COHESITY

Cohesity Partner Program for Service Providers: Business FAQ

1. What does Cohesity consider a Service Provider?

Service Providers (SPs) include the universe of public cloud infrastructure providers, managed hosting providers, managed services providers (including applications, vertical or regional specialists), telecommunications providers (enterprise IT infrastructure business units), consulting/outsourcing/systems integrators, SaaS providers (managing their own infrastructure) and co-location providers (i.e. retail providers that are also selling cloud services).

2. Which partners are represented in the Cohesity Service Provider program?

Cohesity Service Provider partners are hosting cloud services on customer premises, in co-location facilities, at their own data centers, or on leading public clouds (e.g., Amazon Web Services [AWS], Microsoft Azure, and Google Cloud Platform [GCP])—in any or all combinations. They are offering cloud and managed services across private, public, or hybrid clouds, are operating globally or in-country for data sovereignty, are providing specific vertical expertise or helping meet compliance needs, and are providing differentiated offerings such as consulting or professional services, managed services, and integration capabilities.

3. What is the Cohesity Service Provider route to market?

Service Providers offer a way for Cohesity to extend its value to customers in an as-a-service offering. Cohesity Service Provider partners are any organization that has standardized on Cohesity to deliver cloud and managed services to customers. Services can include backup, disaster recovery, archive, test/development, file and object services, analytics, and custom services. If customers ask for a managed service or a cloud service, consider recommending one of our strategic Service Providers.

4. Why is Cohesity adding this route to market and what is the vision for it?

Customers are increasingly looking for additional ways to consume Cohesity technologies as a service—as cloud-based and managed services. As such, Cohesity has committed to and is strategically investing in developing Service Provider partnerships to give customers choice of delivery models or ways to consume in a multi-cloud world. Cohesity is adding this route to market because it envisions becoming the market-leading, software-defined vendor of purpose-built, hyperconverged secondary data and apps solutions to Service Providers to enable as-a-service delivery models. Cohesity expects to create a global ecosystem of Service Providers that deliver highly differentiated and high-value Cohesity-Powered services to customers. However, Cohesity is not striving to add any Service Provider to its program, but rather to partner with only Service Providers willing to make a strategic investment of time and resources to Cohesity.

5. What is Cohesity's solution for Service Providers?

Cohesity enables Service Providers to meet critical business imperatives: drive revenue and profitable growth and reduce total cost of ownership (TCO) while delivering superior customer experiences. By delivering flexible tenancy and self-service options across multi-tenant and single-tenant environments at scale, Cohesity enables Service Providers to modernize secondary data and apps environment upon which they can build their own value-added, differentiated cloud services. The Cohesity Service Provider offering combines a core set of Service Provider-ready capabilities, including, but not limited to, multi-tenancy, customer self-service, web-scale advanced global deduplication (with cross-tenant de-dedup), integration with hyperscalers, seamless mobility and unified management across clouds, API-first architecture, and integration with VMware vCloud

Director to empower Service Providers. For more information, refer to the Service Provider pages (under Solutions and Partners) on cohesity.com.

6. What are some differentiated benefits of choosing Cohesity for secondary data and applications services?

Cohesity provides a single, web-scale platform for secondary data and apps services, where a single copy and associated local compute resources can serve multiple uses for each tenant. There are no maintenance or upgrade windows to manage and no single point of disruption or bottleneck to tenant operations. Tenants gain superior self-service capabilities like instant mass restore and global search, and control over their own user roles, authentication, and security. Cost is minimized through simplicity, automation, advanced global dedupe (that is fine grained and recognizes duplicate information regardless of how it aligns to block boundaries), the latest compression advances, and pre-validated use of hardware from major vendors.

