

NA Offers & Incentives **QUICK REFERENCE GUIDE**

November/December 2010

For Distributors, Large Account Resellers (LARs)
and Value-Add Resellers (VARs)





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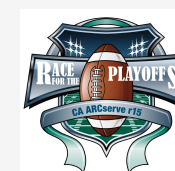
OFFER ALERT: FOR PARTNERS

NEW OFFERS

The CA ARCSERVE® r15 RACE FOR THE PLAYOFFS Reseller SPIF:

Featuring CASH awards of \$100-\$300 (via the ARCserve VISA Debit Card) for Partners selling the ARCserve Family of Products from September 1 through December 31, 2010! For more information, visit: <http://arcserve.com/us/partners-info/promotions.aspx>

- ARCserve® r15 D2D
- ARCserve® r15 Replication
- ARCserve® r15 Backup Module
- ARCserve® r15 Backup
- ARCserve® r15 High Availability
- ARCserve® r15 Solutions



ON-GOING

The CA GO FURTHER DEAL REGISTRATION Program:

Gain an advantage in the marketplace with Deal Registration discounts and rebates for a potential savings of up to 40% when you register qualified CA ARCserve or CA ERwin® sales. See arcserve.com/partnerportal for details.



EXPIRED

The CA DOUBLE UP: TAKE THE MONEY & RUN Reseller SPIF:

SPIF Program expired on September 30, 2010. Remember to file all claims within 60 days from date-of-sale.



OFFER ALERT

OFFER ALERT: FOR CUSTOMERS

NEW OFFERS

The CA ARCSERVE D2D BUY ONE, GET ONE 50% OFF Offer:

Help customers recover faster and save instantly with special promotional bundle SKUs now available from September 13 through December 31, 2010! See your distributor for promotional SKUs and pricing information. Or visit:

<http://arcserve.com/us/buy/offers/d2d-buy-one-get-one-50-percent-off.aspx>



ON-GOING

The CUSTOMER LOYALTY REWARDS Rebate Program:

CA rewards customer loyalty by extending a 15% Rebate Coupon to eligible end-users who place qualified calls to the CA ARCserve or CA ERwin Technical Support Teams between April 19, 2010 and February 28, 2011.



EXTENSION

The DOUBLE YOUR REBATES: TAKE THE MONEY & RUN Offer:

Switch and Save! Customers who make the move to ARCserve r15 can qualify for rebates up to \$600. Offer extended until December 31, 2010.

See <http://arcserve.com/us/buy/offers/double-rebate-offer.aspx> for details.



OFFER ALERT

NEW PARTNER RESOURCES

CA Technologies Configurator and Partner Resource Tool

An easy-to-use, guided selling experience that assists you in configuring the CA ARCserve r15 Family of Products as well as CA ERwin products for your customers and prospects. The CA Technologies Configurator and Partner Resource Tool requests information relating to your customer's environment and produces a configuration summary that you can save, output and send to our authorized distributors for quotes. To get started, select the appropriate product tab, follow guided questions and provide answers which relate to the customer environment and business need. To view, click here or visit: <http://ca.knowledgedirectweb.com/>



RESOURCES

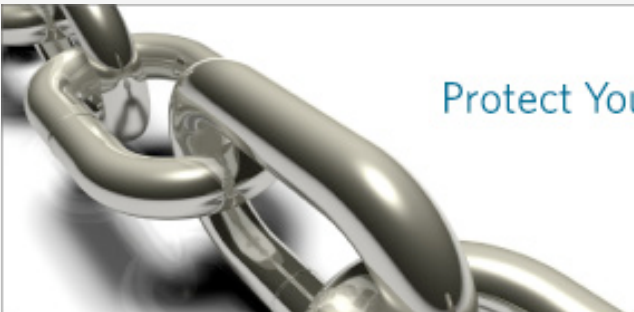
CA ARCserve r15 Product Code Finder

Find over 2,500 CA ARCserve product codes instantly! The Product Code Find retrieves and displays the product codes for the ARCserve Family of Products. Simply select the product type that you seek and make the necessary modifications based on the opportunity at hand! The part code, description, and suggested list price are displayed! Click here or visit the CA Partner Portal.

UPCOMING EVENTS

Unlock the Value of ARCserve Webcast Series

This webcast series highlights SMB customer scenarios and outlines how the ARCserve Family of Products can solve the challenges associated with contemporary computing initiatives. We address a variety of issues including: Disaster Recovery, Data Growth, Virtualization and ROBO (Remote Office Back Office) Protection. For upcoming webcasts & on-demand sessions, click or visit: <http://www.arcserve.com/us/arcserve/lpg/unlocking-the-arcserve-value.aspx>

Managing Data Growth:
Protect Your Customers from the Data Tsunami.
Unlock the Value of ARCserve®

