

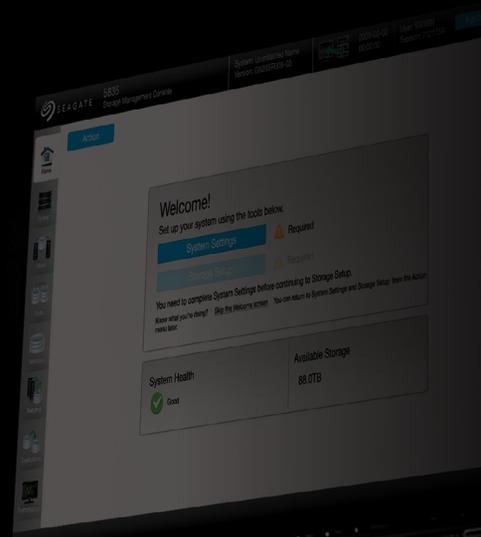


SEAGATE

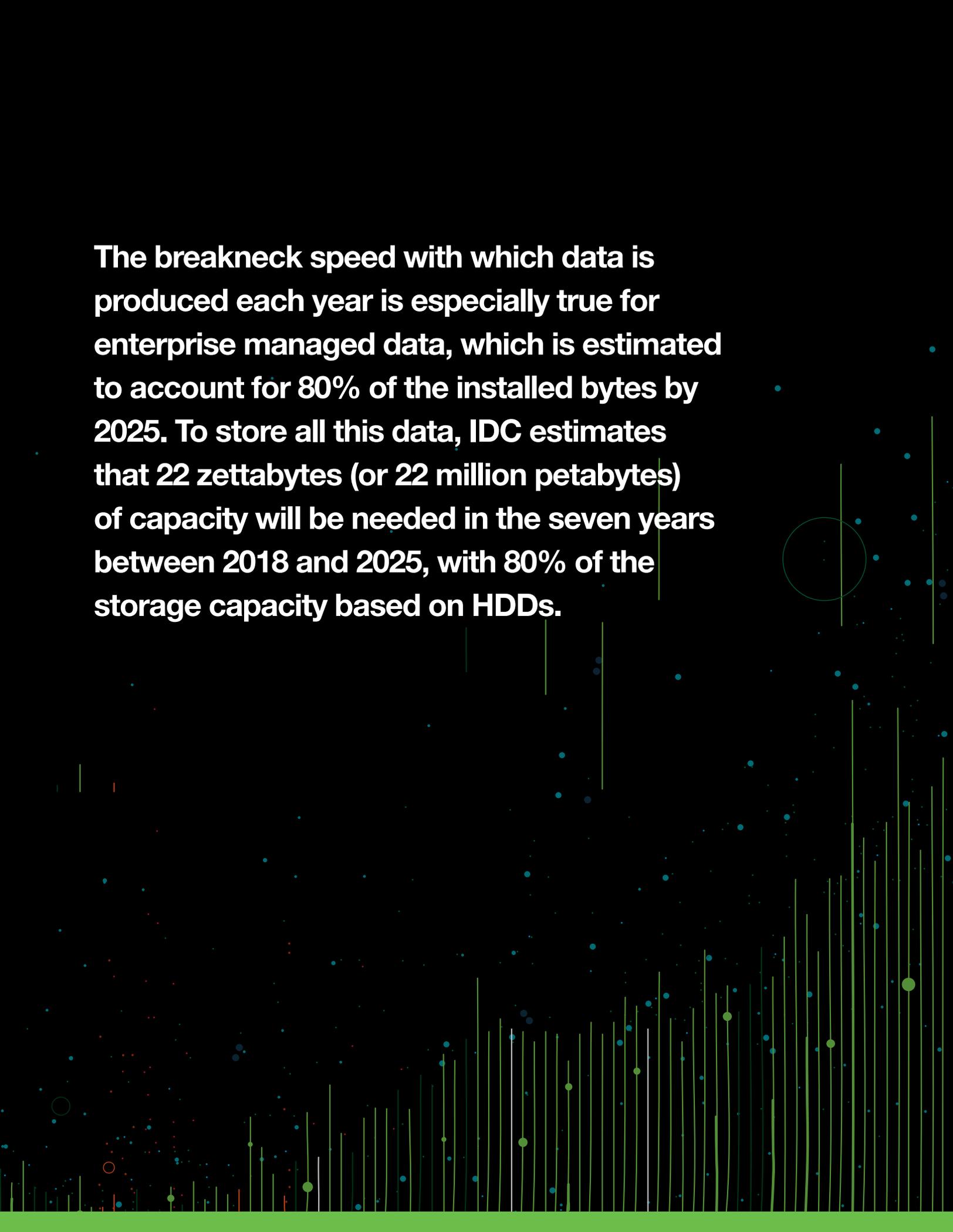
TECHNOLOGY
ALLIANCE
PROGRAM

Seagate Technology Alliance Program

Data is growing exponentially. Shouldn't you partner with the leader of the datasphere?



The breakneck speed with which data is produced each year is especially true for enterprise managed data, which is estimated to account for 80% of the installed bytes by 2025. To store all this data, IDC estimates that 22 zettabytes (or 22 million petabytes) of capacity will be needed in the seven years between 2018 and 2025, with 80% of the storage capacity based on HDDs.

The background of the slide is a dark, almost black, space filled with numerous small, glowing dots in shades of green and blue. Some of these dots are larger and more prominent. Interspersed among the dots are thin, vertical lines of varying lengths, also in green and blue, creating a sense of depth and movement. A single, thin white circle is visible on the right side of the slide, partially overlapping the green dots. The overall aesthetic is futuristic and data-oriented.

Why Partner With Seagate?

As the worldwide leader in data storage supplying more exabytes of storage media than any other company¹, Seagate is also a leading supplier of enterprise storage systems.

Seagate's Enterprise Data Solutions products are based on the same proven OEM products designed and supplied by Seagate, and previously by its acquired companies Xyratex and Dot Hill Systems. These storage platforms combine leading-edge system technologies co-designed to be optimized with Seagate's most advanced disk and flash media products. Together these systems offer exceptional reliability and performance, combined with unbeatable total cost of ownership.

