



NEXSAN WORLDWIDE PARTNER PROGRAM

"Nexsan's executive team, sales managers, and technical support team have always been very responsive and willing to listen and support my company and customers. This creates a relationship that my customers enjoy and have come to depend on, lending additional strength in the sales process."

BILL ALLEN – CTO, WESTLAKE TECHNOLOGIES, INC.

Nexsan is a 100% channel focused company.

Nexsan was awarded a 5-star rating in CRN's 2018 Partner Program Guide.



ABOUT NEXSAN

Nexsan® is a global enterprise storage leader, enabling customers to securely store, protect and manage critical business data. Established in 1999, Nexsan has built a strong reputation for delivering highly reliable and cost-effective storage while remaining agile to deliver purpose built storage. Its unique and patented technology addresses evolving, complex enterprise requirements with a comprehensive portfolio of unified storage, block storage, and secure archiving. Nexsan is transforming the storage industry by turning data into a business advantage with unmatched security and compliance standards. Ideal for a variety of use cases including Government, Healthcare, Education, Life Sciences, and Media & Entertainment. Nexsan is part of the StorCentric family of brands along with Drobo – and operates as a separate division to securely protect business information.

Nexsan is headquartered in Thousand Oaks, California.

At Nexsan, we are committed to delivering value to partners like you with our unique solutions and superior partner program. Our partner program starts with healthy product and services margins, and is enhanced offers thorough deal registration, powerful sales enablement and ready-to-go marketing campaigns so you can easily grow your customer base.

PROGRAM BENEFITS

We aim to provide our partners differentiation and value...from products to partnership.

When you first join the Nexsan Worldwide Partner Program, you gain immediate access to extensive training through the online learning management system as well as easy access to the partner portal for program resources and deal registration.

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, and MDF events.

Deal Registration

The Nexsan opportunity registration program ensures that you and you alone have exclusive pricing for registered deals to protect your margin and efforts.

Training

Online and instructor-led sales and technical training at no charge.

Sales Tools

The Nexsan partner portal is your gateway to a wealth of sales tools at your fingertips, including eBooks, PowerPoint presentations with competitive positioning, webinars, white papers, analyst papers, videos and much more.

Leading Support Program

Our reliable products are backed by helpful and knowledgeable Support Engineers.

PROGRAM REQUIREMENTS

The Nexsan Worldwide Partner Program has the following requirements:

Requirements	Description
Open Distribution Model	Nexsan products and solutions are available through authorized distributors and only to Partners in good standing with a signed Partner Agreement and NDA.
Credit Application	All potential Nexsan Partners must complete a Partner credit application to be considered.
NDA	All potential Nexsan Partners must complete a Non-Disclosure Agreement. The NDA applies to the entire Partner organization.
Annual Revenue Requirement	Nexsan does not have specific annual revenue requirements but Partners are expected to be actively engaged in promoting and selling Nexsan solutions.
Annual Transactions	Nexsan Partners are expected to complete sales transactions throughout the year working toward their desired sales goals.
Training	Partners are expected to avail themselves of the Nexsan product online training materials on an annual or more basis.
Business Planning and Engagement	Nexsan Partners are expected to engage with their Regional Sales Manager regularly for business planning and marketing demand generation activities.
Case Studies	Nexsan Partners are encouraged to provide customer success stories to Nexsan. Nexsan will interview the customer and Partner to develop and publish the case study.
Marketing Campaigns	Nexsan Partners are expected to create demand for Nexsan products and solutions.
Designated Nexsan Product Champion	To facilitate a long term and successful Partnership, Nexsan encourages its Partners to designate a Nexsan Product Champion within the Partner organization to be the central point of contact.
Nexsan logo and Web Page on Partner Site	In keeping with a Partner's Web site policy, Nexsan Partners are expected to prominently display the Nexsan logo and maintain a Nexsan solutions page on their Website.
Lead Management	Partners are expected to respond promptly to leads supplied by Nexsan.

To sign up for Nexsan Partner Program today, visit: <https://www.nexsan.com/partner-signup>

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