

## ASIA SOUTH REGION UPDATE

ASR ended FY20 on a high with +25% YoY growth in new business. ASR's Channel Mission in FY20 was "Focus on Growth" and "Focus on Quality". The latter being the emphasis on increasing productivity and quality of partners. To support these strategies, we embarked on several initiatives and achieved results as follows...



Suresh Nair  
ASR Channel Leader

### 1) Focus and invest in quality and outcome-driven Partners

**What did we do:** Across ASR, we identified 16 Strategic Managed Partners and forged mutual agreed Business Intent Plan, **resulting in:**

- 121% YoY growth from Strategic Managed Partners
- 96% YoY growth from Platinum Partners

### 2) Quantify incremental contribution and value-add

**What do we do:** Increased awareness of the VPF program with partner executives, resulting in better commitment, investment and visibility of pipeline via ORR, **resulting in:**

- YoY growth of 139% in OR
- Channel led bookings grew by 1,185% YoY
- OR conversion rates of 308% YoY

### 3) Raise competency and skills beyond NBU

**What did we do:** Forged and executed a comprehensive Partner Enablement Curriculum and Certification Program, that covered both Partner Sales and Technical enablement, **resulting in:**

- 905% YoY increase in number of partner sales and technical who completed VSE and VSE+

### 4) Awareness and ability to leverage Veritas Partner Program benefits

**What did we do:** Conducting Quarterly Partner Executive Vibes gave us an excellent forum with Partner Executives. We also conducted our first Partner Advisory Council in November 2019, selecting executives from top 12 partner organizations, to have them inclusively advise and strategize our channel strategies, **resulting in:**

- Improved Partner Executive alignment to our strategies and benefits
- Increased commitment, investment and contribution

### 5) Ramp-up Mid-Market Contribution

**What did we do:** Executed BE campaigns through several eDM campaigns and social media platforms, focusing heavily on targeting and raising end-user market awareness, and of course our partners, **resulting in:**

- Arrest of the BE business decline and grew 3% YoY
- Emerging markets posted a 43% YoY growth in BE business
- Through distributor effort, Un-Managed Partners contribution grew 228% YoY

For FY21, we will continue with most of FY20's initiatives, further emphasizing our Channel team's mission of "Focus on Growth" and "Focus on Quality". In addition to these, we would also include "Growth with Cloud", integrating joint Go-To-Market strategies between Hyperscale CSPs, such as AWS and Microsoft Azure with our Strategic Managed Partners based on Veritas Cloud solution strategies, blueprints and commercial models.

With the ongoing COVID-19 pandemic crisis, FY21 has had a challenging start to the business for all of us. Regardless I am sure we will find a way to prevail. I wish everyone the very best for a successful year. Take care and stay safe!