**CA Daily Activities**

**Onboarding New CSPs:**

* Pre-sale
  + Technical Decks
    - May require multiple sessions to multiple teams
  + Demos
    - May require multiple
  + POC Sessions
* Post-sale
  + Full Implementation of Zerto into the environment
    - Includes in-depth training during implementation
  + Training sessions (Remote and In-Person)
    - Engineering team
    - Sales team

**Rolling items for CSPs**

* Knowledge gap trainings (Remote and In-Person)
  + Per release – new feature training
  + Ramp up for product upgrades
  + General refresh (common request from small CSPs)
  + Employee rollover
* Roadmap sessions
  + With PM/PO
  + Solo
* Support involvements
  + Directly with Support
    - Level of engagement varies from minimal to code red (full engagement/guiding the CSP temperature)
    - Case resolution may tie into knowledge gap and request for training
  + Initial troubleshooting of an issue (pre-support ticket)
    - CSP wants a quick answer/fix without waiting on Support
      * Could be a phone call, email chain, or WebEx session
* Expansion/scaling
  + Phone or email guidance
  + Hands-on – WebEx sessions or in-person (field vs. inside)
* Full retraining sessions
  + New employee/team turnover training sessions (most frequent with small CSPs that have 1-2 people in charge of Zerto)
* Monthly Billing
  + Pulling manual reports (Dark Sites)
  + Troubleshooting billing issues (payments, auto-billing, illicit use, etc.)
* Licensing/contacts
  + renewals/upgrades of current

**Partnership Building Events**

* In-person Meetings
* QBRs
* Zertcons/Partner-cons/end-customer facing events
* Joint Webinars – Very common
* Joint Sales – CA provides technical back-up to the CSP Sales team (very common)

Quick Cloud Architect Team Overview (6/2020):

Team is composed of 8 globally - 90% remote

* MSP and Channel role
  + All work within a combination of MSP and Channel accounts
  + Segregation of accounts
    - Small/Medium (More MSP accounts, smaller 1-3 channel accounts)
    - Large/Medium (Blend, but roughly monitoring 25-50 MSP/Channel accounts overall)
    - Strategic/Large (Top 2-5 MSP accounts and key 2-3 channel accounts)
    - Work as Pre/Post sales – TAM/CAM aspect
* Advantages:
  + Engineers require knowledge of ALL Zerto components – enterprise (ICDR) to multitenant components
    - Work as Pre/Post sales – TAM aspect
      * Onboarding – Pre-sales – tech decks, Demos, POCs
      * Post – The Rainbow
        + Train the trainer incentivization/requirement - Knowledge Gap Training/retraining new teams, Roadmap sessions, support involvement, licensing, feature requests, and partner events (onsite meetings, joint sales, webinars, any Zerto collaborative event, and more)
  + Natively work in larger, more diverse infrastructures – I.e. Enterprise Majors +
    - Broad software scope for broad end-customer offerings – further competitive requirement
    - Work as TAMs – continuous from above