When these systems are validated, marketed, and sold as part of a solution with your advanced software or hardware products, your customers receive innovative and cost-effective solutions to solving their enterprise storage needs.

- Validate your solution with Seagate's hardware platforms to ensure that the solution is compatible and supported by both partners.
- Go to market with Seagate to jointly promote your solution through co-branded collateral, marketing events, and campaigns.
- Showcase the solution in a custom-branded landing page on Seagate's website.
- Reach new markets and customers by offering your solution through Seagate's VAR partners and through Seagate's worldwide sales teams.

What Is the Seagate Technology Alliance Partner Program?

The Seagate Technology Alliance Program is specially designed for independent software vendors (ISV) and independent hardware vendors (IHV) to test, validate, market, and sell their complementary solutions with Seagate's enterprise system products. The program is also open by invitation to strategic technology partners to participate in joint marketing activities.

Program Structure Overview

The Seagate Technology Alliance Program offers three solutions-focused partnering tiers, plus a track for technology partners. The technology partner track is designed for providers of key complementary technologies, such as CPUs and GPUs, which are incorporated into a system-level solution.

The three solutions tiers are designed for ISVs and IHVs partners with solutions that complement Seagate's enterprise systems products and enable a combined hardware and software solution for specific markets and use cases.

All partners who meet the basic requirements are invited to join as a standard tier partner. Those meeting the requirements for the Gold and Platinum tiers will be invited to join or upgrade their membership. There are no membership fees to join the Seagate Technology Alliance Program.

