

## SEAGATE PARTNER PROGRAM

Building the future  
of data storage. Together.

# Step into a thriving partnership with an innovative industry leader.

For over four decades, Seagate has been at the forefront of shaping the future of data storage.

Transform your business with Seagate's partner program, designed to deliver the resources, support, and opportunities you need to grow. Our integrated approach combines industry-leading storage solutions with comprehensive partner enablement to drive mutual success.

Our innovative and scalable storage solutions help solve today's challenges around data and storage for AI and cloud applications. The need for secure, sustainable, and scalable storage has never been greater.

Discover how we can help you accelerate growth and maximize **the value of your data.**

Our relationship with Seagate exemplifies what partnership should be—reliability, innovation, and shared commitment to customer success.

**DAVID MIKETINAC**

Vice President, Strategic Initiatives  
Cambridge Computer\*



## Built for the data economy: your partner in mass-capacity solutions.

In this burgeoning data economy, enterprises need mass-capacity data storage solutions. More than ever, businesses are faced with the challenge of finding new ways to manage increasing volumes of information. The Seagate Partner Program is here to help you succeed.

Seagate's three-tier partner model provides resources and tools to help drive business growth. Our integrated and comprehensive product offering includes a full range of storage needs—from personal devices to enterprise data storage systems, and the cloud. What's more, our wide range of tools and personalized tracks are designed to help you meet your goals, always. Because when it comes to our partners, we're committed to delivering what you need, whenever you need it.

There has never been a better time to partner with Seagate. As a globally recognized leading provider of mass-capacity storage, Seagate has shipped over 4 zettabytes in our 45-year history, spanning the cloud, the edge, and endpoint devices.

\*Cambridge Computer is a technology integrator, consulting firm, and channel partner providing products and services to technical end users based in Waltham, Massachusetts.

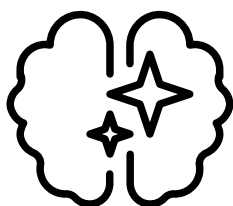
## Commitment.



Our commitment to partners is focused on collaboration, earned trust, and ensuring we go the extra mile to support our partners throughout the sales cycle. Partnering with us gets you access to industry-leading technology solutions that not only enhance data management, security, and scalability, but also bring you closer to achieving your business objectives.

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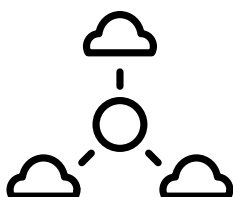
## Innovation.



As AI models level up in complexity and application, the demand for high-capacity data storage solutions is skyrocketing. Seagate's Exos M series of hard drives powered by Mozaic technology is the industry's first hard drive to deliver breakthrough areal density of 3 TB per platter. They offer the extraordinary storage capacity and power efficiency necessary for evolving and expanding AI workloads. Mozaic technology paves the way to the next generation of data centers and cloud architectures.

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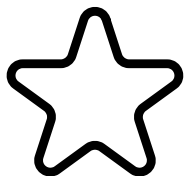
## Integrated portfolio.



Our integrated portfolio allows you to combine and configure solutions to meet customers' growing needs. From scaling their business to modernizing backup and recovery strategies, or removing cost complexity, you're empowered to help your customers achieve their business goals.

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## Program benefits.



Partners, Emerald, and Diamond tiered partners are eligible to register enterprise hard drives, systems and Lyve deals through our easy-to-use portal. Submit a proposal-based request for MDF and leverage the Ignite Program to accelerate revenue thresholds for the next tier of the programs.



We've listened to our partners. As a result, we revamped our program to focus on the vast data opportunities in cloud, AI applications, and at the edge. We're equipping partners with the expertise needed to leverage emerging trends and unlock new revenue streams. Our new competency framework offers a thorough understanding of various market data storage needs and solutions. Additionally, we've introduced new financial benefits for our partners. This isn't just a storage program—it's a holistic approach to helping resellers become a trusted industry advisor.

