



Q1 Channel All Hands Meeting

Quarterly Updates from AvePoint's Global Partner Program

🕒 **February 22nd** | 11 am EST / 8 am PST / 4 pm GMT / 5pm CET

🕒 **February 23rd** | 9 am SGT / 12 pm AEDT





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Q1 Channel All Hands Meeting

AvePoint Partner Ecosystem Highlights & Priorities



100% +



\$12M

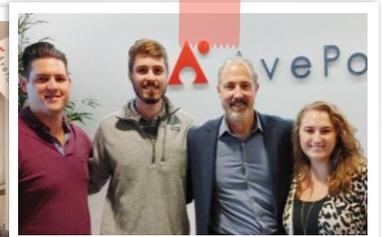


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#CoSellebration
Save the Date:
April 5, 2022

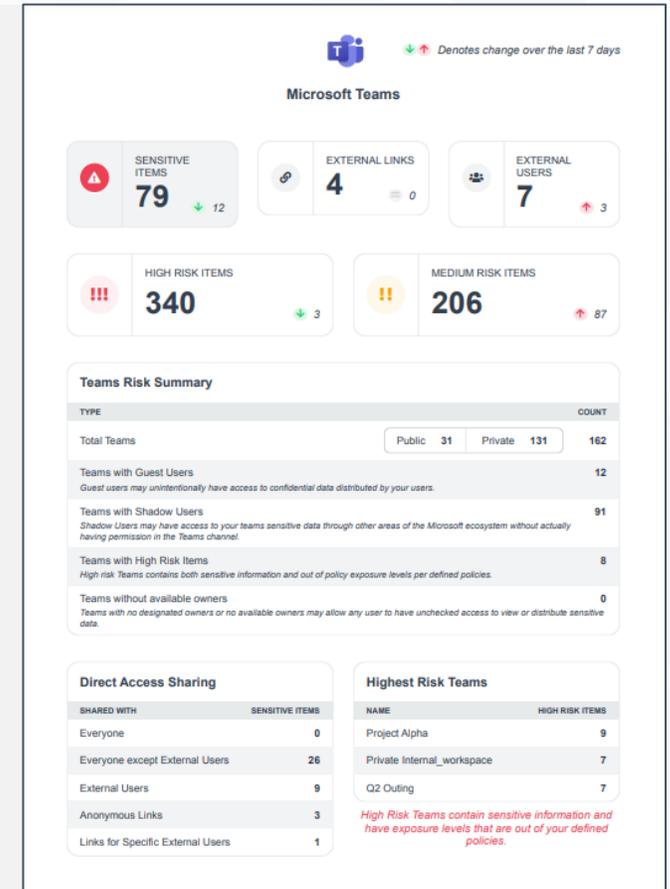


AvePoint's Inaugural
Global Co-Sellebration Day
Sell More, Together



FY21 Channel Highlights

- Acceleration of AvePoint / **Partner Co-selling**
- AvePoint Global **Partner Program** launch
- AvePoint **Partner Portal**
- **Partner Training** and Enablement
- Expanded **Global Marketplaces** & Distributors
- **Elements Pro MSP** Enhancements
- Automated **Risk Assessment Report**





Partner
Certifications



Partner Technical
Advisory Council
(PTAC)



Elements Pro MSP
Enhancements



Renewals
visibility in
Partner Portal



AvePoint Partner Go-to-Market Successes



Leveraging AvePoint collaboration security technology, Mint Group will enhance its 'Smart Compliance for Information Management' offering to end-customers.

MostWare.

