

## Additional Resources

<https://campus.barracuda.com/doc/75696319/>

### Additional Resources

#### Partner Toolkit



Enablement & rebrandable materials  
for your use

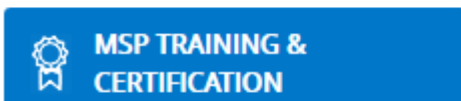


Hundreds of technical articles,  
tips, & tricks on hot topics

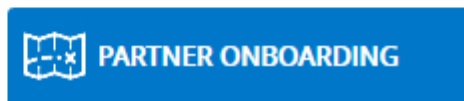
The Partner Toolkit comprises of Sales and Marketing material and the Barracuda MSP Knowledge Base.

To access the Barracuda MSP Partner Toolkit a one-time registration is required. Once you have registered, it usually takes about 24 hours to have access to everything. If you find after 24 hours that you still do not have full access, please contact your partner manager.

#### Barracuda Campus



Get up to speed with  
documentation & training



Start off on the right foot with your  
new solution

Barracuda Campus will be your resource for your training material.

To access training and certification material a one-time registration is required.

### Sales and Marketing

The Sales and Marketing section is divided into the following sections:

- Product Details and Overviews

- Here learn about the different products that you can purchase to offer to your clients.
- **Marketing Campaigns and Promotions**
  - Here you will find re-brandable pre-packaged marketing campaigns, emailers, presentation decks, info-graphics, and press releases. All of these can be used as standalone pieces for your business promotion efforts. Each piece is specifically written and designed to make it fast and easy for you to insert your company's information, brand and colors.
  - In each section, you will find useful tips on how to use and combine the collateral we offer to promote your business and reach your target audience. Pick the pieces you want to use to quickly move your marketing to the next level!
- **Sales Tools**
  - Here you can give your sales team the tools to turn prospective prospects into customers.
  - Your sales team needs to understand the SMB's pain points and explain the benefits of your BDR offering with fast, clear, hard-hitting facts. From battle cards and pre-built sales presentations to sales eBooks, this suite of resources and rebrandable materials empowers you to tighten your sales tactics and strengthen your pitch.
- **Compliance**
  - This library of materials will help you better understand the appropriate regulations, take steps to comply, and leverage the opportunities for business success.
- **Barracuda MSP News and Resources**
  - Our Release Notes list our technical specifications and the changes enacted with each release. Press Releases keep you informed on all our company happenings, from release information to awards and accolades. Our monthly partner newsletters point to current topics being discussed at Barracuda MSP and around the channel.
  - In the Backup Blog, you will find articles and analysis of the latest tech news and what it means to you. You can also hear and see hot topics discussed by our industry experts in videos and webinars. Click on the links below to get informed!
- **Logos**
- **Why Barracuda MSP?**
  - This section's resources cover the basics of Barracuda MSP solutions and services, including product information, competitive analysis, and Frequently Asked Questions.

## Knowledge Base

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Here you will find a self-serve library on the Barracuda MSP products. The types of articles that you will find are:

- Technical how-to
- Technical troubleshooting
- Best practices
- Information on our initial seed and restore drive service
- Reference material

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## MSP Training and Certification

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Here you will find certifications for Barracuda Intronis Backup.

- Certified Intronis Partner Engineer
- Certified Intronis Sales Representative

## Partner Onboarding

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Navigating to Barracuda MSP, the following onboardings can be found:

- Barracuda Intronis Backup
- Barracuda Essential Services
- Cloud Archiving
- Cloud-to-Cloud Backup

## Figures

1. Partner Toolkit.png
2. Campus.png

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