



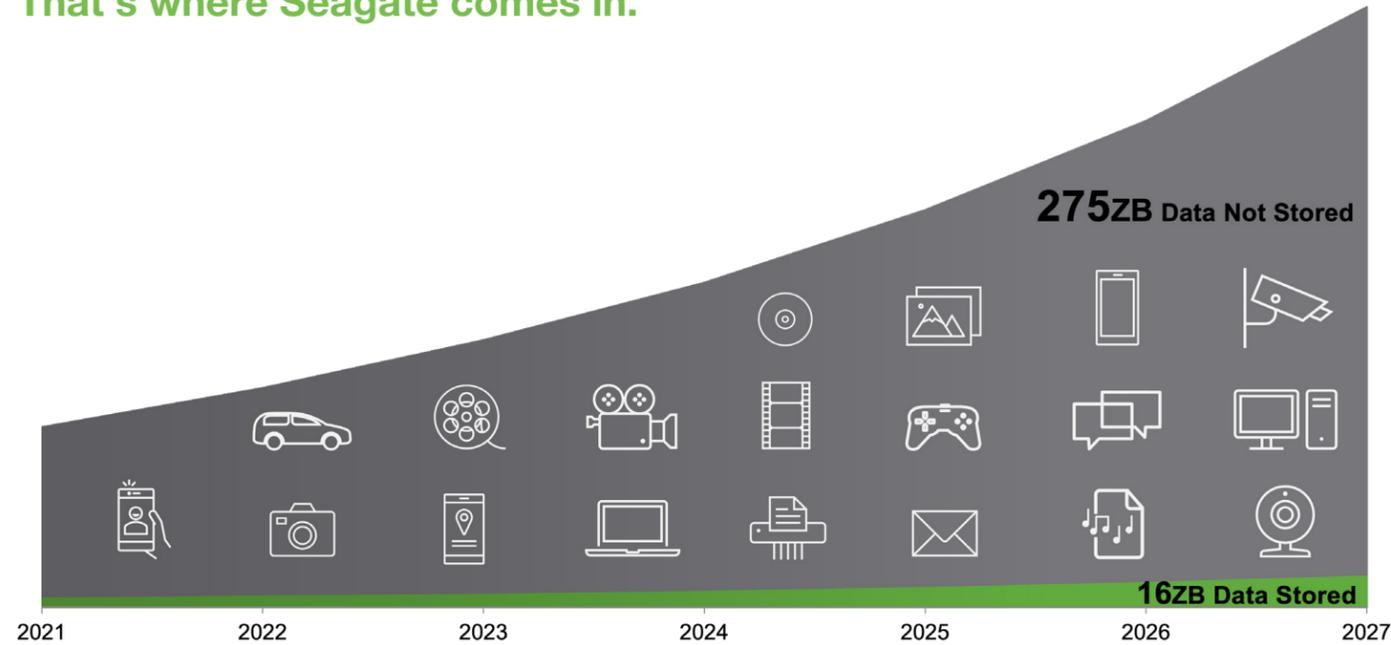
**Connect. Train.
Drive New Business.**

Seagate Partner Program

The disparity between data generated and data stored is growing.

Which means now more than ever, enterprises need mass-capacity solutions to close the gap. But for them, it's about more than just capacity—it's about efficiency and cost effectiveness too.

That's where Seagate comes in.



Source: IDC, Worldwide Global DataSphere Forecast, 2023-2027: It's a Distributed, Diverse, and Dynamic (3D) DataSphere, IDC #US50554523, April 2023.

Out there, it's a data economy. In here, we help you capitalize on it.

Become a Partner

Seagate's Partner Program is here to help you succeed in the growing data economy.

How? By offering you, our partner, the training, demand generation, and marketing support needed to capitalize on trends and capture new business. We offer customized tracks to meet your goals, so join today and let's get started.