MSP MostWare Provides Full Microsoft Teams Backup for Clients, Cuts Data Migration Time by 80%



With our solution you have no financial risk or longtime commitment, your data is safe with #1 leader in Cloud Backup Solution (The Forrester New Wave™)



Blacktip Leverages AvePoint Cloud Backup to Bring More Value to Client Portfolio



AvePoint's Superior Customer Service Enables MSP to keep GoDaddy Migration Project On Track After Other Vendor Solution Fails



IBM's Data Resilience portfolio strengthens technology partnership with AvePoint



	 Industry / Market Segment	 Solution	 Avepoint Products
	Medium to Large Enterprise	Microsoft Teams Governance & Life Cycle Management	Cloud Governance & AVA
	Education & Public Sector	Digital Transformation Managed Services	Migration, Governance & EduTech
	Public Sector / Defense Industry	Data Protection & Information Management Service for CMMC	(FedRamp) Cloud Back-up & Cloud Records



Capitalizing on Migration Opportunities

Over 60% of MSPs are planning to add cloud migration services to support on-prem to cloud transition to their managed services portfolio in the next year. About the same (57%) will add cloud migration services to support cloud to cloud transition."

-- AvePoint Global MSP Survey



Turn Feedback Into Action

- Q1 Migration Promotion
- Unlimited Annual Migrations for MSP
- New Fly SaaS!

We are open to all ideas to help partners avoid the impact of competitors' divestments!



FY22 Channel Priorities

- Further **Partner Program** enhancements
- Optimize new **Partner Certifications**
- Introduce **Partner Professional Services** program
- Increase **Partner Marketing** and Demand Gen
- Expand AvePoint & Partner Field **Co-selling**
- Continue to increase **Microsoft 365 Seat Attach**
- Additional investment in the **Elements MSP** toolset
- **IP Co-creation**: Build Joint Go-to-Market Solutions



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Partner Program. Now & Beyond!

Partner Program Launch Recap



Global Partner Agreement

- Global Program Terms and Conditions
- Standard Reseller and Referral Agreements
- Set Discounts and Referral Rates



New Partner Portal

- Training Center
- GTM Center
- Deal Registration System
- User Guides
- Price List*



Accelerated Field Co-Selling

- Channel Rules of Engagement
- Deal Reg Pricing & Protection
- Investments in Channel Demand Generation



Partner Co-Sellebration Day

Sell More, Together



Access Monitoring
& Control



Backup &
Disaster Recovery



Provisioning &
Management



Secure
Migration

Bringing top global partners together to create valuable customer connections while generating net new business and growth.

