



Introduction

This Partnership Policy describes the aim of the partnership, the benefits of being our Partner, the Partners' statuses and the key elements of the parties' activities.

Goals of partnership

We are focused on intense product promotion, active attracting of customers and essential profit. Appreciable features of the software, accurate support and well-thought roadmaps are considered as competitive advantages to achieve these goals.



What we're offering to Partner

- Discounts margin
- Joint marketing activities
- High-priority technical support
- Sales leads and customer forwarding
- Free version for personal use (NFR version for partner)

Partner required activities

- Assign the dedicated specialist to work with Leo Backup and to represent it
- Leo Backup logo + software information on your website; timely updates
- Notify customers and partners about product and all related points (news, updates, changes, etc.)
- Partner meeting with Leo Backup presentation
- Marketing materials distribution
- PR & Press contacting



Statuses and discounts

- Silver**  This level does not require any special duties except for minimal activities (1-3), and it offers a 30% standard discount off end-user prices. Upon reaching 30 sales (licenses) per month, the status raises to the Gold level with a 40% discount.
- Gold**  Gold level provides the commission to 40% of the end-user price and implies certain commitments: the legible marketing plan and 30 sales per month, at minimum.*
- Platinum**  We confer the Platinum level to the companies who work through their reseller networks, well-connected with local advertising/media associations and close high sales in regional markets: at least 50 sales per month. Platinum Partner is entitled to a 50% commission of MSRP.*

**In the case of irregularity of partnership's terms, the current level will be reduced.*

Contact information

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Partnership	partners@leo-backup.com
Marketing	marketing@leo-backup.com
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