

INDIA REGION UPDATE

India channel team ended FY20 with a strong channel ecosystem and exceptional growth. Like all other regions in APJ, India was hit by the difficulties due to COVID-19, but our team remained strong and focused in the goals we set out to achieve. Here are some of our achievements:



Sharad Gupta
INR Channel Leader

1) Secured 9 Platinum, 8 Gold and 12 Silver partners

Throughout FY20, the India Channel team, in collaboration with vTSS, SE and Education teams, conducted a series of enablement sessions – in addition to online trainings and certification, the team organized Bootcamps, weekly training sessions at Veritas offices, on-request training sessions at Partners' premises, and classroom training cum certification on our solutions and products.

Through these efforts, we managed to maintain a high level of competency in the Channel partners, which resulted in ensuring we have skilled Sales and Pre-Sales members in our Channel ecosystem. These include:

- 88 Unique channel partner organizations
- 1310 VSE
- 853 VSE+
- 70+ partner certifications on Veritas product implementation and management courses

The end result is that across all Veritas technologies, we achieved +121% YoY growth from Strategic Managed Partners, and 96% YoY growth from Platinum Partners!

2) Introduction of ISO team

We introduced the ISO model in India for our Commercial segment, resulting in 6 highly skilled, motivated and energetic ISO team members to support our partners and customers. An extension of our Channel team, this ISO team will also be responsible for penetrating and expanding the territory.

3) Built a strong distribution team with our Distributors - Ingram and Redington

With the strong partnership with Ingram and Redington, we have a team of dedicated and certified Sales and Pre-Sales talents in both distributors. Their role is to drive growth in Unmanaged Partner community and territory expansion, with focused and targeted revenue growth for Mid-Market products, as well as swift and defined process-driven execution of large transactions. With this team, we now have dedicated resources to support our Renewals business.

4) Introduced programmatic approach in enablement, demand generation and awareness initiatives

Through these initiatives, we have achieved

- Yearly and quarterly planned and executed programs in conjunction with Distributors and Channel partners
- Awareness and education initiatives leveraging Channel partner relationship and reach
- Highly appreciated and profitable Channel partner incentive programs for Mid-Market products
- Partner Sales and Pre-Sales incentive programs, and as a token of appreciation, the Improved Partner Executive alignment to our strategies and benefits
- Increased commitment, investment and contribution

5) Developed emerging countries with channel partners in Sri Lanka, Bangladesh and Nepal

With the unconditional support from partners in Sri Lanka, Bangladesh and Nepal, we have managed to grow our customer base and revenue to a new all-time high in these emerging countries. This was made possible through our efforts to revamp our partner engagement model in these countries and leveraging key relationships. To ensure



smooth continuity, regular presence by our Veritas Channel and Technical teams to these countries paved the way for planned and scheduled activities for building our Veritas brand awareness and solution enablement.

6) Strong growth in incremental revenue delivered +74% YoY in Non-Named segment

Our PTAM's in all 5 areas did a splendorous job and demonstrated a high growth %. With the addition of a PTAM in Hyderabad, we were able to ensure that all headcounts in the India Channel team remained intact, which in turn helped to over-achieve this growth. Our Channel partners and resources are truly the key for the following success:

- 500+ transactions
- 6 wins above USD 100k
- 4 wins above USD 150k
- 250+ partners contributed to revenue in commercial segment