April 2022



Kickoff and Training



Outbound Calling



Power Hour



Wrap-Up and Prizes



 Policies & Insights

 Cloud Backup

 Cloud Governance

 Cloud Management

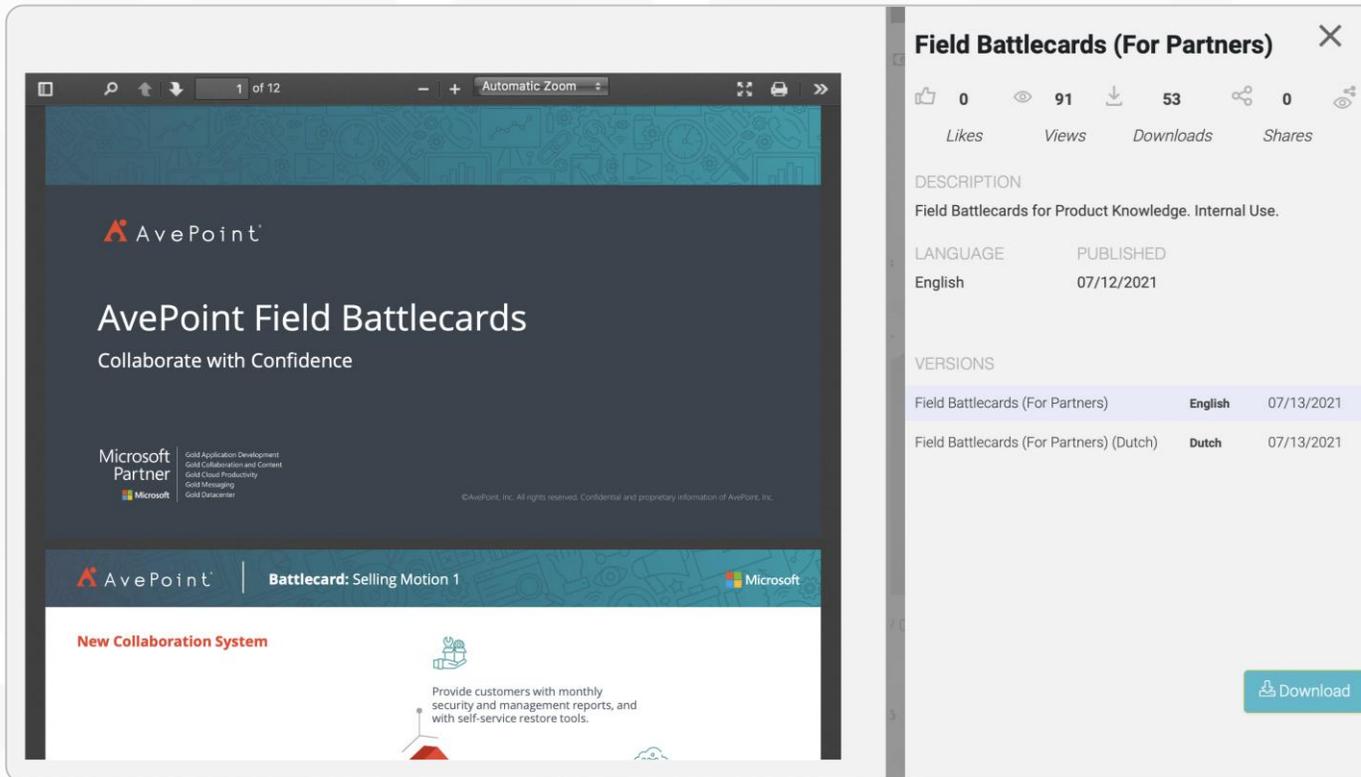
 Cense

Collaboration Resilience

—
One comprehensive platform to address your customers' most pressing pain points.



AvePoint's Partner Go-to-Market Center



Dedicated place for Partners to find assets they need for customer engagements:

- Battlecards
- Comparisons
- Technical Brochures
- Social Post Copy
- Campaign Collateral

This feature allows for self service to content partners need the most.

Have an idea for new materials?

Email us at PRM_Feedback@avepoint.com





Customer Success Training

AvePoint is helping its partners to capture their renewals and increase lifetime customer value

- AvePoint Customer Success is teaming up with our Partners!
- Joint approach to increase and expand net retention for your customers.
- Net Retention Rates & Revenue Per User (RPU) are our Key Metric!
- Partner Specific Playbooks!
- Increasing the overall economic opportunity working with AvePoint.
- Receive Bonus Renewal Discounts!

New Renewals Dashboard in PRM

AvePoint | Journeys | Training Center | GTM Center | Deals | User Guides | Elements

Opportunity Dashboard

Your pending and approved opportunities are listed in the dashboards below.

[+ Register New Opportunity](#)

[Pending](#)
[More Info Required](#)
[Rejected](#)
[Approved](#)
[Won](#)
[Lost](#)
[Expired](#)
[Renewal](#)

Search [Q](#) Last Update

Opportunity Name	OPP Products	Partner Renewal Price	Renewal Due Date	Stage
		\$3,490.00	03/21/2022	0
		\$1,950.00	07/07/2022	3

Onboarding Playbook

AvePoint CS Rep Task	Equivalent Partner Task	Timeline (Days from purchase)
Establish regular meeting cadence	Perform Initial Training	7
Setup training		21
Provide onboarding checklist to customer		21
Confirm completion of onboarding checklist	Deploy Product	60
Confirm UAT/Stage configuration completed		60
Hand off from Services to CS		75
Confirm Go/No-Go on Production	Verify Product Meets Business Use Cases	75
Verify customer in Production / go-live		90



AvePoint Partner Certification Program

Administer secure collaboration environments and design custom cloud solutions using AvePoint products to meet the needs of your customers*.



Shareable Certificate



100% self-guided courses



Flexible Schedule



Beginner to Advanced Level



How to Sign Up:

Contact your AvePoint Account Manager to learn more on how you can get certified.

