Campaign playbook

Druva cloud backup and DR for data center: step by step
Cost efficient data center backup for your customers

Managing a data center is never without hurdles, especially during a global pandemic. With more employees working remotely, your customers are more vulnerable to ransomware attacks, placing on-premises infrastructure at greater risk. Limited or no remote access to their data center severely impacts ability to maintain and upgrade their data protection hardware. In addition, they are being asked to reduce costs.

Now is the time to help your customers accelerate their journey to the cloud for business resilience, data protection and disaster recovery. Druva’s Saas platform, built on Amazon Web Services, simplifies infrastructure management, unlocks scalability and performance of the cloud, provides ransomware protection, and reduces costs by up to 50%

Druva’s channel partners play a key role in our strategic business growth by helping customers realize the value of our combined solutions and services. Familiarize yourself with the resources in this guide so you can help your customers understand how Druva’s cloud-based solution can future-proof their data center backup and disaster recovery strategy.

Industry recognition and achievements

Druva Phoenix facilitated our migration to VMware Cloud on AWS, and it allows us to use more AWS services so that our IT department can expand the services it delivers to our customers. Druva also does all the hard work on the backend, like migrating our data to different tiers of storage, which we don’t have to worry about. We simply copy our data to Druva and know it’s protected.

Stuart Catterall, Enterprise infrastructure architect, The University of Manchester
Customer prospecting

Key messages
Your customers are facing unique business challenges. With constrained resources, remote work and a constant pressure to reduce costs while increasing efficiency, they need to simplify how they protect and manage data so they can address business needs with speed.

Druva is the first cloud-native backup and DR solution in the market that eliminates the lock-in, provisioning, patching and management of legacy backup infrastructure. With Druva, powered by AWS, businesses can significantly reduce downtime by enabling IT to harness the power of the public cloud.

Druva’s data center backup solution has never been more relevant. Our SaaS-based data protection solution, combines high-performance, scalable backup, archiving, disaster recovery, and analytics.

Radically simple user experience
• Setup in 15 minutes no hardware or software
• Global configuration, visibility and management from any location

Up to 50% Lower TCO
• SaaS platform can reduce costs by up to 50%
• Simple, consumption-based pricing makes it easy to start
• Patented, global source-side deduplication dramatically reduces bandwidth and storage needs

Built-in security and ransomware protection
• Data stored in any AWS zone meets performance and security requirements
• Ransomware protection with immutable backups and zero-trust architecture

Prospecting emails
Data center backup email nurture series
Email banner for partner email

eBook
Customer obsessed self-serve data protection built on AWS
Reduce costs with cloud-based VMWare data protection

White paper
What is cloud-based backup and recovery?
You need to simplify remote office backup — and here’s why
Building an innovative cloud disaster recovery plan
Closing opportunities

Target audience

**Decision Makers**  
IT/Data Center/Infrastructure/Cloud > Manager/Director

**Evaluators**  
Backup/Server/VM/Cloud/Storage/ > Admins and Engineers

**Influencers**  
Cloud Architects, CISO/Security Architects

Customer presentation deck

- Druva customer pitch level 100
- Druva customer pitch level 200

Videos

- Why NOW is the time for cloud based data protection
- Data center backup and recovery
- Disaster recovery as a service

Discovery questions

- Data center conversation starter

Compelling events & market trends

- Cloud journey mandate
- Data center consolidation, modernization
- Ransomware attack, natural disaster, service outage, failed SLAs
- Remote office/branch office data protection

Customer stories

- Egan Company
- The University of Manchester
- Syncreon
- Northgate Markets
Getting started

The resources in this guide have been designed to **create awareness, educate and drive customer demand** for Druva’s data center backup and disaster recovery solution. Use these resources throughout all phases of your sales cycle to drive interest and advance the conversation with your prospects and customers.

**Execution tip:**

**Email nurture**

- Send emails one week apart
- Email open rates tend to peak at roughly an hour after they are sent. *Emails sent at 8:00 AM have the highest probability of being opened at 9:00 AM.*
- For best results, execute email campaigns so that they arrive between 8:00AM and 9:00AM

**How to:**

**Deal registration**

Register your deal in 3 easy steps to secure additional margin and proper sales support:

1. Login at [https://partnerportal.druva.com](https://partnerportal.druva.com)
2. Go to Deal registration >> Register opportunities tab
3. Fill out the simple form on the deal registration page and submit

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**Contact Druva**

Questions?
Contact us at channel@druva.com
Partnering with Druva

With the proliferation of remote work, misuse of cloud-syncing services for backup, expansion of eDiscovery and data governance requirements, rise in ransomware, and increasing insider threats, backing up endpoint data has become a growing IT priority.

**Druva delivers data protection and management for the cloud era.**
Druva’s Cloud Platform is built on AWS and offered as-a-Service driving down the cost by up to 50% TCO. With Druva customers can securely backup and recover data with the simplicity and scale of the public cloud. Your customers only pay for what they use, without the need for hardware, software, or maintenance.

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Druva can help you identify new customer opportunities and increase your cloud sales

- **Generous profit margin** - register your lead, increase your profit
- **Quick to close** - on average the Druva sales cycle is less than 45 days
- **Recurring revenue stream** - Druva shares revenue for both the initial and renewal service engagements for the entirety of the customer engagement
- **Teamwork Druva** - reps will assist you with the sale and do much of the heavy lifting

Together, we can help protect your customers’ data – ensuring that data is **always on and always safe.**