

Promotions and Offering Overview

January - March 2012



End User Customer Offer



ARCserve AMNESTY and ERwin AMNESTY Promotion

Offering Dates: Offer valid October 20, 2011 through March 31, 2012

Product Focus: ARCserve and ERwin Maintenance Renewals

Offering Summary: CA Amnesty allows ARCserve or ERwin customers, whose maintenance has expired within the last 6 months (from date of new purchase) to buy a new 3 year maintenance contract for any qualified ARCserve or ERwin product with NO PENALTY FEES and NO blackout period!

IMPORTANT: Orders MUST reference the REQUIRED PROMO CODE: **Amnesty-NA** (for ARCserve) or **ERAmnesty-NA** (for ERwin) to receive this special offer.

Links for More Information: Visit arcserve.com/amnestymarch2012 or erwin.com/amnestymarch2012 for Eligible SKUs and complete terms and conditions.

Questions? Contact: End Users, contact a CA reseller or call: 1-800-225-5224 (Option 2, then Option 1).

End User Customer Savings and Reseller SPIF Offer



CA ARCserve D2D: BETTER. BRIGHTER. SMARTER Savings and Reseller SPIF Promotion

Offering Dates: Offer valid November 22, 2011 through March 31, 2012

Product Focus: Select CA ARCserve D2D r16 and CA ARCserve r16 Backup Modules with D2D.

Offering Summary: Adding CA ARCserve D2D to customer's data protection strategy will help them save valuable time and money, with this special savings offer of 15-20% OFF SLP on select CA ARCserve D2D and ARCserve Backup SKUs.

IMPORTANT: Orders MUST reference the REQUIRED PROMO CODE: **D2DDISC** to receive this special offer. Maximum order value is limited to \$50,000. This offer cannot be combined with any other savings offer (including Deal Registration).

Links for More Information: Visit: arcserve.com/d2dsavings for Eligible SKUs and complete terms and conditions.

Questions? Contact: End Users, contact a CA reseller or call: 1-800-225-5224 (Option 2, then Option 1). Resellers, see your distributor for promotional pricing and details.

Reseller SPIF Offer

Offering Summary: CA Reseller Partners can earn SPIFs of \$25 - \$125 per license for every qualified CA ARCserve D2D and CA ARCserve Backup Module you sell (same OLP SKUs offered at special savings above—up to \$2,000 per order).

IMPORTANT: Orders MUST reference the REQUIRED PROMO CODE: **D2DDISC** to receive special pricing for customers. Note: Public Sector sales (i.e. FED/SLED) are NOT eligible for the SPIF portion of this promotion.

Links for More Information: Visit arcserve.com/d2dsavings for Eligible SKUs and complete terms and conditions.

Questions? Contact: For 1-800-225-5224 (Option 2, then Option 1)

CA Deal Registration Offering for CA Reseller Partners

CA DEAL REGISTRATION OFFERING

Offering Dates: September 7, 2011 through March 31, 2012

Product Focus: All CA ARCserve & CA ERwin products qualify (NCV only). DOES NOT INCLUDE MAINTENANCE RENEWALS.

Offering Summary: CA Partners can qualify for Deal Registration Savings and Rebates of 15%-40% on qualified deals.

IMPORTANT: Deals must be registered and approved by on/before March 31, 2012 to qualify. Note: Public Sector (i.e. FED/SLED) deals DO QUALIFY for CA Deal Registration savings discounts (but DO NOT qualify for rebates).

Links for More Information: See *DEAL REGISTRATION OFFERING* on the CA Partner Portal at partnerportal.ca.com for complete terms and conditions.

Questions? Contact: Contact your CA Representative or call 1-800-TEAM VAR.

**CA TECHNOLOGIES
DEAL REGISTRATION**