

# BUILDER TRACK

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



**SEAGATE  
PARTNER PROGRAM**





Seagate Partner Program

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

In a Seagate® sponsored report, IDC found that 45% of data created by IoT is stored, processed, analyzed, and acted upon at or near the edge of the network. Ready to capitalize on that trend? Building solutions centered on quality Seagate products and services is a great start.

The Seagate Partner Program is designed to help you break into new and emerging markets through:

Training and Education

Demand Generation

Marketing and Sales Support





**BUILT  
FOR YOUR  
SUCCESS**

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## Welcome to the Seagate Partner Program Builder Track

The Seagate Partner Program Builder Track is designed to help value-added resellers (VARs), managed service providers (MSPs), integrators, and other partners deliver innovative, high-quality enterprise storage solutions by combining powerful Seagate systems, enterprise drives, and services with their own offerings for a complete storage solution.

You'll gain direct access to benefits such as marketing development funds, tier discounts, sales and marketing support, and much more. We understand that you have unique business demands, and through personalized benefits like these, we'll help you meet them.

Our multi-tiered system offers you the opportunity to harness a wide array of targeted benefits so that you can empower your business through specific tools and resources. As your business with Seagate grows, you progress from Gold to Platinum and Diamond, all while unlocking more benefits, support, and discounts.



Receive support and expertise from industry leaders



Streamline day-to-day business operations



Deliver innovative, quality solutions to your customers



## Builder Track Benefits

### FINANCIAL

We'll support your business growth through co-marketing, marketing development funds (MDF) support, and tier discounts on Seagate storage systems that unlock as you progress through the program.

### SALES

Drive and close new opportunities with deal registration, reference architectures, evaluation drives, and by connecting with other Seagate partners innovating in new and existing industries.

### TRAINING AND EDUCATION

Deepen your expertise about the cutting-edge storage solutions crafted by Seagate and our partners through self-paced training courses and certifications in Seagate's training portal. Plus, learn from detailed use cases how our partners are helping real-world businesses harness more of their data's potential.

### MARKETING

Confidently introduce new, relevant solutions to your customers through beautifully designed marketing assets and support.





## Marketing Development Funds

Ready to broaden your customer reach through marketing? We've got your back by offering the financial support you need for demand-generating activities.<sup>1, 2</sup>

- Available to Platinum and above members.
- Prior approval and MDF is subject to availability.
- Decisions made within 7-10 business days of submission for up to 50% of activity cost.
- Approved activities must be completed within the quarter proposed.
- You'll fund the activity and then submit proof of performance along with a reimbursement request for the approved MDF amount within seven days of activity completion.

### MDF-Eligible Sample Activities

- Email campaigns
- Webinars or customer training events
- Trade show sponsorship
- Telemarketing

For more information, please refer to the MDF Request page accessed via the My Benefits tab in the Seagate Partner Portal.

<sup>1</sup> Terms and conditions apply.

<sup>2</sup> MDF funds are proposal-based and subject to availability.

## Deal Registration

We're here to help you close bigger deals with Seagate Enterprise Systems by offering exclusive discounts and deal protection for approved registered opportunities. If you have a new customer opportunity involving a Seagate systems product or Lyve® Cloud, register your deal via the Deal Registration tab in the Seagate Partner Portal and receive price protection while the deal is in process.

- Deal protection for registered deals.
- Strong visible partnership for your end user between Seagate Technology and your business.
- Free technical, sales, and marketing support to win the deal.
- Direct access to Seagate's highly trained technical staff.

## Evaluation Drives

Use the Seagate Partner Program Portal to request evaluation drives for qualification. These drives are offered to partners free of charge in order to help offset the costs of testing and qualifying drives for various projects.<sup>1</sup>

- Available to Platinum and above members.
- Maximum of one drive per order submission.
- Decisions made within 7-10 business days.

For more information, visit the Evaluation Drive Request page accessed via the My Benefits tab in the Seagate Partner Portal.

<sup>1</sup> Terms and conditions apply.





## Seagate Partner Program Builder Track



Requirements			
Training Expertise Achieved		Tier 1	SCSP & SCSE Certification
Annual Revenue (Systems/Lyve)		\$250K	>\$1.5M
Business Planning		Invite*	✓
Content Engagement (Sales Enablement)		2	2
Benefits			
Training	✓	✓	✓
Marketing Assets	✓	✓	✓
Deal Registration	✓	✓	✓
System Deal Registration Discount	📄	📄	📄
MDF (Proposal-based)		Invite*	✓
Tier Badge		✓	✓
Certification Badges		✓	✓
Marketing Support Opportunity		Invite*	✓
NFR (Not for Resale/Evaluation Requests)		✓	✓
Dedicated Seagate Representative		Invite*	✓
Webinars/Co-Marketing		Invite*	✓
Partner Council Opportunity			Invite*

Register as a  
Seagate Partner today at  
[seagate.com/partners](https://seagate.com/partners)



\*Select partners in this tier may be invited to take advantage of this benefit.





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