

Channel *Partner* Program

PROGRAM GUIDE: MEMBER BENEFITS AND REQUIREMENTS

Quantum[®] ALLIANCE



WHO IS

Quantum?

Quantum technology, software, and services provide the solutions that today's organizations need to make video and other unstructured data smarter—so their data works for them and not the other way around. With over 40 years of innovation, Quantum's end-to-end platform is uniquely equipped to orchestrate, protect, and enrich data across its lifecycle, providing enhanced intelligence and actionable insights.

Leading organizations in cloud services, entertainment, government, research, education, transportation, and enterprise IT trust Quantum to bring their data to life, because data makes life better, safer, and smarter. Quantum is listed on Nasdaq (QMCO) and the Russell 2000® Index.

WHAT IS

Quantum Alliance?

Quantum Alliance is a CRN 5-Star rated channel partner program, designed to help partners like you grow your business profitably. With Quantum's portfolio, you can solve customers' toughest challenges with solutions that are unmatched for performance, data accessibility, and return on investment.

“We looked for a partner where we could have a global relationship with a recognized brand, which is key.”

- Neil Maycock
EVP of Marketing,
Snell Advanced Media (SAM)



Designed to help partners like you grow your business profitably



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Is Quantum Right for You?

Quantum Alliance is a CRN 5-Star rated program, designed to help partners like you grow your business. We are dedicated to working with partners who share our goal of solving customers' toughest challenges by storing, managing, protecting, and unlocking value in video and unstructured data.



For Partners Whose Customers Need:

- › Intelligent multi-tiered storage solutions
- › Primary and object storage, public cloud, and tape
- › High-speed access to shared data
- › On-demand access to archived data
- › High-performance hybrid-flash storage
- › Data protection across multiple sites
- › Security infrastructure for video surveillance and physical security
- › Private and public cloud storage
- › In-vehicle data capture

Partners Who:

- › Value independent vendors providing differentiated solutions
- › Require flexibility and responsiveness
- › Provide consulting on how to effectively manage storage environments to support business objectives

Helping Your Customers to Manage, Protect, and Enrich Data Across Its Lifecycle:



Media & Entertainment



Surveillance & Physical Security



Enterprise Backup & Archive



Government



ADAS & Mobility



Geospatial



Genomics & Life Science



Energy



Achieving Success for You and Your Customers

Our channel-focused business model means our partners are the key to delivering rock-solid Quantum storage solutions that solve customers' most challenging problems. We provide technical and financial support every step of the way—from opportunity identification through deal close.

>> Visit **alliance.quantum.com**
for more information.

Business and Sales Support

We provide a dedicated team of specialists who understand the market and customers' needs to help you identify the best solution for any situation. All partners can take advantage of Quantum's field sales team, sales engineers (SEs), solution architects, and channel team and marketing support. Plus, Expert and Premier partners receive additional dedicated resources as an added benefit.

Financial Incentives

Deal Registration

Quantum Deal Registration (QDR) provides an additional MSRP discount for you as a Quantum partner in exchange for registering qualified sales opportunities. Our goal is to provide deal registration approval within 48 hours to ensure you can respond to your customer quickly.

Sales Incentive Program

New Business Opportunity Bonus, our generous sales incentive program, awards sales representatives for winning Quantum qualified opportunities, up to US\$20,000 per win.

Value-Based Incentive Program

Expert and Premier partners have the opportunity to earn additional rebates for providing specific value to their partnership with Quantum. This program focuses on mutual success through engagement and investment.

Please note: Program features may differ by region.

Training

To support your go-to-market strategy, we provide training at no cost to help you effectively sell the Quantum solution portfolio and get certified. Training options include:

Online Training

Our online training platform makes it easy for you to learn about all the Quantum solutions and the markets they serve.

Quantum Virtual Learning Lab

Partners can access demos, simulations, and troubleshooting sandboxes of Quantum products and services on a sophisticated virtual lab platform.

On-Site Training

We can even set up interactive face-to-face training at your site to ensure your team is equipped with the knowledge it needs to succeed.

Sales Tools

In addition to great sales productivity tools and a proactive support team, Quantum's appointment setting program goes beyond traditional lead sharing to provide a multi-touch campaign that drives real results. We also provide easy access to playbooks, a full content library, and an online demo center to ensure you are prepared for any customer meeting. When you are ready to register a deal, our configuration and quoting system will provide a frictionless process.



Demo Units

All partners have access to our online demo center featuring Quantum and application vendor solutions. We also offer SE training to ensure your SEs are ready to demonstrate our solutions to customers. However, if physical systems are required for your lab or proof of concepts (POC), we offer two programs:

90-Day No-Cost Demo

Quantum will ship and install the equipment at your site with the requirement that the equipment is returned within 90 days.

Permanent Demo Purchase Program

Partners can purchase Quantum equipment at 50% to 70% off MSRP depending on product and partner level. After six months demo time, the equipment can be resold.

