

## **Imation's Nexsan Partner Program Awarded 5-Star Rating in CRN's 2014 Partner Program Guide**

**Annual guide recognizes the very best channel partner programs in the market**

Official press release below:

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OAKDALE, Minn.—March 18, 2014—Imation (NYSE:IMN), a global data storage and information security company, today announced it has been awarded a 5-Star rating in the CRN 2014 Partner Program Guide. The annual directory is the definitive listing of technology vendors that service solution providers or provide products through the IT channel. The 5-Star Partner Program rating recognizes an elite subset of companies that offer solution providers the best partnering elements in their channel programs.

The Imation Storage Solutions Channel Program has hundreds of partners across three tier levels (Executive, Concierge and Standard) and market segments (specialties include backup and recovery software, cloud applications/software, data and information management, enterprise network storage, SMB network storage and general storage). Imation works hard to support its entire network of channel partners, from qualified leads and comprehensive training to discount promotions and incentive programs. This year, Imation is especially focused on expanding partner access to its content syndication program and developing more partner forums for sharing of information and best practices.

To determine the 2014 5-Star recipients, The Channel Company's Research team assessed each vendor's application based on investments in program offerings, partner profitability, partner training, education and support, marketing programs and resources, sales support and communication.

"Solution providers have a lot of choices when it comes to selecting vendor partners. Identifying the right vendor, with the right technologies, and the right approach can make all the difference," said Robert Faletra, CEO, The Channel Company. "Our annual Partner Program Guide and 5-Star rating recognizes the very best channel programs available in the market today to help solution providers determine which vendor delivers the best partner elements for their individual business goals."

"Our channel partners are integral to our team, and we're doing all we can to give them opportunities to add value through their own services and help them succeed," said Mike Stolz, Imation's vice president of marketing and technical support for Imation's Nexsan solutions. "We have exciting times ahead, and our Nexsan storage products are clear market leaders. We'll continue to work with our partners to bring leading storage solutions that solve real business problems to the market."

The 2014 Partner Program Guide will be featured on CRN.com and the 5-Star Partners listing will be highlighted in the April issue of CRN.