, and proposal based. This program is at the complete discretion of the HYCU Service Provider team and is only available to Partners/Service Providers who are participating in good standing.

HYCU Brand Guidelines

The HYCU Brand Guidelines for Partners document is available on our website: <https://www.hycu.com/brand>. Please reference the document for use of product names, trademarks, copyrights, logos, fonts, icons, screenshots, messaging and PR and social media rules. The guidelines help ensure that partners are communicating consistent messages and using the HYCU brand correctly. For any questions, reach out to us at partners@hycu.com. The HYCU Partner Program is a country-specific program, meaning that partners make investments and receive branding at the country level.

Frequently Asked Questions

Why do customer purchase HYCU over other legacy vendors?

Revolutionized Simplicity

HYCU transforms the BaaS user experience, making it intuitively simple and ideal for the digital era.

Seamless IAM Integration

HYCU's integration with existing IAM frameworks ensures a unified, secure access management system.

Immediate Deployment

With HYCU, deployment is instantaneous, enabling immediate data protection without delays.

Cloud Independence

Our platform's cloud-agnostic nature allows for flexible data protection across any cloud environment.

Agentless Architecture

Our agentless approach simplifies management and enhances security – no agents mean less complexity.

Effortless Policy Management

HYCU's policies automate data protection, giving you peace of mind and freeing your resources.

Comprehensive Application Coverage

We ensure every application, from SAP HANA to Kubernetes and O365, is fully protected.

Store Workloads Anywhere

Customers can store all workloads – including SaaS cloud backups – in their own storage, whether on-premises or in the public cloud.

Which partners are eligible to register deals?

All active partners are eligible for deal registration, which provides higher discounting and the “unfair advantage” in any given deal. If you’re unsure whether your status is “active”, please contact us at partners@hycu.com. Our Deal Registration Program rewards channel partners who actively identify, develop, and win new business opportunities. This program incorporates deal registration that is designed to protect the partner’s presales investment and enable them to focus on value delivery to win the opportunity.

How does discounting work? Where do I get my pricing/quote?

Partners will work with HYCU and our certified/approved distributors if a quote has not been provided by HYCU directly. Contact us at partners@hycu.com for any questions or to be routed to the correct Channel Account Manager or Territory Manager for assistance.

Why is the customer information necessary to process orders?

The customer’s email/physical address will allow HYCU to:

- **Register** their HYCU products
- **Use their customer portal** (e-mail address is required to log on)
- **Reset their license** (e-mail address is required for verification)
- **Technical Support** (e-mail address is required to open a support ticket)
- **Updates and Enhancements** (e-mail address is required to gain access to and download software)
- **Receive notifications directly** affecting their license (example: hot fixes which are both free of charge)

What details are required on orders?

- Accounts Payable Contact Person (Including: email/phone number) Net Terms for Payment
- Net Terms for Payment
- HYCU Part Numbers / Quote # End User Contact information: Full Company Name
- Full “ship to” address
- VAT Number (if within EU)
- Company Contact
- Contact email address
- Contact phone number

What are some useful links you recommend?

Deal Registration
Form



MDF Request
Form



Apply for
Partnership
Form



Video: Modern Data
Protection with HYCU
and Nutanix



Video: Backup and
Recovery Purpose-
built for Nutanix



About HYCU

HYCU stands for HYbrid Cloud Uptime



NPS 91

91+

Net Promoter
Score



95%

Renewal Rate



4200+

Customers



78

Countries

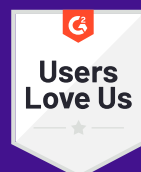


440+

Partners

HYCU is a global leader in multi-cloud backup as a service. HYCU solutions are purpose-built for each of the cloud platforms a customer chooses and is designed to be simple, delivering a native experience with full application awareness.

