



SEAGATE

**PARTNER PROGRAM**

**Connect. Train.  
Drive New Business.**

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## Seagate Partner Program

**According to a Seagate<sup>®</sup> sponsored IDC report, over the next two years, enterprise data is projected to increase globally at a 42.2% annual rate. A goldmine. But fact is, today only 32% of data available to enterprises is put to work. The remaining 68% goes unleveraged.**

**As a Seagate partner, you can rely on our extensive products to help close that gap for edge, core, cloud, and consumer customers.**

**Training and  
Education**

**Demand  
Generation**

**Marketing and  
Sales Support**



**Out there, it's a  
data economy. In  
here, we help you  
capitalize on it.**

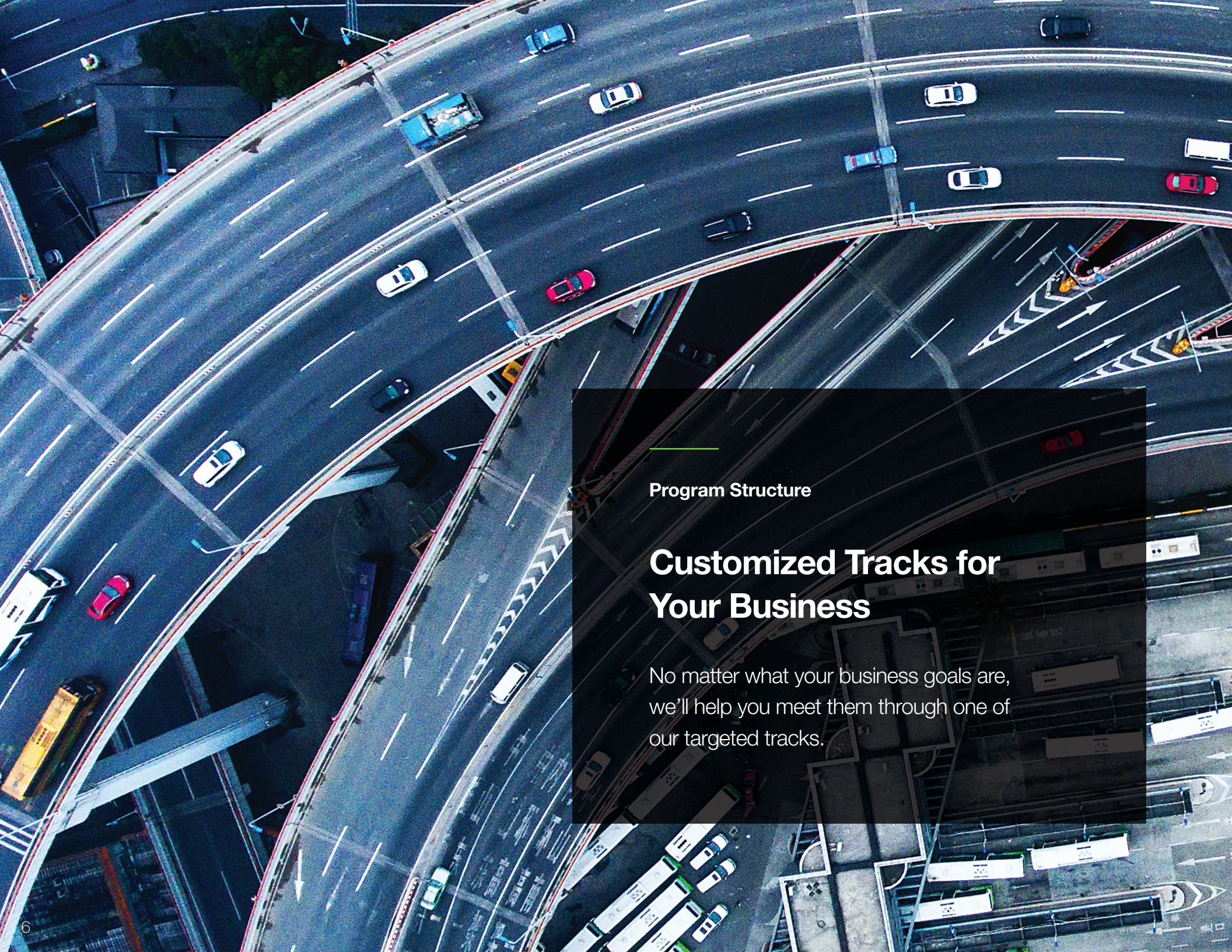
## Become a Partner

Seagate's Partner Program is here to help you succeed in the growing data economy.

How? By offering you, our partner, the training, demand generation, and marketing support needed to capitalize on trends and capture new business. We offer customized tracks to meet your goals, so join today and let's get started.







Program Structure

## Customized Tracks for Your Business

No matter what your business goals are, we'll help you meet them through one of our targeted tracks.



**BUILDER  
RESELLER  
TECH ALLIANCE**

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## Customized Tracks for Your Business

The Seagate Partner Program Builder Track is designed for partners that build innovative, quality solutions by combining powerful Seagate products with their own services. You'll gain direct access to benefits such as Marketing Development Funds (MDF) support<sup>1</sup>, tier discounts, sales and marketing support, and much, much more. We understand that you have unique business demands, and through personalized benefits like these, we'll help you meet them.

# BUILDER







## Overall Benefits

1

Benefit from deal registration, reference architectures, and powerful industry connections

2


Enjoy co-marketing, MDF support, and increasing tier discounts as you grow

3

Grow your expertise through training and education

4

Get access to free evaluation drives to help offset testing and qualifying cost



Ready to boost sales? We're committed to helping you do just that by helping you stand out from the crowd.

As an Authorized Reseller, you'll receive an exclusive badge to let your customers know you sell high-quality Seagate products. You will also be supported with marketing assets and product info.

# RESELLER



## Authorized Reseller Benefits

1 Authorized Badge for displaying to your customers

2 Access to product assets to help build quality product pages

3 Informative on-demand training and education on Seagate products

4 Quick online marketplace setup



# TECH ALLIANCE

Designed for independent software vendors and independent hardware vendors, this track enables you to test, validate, market, and sell complementary solutions with our enterprise system products.



## Overall Benefits

Instill customer confidence through validated solutions

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Promote your solution through co-branded collateral, strategic campaigns, and popular events

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Expand your market growth through our VAR partners and sales team



# Partner Program Benefits

## On-Demand Training

- Seagate Champions™ online training access through Partner portal and app
- Wide variety of product and solutions training
- Certification opportunities
- Grow your business network by connecting with fellow tech pros

## Sales & Marketing

- Sales and product positioning guides
- Product comparisons and competitive information
- Technical white papers
- Product imagery
- MDF funds
- Evaluation drives
- Searchable knowledge base

## Resourceful Partner Portal

- Members-only website optimized for mobile
- Displayed content customized to your profile preferences
- Easy access to online support
- Access to the latest sales and marketing resources

## Deal Registration

- Receive pricing protection

## Monthly Newsletter

- Members-only access to the latest Seagate information
- New product launches
- Product reviews, thought leadership, industry trends
- Latest campaigns to use with your customers



<sup>1</sup> MDF funds are proposal based and subject to availability.



**ENROLL AS  
A SEAGATE  
PARTNER  
TODAY AT**

[www.seagate.com/partners](http://www.seagate.com/partners)



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