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IMATION STORAGE SOLUTIONS CHANNEL PROGRAM

NEXSAN PRODUCTS REPRESENT 10+ YEARS
OF DOING THINGS DIFFERENTLY
WITH PRODUCTS, PARTNERS AND PROGRAMS

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96% of Nexsan customers
are more than satisfied
with their Nexsan solution.”

INDEPENDENT TECHVALIDATE
CUSTOMER SURVEY

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Partners gave Nexsan an
80% Overall Satisfaction
with 89% of partners willing
to recommend Nexsan.
(Ranked higher than all
other brands carried by
these partners.)”

VALIDATED BY OPTERA
RESEARCH GROUP

PRODUCTS:

Imation’s Nexsan™ products have represented award winning enterprise-class, easy-to-use and efficient storage solutions for midsize organizations with 33,000 systems deployed in over 60 countries worldwide. Imation provides SAN, NAS, unified and archive solutions that can be flexibly tailored to meet any application in any environment while uniquely delivering enterprise-class features without the enterprise-class price. Nexsan products have consistently led the industry with storage innovation as with the latest offering of unified hybrid storage that leverages solid-state to accelerate the underlying SATA/SAS for an exponential performance increase over traditional storage. More importantly, customers love us with 9 out of 10 coming back for more!

PARTNERS:

Imation is a 100% channel company that you can trust. We depend upon the expertise and loyalty of you, our select partners to succeed and reach our goals as we help grow your business. Each partner is personally selected to join the partner team, and represent the Nexsan portfolio, after careful evaluation of their expertise, geographic coverage and solution focus. Our LeadGuard opportunity registration program is widely considered the leading deal securing program to help protect your investment in sales opportunities. With Imation, you are not alone. It’s a true partnership. We work closely with you on Nexsan product training, marketing, sales and pre-sales technical support.

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While many companies have struggled through the down economy, we have maintained a positive business outlook through our relationship with Nexsan. With exceptional products, high margins, great partner support and first-rate marketing, Nexsan provides its channel partners with all of the elements necessary to run a profitable business.”

LISA MEHL
PRESIDENT, DKAMSI

AVAILABLE PROGRAMS:

Quality Leads – Imation’s stringent lead qualification process provides highly qualified leads. In addition, we work with you to generate your own leads with events, telemarketing, MDF efforts and custom-built e-marketing campaigns that make it easy for any partner to use.

Deal Protection – The LeadGuard opportunity registration program ensures that you and you alone have Exclusive Pricing for registered deals to protect your margin and efforts.

Training – Online and instructor-led sales and technical training at no charge.

Sales Tools – The Partner Portal is your gateway to a wealth of sales tools at your fingertips, including sales and tech HotSheets, PowerPoint product presentations with competitive positioning, webinars, white papers, analyst papers, videos and much more!

Leading Support Program – Our reliable products are backed by helpful and knowledgeable support staff.

Easy – No inventory requirements, simple-to-use quote tools and rapid order processing.

When first joining the Imation Storage Solutions Channel Program, you receive special treatment through a simple 3-step personalized Concierge Program. We know the first 90 days are the most important to help ramp your Nexsan business quickly and start selling. Your Regional Sales Manager and Inside Sales Rep make it their priority to help you with regular communications, training and marketing assistance.

Please review the complete list of rich program benefits in the following pages. We created our program to be easy-to-use with a comprehensive menu of generous benefits to help partners be successful from the start. We want to provide our partners with a different kind of storage experience...from products to partnership.

HOW TO JOIN

At Imation we truly want every partner to be successful. We interview and hand-select each and every partner in the program. Please log on to our public website at www.nexsan.com/partners to complete a short questionnaire. Your Imation Regional Sales Manager will contact you directly.

Once approved, each partner is required to sign the Imation partner agreement. Upon request, your Regional Sales Manager can supply a copy of the agreement for your review.

