



SEAGATE

PARTNER PROGRAM

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

Seagate Partner Program

According to a Seagate[®] 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**

A woman with curly hair and glasses is looking out a window. The background is a blurred cityscape. The text is overlaid on the image in a large, white, sans-serif font. There are green bokeh lights in the bottom right corner.

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

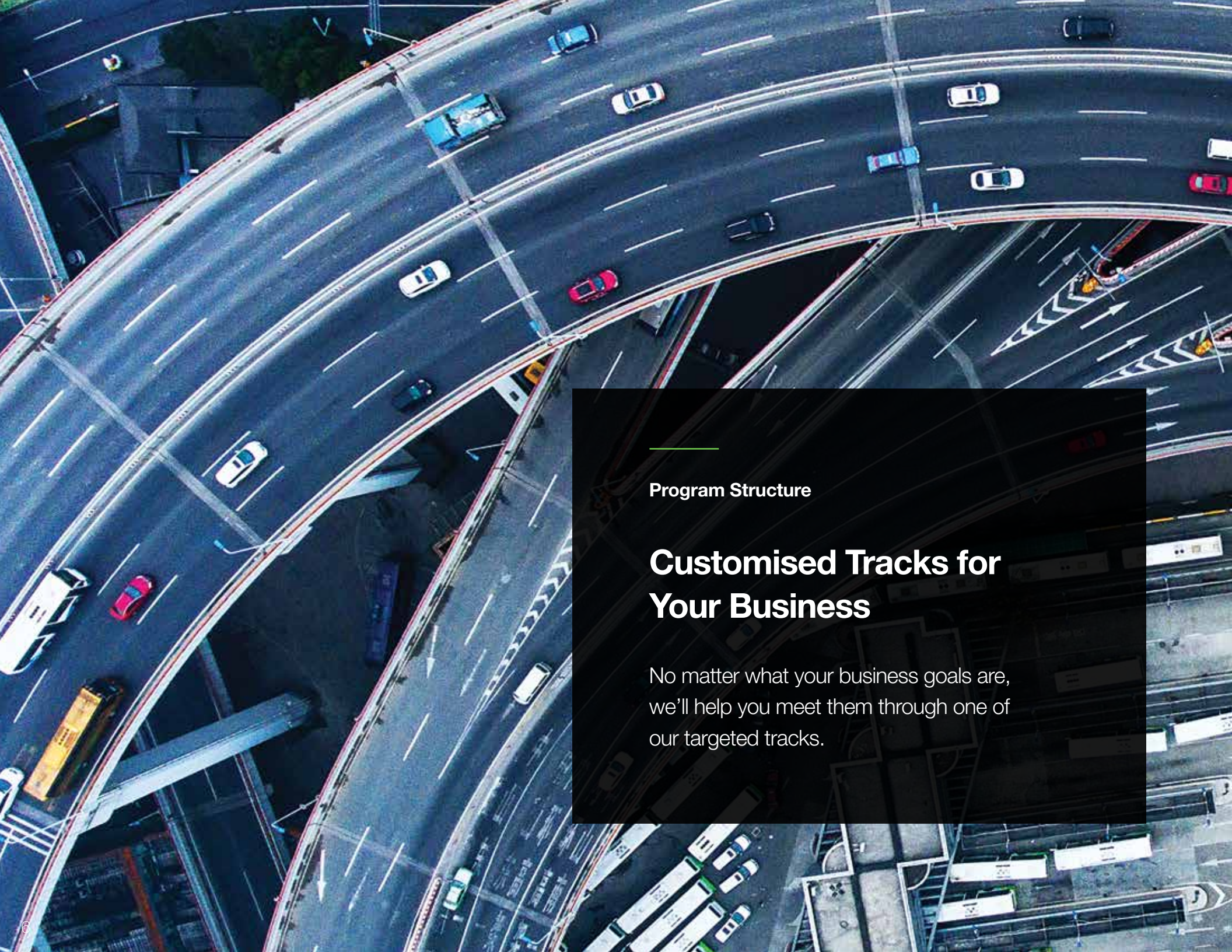
Become a Partner

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 capitalise on trends and capture new business. We offer customised tracks to meet your goals, so join today and let's get started.







