

STORAGE SOLUTIONS CHANNEL PROGRAM

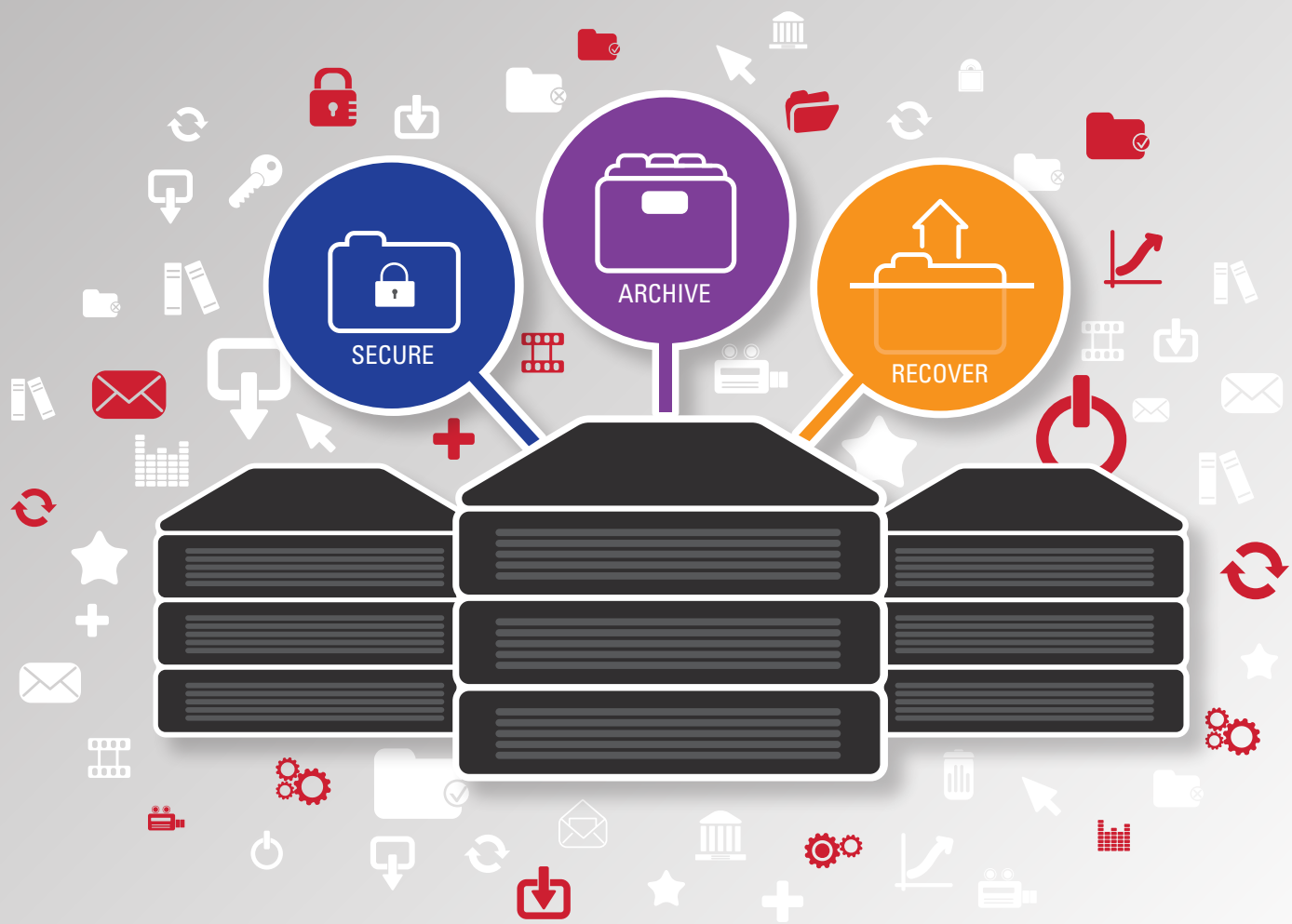


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INTRODUCTION

Nexsan products represent 10+ years of Nexsan business ingenuity backed by 60+ years of Imation storage technology innovation. Imation provides SAN, NAS, hybrid 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.



ABOUT IMATION

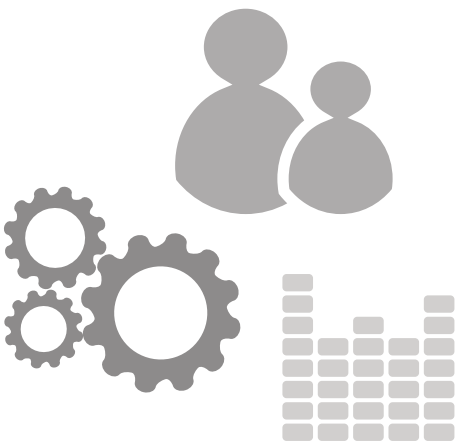
Imation is a global data storage and information security company. Imation's Nexsan portfolio features solid-state optimized unified hybrid storage systems, secure automated archive solutions and high-density enterprise storage arrays. Nexsan solutions deliver high performance for mission-critical IT applications such as

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. Partners are 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/post-sales technical support.