BENEFITS AND REQUIREMENTS MATRIX

IMATION STORAGE SOLUTIONS CHANNEL PROGRAM BENEFITS

As part of the Imation Storage Solutions Channel Program, Authorized Nexsan product resellers have access to program resources to equip, enable and expand their business. Authorized partners who have completed the concierge Onboarding Program can take advantage of an extensive array of sales and marketing benefits to grow their business as a Concierge Partner. For authorized partners reaching top performance sales thresholds, we will reward you with additional marketing programs and benefits as an Executive Partner. Program benefits may vary by country so be sure to talk to your local sales manager for details.

MAKING MONEY

BENEFIT	DESCRIPTION	INSTRUCTIONS
Authorization to Purchase Nexsan Products	Imation sells both direct to authorized reseller partners and through an authorized distribution channel depending on management requirements and regional preferences	Contact your Imation Regional Sales Manager to become an authorized reseller or for a list of authorized distributors.
Margins	Imation operates a protected channel program on a worldwide basis for its resellers. By investing in Imation and its associated accreditation / certification programs, partners are able to capitalize on Imation’s proven, world class lead registration system – in turn, this helps protect margin levels providing a return against investment.	Register your opportunities through LeadGuard on the Imation Partner Portal. https://partners.nexsan.com (Leads/Registrations/Quotes)
No Revenue Minimums	Imation does not require a revenue minimum in order to receive the most favorable Exclusive Pricing.	Visit the Partner Portal to access LeadGuard and register a sales opportunity. https://partners.nexsan.com (Leads/Registrations/Quotes) A quick 30 minute Partner Success Track webinar is available OnDemand which includes a review of the LeadGuard registration program. https://partners.nexsan.com (News and Events/Webinars)
Opportunity Registration Program: LeadGuard	The Imation LeadGuard opportunity registration program enables Partners to receive Exclusive Pricing for sales opportunities that are approved and registered with Imation for Nexsan products.	Visit the Partner Portal to access LeadGuard and register a sales opportunity. https://partners.nexsan.com (Leads/Registrations) A quick 30 minute Partner Success Track webinar is available OnDemand which includes a review of the LeadGuard registration program. https://partners.nexsan.com (News and Events / Webinars)

BENEFIT	DESCRIPTION	INSTRUCTIONS
Easy Price Quoting	Imation provides an easy-to-understand price book as well as an automated online Sales Quote Creator tool for direct partners. Partners buying through distribution can work with their distributor rep to facilitate quote requests.	<p>Direct Partners may contact their Imation Regional Sales Manager for the latest price book.</p> <p>Watch a 25-minute Webinar on the Sales Quote Creator for the fastest, easiest and most complete way to create a quote. https://partners.nexsan.com (News and Events/Webinars)</p> <p>Use the Sales Quote Creator. https://partners.nexsan.com (Leads/Registrations/Quotes)</p>
SPIFs	On occasion, Imation provides incentives to Partners to drive sales for a specific product or solution including new customer business.	<p>Follow individual program requirements according to regional laws and limitations. See current SPIFs at the Partner Portal.</p> <p>https://partners.nexsan.com (Making Money)</p>
Rebates	On occasion, Imation provides backend rebates to drive sales of a product or solution through enhanced margins.	<p>Follow individual program requirements according to regional laws and limitations. See current Rebates at the Partner Portal.</p> <p>https://partners.nexsan.com (Making Money)</p>
Online Training	<p>Imation provides several online training courses to help Partners understand the value proposition and confidently sell Nexsan products and solutions.</p> <p>Instructor Led Training (ILT) on-site is available on a case-by-case basis.</p> <p>Partner Webinars are provided monthly and OnDemand to train Partners on new product launches, new promotions and available sales tools to leverage.</p>	<p>No minimum level of training is required to receive full benefits of the Partner Program.</p> <p>Access Web-based Training 7/24 at the Partner Portal. https://partners.nexsan.com (Training)</p> <p>Get OnDemand Webinars at the Partner Portal. https://partners.nexsan.com (News and Events /Webinars)</p>
Sales Tools	Imation provides a complement of sales tools to enable a Partner's success. These easy-to-use sales tools are designed to highlight the Imation value proposition and drive actions back to the Partner. Sales data sheets, spec sheets, sales HotSheets, end-user presentations, customer and demo videos, and more.	<p>Visit the Partner Portal to access all available sales tools. Assets can be found by product type, solution area or asset type. These tools can be located throughout the Partner Portal.</p> <p>https://partners.nexsan.com (Marketing Support) https://partners.nexsan.com (Resources) https://partners.nexsan.com (Products and Solutions)</p>
Marketing Tools	Imation provides a rich set of tools for our Partners to use to drive end-user demand. Use the Custom Campaign Creator to develop lead gen campaigns using Imation tools and assets, or our pre-packaged banner ads, website pages WebKit, or press release templates.	<p>Visit the Partner Portal.</p> <p>https://partners.nexsan.com (Marketing Support)</p>