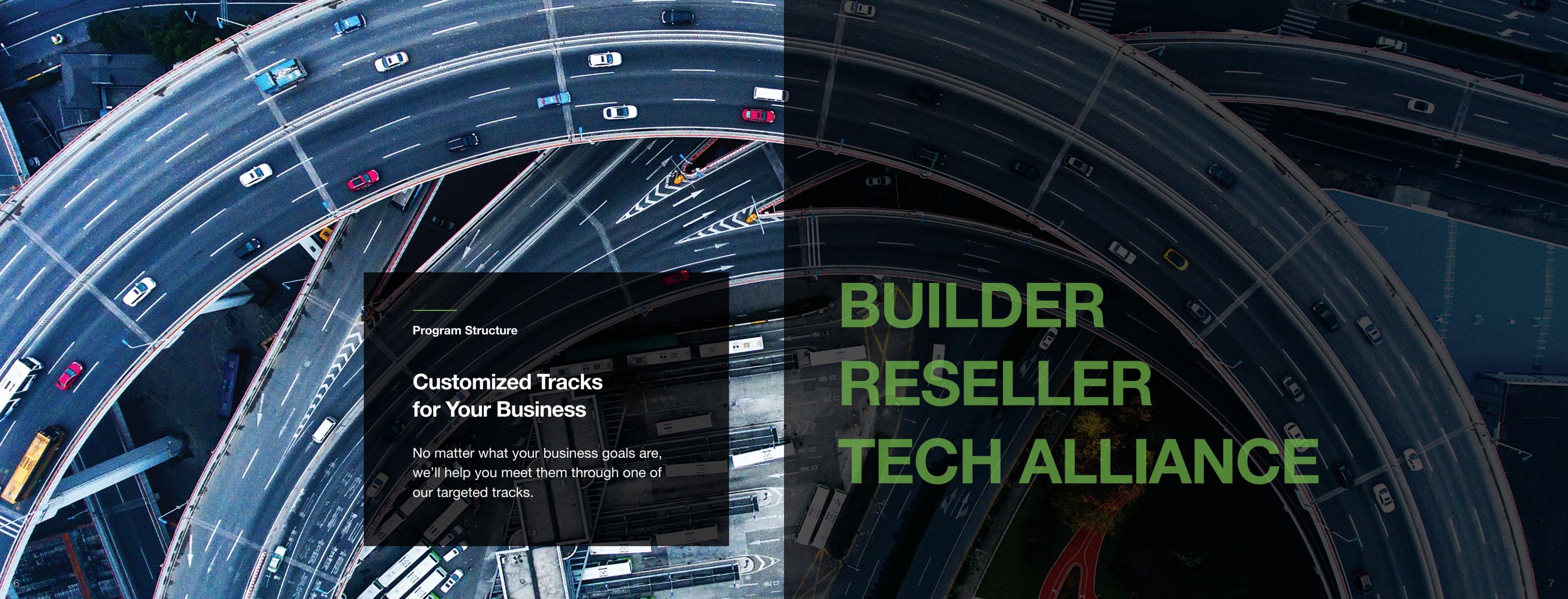


Training and Education

Demand Generation

Marketing and Sales Support





Program Structure

Customized Tracks for Your Business

No matter what your business goals are, we'll help you meet them through one of our targeted tracks.

BUILDER RESELLER TECH ALLIANCE

Customized Tracks for Your Business

The Seagate Partner Program Builder Track is designed for partners that build innovative, quality solutions by combining powerful Seagate products with their own services. You'll gain direct access to benefits such as marketing development funds (MDF) support¹, tier discounts, sales and marketing support, and more. We understand that you have unique business demands, and through personalized benefits like these, we'll help you meet them.

BUILDER



Overall Benefits

1

Benefit from deal registration, reference architectures, and powerful industry connections.

2

Enjoy co-marketing, MDF support, and increasing tier discounts as you grow.

3

Grow your expertise through training and education.

4

Get access to free evaluation drives to help offset testing and qualifying cost.



Ready to boost sales? We're committed to helping you do just that by helping you stand out from the crowd.

As an authorized reseller, you'll receive an exclusive badge to let your customers know you sell high-quality Seagate products. You will also be supported with marketing assets and product info.

RESELLER

Authorized Reseller Benefits

- 1 Authorized badge for displaying to your customers.
- 2 Access to product assets to help build quality product pages.
- 3 Informative on-demand training and education on Seagate products.
- 4 Quick online marketplace setup.



TECH ALLIANCE

Designed for independent software vendors and independent hardware vendors, this track enables you to test, validate, market, and sell complementary solutions with our enterprise system products.



Overall Benefits

Instill customer confidence through validated solutions.

Promote your solution through co-branded collateral, strategic campaigns, and popular events.

Expand your market growth through our VAR partners and sales team.



Partner Program Benefits

On-Demand Training

- Online training accessible through partner portal and app
- Wide variety of product and solutions training
- Certification opportunities
- Grow your business network by connecting with fellow tech pros

Sales & Marketing

- Sales and product positioning guides
- Product comparisons and competitive information
- Technical white papers
- Product imagery
- MDF funds
- Evaluation drives
- Searchable knowledge base

Resourceful Partner Portal

- Members-only website optimized for mobile
- Displayed content customized to your profile preferences
- Easy access to online support
- Access to the latest sales and marketing resources

Deal Registration

- Receive discounts and deal protection

Newsletter

- Members-only access to the latest Seagate information
- New product launches
- Product reviews, thought leadership, industry trends
- Latest campaigns to use with your customers



**ENROLL AS
A SEAGATE
PARTNER
TODAY AT**

seagate.com/partners

¹ MDF funds are proposal based and subject to availability.



SEAGATE