

Nominee: Quantum

Nomination title: Quantum Alliance for Vendor's Reseller Channel Programme of the Year

Damon Robertson, sales director at Coolspirit said "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."

Resellers are the face and voice of Quantum – they are the ones who engage with the customer, who close the deal. Quantum appreciates the mutual business growth this platform offers and supports its resellers in a number of important ways. With that in mind, global support from Quantum is incredibly important to its channel strategy.

Launched in 2003, Quantum Alliance is the reseller partner programme of Quantum, the leading expert in scale-out storage, archive and data protection. It provides its resellers with product, sales and pricing tools which cover all of Quantum's extensive portfolio of backup, archive and recovery products. Channel partners need to be at the heart of Quantum's business. To sell Quantum products at a margin acceptable for all parties, resellers need to be provided with the right tools and support. This channel programme has been designed in such a way that all partners and resellers are given that guidance and support – from the largest specialist storage reseller to the smallest generalist. Partners of Quantum require an experience and focussed vendor to properly assess end user customer's requirements. There is no fee to join the programme. As of September 2015, the Quantum Alliance programme counts over 7,000 individual members across some 2,600 EMEA channel partners.

Quantum offers a host of services for all partners in the Alliance programme. These include access to a secure portal for opportunity registration, sales tools and marketing resources, training programmes including free online training, and access to the Quantum IQ™, the expansive Quantum knowledgebase. Partners also receive access to partner-only promotions as well as access to end user promotions that partners can pass on to your customers. Quantum also offer lead referral and incentive programmes for sales and sales engineers at our partner accounts. Partners at the Gold and Platinum level also enjoy additional product discounts based on meeting the programme requirements for each level.

Quantum Alliance is accessed through a secure web portal. Its main purpose is to aid its partners in growing their Quantum business. One of its key benefits is giving partners access to Quantum's deal registration programme which gives them the ability to earn an additional margin in exchange for registering details of individual deals. This provides them with margin protection of up to 25 points – allowing their business to grow while making healthy margins selling Quantum's product portfolio.

More recently, Quantum has added to the benefits of the partner programme with new initiatives like the 'Pass to Partners' lead generation feature. This gives Quantum's channel partners access to qualified, warm leads – aiding them in approaching new customers, ultimately growing their business. The partner-facing portal was also redesigned and reengineered following feedback on how it was being used. This redesign included the launch of Quantum's automated partner co-brand marketing tool. Available in five languages, it allows all resellers with access to the Quantum Alliance portal to send out ready-made co-branded email shots. This saves significant costs and time which would have been needed to create marketing collateral.

Also available to partners is the Quantum Xpert application, an online training programme which provides its resellers and distributors with training modules. A huge benefit to the programme's users, the Xpert application covers Quantum's entire product range across backup, archive and data protection appliances. With over 200 online courses, it includes everything from a 'backup basics' module to assist even the newest to the storage, backup, recovery and archive market right through to in-depth modules on how to sell specific products, all free via the secure web portal.

Lastly, the Quantum Plus rewards programme has been recently made available exclusively to members of Quantum Alliance. This feature offers additional generous cash rewards for selling Quantum products – helping all parties win new customer business. These rewards are available to both reseller sales reps and pre-sales engineers and are paid as a cash card which can be used like a credit card. Every quarter, Quantum pays out over £50,000 to participants of the Quantum Plus rewards programme.

This channel partner programme is a proof point of Quantum's commitment to providing the very best selling tools to its VARs (value added resellers). The Quantum Alliance programme goes above and beyond to support these parties and help them grow their businesses. Backed by Quantum's own expertise, its reseller partners can be confident that they're offering their own customers the best solutions for their backup, archive and data protection needs.

Why nominee should win

- **The programme gives partners a complete and flexible support system. It allows them to sell at high margins with confidence in round-the-clock training and support.**
- **It gives partners the ability to improve margins by 20% and more.**
- **It provides cost saving of significant amounts across staff training and marketing collateral creation thanks to the value-added features.**
- **The channel programme has been working effectively and without issue for ten years.**
- **Quantum Alliance provides resellers with qualified leads to help them win new customers and grow their business.**