BENEFIT	DESCRIPTION	INSTRUCTIONS
Partner Logo	Imation Partners are encouraged to promote their Partnership by displaying the Nexsan product logo on their web site, in advertisements, customer communications and other marketing materials.	Download the Nexsan by Imation logo at the Partner Portal. https://partners.nexsan.com (Marketing Support)
Product Access	Partners have exclusive access to all Nexsan products. Additional training may be required to resell the Nexsan Assureon data archive system.	Contact your Regional Sales Manager or Authorized Nexsan Distributor for more information. https://partners.nexsan.com (Contact Us)
Service and Support	Imation offers Basic, Enterprise, Premium and Concierge Service and Support programs above the Standard Warranty to provide a selection of service and support features for any sized organization or IT team. Not all support programs are offered in all regions. In addition, Nexsan provides its Partners with a comprehensive Compatibility Guide that is updated on a regular basis.	Contact your Regional Sales Manager or download the Service and Support brochure and the Compatibility Guide on the Partner Portal. https://partners.nexsan.com (Service and Support)
Technical Tools	Imation has developed specific technical tools to help in pre-sales and post sales customer support. Technical assets range from Tech Briefs to How-To YouTube Videos and Configuration Guides. Firmware Updates and Compatibility Guides are continually updated and posted for Partner reference.	Please visit the Partner Portal to access all available technical tools. Assets can be found by product type, solution area or asset type. The Product and Solutions section has all related assets by product or solution. The Resources section has assets listed by type of asset. Watch a 25-minute Webinar on the Sales Quote Creator for the fastest, easiest and most complete way to create a quote. https://partners.nexsan.com (Resources) https://partners.nexsan.com (Products and Solutions)
Partner Communication	Imation strives to provide Partners with relevant and timely information. Partners have access to key communication vehicles including a monthly Partner e-Newsletter, Partner Flashes and Partner-only Webinars.	Please visit the Partner Portal under the News and Events section for the archive of past Partner communications. https://partners.nexsan.com (News and Events)
Select Partner Coverage	Imation actively manages its partner network for appropriate geographic and expertise coverage.	Contact your Imation Regional Sales Manager to become an Imation Partner or authorized distributor. Or sign-up online. www.nexsan.com/partners

CONCIERGE PARTNER

Authorized partners who have completed the Concierge Onboarding Program can take advantage of additional sales and marketing benefits to grow their business as a Concierge Partner.

