

Support | Growth | Bonus

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Introduction

Our partner program helps you retain and grow your customer base while increasing your revenue. Your time investment is backed by a global registration program and rounded out with comprehensive technical training and sales and marketing support.

We are committed to working with partners who share our goal of solving customers' most demanding challenges by storing, managing, protecting, and unlocking value in every kind of data.

The program is designed for partners who want to grow with Overland-Tandberg. Each partner level has its own revenue target as well as sales and technical expertise. Extra commitment pays off and is rewarded: **the more time you invest in your Overland-Tandberg expertise and that of your customers, the more we support you.**



Why become an Overland-Tandberg Partner?

We believe that storage is much more than just a place to store data.

We work to create a storage environment that is not only affordable, but also has the typical characteristics of enterprise solutions.

We help your customers to **collect, create and share** digital content – and safeguard and protect it for decades.



collect



create



share

Why become an Overland-Tandberg Partner?

Extensive product portfolio

Our systems range from RDX® removable disk solutions, ideal for smaller companies, to comprehensive tape and storage solutions for capacities of several petabytes on a single head unit. Scalable, flexible and cost-efficient at the same time. We are empowering businesses, large and small, to securely manage and protect their digital assets and people.

Make the difference!

Our goal is to provide a different way of thinking about data storage. Together with our partners, we prove that data security combined with performance is affordable.

Providing exceptional products and services to many of the world's most recognized industry leaders in over 100 countries demonstrates our collective success.

Overland-Tandberg Partners enjoy a competitive advantage through a number of unique solutions, ensuring our mutual success.

Why become an Overland-Tandberg Partner?

Powerful components, data protection, support, and last but not least, a good bit of humanity are part of the spirit of Overland-Tandberg. We firmly believe in achieving these goals together with our partners and therefore want to support you to the best of our ability.

Overland-Tandberg sells its solutions through a massive worldwide channel network, which consists of commercial distributors, direct market resellers (DMRs) and value-added resellers (VARs) in the Americas, Europe, Middle East and Africa (EMEA) as well as the Asia Pacific (APAC) region.

B2B Channel Sales at Overland-Tandberg

Projects are developed and executed by our channel partners. We accompany you throughout the entire process and assist you in providing the best consulting on how to effectively manage storage environments to support business objectives of your customers. Our training programs support you in making the right choice of our solutions.

Profitability? Promised!

Overland-Tandberg Partners can look forward to attractive profit margins. Recurring revenue models with cartridges, media and licenses enable continuous sales with strong customer loyalty. But that's not all: Gold and Platinum Partners can additionally receive up to 3% annual bonus with growing revenue.



Dedicated Overland-Tandberg Partner Portal

Every partner receives access to our partner portal (partners.overlandtandberg.com). This is the entry point to your partner benefits and keeps you informed about all our partner promotions, latest product releases and updates.

You have access to sales and marketing tools as well as customizable material to promote our products.

The partner portal is available in different languages.



Overland-Tandberg Partner Program Rewarded Products

neoseries®

NEO® Tape Libraries and Autoloaders with LTO Tape are the ultimate solution for a final layer in data protection and archive. Widely used, LTO Tape is recognized as the standard for final data protection processes. Industry leaders believe in LTO Tape because of its definitive reliability, offline security and lowest cost of storage. LTO is the ideal solution for Long Term Data Storage and protection. Revenue recognition incl. media.

rdx® QUIKSTATION™

RDX® QuikStation® Removable Disk Backup is a removable disk-based technology providing lightning-fast backup and restore. The RDX product family is designed to deliver cost efficiency to small and medium-sized businesses (SMB) with growing data storage needs. There's no technical mountain to climb here, and it's just as easy to store data offsite – simply remove the pocket-sized disk media and carry to another location. Revenue recognition incl. media.

rdx® SSD cartridges

The RDX SSD delivers performance for the most demanding workloads, without compromising the business-grade management functionality that RDX is known for.

Membership and Benefits

Benefits for Overland-Tandberg Partners	Silver	Gold	Platinum
Project registration & project protection	✓	✓	✓
Access to Overland-Tandberg marketing materials incl. Co-branding	✓	✓	✓
Access to online demo program (selected products)	✓	✓	✓
Marketing support on demand ¹	✓	✓	✓
Target achievement bonus ²		✓	✓
Bonus for sales growth ³		✓	✓
Certificate and mention on the Overland-Tandberg Where-To-Buy website ⁴		✓	✓
Technical training and priority support		✓	✓
Joint participation in events			✓
Advanced (Pre-) Sales support			✓
Access to demo products			✓

1. Quarterly planning and prior approval from Overland-Tandberg is required.
2. Annual sales target and bonus: Gold Partner x EUR/USD: 1%, Platinum Partner x EUR/USD: 2%
3. Bonus for sales growth of more than 50% above annual sales target:
 - Gold Partner x EUR/USD and above: 1,5% bonus on amount above x EUR/USD
 - Platinum Partner x EUR/USD and above: 1,5% bonus on amount above x EUR/USD
4. Higher certification levels and sales activity affect the order on the Overland-Tandberg Where-to-Buy web page. The Overland-Tandberg partnership must be visible on the partner website as well.

Requirements

Partner requirements	Silver	Gold	Platinum
Minimum annual turnover¹	depending on product groups	depending on product groups	depending on product groups
General Certified Specialist²	1	1	2
Advanced Certified Specialist³		1	2

1. The sales bonus must be proven and invoiced by the partner with the additional text "sales refund" by January 10 of the following year at the latest. The proof is provided by invoice copies of the distributors authorized by Overland-Tandberg from the respective sales period, which concern the relevant products of this agreement. The sales refund will only be paid out if the annual sales target has been reached or exceeded. Processing and payment upon receipt of the invoice after January 10 of the following year is not possible. If the sales target for a level is reached during the year, it is possible to advance to the next level, provided that the necessary trainings have been completed. The start date for the annual sales accrual and calculation is the first purchase date from a distributor after the completed training for the respective level.
2. Self-training program via questionnaire. Free training and the quota for General certification/self-training for each reseller is unlimited. The questionnaires will be provided in the Overland-Tandberg Partner Portal.
3. Remote training by Overland-Tandberg and questionnaire. The quota for free Advanced certification/training by Overland-Tandberg will be limited to two per year. Additional advanced training in the year should be discussed exceptionally, and Overland-Tandberg reserves the right to charge (1.000 EUR/1,200 USD) per advanced training.

How to Join Us?

Simply register at our partner portal partners.overlandtandberg.com and send us a message that you would like to join our partner program.

Americas: sales@overlandtandberg.com



APAC/Middle East: salesapac@overlandtandberg.com

EMEA: salesEMEA@overlandtandberg.com

Japan/South Korea: TDJ_Sales@tandbergdata.com

All benefits and requirements for the partnership can be found in the partner portal after your login.

You will be contacted by our Sales Team to discuss the further steps.