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# IMATION STORAGE SOLUTIONS CHANNEL PROGRAM

**NEXSAN PRODUCTS REPRESENT 10+ YEARS  
OF DOING THINGS DIFFERENTLY  
WITH PRODUCTS, PARTNERS AND PROGRAMS**

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96% of Nexsan customers  
are more than satisfied  
with their Nexsan solution.”

INDEPENDENT TECHVALIDATE  
CUSTOMER SURVEY

**//**

Partners gave Nexsan an  
80% Overall Satisfaction  
with 89% of partners willing  
to recommend Nexsan.  
(Ranked higher than all  
other brands carried by  
these partners.)”

VALIDATED BY OPTERA  
RESEARCH GROUP

## PRODUCTS:

Imation's Nexsan™ products have represented award winning enterprise-class, easy-to-use and efficient storage solutions for midsize organizations with 33,000 systems deployed in over 60 countries worldwide. Imation provides SAN, NAS, unified and archive solutions that can be flexibly tailored to meet any application in any environment while uniquely delivering enterprise-class features without the enterprise-class price. Nexsan products have consistently led the industry with storage innovation as with the latest offering of unified hybrid storage that leverages solid-state to accelerate the underlying SATA/SAS for an exponential performance increase over traditional storage. More importantly, customers love us with 9 out of 10 coming back for more!

## PARTNERS:

Imation is a 100% channel company that you can trust. We depend upon the expertise and loyalty of you, our select partners to succeed and reach our goals as we help grow your business. Each partner is personally selected to join the partner team, and represent the Nexsan portfolio, after careful evaluation of their expertise, geographic coverage and solution focus. Our LeadGuard opportunity registration program is widely considered the leading deal securing program to help protect your investment in sales opportunities. With Imation, you are not alone. It's a true partnership. We work closely with you on Nexsan product training, marketing, sales and pre-sales technical support.

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While many companies have struggled through the down economy, we have maintained a positive business outlook through our relationship with Nexsan. With exceptional products, high margins, great partner support and first-rate marketing, Nexsan provides its channel partners with all of the elements necessary to run a profitable business.”

**LISA MEHL**  
PRESIDENT, DKAMSI



#### AVAILABLE PROGRAMS:

**Quality Leads** – Imation’s stringent lead qualification process provides highly qualified leads. In addition, we work with you to generate your own leads with events, telemarketing, MDF efforts and custom-built e-marketing campaigns that make it easy for any partner to use.

**Deal Protection** – The LeadGuard opportunity registration program ensures that you and you alone have Exclusive Pricing for registered deals to protect your margin and efforts.

**Training** – Online and instructor-led sales and technical training at no charge.

**Sales Tools** – The Partner Portal is your gateway to a wealth of sales tools at your fingertips, including sales and tech HotSheets, PowerPoint product presentations with competitive positioning, webinars, white papers, analyst papers, videos and much more!

**Leading Support Program** – Our reliable products are backed by helpful and knowledgeable support staff.

**Easy** – No inventory requirements, simple-to-use quote tools and rapid order processing.

When first joining the Imation Storage Solutions Channel Program, you receive special treatment through a simple 3-step personalized Concierge Program. We know the first 90 days are the most important to help ramp your Nexsan business quickly and start selling. Your Regional Sales Manager and Inside Sales Rep make it their priority to help you with regular communications, training and marketing assistance.

Please review the complete list of rich program benefits in the following pages. We created our program to be easy-to-use with a comprehensive menu of generous benefits to help partners be successful from the start. We want to provide our partners with a different kind of storage experience...from products to partnership.

#### HOW TO JOIN

At Imation we truly want every partner to be successful. We interview and hand-select each and every partner in the program. Please log on to our public website at [www.nexsan.com/partners](http://www.nexsan.com/partners) to complete a short questionnaire. Your Imation Regional Sales Manager will contact you directly.

Once approved, each partner is required to sign the Imation partner agreement. Upon request, your Regional Sales Manager can supply a copy of the agreement for your review.