



Quantum®

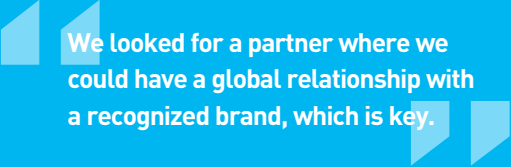
Quantum Advantage Program  
for Technology Partners

INTRODUCING

# Quantum Advantage

The Quantum Advantage Program is the gateway to delivering customer confidence with proven joint solutions based on Quantum's award-winning scale-out storage, archive, and data protection portfolio. Working closely with you, we create rock-solid joint solutions that provide value to customers' demanding environments.

Our partners are the key to success, and you can depend on us for support every step of the way. The Advantage Program offers a rich set of benefits including dedicated resources for testing, certification, ongoing support, marketing, joint field activities, and active deal engagement. As a team, we can empower the next generation of workflow solutions enabling customers to maximize their potential today and in the future.



**We looked for a partner where we could have a global relationship with a recognized brand, which is key.**

*- Neil Maycock,  
VP of Product Strategy, Quantel*



...delivering customer confidence with proven joint solutions.



# Why Join Quantum Advantage?

At Quantum we are passionate about delivering excellence to our partners and customers. We are committed to providing you the tools, support, and market access needed to ensure your success and increase your market leadership. In addition, the Advantage program helps you establish differentiated customer value by offering a best-of-breed, integrated, Quantum certified solution.

## Quantum Advantage enables partners to:

- Provide qualified, proven solutions to the market.
- Grow your business and expand your reach by accessing Quantum's network of 12,000 worldwide resellers.
- Join in Quantum's rapid growth in key markets by delivering specific solutions to address customer workflow needs.
- Receive early technology access allowing integration of key features and performance improvements ahead of new product releases ensuring fast time to market.

- Receive world-class training providing the in-depth knowledge needed to develop and deliver innovative customer solutions.
- Collaborate with our experienced team of sales and marketing professionals, solution architects, and service engineers to develop opportunities, deliver industry-leading end-to-end solutions, and maintain strong ongoing customer relationships into the future.



**We're really looking forward to  
delivering solutions with Quantum—  
today and in the future.**

*- Kevin Savina,  
Director Product  
Management, Dalet*

## Quantum Advantage Membership Levels

The Quantum Advantage Program has three membership levels, with benefits increasing along with membership status.

### **Advantage Partner**

Advantage partners enjoy the support needed to complete technology interoperability validation and receive the recognition within the Quantum ecosystem that the joint solution is approved and qualified.

### **Advantage Preferred Partner**

Preferred partners receive a higher level of certification and business support, including a dedicated technical manager, plus extensive sales and marketing engagement to provide a greater level of awareness and education across the Quantum team, our channel partners, and our customers.

### **Advantage Premier Partner**

Premier partners develop unique features that take advantage of Quantum technology to deliver a truly differentiated joint solution to customers. To support this commitment, they receive the highest level of certification and business support. In addition to a dedicated technical manager and extensive sales and marketing engagement, Premier partners also receive permanent no-charge equipment for their lab\*, advanced support knowledge, and greater marketing and sales support to help grow our mutual business.



# Quantum Advantage Program Benefits

## Technical Benefits

Technical Benefits	Partner	Preferred	Premier
Interoperability Validation	✓		
Integration Certification		✓	✓
Access to Quantum Labs	✓	✓	✓
Loaner Equipment	30 Days	60 Days	Permanent
Permanent Equipment (Not For Resale)*	50-70% Discount	50-70% Discount	Provided
Access to Quantum Resource Library	✓	✓	✓
Technical Support	✓	✓	✓
Early Access to API Specifications and Roadmaps	Via Forum	Via Forum	Individual
Technical Alliance Manager		✓	✓
Quantum Solutions Training	Discounted	Provided	Provided
Advanced Support Knowledge			✓
Assigned Field Support Specialist			✓


[Note: Membership to a specific level is based upon a partner meeting certain integration criteria and Quantum product competencies.]

\* Product dependent

## Business Benefits

Business Benefits	Partner	Preferred	Premier
Partner Logo on Quantum.com	✓	✓	✓
Partner Profile on Quantum.com		✓	✓
Quantum Advantage Logo Usage	✓	✓	✓
Co-Branded Solutions Brief		✓	✓
Press Release		✓	✓
Sales Enablement Tools		✓	✓
Technical Brief/Whitepaper*		✓	✓
Quantum Sales & Technical Training		✓	✓
Partner Sales & Technical Training		✓	✓
Business Team Strategy Meetings		Annual	Quarterly
Assigned Business Development Manager		✓	✓
Joint Marketing Event Participation		✓	✓
MDF Programs		✓	✓
Sales Incentive Programs			✓
Active Joint Deal Engagement		✓	✓
Partner Reference Sells/Resells Joint Solution*			✓
Defined Quantum Post-Sales Support			✓

\* Based on feasibility, Quantum approval required



**We're working closely with  
Quantum to ensure that our  
customers have optimal  
performance and flexibility when  
editing and finishing massive files  
for broadcasters or studios.**

*– Simon Williams,  
Director of Strategic Relations,  
AdobeCUT*

# Quantum Advantage Program Requirements

## Partner Requirements

Partner Requirements	Partner	Preferred	Premier
Demonstrated Commitment to Partnership	✓	✓	✓
Approved Test Plan	✓	✓	✓
Quantum Listed on Partner's Website	✓	✓	✓
Complementary Solution	✓	✓	✓
Proven Interoperability	✓		
Proven Integration with Quantum's APIs		✓	✓
Validate Quantum Software/Firmware Revisions		✓	✓
Unique Feature Development			✓
Assigned Executive Management, Technical, and Marketing Partner Contacts		✓	✓
Participation in Development of Joint Collateral		✓	✓
Commit to Co-Marketing Events		1/yr	2/yr
Defined Customer Opportunity Goals		✓	✓

(Note: Membership to a specific level is based upon a partner meeting certain integration criteria and Quantum product competencies.)

# Quantum Portfolio

## SCALE-OUT STORAGE



StorNext 5 Scale-Out Storage



Lattus Extended Online Storage

## DATA PROTECTION



Scalar Tape Automation



DXi Disk Deduplication



vmPRO Virtual Backup Software



Drives & Media



Q-Cloud Services

## ABOUT QUANTUM

Quantum is a leading expert in scale-out storage, archive and data protection, providing intelligent solutions for capturing, sharing and preserving digital assets over the entire data lifecycle. We help customers maximize the value of these assets to achieve their goals, whether it's top movie studios looking to create the next blockbuster, researchers working to accelerate scientific discovery, or small businesses trying to streamline their operations. With a comprehensive portfolio of best-in-class disk, tape and software solutions for physical, virtual and cloud environments, we enable customers to address their most demanding workflow challenges and opportunities.



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