## Built for growth—from cloud to edge.

As an industry leader, Seagate enables our partners to succeed through our broad portfolio of products.

Ever since we shipped our very first hard drive, we've never stopped innovating — always believing in **the value of data**.

**MELYSSA BANDA**  
Senior Vice President  
Edge Products & Markets  
Seagate Technology



# Your go-to storage partner.

Designed for value-added resellers, system integrators and managed service providers, Seagate Partner Program offers a streamlined and optimized program structure with different benefits and rewards.

These include access to special pricing, up-front rebates, access to sales tools such as deal registration, co-marketing, and demand generation support, as well as training and competencies. We also provide access to evaluation units, demo equipment, and a 30-day free trial of Lyve Cloud.



## Requirements.

	Partner	Emerald	Diamond
<b>Revenue*</b>	0 USD	500,000 USD	1,000,000 USD
<b>Authorized T&amp;Cs</b>	Yes	Yes	Yes

\*All Seagate products included during Seagate fiscal year (July – June).

# Partner benefits.

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		Partner	Emerald	Diamond
Financial Benefits	MDF	-	Proposal-based	
	Access to Special Pricing	Depending on opportunity		
	Up-Front Rebate for Systems*	Yes	Yes	Yes
	Deal Registration*	Yes	Yes	Yes
	Incentives	-	Yes	Yes
Business Benefits	Dedicated Sales Manager	-	-	Yes
	Dedicated Marketing Manager	-	-	Yes
	Partner Program Badge and Certificate	Yes	Yes	Yes
	Seagate Where to Buy (WTB) Page Feature	By invitation		Yes
	Access to Eval Drives/Demo Equipment/Lyve Cloud Free Trial*	Yes	Yes	Yes
	Partner Program Summit	By invitation		Yes
	Partner Advisory Board	-	By invitation	
Training and Competencies	Access to Competency and Training Courses	Yes	Yes	Yes
	Access to Onsite/ Dedicated Training	-	By request	Yes
	Co-Branding Case Study/ Reference Architecture/ Solution Briefs	-	Yes	Yes

\*Applicable to select regions.

## Gain a competitive edge.

Seagate's partner program offers technical and business-related training available on our partner portal. Featuring personalized learning paths, we empower partners to capitalize on emerging storage trends and unlock new revenue streams. Our competency framework is designed to provide a comprehensive understanding of various data storage markets, covering specialized areas such as cloud, edge, and data center solutions, video and imaging applications (VIA), and Network-Attached Storage (NAS) solutions.

Partners can customize their learning journey based on their market focus, product specialization, or organizational role. Technical professionals can deepen their system architecture and integration knowledge, while sales teams can master solution positioning and competitive differentiation.

Upon completing a competency training, partners earn an exclusive digital badge. These badges help showcase their proficiency to customers and gives them a competitive edge. The training and education provided also includes regular updates to keep up to date with new product launches and evolving market requirements.





# Ready to become a Seagate partner?

Get set to embark on a journey of success and growth with us. Take the next step and [register here](#).

Once you've signed up, you'll gain access to our partner portal where you'll be able to enrich your business knowledge through tailored training programs. Don't forget to complete our competencies and share them with your LinkedIn network once you've been awarded the competency badge!

To find out more about our program, visit our partners page [here](#).

1. Register for the Seagate Partner Program
2. Access the Seagate Partner Portal and accept partner program T&Cs
3. Explore the learning paths and begin training
4. Achieve competencies and promote your accomplishments on LinkedIn
5. Leverage the Vertical Solution Briefs and marketing materials
6. Submit your Deal Registrations
7. Track your performance in the Partner Portal dashboards

**REGISTER TODAY**



中国大陆用户登录或注册  
请扫二维码或微信搜索“希捷享益”小程序

For partners in China, please scan the QR code to access the Seagate Partner Program via the WeChat Mini App.