Courses	What you'll learn	Who it's for
<p>AvePoint CERTIFIED SALES PROFESSIONAL</p> <p>AvePoint Certified Sales Professional (ACSP)</p>	Foundation of AvePoint products and business practices.	Sales
<p>AvePoint CERTIFIED TECHNICAL ASSOCIATE</p> <p>AvePoint Certified Technical Associate (ACTA)</p>	Fundamental technical knowledge about AvePoint Online Services (AOS), Cloud Backup, Policies & Insights and Fly.	Pre-Sales, Engineers and Administrators
<p>AvePoint CERTIFIED TECHNICAL PROFESSIONAL</p> <p>AvePoint Certified Technical Professional (ACTP)</p>	Position, design, configure and optimize AvePoint Cloud Backup for M365, Policies & Insights and Fly.	Pre-Sales, Engineers and Administrators
<p>AvePoint CERTIFIED TECHNICAL EXPERT</p> <p>AvePoint Certified Technical Expert (ACTE)</p>	Design, build, deploy, manage, support and optimize AvePoint Cloud Backup for M365, Policies & Insights and Fly	Engineers, Architects and Administrators



*Must be part of the AvePoint Partner Program to access all certifications. [Join here!](#) More Details on The Certification Program [here](#).



Partner Technical Advisory Council

- Invitation Group
- Feature Roadmap Review
- Program Enhancement Feedback'
- Meets Quarterly

Community Champions Program

- Trusted advisors and respected influencers
- Small community, but open for nominations!
- Work closely with AvePoint team on joint marketing activities
- Monthly Meetings, contribution targets



**Community
Champions**

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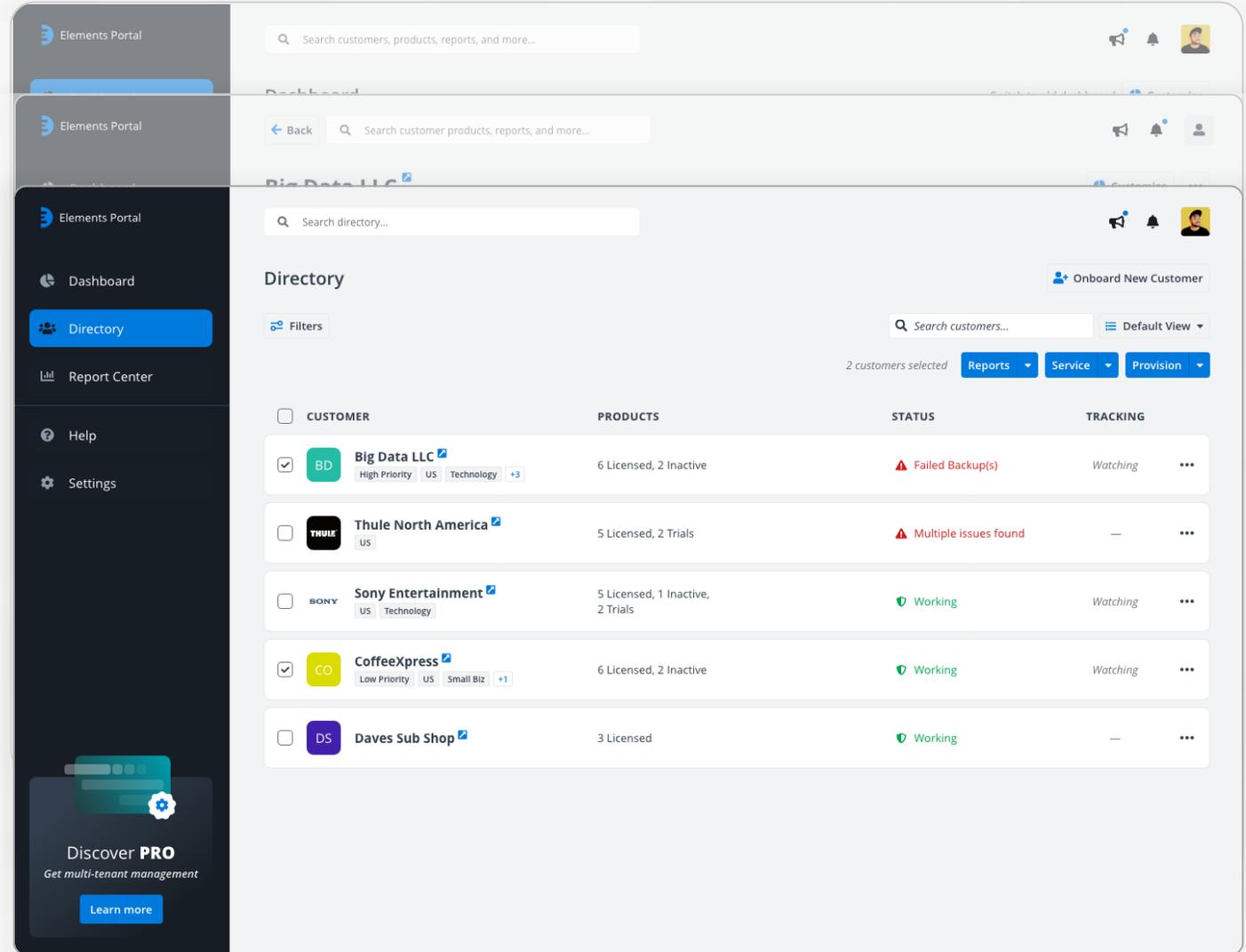
A New Vision For Elements