Marketing Support

Market Development Funds

Expert and Premier partners receive market development funds (MDF) based on joint planning sessions for end-user events, appointment setting campaigns, and other activities. In addition, Quantum provides design and agency services to support these activities including custom co-branded content. Registered partners may take advantage of the same opportunities with prior approval.

Web, Email, and Social Media Services

All partners have access to free, co-branded email campaigns and social media content on the Quantum Alliance partner portal.

Quantum Elevate Partner Conference

At Quantum Elevate, our yearly invitation-only conference, our community of channel partners, application partners, Quantum sales professionals, engineers, and executives come together to share insights and learn about the latest solutions, competitive information, customer implementations, and future roadmaps.

Dedicated Partner Portal

Every partner receives access to our award-winning Quantum Alliance partner portal (alliance.quantum.com). This is the entry point to your partner benefits and information. In addition, we send out periodic communication to keep you up-to-date on the latest product releases, enablement tools, and webinars.

Requirements

Membership in the Quantum Alliance Partner Program at the Expert and Premier levels requires achievement of revenue and business goals. In addition, partners must have the minimum number of technical and sales professionals who have completed the specified Quantum training curriculum. Your Quantum representative will work with you one-on-one to explain those goals and develop a joint plan to ensure mutual success.



Quantum Service Provider Program

The Quantum Service Provider (QSP) Program is designed for partners who wish to provide comprehensive Quantum solutions and services to their customers.

QSP partners receive discounts on training, service, and spares. In addition, QSP partners earn additional margin on service and own the projects executed with their customers.

Candidates for this program:

- › Generate long-term client relationships
- › Drive future Quantum sales growth
- › Demonstrate robust installation and integration capability

There are four QSP classifications that vary in benefits, requirements, and also vary by region.

| | Authorized StorNext Integrator | First Call Provider | Partner On-Site Program | Partner-Owned Spare Provider |
|--------------------|-----------------------------------------------|-------------------------------------------------------|------------------------------------------------------|-------------------------------------------------------------------------------|
| Region | Global | StorNext®, Global Data Center Products, United States | Europe, Middle East, Latin America, Asia-Pacific | Developing Markets |
| Installation | QSP for Certified Products, Quantum for Other | | | |
| Support and Spares | Quantum | 1st Level Only | 1st, 2nd, 3rd Level, On-Site Spares, On-Site Support | 1st, 2nd, 3rd Level, On-Site Spares, On-Site Support, Manage Spares Logistics |
| Discounts | Training | Training, Software and Hardware Service | Training, Software and Hardware Service | Training, Software and Hardware Service, Spares |

Membership and Benefits Summary

Business and Sales Support

| Business and Sales Support | Registered | Premier | Expert |
|------------------------------------------|------------|---------|--------|
| Dedicated Sales and Engineering Support | | ✓ | ✓ |
| Dedicated Field Marketing Support | | ✓ | ✓ |
| Access to Full Product Line | | ✓ | ✓ |
| Deal-Based Sales and Engineering Support | ✓ | ✓ | ✓ |

Financial Incentives

| Financial Incentives | Registered | Premier | Expert |
|-------------------------------------------------------------------|------------|---------|--------|
| Annual Incentive Rebates | | ✓ | ✓✓ |
| New Business Opportunity Bonus for Won Opportunities | | ✓ | ✓ |
| Margin and Deal Protection via Quantum Deal Registration (QDR) | | ✓ | ✓ |

Marketing

| Marketing | Registered | Premier | Expert |
|--------------------------------------|-------------------|---------|--------|
| Co-branded Demand Generation Support | Requires Approval | ✓ | ✓ |
| Co-branded Content | Requires Approval | ✓ | ✓ |
| Funding for End-User Events | Requires Approval | ✓ | ✓ |
| Appointment Setting Campaigns | Requires Approval | ✓ | ✓ |
| Design and Agency Services | Requires Approval | ✓ | ✓ |
| Social Media Content | Requires Approval | ✓ | ✓ |

Sales Enablement

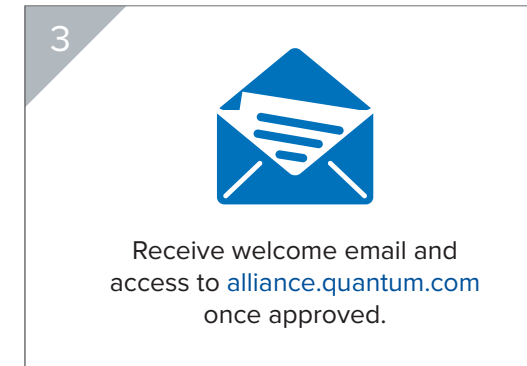
| Sales Enablement | Registered | Premier | Expert |
|------------------------------------------------|-------------------|-------------------|-------------------|
| Lead Sharing | | ✓ | ✓ |
| Elevate Attendance (Annual Partner Conference) | Invitation Only | Invitation Only | Invitation Only |
| Demo/Executive Briefing Center (EBC) Access | Requires Approval | ✓ | ✓ |
| Online 24/7 Demo Capability | Requires Approval | ✓ | ✓ |
| Configuration and Quoting System | ✓ | ✓ | ✓ |
| Full Sales Tool Library and Playbook Access | ✓ | ✓ | ✓ |
| Online Sales Training | ✓ | ✓ | ✓ |
| Sales Representative Certification Program | ✓ | ✓ | ✓ |
| SE Certification Program | ✓ | ✓ | ✓ |
| On-Site Training Activities | Requires Approval | ✓ | ✓ |
| 90-Day Demo/Eval Program | Requires Approval | Requires Approval | Requires Approval |
| Discounted Demo Purchase Program | ✓ | ✓ | ✓ |