D2D | BACKUP | REPLICATION | HIGH AVAILABILITY

ca | **ARCserve**
technologies

EVENTS

SUMMARY OF IN-MARKET OFFERS

	ARCserve Backup	ARCserve D2D	ARCserve Replication	ARCserve High Availability
FOR PARTNERS				
FOR CUSTOMERS	<p>CA ARCSERVE® D2D BUY 150% GET 1 OFF</p> <p>DOUBLE TAKE YOUR REBATES THE MONEY AND RUN <small>SWITCH TO CA ARCSERVE & SAVE</small></p> <p>CUSTOMER LOYALTY REWARDS SAVE 15%</p>	<p>CA ARCSERVE® D2D BUY 150% GET 1 OFF</p> <p>DOUBLE TAKE YOUR REBATES THE MONEY AND RUN <small>SWITCH TO CA ARCSERVE & SAVE</small></p> <p>CUSTOMER LOYALTY REWARDS SAVE 15%</p>	<p>CA ARCSERVE® D2D BUY 150% GET 1 OFF</p> <p>DOUBLE TAKE YOUR REBATES THE MONEY AND RUN <small>SWITCH TO CA ARCSERVE & SAVE</small></p> <p>CUSTOMER LOYALTY REWARDS SAVE 15%</p>	<p>CA ARCSERVE® D2D BUY 150% GET 1 OFF</p> <p>DOUBLE TAKE YOUR REBATES THE MONEY AND RUN <small>SWITCH TO CA ARCSERVE & SAVE</small></p> <p>CUSTOMER LOYALTY REWARDS SAVE 15%</p>

SUMMARY

OFFER DETAILS - FOR PARTNERS**The CA ARCserve Race for the Playoffs Reseller SPIF**

Start Date: 9-1-2010

End Date: 12-31-2010

Earn SPIFs below, for each qualified CA ARCserve r15 license sold during the promotional period. SPIFs are paid as cash value loaded onto CA ARCserve Rewards VISA Card. There is a \$3,000 maximum payout per order. Visit arcserve.com/partnerportal for details:

Earn \$100 each time you sell an eligible license of:

- ARCserve r15 Backup
- ARCserve r15 D2D
- ARCserve r15 D2D Buy One, Get One 50% Off Promotional SKUs

Earn \$150 each time you sell an eligible license of:

- ARCserve r15 Replication
- ARCserve r15 High Availability
- ARCserve r15 Backup Module

Earn \$300 each time you sell an eligible license of:

- ARCserve r15 Solutions

DETAILS

OFFER DETAILS – FOR PARTNERS**The CA Go Further Deal Registration Program**

Start Date: 5-14-2010

End Date: 12-31-2010

The CA Go Further Deal Registration Program provides CA Partners with discounts and rebates that add up to a potential savings of 40% when you register qualified CA ARCserve or CA ERwin sales. Visit arcserve.com/partnerportal for details:

- ✓ NO or LOW Minimum Order Requirements
- ✓ Up to 15% UPFRONT Discounts
- ✓ Up to 10% MORE on select SKUs & Multiple Product Line Sales
- ✓ Up to 15% EXTRA in Back-End Rebates Available

DETAILS

OFFER DETAILS - FOR CUSTOMERS**The CA ARCserve D2D Buy One, Get One 50% Off Offer**

Start Date: 9-13-2010

End Date: 12-31-2010

Help customers recover faster and save INSTANTLY with CA's new disk-to-disk based backup solution: CA ARCserve D2D.

Now with our special CA ARCserve D2D Buy One, Get One 50% Off promotional bundle SKU Offer, customers can save hundreds while getting the protection they need.

See your distributor for promotional SKUs and pricing. For information, customers can visit:
<http://arcserve.com/us/buy/offers/d2d-buy-one-get-one-50-percent-off.aspx>

DETAILS

OFFER DETAILS - FOR CUSTOMERS

The CA Double Your Rebates: Take the Money and Run

Start Date: 6-14-2010

End Date: 12-31-2010

Switch and Save! Customers can qualify for mail-in rebates worth up to \$600 per qualified CA ARCserve OLP purchase. There is a maximum rebate payout of \$6,000 per order. For details, visit: <http://arcserve.com/us/buy/offers/double-rebate-offer.aspx>

- Earn ~~\$150~~ **\$300** per eligible purchase of: CA ARCserve Replication r15 or CA ARCserve High Availability r15
- Earn ~~\$300~~ **600** per eligible purchase of: CA ARCserve Solutions r15 (including: Advanced Email Solutions, Enterprise Application Solutions, Essentials File Server Solutions or Standard Database Solutions)

DETAILS

OFFER DETAILS - FOR CUSTOMERS**The CA Customer Loyalty Rewards Program**

Start Date: 4-19-2010

End Date: 2-28-2011

The CA Customer Loyalty Rewards Program extends a special 15% Rebate Coupon—valid on a future CA purchase—to eligible end-user customers who place qualified calls to the CA ARCserve or CA ERwin Technical Support Teams.

Eligible end users are notified of the reward via email and will receive the related rebate information directly from CA Technical Support.

DETAILS