We reimagined the new Partner Platform to focus on 3 key MSP needs:

1 A Partner Operations Hub

2 A Customer Management Center

3 A Client Directory (Multi Tenant Manager)



Source: AvePoint customers typically identify needs for (161)





Risk Summary

What does risk mean for your organization?

The Overall Risk analyzes your organization external risk by looking at external guests or content shared outside against potential sensitive or confidential information as set by your Administrator according to rules for Microsoft 365 usage.

This helps to prioritize your risk to focus on what is important to your business.



Risk Assessment Report

- A consolidated risk summary report across Microsoft workspaces
- A key monitoring tool for MSPs
- Helps build a revenue generating 'Services' value stream for Partners

SENSITIVE 16
8 in las

HIGH 14

Direct Access

SHARED WITH
Everyone

Everyone except External Users

External Users 103

OneDrive for Business

Exchange Online

We perform automated risk checks on Exchange Online settings and configurations. Any failed rules are flagged as potential security risks. However, an environment that passes all checks may not be entirely risk-free.

11 CHECKED RULES

8 PASSED RULES

3 FAILED RULES



Exchange Online



Teams



Microsoft 365

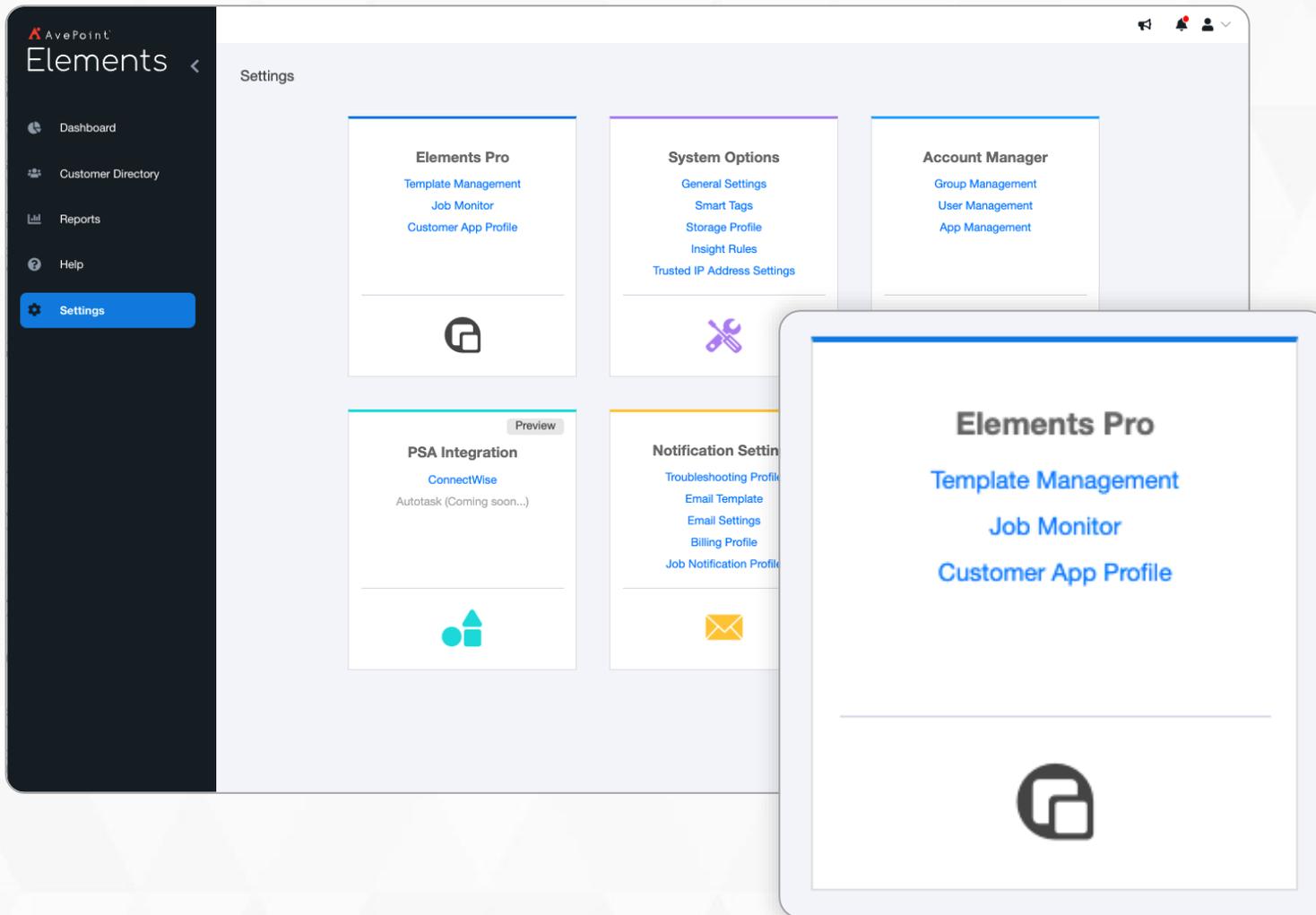


SharePoint



OneDrive





Meet Elements PRO

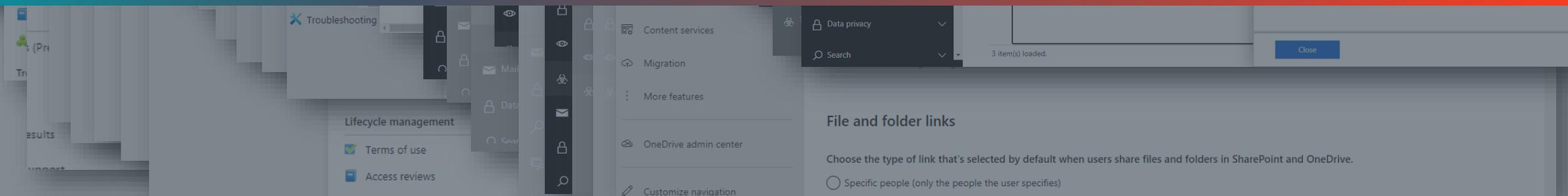
- More features and products
- Provides streamlined and easy ways to implement settings
- Easy Template creation and implementation for Multi Tenant Management



How do you manage Customer Onboarding?