Program Structure

Customised 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
SURVEILLANCE INSTALLER
TECH ALLIANCE

Customised 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) support¹, tier discounts, sales and marketing support, and much, much more. We understand that you have unique business demands, and through personalised 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 Authorised 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



Authorised Reseller Benefits

- 1 Authorised 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



Are you a surveillance installer or security professional who buys Seagate Surveillance products directly from surveillance distributors? This track gives you direct access to the support, information, and training you need so that you can strengthen and solidify the trust of your customers.

We're here to help you sell more, market more, and do more with Seagate surveillance products.

SURVEILLANCE INSTALLER

Overall Benefits

Seamlessly submit MDF proposals for demand-gen activities

Use the Partner portal to request evaluation drives for qualification

Learn about our latest surveillance solutions through on-demand training

Access helpful collateral and tools on Seagate surveillance products via the Partner portal and online chat

Stay connected on the go, easily build estimates, quickly calculate storage, and locate your nearest reseller using the Sky-Hawk app²



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

Instil customer confidence through validated solutions

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

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 optimised for mobile
- Displayed content customised to your profile preferences
- Easy access to online support
- Access to the latest sales and marketing resources

Deal Registration

- Receive pricing protection

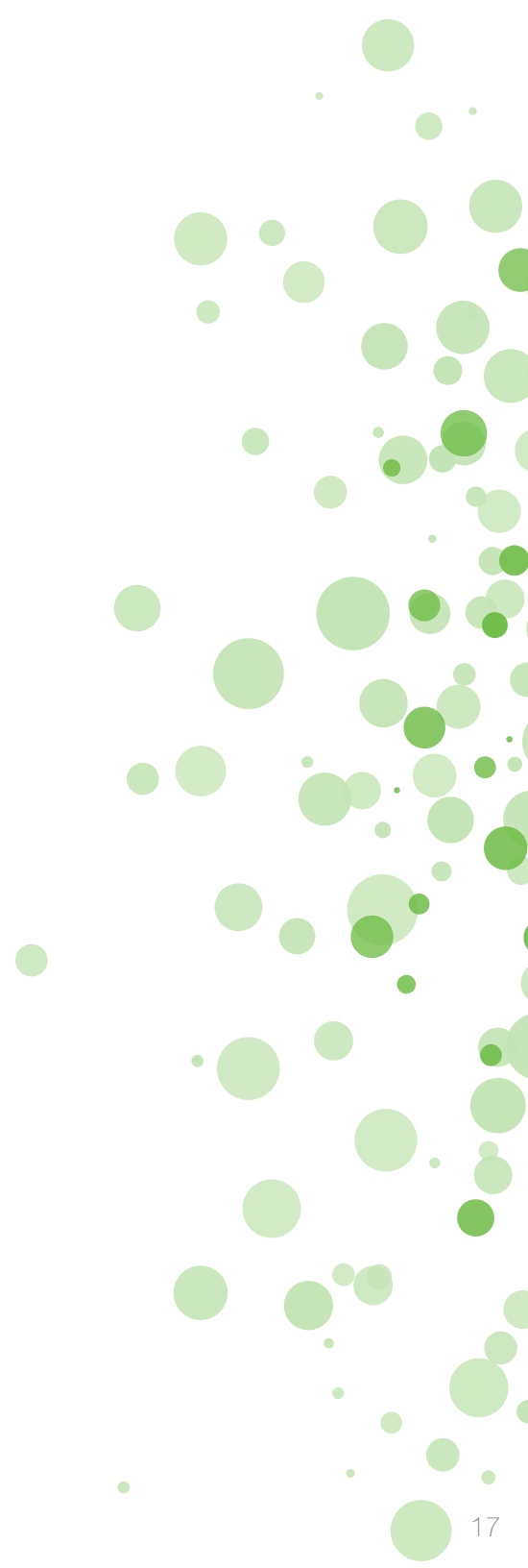
Monthly Newsletter

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



¹ MDF funds are proposal based and subject to availability.

² Subject to availability/geography.



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www.seagate.com/partners



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