



promo summary



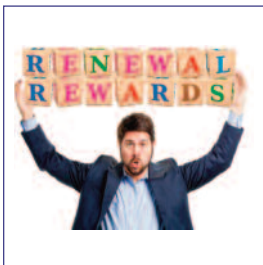
PARTNER OFFER



CA DEAL REGISTRATION

Program Dates: January 1, 2013 - March 31, 2013
Product Focus: All CA Data Management Solutions (CA ARCserve & CA ERwin®)
Brief Overview: CA Partners can register deals and earn up-front discounts of 10%- 25% on qualified orders. Additional back-end rebates also available for eligible partners when they win & close a deal they registered.
Key Notes: \$0 Min Order for competitive upgrades. \$500 Min order for new ARCserve deals. \$5,000 Min for new ERwin deals. (NCV only. No maint renewals.)
Links for More Information: See the CA Partner Portal for full terms & conditions at: partnerportal.ca.com
Partner Benefit: Bigger margins, deal protection (win even if you lose!) & more

CUSTOMER OFFER



CA RENEWAL REWARDS OFFER

Program Dates: January 1, 2013 - March 31, 2013
Product Focus: CA ARCserve® and CA ERwin (3-year renewals)
Brief Overview: Customers with expired maintenance (expired within last 6 months) can purchase new 3 Year Maintenance Renewals with no penalty or blackout period. Get Free upgrade to latest version of ARCserve & ERwin.
Key Notes: Maintenance expiration must be within last 6 months. 3 Year Renewals only. Not valid on 1 Yr SKUs.
Promo Code: Must reference Promo Code: **RENEWAL-NA** on all qualified orders. See pricebook for SKUs.
Links for More Information: See OFFERS on arcserve.com or erwin.com or visit the CA Partner Portal.
Partner Benefit: Great offer to help stimulate upgrade sales NOW!

CUSTOMER OFFER



COMPETITIVE UPGRADE "TIME FOR CHANGE" OFFER

Program Dates: January 1, 2013 - March 31, 2013
Product Focus: Select CA ARCserve Backup/D2D/Central Application 3 Year SKUs
Brief Overview: End Users can claim rebates of \$50-\$700 per license on eligible competitive upgrade purchases, when switching from a competitive product.
Key Notes: Max rebate of \$5,000/order. No Promo Code needed. See Eligible SKU List for qualified purchases.
Links for More Information: See arcserve.com/timeforchange or the Partner Portal. End Users file claims easily online at: www.caincentives.com/timeforchange.html
Partner Benefit: Excellent margin opportunity of 25% upfront. \$0 Minimum order for competitive upgrades.

LEARN MORE, SELL MORE!



Brief Overview: Comprehensive head-to-head reviews of CA ARCserve vs. the competition.
Key Notes: CA ARCserve was named "World Class Award" winner for best data protection and business continuity. See how CA outscored the competition in almost EVERY category including: value, reliability, scalability and ease-of-use.
Link for Full Reports: Visit arcserve.com/simplicity to register for full reports. (Report commissioned and paid for by CA)
Partner Benefit: Leverage content to close pending deals & drive new business.



Date: Ongoing
Brief Overview: Don't Just Get Smart - GET SCORM SMART!
How To: Simply log onto the CA Sales Education webpage at: partnerportal.ca.com and select one of three CA ARCserve or ERwin sales courses. Take our online accreditation exams, successfully pass (80% or better) and the appropriate official signature mark will be sent to you. You may then insert the mark into your email signature!