REQUIREMENT	DESCRIPTION	INSTRUCTIONS
Concierge Onboarding Program	<p>Imation has designed a unique 3-step program to help new Partners ramp their Nexsan product business. The Concierge Onboarding Program provides additional program support, best practices and quick access to the tools Partners need to be successful.</p> <p>The prescriptive plan is available online for all Partners to leverage. The onboarding plan is based on an individual's role within their Partner organization.</p>	<p>Please visit the New to Imation section on the Partner portal to receive a prescriptive action plan to kick start your business.</p> <p>https://partners.nexsan.com (New to Nexsan)</p>
BENEFIT	DESCRIPTION	INSTRUCTIONS
MDF	<p>Upon request and availability, Marketing Development Funds are available to Partners to help generate leads for themselves via proven marketing activities. Imation reimburses up to 50% for an approved marketing activity with the required documentation and ROI goals met.</p>	<p>Complete the MDF Application Form to request funds. All marketing activities must be pre-approved and include an ROI forecast. Partners who buy through distributors may submit their requests through the distributor. Full details available online.</p> <p>https://partners.nexsan.com (Marketing Support/MDF Request Form)</p>
Co-Branded Collateral	<p>Imation provides an efficient way to co-brand sales and marketing collateral to include your company logo and contact information.</p>	<p>Visit the Partner Portal to access all available sales tools. Assets can be found by product type, solution area or asset type. These tools can be located throughout the Partner Portal. Visit the marketing section to place your request.</p> <p>https://partners.nexsan.com (Marketing Support/Channel Marketing Request)</p>
Co-Branded Marketing Campaigns	<p>Imation is investing in marketing campaigns to generate end user demand. You can take advantage of this investment and customize for your customer base to generate opportunities.</p>	<p>Visit the Partner Portal to view and download various assets available for your own campaigns.</p> <p>https://partners.nexsan.com (Marketing Support/Custom Campaign Creator)</p>
Partner Plaque	<p>Imation Partners are encouraged to promote their Partnership by displaying the Nexsan product logo on their web site, in advertisements, customer communications and other marketing materials.</p>	<p>Download the Nexsan by Imation logo at the Partner Portal.</p> <p>https://partners.nexsan.com (Marketing Support)</p>
End User Promotions	<p>Imation recognizes the importance of brand awareness in the marketplace to drive customer demand and generate leads for the Partner. Throughout the year, Imation executes integrated campaigns that include online and print advertising, social media, search engine marketing, industry events, and much more.</p>	<p>Visit the Partner Portal to view and download various assets available for your own campaigns.</p> <p>https://partners.nexsan.com (Marketing Support/Custom Campaign Creator)</p>
Joint Partner Events	<p>On occasion Imation may ask a Partner to participate in a corporate event together. By participating in the event, the Partner leverages the Nexsan brand to gain additional exposure and generate leads.</p>	<p>By invitation only, Partners may be selected according to solution focus or region. Please contact your local Regional Sales Manager to be considered for an upcoming event.</p> <p>http://www.nexsan.com (About Us/Events)</p>
Demo Briefing Center	<p>Imation has a demo Briefing Center in the Thousand Oaks, CA and Oakdale, MN offices. The Briefing Center is available for meetings with customers and prospects.</p>	<p>Please contact your local Regional Sales Manager to set up an appointment in the Briefing Center.</p>

ENGAGEMENT

BENEFIT	DESCRIPTION	INSTRUCTIONS
Account Management	As an Imation Partner reselling Nexsan products, your Regional Sales Manager and distributor sales team is here to back you as their top priority. And as a whole, Imation is here to help you build your Nexsan business as we provide the highest quality and greatest value solutions to serve your customers.	Never hesitate to reach out to your Regional Sales Manager or Authorized Nexsan Distributor for assistance in securing and closing deals at any point in the sales cycle. You Regional Sales Manager, Inside Sales Rep and Channel Marketing Manager make up your direct sales support team. System Engineers are also available to you upon request through your RSM. If you buy through a Distributor, contact them directly for access to sales support resources. https://partners.nexsan.com (Contact Us)
Pre-Sales Technical Assistance	Imation has a team of pre-sales Systems Engineers available to assist Partners in the technical requirements of end-user opportunities.	Contact your Imation Regional Sales Manager or distributor rep. to request assistance from a Systems Engineer. https://partners.nexsan.com (Contact Us)
Partner Engagement	Your Regional Sales Manager is available to work with you to develop an effective quarterly business development and marketing plan.	Create a sales and marketing plan along with your Nexsan RSM each quarter to generate leads, build your pipeline and close business with maximum results. https://partners.nexsan.com (Contact Us)
Executive Advisory Council	On occasion Imation selects Partners to participate in the Executive Advisory Council. The Partners selected are usually Imation's top performers.	Contact your Regional Sales Manager to be considered for the Executive Advisory Council. https://partners.nexsan.com (Contact Us)
Executive Access	Partners are a priority for the Executive team. All Executives are available and accessible to you for strategy discussions, Partner development or sales escalation.	Contact your Regional Sales Manager to set up an appointment with the Executive Team. https://partners.nexsan.com (Contact Us)
NexStep Partner Conference	Imation hosts a premier Partner conference in the Americas and Europe. Attendees have Partner-only access to Nexsan product roadmaps, industry vision, and early previews of products and programs. The NexStep conference is designed to be interactive and highly engaging for the Partners and executives to network, exchange ideas and strengthen business relationships.	Partner management is highly encouraged to attend their annual Imation NexStep conference. Watch for announcements and invitations to attend this prestigious business-building event.