Requirements

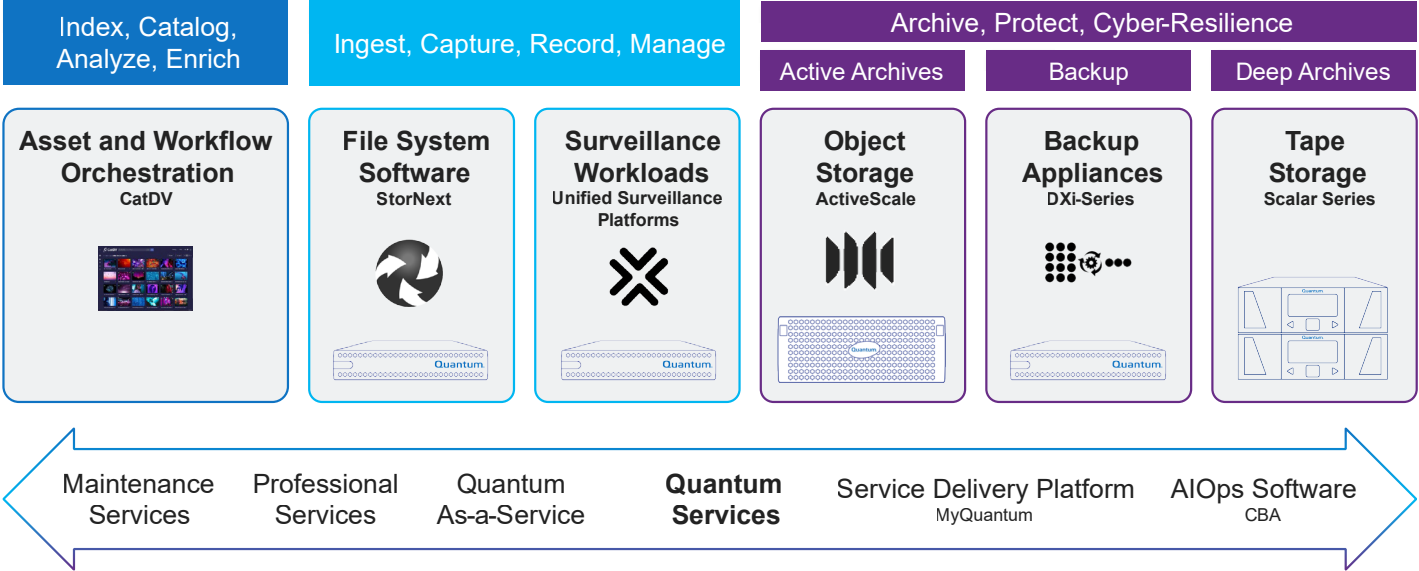
| Requirements | Registered | Premier | Expert |
|-----------------------------------------------|------------|---------|--------|
| Revenue Attainment Requirements | | ✓ | ✓✓ |
| Business Planning and Growth Goals | | ✓ | ✓ |
| Marketing Planning | | ✓ | ✓ |
| Account Mapping | | ✓ | ✓ |
| Sales Rep and SE Training Requirements | | ✓ | ✓✓ |
| Reseller Agreement Acceptance | | ✓ | ✓ |
| Portal Access Click-Thru Agreement Acceptance | ✓ | ✓ | ✓ |

✓ = benefit ✓✓ = additional benefits

How to Join



Quantum Technology and Services



ABOUT QUANTUM

Quantum technology, software, and services provide the solutions that today's organizations need to make video and other unstructured data smarter – so their data works for them and not the other way around. With over 40 years of innovation, Quantum's end-to-end platform is uniquely equipped to orchestrate, protect, and enrich data across its lifecycle, providing enhanced intelligence and actionable insights. Leading organizations in cloud services, entertainment, government, research, education, transportation, and enterprise IT trust Quantum to bring their data to life, because data makes life better, safer, and smarter. Quantum is listed on Nasdaq (QMCO) and the Russell 2000® Index. For more information visit www.quantum.com.

>> Access or register for Quantum Alliance:
alliance.quantum.com

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Your difference is in your data.