

PROMOTIONAL ANNOUNCEMENT

DXi COMPETITIVE TAKEOUT INCENTIVE

October 9, 2024

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Applicable Regions: NA, APAC, EMEA, LA

External Distribution: Expert VARs, Premier VARs, Qualified VARs, Distributors

INTRODUCTION

Quantum is pleased to announce a time-limited promotion designed to encourage partners to promote technology upgrades and replace competitor products at their customer sites. The two-part incentive includes a \$250 SPIFF (Sales Promotion Incentive Fund) for Quantum Alliance resellers who submit and secure approval on a valid QDR (Quantum Deal Registration) for a DXi® T-Series backup appliance, as well as a \$50 per TB incentive for partners who successfully sell a new DXi appliance to a customer currently using a competing product. This initiative aims to drive sales and provide a compelling value proposition for both partners and end-users.

KEY MESSAGES

From October 15, 2024, through March 31, 2025, Quantum is offering:

- A **\$250 sales SPIFF** for an approved QDR for a DXi T10-60, a DXi T10-120, or a DXi9200 on a customer willing to replace any existing competitive deduplication backup appliance (such as Dell Data Domain, ExaGrid, HPE StoreOnce).
- A **\$50 per TB Sales SPIFF** for successfully closing the sales of a new DXi T10-60, a DXi T10-120, or a DXi9200 on a customer replacing their existing competitive deduplication backup appliance. Please refer to the table below for the corresponding incentive value.

	DXi T10-60		DXi T10-120		DXi9200					
Capacity*	15 TB	60 TB	30 TB	120 TB	110 TB	220 TB	440 TB	1100 TB	1155 TB	2200 TB
Incentive	\$750	\$3,000	\$1,500	\$6,000	\$5,500	\$11,000	\$22,000	\$55,000	\$57,750	\$110,000

*There are multiple options of the DXi T-Series as increments are 15TB.

TERMS & CONDITIONS

- To qualify for this incentive, the partner must be registered in Quantum Alliance (alliance.quantum.com).
- To qualify for Sales Incentives or rebates the Reseller must have an Approved Quantum Deal Registration (QDR).
- Products sold with similar or the same configurations ordered before or after the specified promotional period are not eligible.
- Quantum retains the right to modify or terminate QDR SPIFF's and Takeout Rebates, at any time, without notice.
- Quantum is the sole determinant of qualification for QDR SPIFFs and Takeout Rebates.
- All incentive payments are at Quantum's sole discretion and only those products resold by Partner to end-users approved by Quantum will be eligible for Incentives.
- Products resold to end-users prohibited by the Quantum Reseller Program Agreement, and/or the Quantum Distributor Agreement will be excluded.
- Quantum reserves the right to not pay incentives in certain circumstances, including, without limitation, where (a) Partner is merely acting as an agent, order fulfiller, or fulfillment vehicle for another entity or (b) Partner has purchased products from Quantum at pricing or discounts that are below Quantum's standard pricing or (c) Partner has purchased according to special contract pricing between Partner and Quantum.
- Participants must provide POS data to qualify for a SPIFF or Sales Incentive. Required information includes the QDR number, date sold, end-user company name, address, product details (part numbers, quantity), distributor, invoice number, and any additional information as outlined on the claim form(s) in the Quantum Alliance Portal at www.alliance.quantum.com.

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TERMS & CONDITIONS continued

- SPIFFs and Sales Incentives will be paid to Reseller employees or by exception to the Reseller company.
- During the claim process, participants are required to identify and detail who the payments will be made to before payment. Participants are free to decide the dollar amount or percentage split of the total amount earned between individuals including Salespeople, Solution Engineers, Marketing roles, Sales Managers, or any other Reseller employee selected, or payment can be made directly to the partner company.
- Payments will be made via the XTRM platform or check/EFT and if by XTRM participants must have a valid XTRM account (Individuals or the Reseller company) and are paid in USD but can be converted into many local currencies.
- A new opportunity in a current Quantum customer is for a single business opportunity at a single Quantum customer who has not purchased the included product(s) in the past two years and is not included in any pre-existing Quantum Salesforce.com entry or forecast at the time of registration. An affiliate, branch office, location, or subsidiary can be considered a separate end user.
- The Sales Incentive and QDR SPIFF are overlay programs, are stackable, and may be combined with other Quantum Alliance Program Rebates and incentives including the NBO Program.
- The Sales Incentive and SPIFF may span multiple registrations for a given customer and multiple sale opportunities or customer locations determined solely by Quantum.
- It is the recipient's responsibility to ensure that the acceptance of the SPIFFs and Sales Incentives does not violate any laws or regulations of any kind, including but not limited to any conflict of interest or gift policies in effect at their company or organization.
- By participating and submitting claims for the meeting SPIFF and/or the Sales Incentive participants agree and acknowledge that they have permission from their company and that they are compliant with their companies' policy relating to receiving payments and/or splitting SPIFFs and Sales Incentives from vendors.
- Recipients are responsible for any applicable taxes on incentive payments.
- Payments are issued monthly upon validation.