

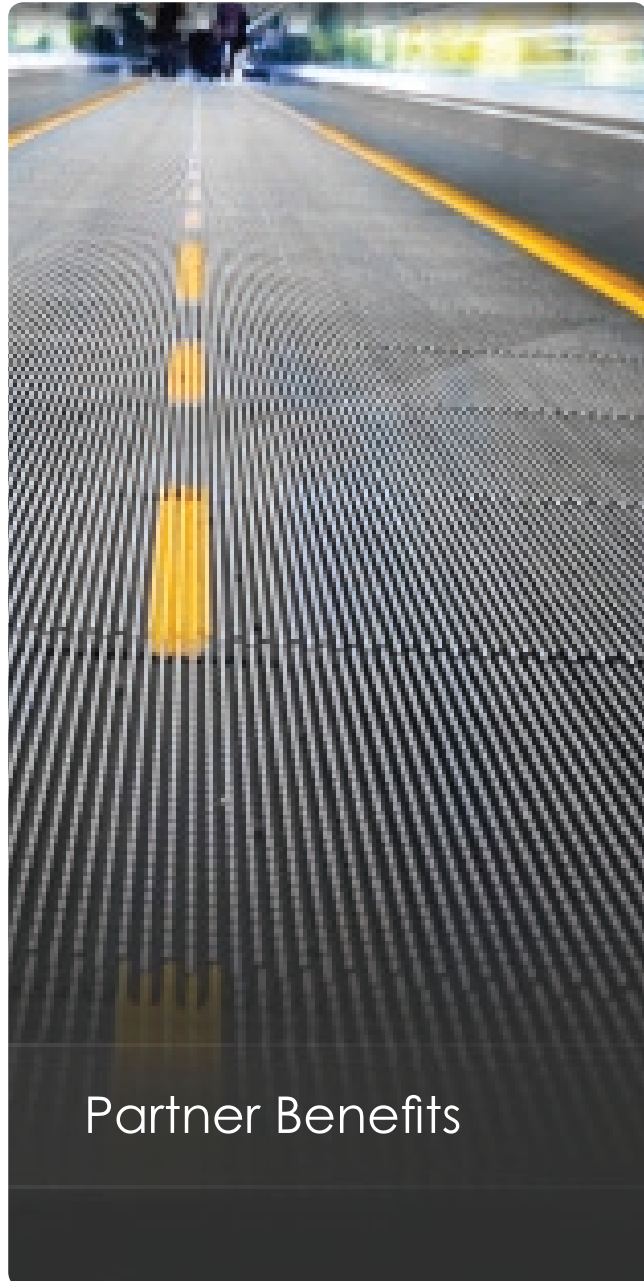


# FastTrack™ Partner Program

Designed to help your business succeed

Overland Storage is the trusted global provider of effortless data management and data protection solutions across the data lifecycle. By joining the elite group of more than 1,000 Overland Channel Partners that already reap the benefits of the FastTrack™ Program, Partners will benefit from access to an industry-leading deal registration system, dedicated worldwide channel resources and unrivalled Marketing support – to name but a few benefits.





## Partner Benefits

### ■ 100% Channel Focussed

At Overland we follow a dedicated channel sales model with worldwide Sales and Marketing resources, making it easy for our Partners to engage with us directly, helping them build their business to even greater heights.

### ■ Partner Deal Registration

The FastTrack Program website offers a simple, intuitive system to make sure our Partners are rewarded for taking the initiative to register their deals, protecting valuable margin. Once a lead is entered into the system, and accepted by Overland, Partners are also eligible for a discount higher than any other party, ensuring a competitive bid\*. Overland will ensure special price support to our certified Partners\*.

### ■ Dedicated Account Management

All Overland FastTrack Partners enjoy the full support of a dedicated Overland Sales Manager, Pre-Sales Engineer, Marketing Manager and Inside Sales Team to ensure that the Partners' business is maximised and runs efficiently. These added resources also mean that our Partners are able to close opportunities more efficiently while benefitting from up to 50% channel margin.