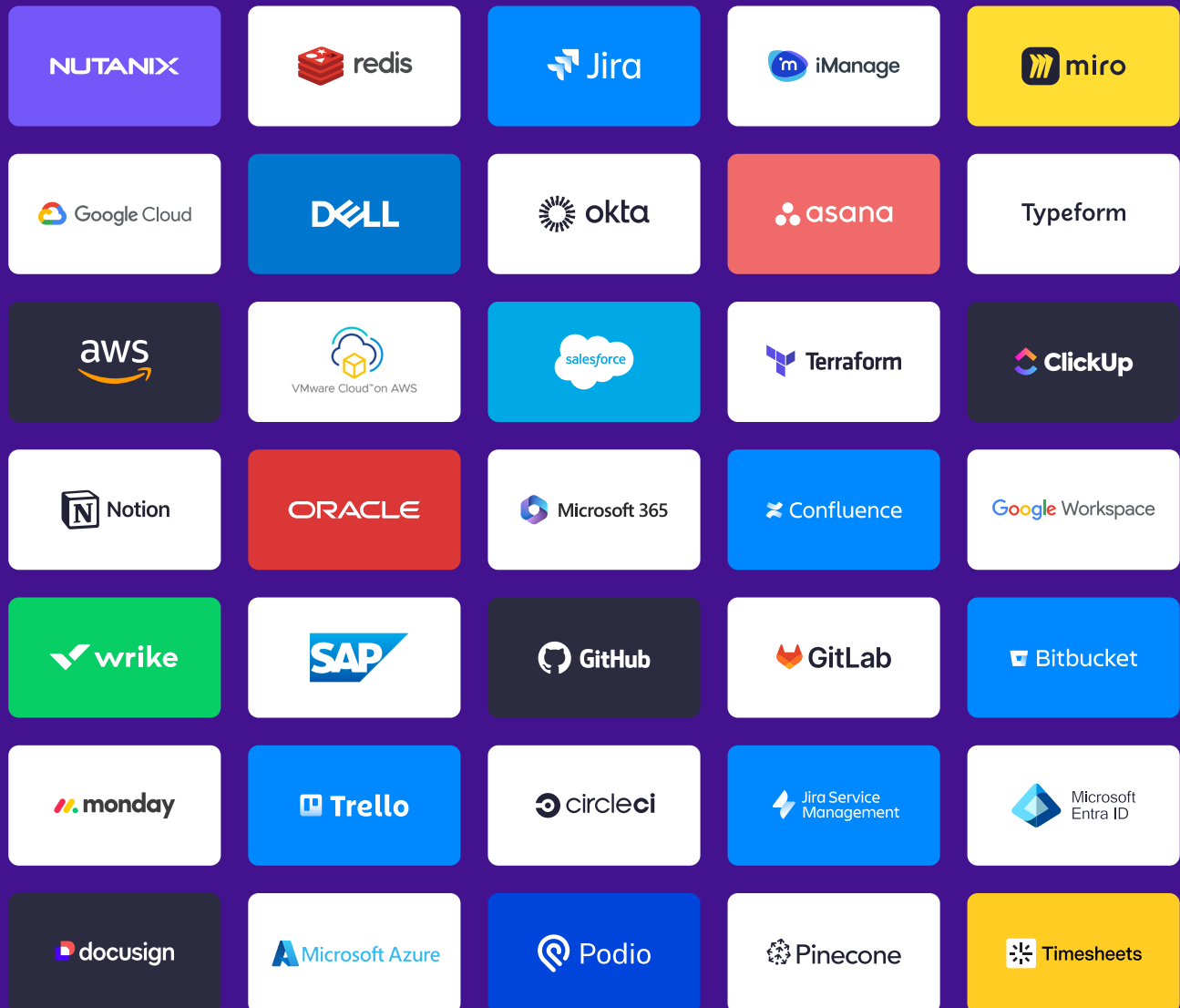
We firmly believe that data protection should be a true native service of a cloud platform, as easy to use as iPhone Backup, focused on business applications and deliver an elastic service that scales with the customer as they need when they need. Our award-winning backup as a service (BaaS) solution protect customers' data equally well wherever it resides while offering a level of simplicity that allows anyone to turn on enterprise-ready data protection without extensive training or professional services.



[Read full reviews on G2](#)



#1 SaaS data protection platform



Click on the platform to find out more or [view all supported technologies](#)

www.hycu.com



Register a Deal