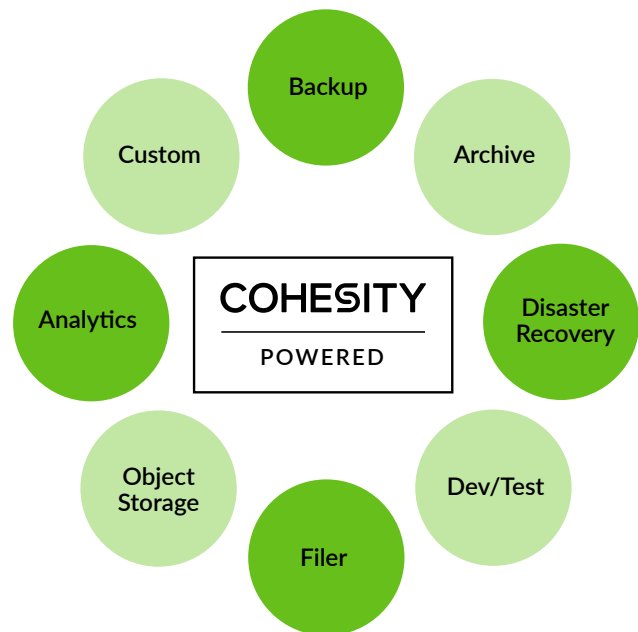## 7. What is the Cohesity-Powered trust mark and why should Service Providers and customers care?

To help customers confidently choose a provider that can deliver services on the Cohesity secondary data and apps platform, Cohesity is announcing a new class of Cohesity-Powered partners, identified by a Cohesity-Powered trust mark. Service Providers that earn the Cohesity-Powered trust mark have made deep investments in Cohesity technologies and are committed to offering differentiated secondary data and apps services as well as support on top of proven Cohesity solutions. This new trust mark outlines Cohesity-Powered advantages, including faster time to value, assured TCO savings, and continuous innovation for service providers and customers as they transform secondary data and apps portfolios for multi-cloud/hybrid IT.

The Cohesity-Powered designation gives customers confidence that they are adopting the most complete, most advanced Cohesity technologies from their Service Providers. They are also assured of the greatest degree of data mobility and interoperability across clouds and the greatest advantage for their businesses. Cohesity-Powered partners accelerate customer journeys to multi-clouds, and empower enterprises to unlock greater value from secondary data and apps. Cohesity will continue to introduce new Cohesity-Powered partners over time to drive greater flexibility for customers in their selection of global Service Providers with seamless data mobility and consistent infrastructure and operations across clouds.

For more information, refer to the Service Provider and Customer-facing Cohesity-Powered documents (under Solutions and Partners) on cohesity.com.

8. What are some examples of Cohesity-Powered services?

A sample list of Cohesity-Powered services includes the following:

- **Backup as a Service** – Backup and recovery that includes on-site data protection, direct backup to cloud, and cloud-native backup.
- **Archive as a Service** – Long-term data retention and compliance across clouds with easy data access through Google-like search.
- **Disaster Recovery as a Service** – Reliable off-site protection and business continuity with instant mass recovery in case of a catastrophic event at a primary site.

- **Filer as a Service** – Scale-out NAS for user home directories, departmental network shares, and group collaboration
- **Object Store as a Service** – S3-compatible object storage for unstructured data storage and retrieval
- **Test/Dev as a Service** – Test/dev provisioning in the cloud, supporting agile iterations, rapid cloning, and quick tear down, speeding application delivery.
- **Analytics as a Service** – The ability to uncover insights from untapped secondary data and apps and streamline compliance while providing proactive and predictive analytics on capacity, consumption, data growth, and threat behavior/impact.
- **Custom Services** – Custom secondary data and apps services, for example security as a service for ransomware recovery, using Cohesity's API-first architecture and RESTFUL APIs.

9. What services are available through Cohesity-Powered Service Providers?

Services such as managed backup, disaster recovery, archive, and replication targets across multi-clouds are already available. Please check with local Cohesity sales representative to find a Cohesity-Powered Service Provider in a given area.

10. As a Service Provider, who do I contact to get started?

Service providers that earn the Cohesity-Powered trust mark have committed to building their businesses not only on the Cohesity platform, but with Cohesity, the company. Yours can, too. Contact us today to learn more.

- If you're not a Cohesity partner, inquire about becoming a partner at https://www.cohesity.com/partners/.
- If you're an existing Cohesity partner, jumpstart your Cohesity-Powered journey at https://partners.cohesity.com/.