

# Partner Kit 'State of the SaaS'

Empowering Partners to educate the market  
on the data protection need for SaaS



# Introduction



- This Partner Kit is designed to help IT decision-makers better understand how SaaS applications are being backed up in 2024. By educating prospects and customers during the "awareness" stage of the buyer's journey, this kit highlights the critical importance of robust SaaS data protection strategies.
- To support this effort, HYCU conducted primary research among hundreds of decision-makers globally. The results reveal significant gaps in how most organizations currently protect their data while offering valuable insights that can guide strategic discussions.
- This kit also empowers partners to strengthen their market presence. Partners can leverage MDF to enhance their outreach efforts and customize the kit with their own logo. By doing so, they can position themselves as trusted advisors in the rapidly evolving landscape of SaaS data protection.

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- Discover Why HYCU is the #1 SaaS Data Protection Platform
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# About HYCU



78 countries globally  
4,200+ customers



440+ partners  
worldwide



Industry-leading  
customer support



Data protection for  
on-premises & cloud



Strategic  
technology partners



Visionary in Gartner MQ  
for Backup & Recovery

Backed by:



**BainCapital**

**acrew**

**ATLASSIAN**

**CISCO**  
**investments**

**okta**  
**Ventures**



# Drive more revenue with cloud & SaaS

- **Hybrid-Cloud (Alternative Hypervisors)**

HYCU supports alternative hypervisors and is hardware agnostic, enabling you to provide customers the best options in VMware, Nutanix, Dell, NetApp, and more.

- **Public Cloud Opportunity**

HYCU offers the broadest support of workloads in AWS, Google Cloud, and Azure. Available in all marketplaces, partners can easily drive marketplace private offer transactions.

- **Increase Deal Sizes with SaaS Applications**

With over 80 supported integrations, partners can drive SaaS data protection revenue across all departments, from Salesforce and DocuSign to GitHub and Confluence.



# Why choose HYCU for your SaaS practice

A man in a dark suit and glasses is standing and gesturing with his hands while presenting to a woman seated at a table. The background shows a meeting room with a whiteboard and a computer monitor.

- **Enormous Growth Potential**

Grow and expand with your customers' needs to help expand into new markets and regions.

- **Pure Profitability**

Competitive pricing and attractive margins to generate new revenue streams and profits.

- **Industry-leading Product & Service Quality**

Award-winning products that continue to satisfy customers with an industry-leading 91+ NPS score.

- **5 Star Partner Program Sales & Marketing Support**

MDF budget, Marketing collateral, lead-gen assistance, sales training, and technical support.

- **Simple & Efficient Processes**

Streamlined ordering, billing, commission tracking, and communication channels.

# Why is HYCU #1 SaaS Data Protection Platform

- 10 x more apps protected across on-prem, cloud services and SaaS
- See, manage, protect & recover your as-a-Service data – all from a single UI
- **R-Graph:** Scan and visualize your entire data estate – for free
- **R-Cloud:** Protect any application with a single click
- Open ARR opportunities with the R-Cloud™ Development Platform

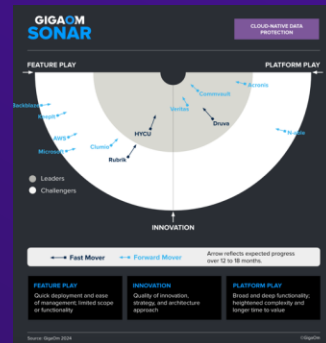
# Analyst recognition

Gartner



Recognized three years in a row as a **Visionary** in Gartner's Magic Quadrant for Enterprise Backup and Recovery.

GIGAOM



Named a **Leader** in the GigaOM Cloud Native Data Protection Radar Report.

KuppingerCole ANALYSTS



Named a **Product Leader** in the KuppingerCole Leadership Compass Cloud Backup for AI Enabled Cyber Resilience.

Google Cloud



Awarded Google Cloud Technology **Partner of the Year** 2024.



# Resource Center\*



[State of SaaS Partner Kit](#)



[Executive Summary](#)



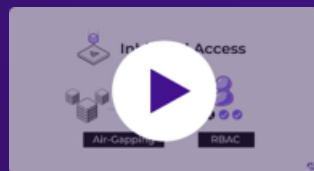
[Research Document](#)



[Email/Social Nurture Program](#)



[Press Release](#)



[State of SaaS Video](#)



[Blog Post](#)



[MDF Request Form](#)

# MDF investment & customization

- **MDF investment**

If you are running the program or campaign using the provided partner kit, you can apply for a \$5,000 Marketing Development Fund (MDF) investment from HYCU by completing the linked form ([LINK](#))

- **Customization of assets**

If you wish to include your logo in the marketing assets provided by HYCU, please submit a request to our brand department for approval.

- **Tracking of leads**

Please note that we will be collecting leads from this campaign; however, the follow-up should be handled by your team. Kindly use the attached lead loader to share the leads with us ([LINK](#))

- **Return on Investment and Expectations**

We anticipate the following Return on Marketing Investment (ROMI): 70 leads and 10 deal registrations as part of our expectations.

# Contact the HYCU Partner Team Americas



**Ben Topolski**  
Strategic Alliances  
Leader

[ben.topolski@hycu.com](mailto:ben.topolski@hycu.com)



**Sathya Sankaran**  
Head of Cloud  
Products

[sathya.sankaran@hycu.com](mailto:sathya.sankaran@hycu.com)



**Chewy Patel**  
Channel Account  
Manager

[chewy.patel@hycu.com](mailto:chewy.patel@hycu.com)



**Coley Burke**  
Head of  
Dell Alliances

[coley.burke@hycu.com](mailto:coley.burke@hycu.com)



**Andy Fernandez**  
Senior Director,  
Product Marketing

[andy.fernandez@hycu.com](mailto:andy.fernandez@hycu.com)



**Joe Mahoney**  
Cloud Sales  
Specialist

[joe.mahoney@hycu.com](mailto:joe.mahoney@hycu.com)



**Ann Bruening-Koren**  
Channel Account  
Manager

[ann.bruening-koren@hycu.com](mailto:ann.bruening-koren@hycu.com)



**Cort Wadman**  
Partner Marketing  
Manager

[cort.wadman@hycu.com](mailto:cort.wadman@hycu.com)

# Contact the HYCU Partner Team International



**Wendy Inwood**

Sr Manager,  
EMEA Channel

[wendy.inwood@hycu.com](mailto:wendy.inwood@hycu.com)



**Jelena Radojčić**

Senior Channel  
Account Manager

[jelena.radojicic@hycu.com](mailto:jelena.radojicic@hycu.com)



**Xavier Stern**

Senior Territory  
Director

[xavier.stern@hycu.com](mailto:xavier.stern@hycu.com)



**Jelena Jovanović**

Senior Channel  
Marketing Manager

[jelena.jovanovic@hycu.com](mailto:jelena.jovanovic@hycu.com)



**Stefan Bogdanovic**

Cloud Partner  
Development Manager

[stefan.bogdanovic@hycu.com](mailto:stefan.bogdanovic@hycu.com)



**Hadi Alhendi**

Inside Channel  
Account Manager

[hadi.alhendi@hycu.com](mailto:hadi.alhendi@hycu.com)



**Lidija Dragicevic**

Inside Sales  
Representative

[lidija.dragicevic@hycu.com](mailto:lidija.dragicevic@hycu.com)



**Zara Audiello**

Senior Account  
Executive

[zara.audiello@hycu.com](mailto:zara.audiello@hycu.com)



# Thank you

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