Meet **Elements PRO**. Templating capabilities for faster deployment



Simple and Streamlined

The screenshot displays the 'Elements Portal' interface. On the left is a dark sidebar with navigation links: Dashboard, Directory (highlighted), Report Center, Help, and Settings. At the bottom of the sidebar is a 'Discover PRO' banner with the text 'Get multi-tenant management' and a 'Learn more' button. The main content area is titled 'Directory' and features a search bar, 'Filters', and 'Default View' options. Below these are tabs for 'Reports', 'Provisioning', and 'Service'. A table lists five customers with columns for 'Products', 'Backup Status', and 'Tracking'. A dropdown menu is open over the 'Provisioning' tab, showing options to 'Create template from' and 'Apply template'. The table data is as follows:

	Products	Backup Status	Tracking
<input type="checkbox"/> Custom			
<input checked="" type="checkbox"/> BD Big Data LLC High Priority US Technology +3	6 Licensed, 2 Inactive	Failed Backup(s)	—
<input checked="" type="checkbox"/> THULE Thule North America US Retail	3 Licensed	Working	—
<input type="checkbox"/> SONY Sony Entertainment High Priority	6 Licensed, 2 Inactive	Working	—
<input type="checkbox"/> CO CoffeeXpress	6 Licensed, 2 Inactive	Working	—
<input type="checkbox"/> DS Daves Sub Shop SmallBiz	6 Licensed, 2 Inactive	Working	—

At the bottom of the table, it says 'Displaying 1-5 of 5'.

- Easy template creation and implementation for Multi Tenant Management
- Default 'risk starter package' enablement
- Faster deployment model of implementing our products and packages



Capturing the voice of our Partners

Elements Portal

- Dashboard
- Directory
- Report Center
- Help
- Settings

Storage *Backup for Microsoft 365*

Storage type (by customer)

Custom Storage	14
AvePoint Storage	7

Total data utilization

Custom	1416.1 GB
AvePoint	64.4 GB

License overview

Licensed products	143
Active licenses	84
Expiring licenses	24
Active trials	35

Issues found

Big Data LLC	Backup for Microsoft 365	License expired 3 days ago	Renew
Thule North America	Cloud Insights	Some other license error goes here	Edit License

License utilization

- talk to ray about what Ian wants to see here

-

-

Top Negative Risk Movers ¹ *In the past 7 days*

Big Data LLC	287 High Risk Items	28%	Export
--------------	---------------------	-----	------------------------

Pinned customers

- BD Big Data LLC
- CO CoffeeXpress
- DS Daves Sub Shop
- SONY Sony Entertainment
- THULE Thule North America

YOUR CUSTOM WIDGET HERE

We're constantly improving this dashboard to make it more useful for your needs. Don't be shy, let us know what you find valuable!

What type of content would you like in a widget?

Please type your suggestions here...

[Send my suggestion](#)

Report activity [Schedule](#)

Delivered last week

Risk Insights	
Job Monitor (M365 Backup)	6

Scheduled this week

Risk Insights	16
M365 Storage Consumption (Backup)	16
Job Monitor (Backup M365)	4

YOUR CUSTOM WIDGET HERE

We are constantly improving the Partner experience. In order to make this product more valuable to you, what content, data, or tools would you like to see here?

Tell us what you want below.

Enter your suggestions here...

Submit



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Wrap-up and Calls-to-Action



Calls to Action

The 7% to Remember

“**Adopt an AE**”...build a new relationship with an AvePoint salesperson

Start by joining our global **Partner Co-Sellebration Day** (*SAVE THE DATE: April 5*)

Sign up for a Free Trial for the **Elements Pro** MSP toolset

Use Elements to build a **Secure Collaboration and CyberResilience** managed service

Take advantage of the Q1 **Migration** promotion

Bring us proposals to swap out migration competitors

Start your **certification** process in the Partner Portal

Get involved in our **Community Champions** program

Help Us Promote the AvePoint **#SaaSInStyle** Campaign





*thank
you*

Sales@AvePoint.com

www.AvePoint.com



Gracias	ευχαριστώ	Danke	Grazie	благодаря
Hvala	Obrigado	Kiitos	شكراً	Tak
Ahsante	Teşekkürler	متشكراً	Salamat Po	감사합니다
Cám ơn	شكريه	Terima Kasih	Dank u Wel	Děkuji
நன்றி	Köszönöm	ありがとう ございます	ขอบคุณครับ	Dziękuję
谢谢	Tack	Mulțumesc	спасибо	Merci
תודה	多謝晒	дядкую	Ďakujem	धन्यवाद