



**PROFESSIONAL DATA PROTECTION  
SIMPLE, FAST AND RELIABLE**

# STRATEGIC GROWTH

NovaStor's Strategic Growth Packages have been designed to extend your experience with NovaStor's industry leading NovaBACKUP xSP solution beyond the capabilities of what you have come to expect from a typical online backup software offering. The Strategic Growth Packages are available for all NovaBACKUP xSP Essentials licenses.

#### **Strategic Growth Advantage:**

With the Strategic Growth package, NovaStor supports you by promoting YOUR BUSINESS like no other online backup software developer can. We support your business by "pushing" new business to your service through highly qualified and effective lead generation techniques that are unique to NovaStor.

#### **Onsite Backup and Disaster Recovery:**

With the Strategic Growth Package I, for each NovaBACKUP xSP Essentials purchased, you will receive the same number of onsite/local backup, imaging and disaster recovery licenses.

#### **Storage Device Driver:**

Present your services to all NovaBACKUP users who wish to backup their data online. NovaStor's unique storage device driver (SDD) allows you to advertise your brand directly in the user's interface - drawing potential end customers to your online backup service.

#### **Seed Licensing:**

Seed licenses are made up of a volume of fully functional (no time-out) versions of NovaBACKUP Server, which retails at \$199.95 per copy. You can freely distribute these licenses amongst your core customer base or target markets to win new customers for your online storage service. The free NovaBACKUP Server licenses are pre-programmed to EXCLUSIVELY promote your online backup service.

#### **NovaNews:**

NovaStor distributes a quarterly newsletter to their entire double opt-in customer base of 400,000+ customers. Your company name and URL will be included in each edition for an entire year from purchase date.

#### **Other Available Marketing Options:**

**Direct Messaging, e.g. built in Nag Screens:** A constant reminder of how many days your customers' data has been left unprotected offsite. The reminder will make end users more likely to consider signing up for your online backup service.

**Web Exposure:** NovaStor's website attracts thousands of unique customers per month. Your contact information will be displayed in the ValueCREATE! partner section.

**Dedicated NovaStor Contact:** You will be assigned a dedicated central point of contact within NovaStor.

**Press Release:** NovaStor will publish a joint press release with you to advertise the new partnership.

#### **A Wise Investment**

What are you achieving with your marketing investments today? How much are you spending without any true measurements of your success or Return on your investment?

In these harsh economic times companies need to be responsible with their marketing budgets and seek out opportunities that can not only pay for themselves but also potentially generate a substantial amount of new business.

With the Strategic Growth Package, your maximum investment is \$2,000/month. How much are you paying for your other marketing efforts?

Typical Industry Average Pricing:

- Banner ad = starting at \$2,000/monthly
- PPC = starting at \$2,000/monthly
- Magazine ad = starting at \$2,500 per ad/monthly



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## Become a Strategic Growth Package Partner NOW!!!

**Strategic Growth Package I** - price: 50% of NovaBACKUP xSP purchase price \*

**Includes:**

- Onsite/Local data protection for each NovaBACKUP xSP Essentials license purchased
- Direct Messaging, e.g. built in Nag Screens
- Listing on NovaStor's ValueCREATE! xSP partner list on NovaStor's website
- Partner will be listed in NovaStor mailings at least 4 times in 12 month, e.g. NovaNews

**Strategic Growth Package II** - annual fee: \$12,000 \*

**Includes:**

- Seed Licensing: 250 free copies of NovaBACKUP Server (full version – not to be sold as a stand alone product) pointing to your SDD as exclusive online storage site
- Seed Licensing will have built in Nag Screens to encourage end users to sign up for the service to fully protect their critical information.
- Storage Device Driver (SDD) link in each of over 20,000 NovaBACKUP Professional, Server and Business Essentials licenses distributed per month. The SDD link will be made available to all NovaBACKUP versions under maintenance contract
- Territory 1<sup>st</sup> mover advantage exclusivity for three months in a specific area
- 4 free consulting hours for backend integration of SDD link and API training
- Direct Messaging, e.g. built in Nag Screens
- Listing on NovaStor ValueCREATE! xSP partner list on NovaStor's website
- Partner will be listed in NovaStor mailings at least 4 times in 12 month, e.g. NovaNews

**Strategic Growth Package III** - annual fee: \$24,000 \*

**Includes:**

- Seed Licensing: 1,000 free copies of NovaBACKUP Server (full version – not to be sold as a stand alone product) pointing to your SDD
- Seed Licensing will have built in Nag Screens to encourage end users to sign up for the service to fully protect their critical information.
- Storage Device Driver (SDD) link in each of over 20,000 NovaBACKUP Professional, Server and Business Essentials licenses distributed per month. The SDD link will be made available to all NovaBACKUP versions under maintenance contract
- Territory 1<sup>st</sup> mover advantage exclusivity for three months in a specific area
- 4 free consulting hours for backend integration of SDD link and API training
- Direct Messaging, e.g. built in Nag Screens
- Listing on NovaStor ValueCREATE! xSP partner list on NovaStor's website
- Partner will be listed in NovaStor mailings at least 4 times in 12 month, e.g. NovaNews
- Premium Web Exposure
- Joint press releases
- Dedicated contact at NovaStor
- Steering committee

**Additional Options for Strategic Growth Packages II / III:**

- Territory 1st mover advantage extension from 3 to 12 months \$ 3,500 p.a.\*
- Each additional territory 1st mover advantage exclusivity per 3 months \$ 2,500 \*
- Partner of the month (posted on NovaStor Website) \$ 5,000 \*
- Banner ad on NovaStor Website (no per click fees!), per week \$ 1,500\*
- Preferred xSP Partner Listing (12 months) \$ 4,000 p.a.\*
- Exclusive SDD link \$ 4,500 p.a.\*

	Growth Package I +50%	Growth Package II \$12,000 p.a.	Growth Package III \$24,000 p.a.
Local Backup & Disaster Recovery	✓	✗	✗
NovaNews	✓	✓	✓
ValueCREATE! Partner Listing	✓	✓	✓
Direct Messaging	✓	✓	✓
Storage Device Driver	✗	✓	✓
Seed Licensing	✗	✓ 250	✓ 1,000
Individual Landing Page with your details	✗	✓	✓
Lead Sharing	✗	✓	✓
Territory control	✗	✓	✓
Premium Web Exposure	✗	✗	✓
Joint Press Release	✗	✗	✓
Dedicated Contact	✗	✗	✓
Steering committee	✗	✗	✓

\*) NovaStor's terms and conditions apply