Validated by
Optera Research Group

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



PRODUCTS

Imation's Nexsan products have represented award winning enterprise-class, easy-to-use and efficient storage solutions for mid-sized organizations with 37,000 systems deployed in over 60 countries worldwide. Imation provides SAN, NAS, hybrid 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 such as the latest NST Smart Solution offering of unified hybrid storage. More importantly, customers love us with 9 out of 10 coming back for more!



Independent TechValidate
Customer Survey

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



KEY BENEFITS

We want to provide our partners with a different kind of storage experience... from products to partnership.

When first joining the Imation Storage Solutions Channel Program, you gain immediate access to prescribed training through the online learning management system as well as instant access to the partner portal for program resources and LeadGuard™ registration.

Quality Leads

Imation's stringent lead qualification process provides highly qualified leads (based on program tier). In addition, we work with you to generate your own leads with events, telemarketing, MDF efforts and custom-built e-marketing campaigns that are easy 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.

Independent Techvalidate
Partner Survey

*"By offering Nexsan products, over **60%** of partners increased their annual revenue by **5-30%.**"*

David Hiechel,
President/CEO, EAGLE

Sales Tools

The Imation Storage Solutions Partner Portal is your gateway to a wealth of sales tools at your fingertips, including sales and tech Hot Sheets, PowerPoint product presentations with competitive positioning, webinars, white papers, analyst papers, videos and much more!

Leading Support Program

Our reliable products are backed 24/7 by helpful and knowledgeable Certified Support Engineers.

“Nexsan continues to build great solutions that allow me to sleep well at night knowing they are just going to work.”



BENEFITS AND REQUIREMENTS

Imation Storage Solutions Channel Program Requirements

As part of the Imation Storage Solutions Channel Program, Authorized Nexsan product resellers have access to program resources to equip, enable and expand their business.



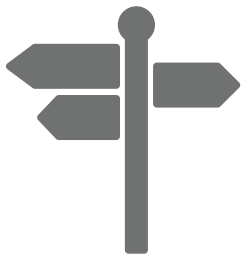
Onboarding
Building Sales Pipeline \$



Sales and Technical
Certification ✓✓
Annual Nexsan Sales
\$250,000



Sales and Technical
Certification ✓✓✓
Annual Nexsan Sales
\$500,000



MARKETING GUIDANCE TO DRIVE BUSINESS

1. Represent Nexsan products on your website
2. Deploy PR initiatives and engage in Social Media
3. Launch email campaigns to warm your prospect list
4. Host a marketing event (live or online) using MDF; qualify potential opportunities and register them using LeadGuard
5. Stay engaged with your contact list with additional email Campaigns

Program Benefits Highlighted by Tier

The chart below summarizes the key benefits offered in each tier of the program.

Bronze	Silver	Gold
<p>Authorized partners have access to Bronze program benefits as outlined in the program guide. Standard partners have access to:</p> <ul style="list-style-type: none">• Partner Portal• LeadGuard registration• Online product training and certifications• Pre-Sales Technical Assistance• Service and Support• Spiffs, Rebates and promotions	<p>Silver Partners receive access to Bronze benefits and:</p> <ul style="list-style-type: none">• Inside Sales Representative• Partner Plaque• Sales leads	<p>Gold Partners receive access to Silver tier benefits and:</p> <ul style="list-style-type: none">• Content syndication• NexStep Partner Conference• Co-Branded, custom collateral• Social Media Reciprocation• Marketing Insights meetings & Quarterly Business Reviews

CHANNEL PROGRAM REQUIREMENTS

Authorized resellers in the Imation Storage Solutions Channel Program should follow the below requirements.

Requirements	Description
Open Distribution Model	Nexsan products and solutions are available through authorized distributors and only sold to Partners in good standing with a signed Partner Agreement and NDA.
Credit Application	All potential Nexsan Partners must complete a Partner credit application to be considered.
NDA	All potential Imation Partners must sign a Non-Disclosure Agreement. The NDA applies to the entire Partner organization.
Annual Revenue Requirement	Imation does not have specific annual revenue requirements but Partners are expected to be actively engaged in promoting and selling Nexsan solutions.
Annual Transactions	Imation Partners are expected to complete sales transactions throughout the year working toward their desired sales goals.
Training	Partners are expected to avail themselves of the Nexsan product online training materials on an annual or more basis.
Business Planning and Engagement	Nexsan Partners are expected to engage with their Regional Sales Manager regularly for business planning and marketing demand generation activities.
Case Studies	Imation Partners are encouraged to provide customer success stories to Imation regularly. Imation will interview the customer and Partner to develop and publish the case study. As the Partner, you will be highlighted in the story.
Marketing Campaigns	Imation Partners are expected to create demand for Nexsan products and solutions throughout the year.
Designated Nexsan Product Champion	To facilitate a long term and successful Partnership, Imation requests its Partners to designate a Nexsan Product Champion within the Partner organization to be the central point of contact.
Nexsan by Imation Reseller logo and Web Page on Partner Site	In keeping with a Partner's web site policy, Imation Partners are expected to prominently display the Nexsan product logo and maintain a Nexsan solutions page on their website.
Lead Management	Partners are expected to respond promptly to leads supplied by Imation per the lead processing program.



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