

2013

NEXSAN PARTNER PROGRAM OVERVIEW

10+ YEARS OF DOING THINGS DIFFERENTLY WITH OUR PRODUCTS, PARTNERS AND PROGRAMS



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:

For over 10 years, Nexsan has been building award winning enterprise-class, easy-to-use and efficient storage solutions for midsized organizations with 28,000 systems deployed in over 60 countries worldwide. Nexsan 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 has 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:

Nexsan is a 100% channel company that you can **trust**. With no direct sales force, 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 Nexsan partner team 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 Nexsan, you are not alone. It's a true partnership. We work closely with you on training, marketing, sales and pre-sales technical support.



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

PROGRAMS:

Nexsan is committed to providing our partners with a premier partner program to ensure success and profitability. Here are highlights of just some of the benefits we offer:

High Margins – Partners are generously rewarded with Nexsan margins among the best in the industry as well as quarterly promotions and a history of repeat customers.

Quality Leads – Nexsan’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.

Online Training – Our online training modules offer 30 minute courses to familiarize yourself with Nexsan products and how to sell. Broken into chapters, you can view the multimedia course and train at your own pace.

Sales Tools – The Nexsan 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 and much more!

Online Sales Quote Creator – This easy quote tool takes the headache and time out of building quotes. After a few short clicks, your quote is generated and ready to export and customize for your customers!

When first joining the Nexsan Partner Program, you receive special treatment through a 90-day personalized Concierge Program. We know the first 90 days are the most important to help ramp your Nexsan business quickly and start selling. Your Nexsan 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 and valuable requirements in the proceeding 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 Nexsan we truly want every partner to be successful. We interview and hand-select each and every partner in the Nexsan Partner Program. Please log on to our public website at www.nexsan.com/partners to complete a short questionnaire. Your Nexsan Regional Sales Manager will contact you directly. If you prefer, email us at partner@nexsan.com.

Once approved, each partner is required to sign a Non-Disclosure Agreement and the Nexsan Partner Program Policy Agreement. Upon request, your Regional Sales Manager can supply a copy of the agreement for your review.