Partner Requirements

Requirements	Technology Partner	Solutions Partners	Solutions Partners	Solutions Partners
	Technology Partner Tier	Silver Tier	Gold Tier	Platinum Tier
Partner Agreement	X	X	X	X
NDA	X	X	X	X
Qualify Seagate System		X	X	X
Publish Joint Solution Brief			X	X
Publish Joint Reference Architecture				X
Complete Product and Sales Training			X	X
Join by Invitation			X	X
Annual Revenue Requirement				X

Partner Benefits

	Benefit	Technology Partner	Solutions Partners	Solutions Partners	Solutions Partners
		Technology Partner Tier	Silver Tier	Gold Tier	Platinum Tier
SUPPORT	Assigned Partner Manager	X		X	X
	Assigned Solution Engineer				X
	Hardware Access for Testing		X	X	X
	POC Testing With Lyve Labs				X
	Twice Yearly Business review and GTM Planning				X
	Once yearly Business Review and GTM Planning	X		X	
	Product and Sales Training	X	X	X	X
	Product and Sales Certification	X	X	X	X
	Seagate Roadmap Briefings	X		X	X
OFFERING	Joint Solutions Brief	X	X	X	X
	Joint Reference Architecture White Paper				X
	Dedicated Partner Page on Seagate.com			X	X
SALES	Seagate Logo Usage	X	X	X	X
	PR Opportunity	X			X
	Paid Campaigns				X
	Email Campaigns				X
	Webinars			X	X
	Social Campaigns			X	X
	Insider Newsletter			X	X
	Event-in-a-Box Collateral			X	X
	Guest Blog		X	X	X
	Co-Marketing Document		X	X	X
SALES	Joint Sales Account Mapping			X	X
	Sales Training Opportunities to Seagate Sales			X	X
	Opportunity Registration		X	X	X

The Seagate Technology Alliance Program partner benefits are in four categories: support, offering, marketing and sales. Partner benefits are available based on the tier level.

Support Benefits

The support benefits enable the partner to accelerate the testing and validation of their solution with Seagate's systems products, perform additional performance and customer proof-of-concept testing, and increase expertise in Seagate's systems products.

- Seagate system hardware will be provided either on-site or through remote access for testing and validation.
- Assign partner manager and solution engineer to provide support.
- Perform customer-specific proof-of-concept testing and performance analysis in Seagate® Lyve™ Labs equipped with the latest in Seagate storage platforms, servers, and networking.
- Plan customer opportunities, joint marketing, and sales campaigns together in an annual or semi-annual QBR.
- Increase your expertise of Seagate storage platforms through self-guided training courses tailored for solution providers.

Offering Benefits

The offering benefits result in jointly branded materials that illustrate the combined partner solution and can be used by the partner sales team, Seagate's sales teams, and with VARs and end-user customers.

- The Solution Brief is a short-form co-branded overview of the joint solution designed by Seagate with content created with the partner.
- The Reference Architecture white paper is a long-form detailed white paper that describes the configuration and installation of the joint solution, shows performance test results (if available), and is the result of joint proof of concept test by Seagate Lyve Labs. The Reference Architecture white paper is designed by Seagate with content created with the partner.
- A dedicated co-branded partner page on the Seagate.com website will be crafted by Seagate's marketing team with the partner to highlight the partnership and joint solution.

Marketing Benefits

The marketing benefits will increase the awareness of the partnership and joint solutions with the targeted customer audience and drive qualified leads to both the partner and Seagate for sales follow-up.

- Use Seagate's logo on your website and marketing materials to identify your company as a Seagate Technical Alliance Partner.
- Use targeted account-based marketing multi-channel strategies, including paid ad campaigns, paid social media (LinkedIn) campaigns, and emails to reach an audience from specific vertical markets and companies.
- Employ earned media strategies, including press, blogs, and Seagate's newsletter to get organic exposure of the partnership solution.
- Plan and execute joint lead-generation events, including webinars and conference events.

Sales Benefits

Expand the reach of your salesforce through Seagate's worldwide end-user and channel sales teams and Seagate's network of VAR partners.

- Engage with Seagate's sales leadership and account executives in joint account mapping, sales planning and targeting, and joint bids and proposals.
- Showcase your solution with Seagate's sales teams through sales and technical training sessions.
- Use the Seagate Technical Alliance Program opportunity registration portal to log opportunities and enable tracking of influenced revenue.



For more information about becoming a Seagate Technical Alliance Partner, email: EDS_partnerships@seagate.com



or learn more at www.seagate.com/partners/technology-alliance-program



[seagate.com](https://www.seagate.com)

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