



CommVault Adds Marketing Development Funds to North American PartnerAdvantage Channel Program to Help Increase Awareness and Drive Additional Sales of Simpana Software

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—Proactive, Innovative Marketing Programs Generate Demand for Simpana Software while Reinforcing CommVault's Ongoing Investment in Supporting North American Channel Partners —

OCEANPORT, N.J.--(BUSINESS WIRE)--Aug. 11, 2009-- [CommVault \(NASDAQ: CVLT\)](#):

News Facts

- CommVault is further extending its [North American PartnerAdvantage program](#) with the addition of a Marketing Development Fund (MDF) program.
- The initiative is the company's latest step in providing channel reseller partners with the most comprehensive set of sales tools and highly effective marketing activities to generate demand and help them drive increased revenue from [CommVault® Simpana® 8 software](#).
- More than 70 channel partners now can take advantage of additional funds to support external marketing campaigns and/or sales initiatives that improve their ability to identify new business opportunities and drive greater returns on their marketing investments.
- The new MDF program offers greater guidance and structure to resellers when submitting a proposal for marketing initiatives.
- In addition to the new MDF program, CommVault recently augmented its channel program with [online sales and technical accreditation capabilities](#) to help accelerate traction for Simpana software in the channel. As a result, CommVault resellers can provide their customers greater value and expertise with Simpana software, a simpler yet more powerful platform for managing rapid data growth, boosting operational efficiencies, reducing compliance risks, all while achieving unprecedented cost savings and ROI.

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CommVault's Continuing Commitment to its Channel-Centric Business Model

- Under the terms of the MDF program, CommVault's National, Platinum and Gold partners can apply for marketing funds to support a variety of lead-generation activities, including email blasts, online marketing, seminars, webinars, sales collateral, telemarketing, trade shows, special events and other types of programs.
- CommVault will work with partners to track leads generated by the program while providing comprehensive back-end metrics to assist in tailoring the most appropriate marketing mix, as well as evaluating overall campaign effectiveness.
- CommVault is committed to supporting its channel partners through continued enhancements to the [PartnerAdvantage program](#). The new MDF program is designed to help partners expand their marketing efforts while maximizing investments, which are particularly beneficial during tightened economic times.
- CommVault partners can leverage MDF funds to produce qualified leads, utilize pre-built sales tools to expedite sales cycles as well as gain greater access to CommVault's team of experts for events and other lead-generation activities.

Supporting Quotes

- *Mark Conley, director of North American channels for CommVault*
 - "Our goal is to continually look for ways to help our channel partners stimulate and fulfill ever-increasing customer demand for Simpana software. With the new MDF program, we're allocating valuable resources to fuel a mix of highly effective marketing strategies and tools for promoting and selling the value proposition of CommVault's singular information management approach."
- *Matt Troka, vice president, Product and Partner Management, CDW*
 - "CommVault has stepped up its level of support by making available cooperative marketing development funds that will help jointly grow our business. We expect that the PartnerAdvantage MDF program will help us significantly grow our Simpana software revenue stream."

Resources

- CommVault PartnerAdvantage Microsite
http://partners.commvault.com/partadv_apply.asp

<http://partners.commvault.com/innervault/index.asp>

- CommVault® Simpana® 8 Software

<http://www.commvault.com/products/>

- More CommVault news

<http://news.commvault.com/>

- Simpana 8 Webcast

http://www.commvault.com/simpana/?WT.mc_ID=316004

About CommVault

A singular vision – a belief in a better way to address current and future data management needs – guides CommVault in the development of Singular Information Management® solutions for high-performance data protection, universal availability and simplified management of data on complex storage networks. CommVault's exclusive single-platform architecture gives companies unprecedented control over data growth, costs and risk. CommVault's Simpana® software suite of products was designed to work together seamlessly from the ground up, sharing a single code and common function set, to deliver superlative Data Protection, Archive, Replication, Search and Resource Management capabilities. More companies every day join those who have discovered the unparalleled efficiency, performance, reliability, and control only CommVault can offer. Information about CommVault is available at www.commvault.com. CommVault's corporate headquarters is located in Oceanport, New Jersey in the United States. (cvlt-pt)

Safe Harbor Statement

Customers' results may differ materially from those stated herein; CommVault does not guarantee that all customers can achieve benefits similar to those stated above. This press release may contain forward-looking statements, including statements regarding financial projections, which are subject to risks and uncertainties, such as competitive factors, difficulties and delays inherent in the development, manufacturing, marketing and sale of software products and related services, general economic conditions and others. Statements regarding CommVault's beliefs, plans, expectations or intentions regarding the future are forward-looking statements, within the meaning of Section 27A of the Securities Act of 1933, as amended and Section 21E of the Securities Exchange Act of 1934, as amended. All such forward-looking statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Actual results may differ materially from anticipated results. CommVault does not undertake to update its forward-looking statements.

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