

Nominated Company: Quantum Corp

Nomination Title: Quantum Alliance for Vendor's Reseller Channel Program of the Year

Quantum Alliance is Quantum's reseller partner programme, crafted to aid Quantum's channel partners in growing their Quantum business, it has been operating globally since 2003.

Resellers are the face and voice of Quantum, the ones who engage the customer and close the deal – which is why Quantum's reseller channel program, Quantum Alliance, provides product, sales and pricing tools covering all backup, archive and recovery products.

Quantum's channel strategy comes down to two things – putting channel partners at the heart of their business, and providing them with the tools to sell Quantum's products at a healthy margin. Quantum's partners require an experienced and focused vendor to help them address the data protection needs of their end user customers. Recognising that every company is different, Quantum designed a programme that provides guidance and support for all its channel partners and resellers, from the largest specialist storage reseller to the smallest generalist Quantum Alliance is accessed via a secure web portal, the programme has been crafted to aid Quantum's channel partners in growing their Quantum business.

A core benefit of the Quantum Alliance programme since its inception has been access to Quantum's deal registration programme, enabling partners to earn additional margin in exchange for registering individual deals. This benefit provides margin protection of up to 25 points, ensuring that Quantum channel partners will make healthy margins selling Quantum's portfolio.

Quantum has constantly reviewed and refreshed the Alliance to ensure the benefits stay ahead of the ever evolving market. The company recently added new exciting initiatives such as the 'Pass to Partners' lead gen feature. This provides Quantum's channel partners access to qualified leads, which in turn helps them address new customers and grow their business.

In 2010, the portal was redesigned and re-engineered to reflect how partners were using it. This re-design included the launch of Quantum's Automated Partner Co-Branding Tool, available in five languages, which enables all resellers to distribute ready-made, co-branded email shots, saving them significant cost which would have gone into creating marketing collateral.

Another benefit offered by Quantum to its reseller partners is Quantum Xpert, an online training programme which provides resellers and distributors with training modules, available free via the Quantum Alliance portal. The training modules cover Quantum's entire product range, and include everything from a 'backup basics' module to assist newcomers to the backup, recovery and archive market, to in-depth modules on how to sell Quantum's DXi disk-based appliances.

Lastly, Quantum has recently launched its Quantum Plus rewards programme, available only to members of Quantum Alliance, which offers generous cash rewards for selling Quantum products and helping Quantum win new customer business. The cash rewards are available to both reseller sales reps and pre-sales engineers, and are paid in the form of a cash card that can be used just like a credit card.

The Quantum Alliance programme is a testament to Quantum's commitment to providing best-of-breed selling tools to its VARs, and going above and beyond in its efforts to support its reseller channels. Backed by Quantum's expertise, Quantum's reseller partners can in turn be confident that they are offering their own customers the best solution to match their data protection needs

Supporting case study: Coolspirit - revenue from Quantum products and solutions doubled in two years

Coolspirit has been supplying the UK's leading organisations with storage products and solutions for over a decade and has been a Quantum partner for several years. Quantum's partnership with Coolspirit is first class and, like all good partnerships, has been mutually beneficial, the success of which can be put down to a shared commitment to enhancing customer satisfaction by providing market leading products and solutions.

Just as Quantum relies on Coolspirit to be the face and voice of Quantum, Coolspirit relies on Quantum not only for its innovative products and industry expertise, but also for its excellent sales and marketing support. Over the past two years Coolspirit has been able to take full advantage of Quantum's Partner Alliance Programme, receiving sales support and training, ongoing free technical support and up-to-date product and promotional information available via the Quantum Alliance Portal. Pre-sales support has helped to drive their business and scale their selling efforts.

The Quantum 'Pass to Partners' lead generation programme has had a significant impact on the business, contributing to a doubling of revenue from Quantum products and solutions in two years.

"Quantum's lead distribution programme is a key asset in generating new business and new customers for us – in fact our revenue with Quantum has doubled in the past 2 years through maximising their channel tools such as the Deal Registration Programme and trade-in discounts – which we access via the Quantum Alliance Partner Portal. Our ongoing commitment to customer service and end-to-end solutions allows us to take full advantage of Quantum's investment." -

Damon Robertson, Sales Director, Coolspirit

Why nominee should win

- Provides Quantum's reseller partners with a full support system, enabling them to sell at high margins and gain access to round-the-clock training and support
- Saves significant amounts for reseller partners on training staff and creation of marketing collateral thanks to value-added features of Quantum Alliance
- Has been working effectively for ten years.
- Enables channel partners to improve margins by 20% and more.
- Provides leads to help resellers win new customers and grow their business.