PRODUCT

BENEFIT	DESCRIPTION	INSTRUCTIONS
Early Ship Program (ESP)	Partners may be given the opportunity to receive new products and updated versions prior to public release. Participants in the Early Ship Program are given first rights to offer new products to customers.	Contact your Regional Sales Manager to apply for the Early Ship Program. https://partners.nexsan.com (Contact Us)
Demo Units	Imation may provide, at a discount, product demonstration units to authorized Partners for training and prospect demonstrations. These units are not for resale.	Contact your Regional Sales Manager to apply for the Early Ship Program. https://partners.nexsan.com (Contact Us)
Evaluation Units	Imation may provide product for customer evaluation at exclusive pricing with a PO, which is invoiced if not returned within conditions agreed upon evaluation period.	Contact your Regional Sales Manager to apply for the Early Ship Program. https://partners.nexsan.com (Contact Us)
Product Beta Program	Imation may provide Beta releases of new products to test the product in real-world customer environments.	If you would like to participate in a Beta program, please contact your Regional Sales Manager. https://partners.nexsan.com (Contact Us)

EXECUTIVE PARTNER

Top performing Concierge Partners, along with their regional sales manager nomination or endorsement, can qualify for top tier Executive Partner benefits as part of the Imation Storage Solutions Channel Program.

REQUIREMENT	DESCRIPTION	INSTRUCTIONS
Annual Revenue Requirement	Imation does not have specific annual revenue requirements but Partners are expected to be actively engaged in promoting and selling Nexsan solutions. Imation wants to reward its top partners by providing additional marketing programs. Those partners achieving Nexsan Executive Partner status will receive additional benefits as outlined below.	Work with your Regional Sales Manager to set goals toward achieving Nexsan Executive Partner Status. https://partners.nexsan.com (Contact Us)
BENEFIT	DESCRIPTION	INSTRUCTIONS
Telemarketing Resources for Lead Qualification	Access to a specified number of hours from Imation and Nexsan-trained telemarketing professionals. Put your marketing investment to work for you by including robust telemarketing follow up.	Complete the MDF Application Form to request funds or program support. All marketing activities must be pre-approved and include an ROI forecast. Full details available online. https://partners.nexsan.com (Marketing Support / MDF Request Form)
MDF	Priority access to additional marketing development funds to customize collateral, execute campaigns or support end user events.	Complete the MDF Application Form to request funds. All marketing activities must be pre-approved and include an ROI forecast. Full details available online. https://partners.nexsan.com (Marketing Support / MDF Request Form)
Web Content Syndication	Ability to leverage pre-built web pages to quickly enhance your Nexsan web presence and storage-related content to nurture leads.	Registration and setup information is available from the channel marketing team. https://partners.nexsan.com (Channel Marketing Request)
Quarterly Business Reviews	Regular discussions of business initiatives and results to adapt programs and shift resources to ensure success.	Just as you have committed to your Nexsan business, we want to commit to your business success. Work with your Regional Sales Manager to plan for success. https://partners.nexsan.com (Contact Us)

CHANNEL PROGRAM REQUIREMENTS

We depend upon the expertise and loyalty of you, our select partners to succeed and reach our goals as we help grow your business. To maintain the integrity of the partner program and best equip partners for business growth and success, we ask them to follow the outlined list of requirements below.

