

2015 CHANNEL PROGRAM

PROGRAM BENEFITS

- Sales Certification assigned to everyone
- Technical Certification available by product
- MDF available at all tiers to grow business
- Enhanced value by tier

CHANNEL PROGRAM UPDATES

- Partners grandfathered to current tier
- Certifications and sales targets launched
- New MDF program

REQUIREMENTS	BRONZE	SILVER	GOLD
Signed Agreement	YES	YES	YES
Onboarding Program - Sales Kick-Off Meeting	In Process	Completed	Completed
Sales Certification (all products)	In Process	2 minimum	3 minimum
Technical Certification (1 product choice min.)	In Process	2 minimum	3 minimum
Annual Sales Minimum	Working toward PO	\$250,000	\$500,000
Sales Growth Target	\$250,000	\$500,000	\$1,000,000+

BENEFITS	BRONZE	SILVER	GOLD
Access to LeadGuard Registration Process	X	X	X
MDF Program Split (up to 25% reimbursement)	X	X	X
MDF Program Split (up to 50% reimbursement)		X	X
MDF Program Split (up to 75% reimbursement)			X

SALES AND MARKETING BENEFITS		DESCRIPTION	BRONZE	SILVER	GOLD
Partner Portal	Sales, marketing and technical tools and resources available to all partners		X	X	X
Pre-Sales Technical Assistance	Imation's team is available to assist partners in technical requirements for end user opportunities		X	X	X
Sales & Technical Training	Sales and technical certifications available online through partner portal		X	X	X
Service and Support	Basic, Enterprise and Premium programs available above standard warranty		X	X	X
Spiffs, Rebates and promotions	Access to promotional incentives for the channel or to deliver to end users		X	X	X
Inside Sales Representation	Inside connection for account support, lead generation and opportunity management			X	X
Partner Plaque	Upon request, Imation will provide an engraved "Authorized Partner" plaque			X	X
Sales Leads	Eligible to receive leads from Imation's lead gen campaigns			X	X
NFR demo unit discounts	Priority access to NFR/demo equipment at discounted rates. Ability to participate in beta program.			X	X
Content Syndication	Web, Email & Social content license powered by SharedVue			By invitation	X
NexStep Partner Conference	Participate in Imation's premier partner gathering on industry insights, roadmaps and programs			By invitation	X
Co-branded, custom collateral	Promote your logo and contact information on product collateral for tradeshows or sales appointments				X
Social Media Reciprocation	Social engagement to bolster end user participation and followership				X
Marketing Insights Meetings & Quarterly Business Reviews	Regular updates from Imation's marketing leadership team to preview industry outlook, product roadmaps, program updates and campaign resources				X