### ■ Partner Program Website

The Overland secure FastTrack Partner portal offers a wealth of online sales materials, datasheets, support collateral and other graphical and informative material to help our Partners sell our world class data management and data protections solutions.

The website also boasts a cutting edge virtual demo centre designed to address the most commonly asked questions and show the Overland suite of products.

### ■ FastTrack News

Stay up to date with the Overland quarterly Partner e-news bulletin – *FastTrack News*. Serving a rich source of information on Overland, including the competitive landscape and the latest news in the world of data management and data protection.

### ■ Training & Demo Purchase Program

The FastTrack training program at Overland aims to educate our Partners' sales force with the most relevant product knowledge. Hands-on demonstration skills and competitive positioning is also available to maximise sales.

Our Demo Purchase Program allows reseller Partners to purchase Overland Storage products at heavily discounted pricing. The purchased products are for demonstration purposes and can be used for trade show displays, back room demonstrations, end-user sales calls, internal network backup and more.

Overland also have a team of technical field resources and pre-sales executives available to assist Partners upon demand with any training or customer demonstration needs.

### ■ Business Development Funds & Lead Generation

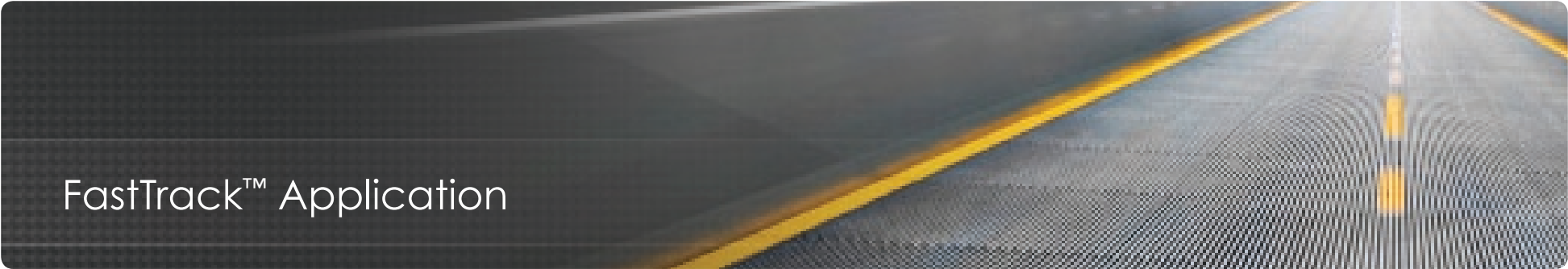
Overland assists Partners to become more valuable to their customers and more successful as a result. Funds are distributed to Partners, which drives business by providing funding to support marketing and sales activities, training, events and conferences.

The Overland FastTrack BDF rewards are based on Channel Partners' capabilities and commitment to growing their Overland business. Before a Partner is granted BDF a quarterly marketing plan must be developed and agreed. BDF is approved on a case by case basis and on Partner Status Level.

### ■ Customer Success Marketing

This special FastTrack benefit rewards Partners for identifying and helping to secure appropriate customer success stories. Reps can earn up to \$500 per story, depending on the customer's brand.





## FastTrack™ Application

Join more than 1,000 Overland FastTrack Partners on the industry's most rewarding Program around.

[Click here to select your region and register.](#)

An Overland representative will contact you for follow-up processing.

### About Overland Storage

Overland Storage is the trusted global provider of effortless data management and data protection solutions across the data lifecycle. By providing an integrated range of technologies and services for primary, nearline, offline, archival, and cloud data storage, Overland makes it easy and cost effective to manage different tiers of information over time. Whether distributed data is across the hall or across the globe, Overland enables companies to focus on building their business instead of worrying about data growth. Overland SnapServer®, NEO®, and REO® solutions are available through a select network of value added resellers and system integrators. For more information, visit [www.overlandstorage.com](http://www.overlandstorage.com)

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\* Qualifying product only. Terms and conditions apply.

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