REQUIREMENTS	DESCRIPTION	INSTRUCTIONS
Closed Model – Imation Program Operations Policy Agreement	Nexsan products and solutions are only available through authorized distributors and only sold to Partners in good standing with a signed Partner Agreement, Credit Application and NDA.	Contact your Regional Sales Manager to receive and sign the Partner Agreement and become an approved/ authorized Nexsan reseller. https://partners.nexsan.com (Contact Us)
Credit Application	All potential Partners must complete a Partner credit application to be considered.	Must maintain good credit standing. The credit application will be sent directly to the primary contact at the Partner organization. Any questions should be directed to the Regional Sales Manager. If you are purchasing through a Distributor, your credit application will be processed by the Distributor. https://partners.nexsan.com (Contact Us)
NDA	All potential Partners must sign a Non-Disclosure Agreement.	The Regional Sales Manager will supply the Imation NDA at the beginning of the Partner application process. Any questions should be directed to your Regional Sales Manager. https://partners.nexsan.com (Contact Us)
Annual Revenue Requirement	Imation does not have specific annual revenue requirements but Partners are expected to be actively engaged in promoting and selling Nexsan solutions.	Regular sales transactions are expected to remain an Authorized Nexsan Reseller. Imation monitors, tracks, and reports results. Questions should be directed to your Regional Sales Manager. https://partners.nexsan.com (Contact Us)
Annual Transactions	Partners are expected to complete sales transactions throughout the year.	Regular sales transactions are expected to remain an Authorized Nexsan Reseller. Imation monitors, tracks, and reports results. Questions should be directed to your Regional Sales Manager. https://partners.nexsan.com (Contact Us)
Training	Partners are expected to avail themselves of the Nexsan product online training materials on a regular basis.	Training is readily available on the Partner Portal. https://partners.nexsan.com (Training)
Business Planning and Engagement	Partners are expected to engage with their Regional Sales Manager regularly for business planning and marketing demand generation activities.	Regular business and marketing planning, throughout the year, is expected to remain in good standing. Imation will monitor, track, and report results. Questions should be directed to your Regional Sales Manager. https://partners.nexsan.com (Contact Us)

REQUIREMENTS	DESCRIPTION	INSTRUCTIONS
Case Studies	Partners are encouraged to provide customer success stories regularly. Imation will interview the customer and Partner to develop and publish the case study. As the Partner, you will be highlighted in the story.	If you would like to submit a customer case study for publishing, please contact your Regional Sales Manager. https://partners.nexsan.com (Contact Us)
Marketing Campaigns	Partners are expected to create demand for Nexsan products and solutions throughout the year.	Visit the Marketing Support page at the Partner Portal for easy-to-use campaign templates, co-branded marketing assets, and Marketing Development Funding opportunities. On-going marketing activities such as events, direct mail campaigns and advertising are examples of potential Partner-led demand generation programs. https://partners.nexsan.com (Marketing Support)
Designated Nexsan Product Champion	To facilitate a long term and successful Partnership, Imation requests its Partners to designate a Nexsan Product champion within the Partner organization to be the central point of contact.	Contact your Regional Sales Manager to provide the contact details of your Nexsan Product Champion. https://partners.nexsan.com (Contact Us)
Nexsan product logo and Web Page on Partner Site	Partners are expected to prominently display the Nexsan product logo and maintain a Nexsan solutions page on their website.	Visit the Partner portal to access the Nexsan logo, Authorized Reseller logo and website WebKit. Your Regional Sales Manager may visit your website to ensure all Nexsan product content is current. https://partners.nexsan.com (Contact Us)
Lead Management	Partners are expected to respond promptly to leads supplied by Imation per the lead processing program.	Promptly qualify and register or DQ your assigned leads within LeadGuard at the Partner Portal. https://partners.nexsan.com (Contact Us)
NexStep Partner Conference	Partners may be invited to attend the annual Partner conference called NexStep and are strongly recommended to attend.	Watch for invitations and information about NexStep Partner Conference. Visit the Partner Portal for information or consult your Regional Sales Manager.

ABOUT IMATION

Imation is a global scalable storage and data security company. The company's portfolio includes tiered storage and security offerings for business, and products designed to manage audio and video information in the home. Imation reaches customers in more than 100 countries through a powerful global distribution network and well recognized brands. Additional information about Imation is available at www.imation.com/nexsan.