**WELCOME TO SEAGATE INSIDER**

We created the program as a way to thank our Partners like you for your loyalty and support, and to recognise the vital role you play making Seagate one of the world’s leading storage solutions manufacturers.

The program offers Partners who purchase Seagate-branded products, a membership which opens them to the opportunity to receive news, updates, and opportunities uniquely aligned with our brand. No matter what tier level your company qualifies for, there are many exciting benefits to take advantage of. Seagate Insider helps you sell more, market more, and do more with Seagate products!

**Seagate Insider offers a wide range of benefits across four tiers: Bronze, Silver, Gold and Platinum.**

The membership tier that your company qualifies for is based on the point-of-sale data provided to us by Seagate Authorised Distributors and select Sub-Distributors, and is based upon purchase volume for the eligible products purchased.

**Maximise your membership** by progressing through the tier levels!

**FOUNDATIONAL MEMBERSHIP DETAILS**

- **Tier Upgrade:** Quarterly
- **Tier Downgrade:** Quarterly
- **Tier Achievement Earning Period:** Quarterly

**QUALIFYING REVENUE**

For revenue to be considered, make sure you purchase your products from a Seagate Authorised Distributor or select Seagate Sub-Distributor.*

*Reported Sub-distributor POS is only available for Bronze, Silver and Gold members.

**SEAGATE INSIDER TIER STRUCTURE**

<table>
<thead>
<tr>
<th>Tier</th>
<th>Annual Revenue Attainment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bronze</td>
<td>$10k and Under</td>
</tr>
<tr>
<td>Silver</td>
<td>&gt; $10k - $50k</td>
</tr>
<tr>
<td>Gold</td>
<td>&gt; $50k - $150k</td>
</tr>
<tr>
<td>Platinum</td>
<td>&gt; $150k</td>
</tr>
</tbody>
</table>

Once a quarter, your Company’s annual Revenue of eligible Seagate drives will be calculated and you will be moved into the corresponding Seagate Insider Tier.
### MEMBERSHIP BENEFITS BY TIER

#### SALES AND MARKETING

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to Seagate Insider resource portal</td>
<td></td>
<td></td>
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<tr>
<td>Partner newsletter subscription</td>
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<tr>
<td>Program membership badge/certificate</td>
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<tr>
<td>Product launch/End-of-Life notifications</td>
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<tr>
<td>Sales and Product positioning guides</td>
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<tr>
<td>Product comparisons and competitive information</td>
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<tr>
<td>Partner Sales Cards &amp; Product Family Guides</td>
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<tr>
<td>Access to on-demand training</td>
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</table>

#### SERVICES

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Searchable Knowledge Base</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Live Chat Support¹</td>
<td></td>
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<tr>
<td>Apply for Evaluation Drives²</td>
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<tr>
<td>MDF Funding³</td>
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<tr>
<td>Advanced Replacement Option (ARO)</td>
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<tr>
<td>Data Recovery Service</td>
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</tbody>
</table>

¹Not all languages may be supported
²Subject to availability/geography
³Terms and Conditions apply
DESCRIPTION OF BENEFITS

DATA RECOVERY SERVICE  *Platinum members only*

Seagate Rescue Data Recovery Service Plans allow you to offer peace of mind to your customers and take advantage of our global team of world-class data recovery experts with 95% customer satisfaction rating.¹ Purchase and register your drive to activate your customer’s Rescue Plan and they will be covered for 3 years. If your customer’s drive stops working, we’ll recover their data, then send it back to them on a storage media that is large enough to hold their data.

- Activate a set number of codes each quarter via the My Account page in the Seagate Insider portal.
- At the start of each quarter, 25 new codes will be added to qualifying accounts.

For more information please refer to the **Recovery Cases** page accessed via the Services tab in the Seagate Insider portal.

1. Rescue data recovery service plans are not available in all countries.

MARKETING DEVELOPMENT FUNDS PROPOSALS (MDF)  *Platinum and Gold members only*

Partners with Platinum or Gold status are eligible to submit proposals for Seagate marketing development funds (MDF). Once submitted, a decision will be made within five-to-seven business days and can be up to 50% of the Activity cost. If approved, the Partner will fund the activity and then request reimbursement for the approved amount of MDF. Required for reimbursement:

- Prior approval & MDF is subjected to availability.
- Decisions made between 5 - 7 business days.
- Approved activities must be completed within the quarter proposed.
- Proof of performance must be submitted within 7 days of Activity completion.
- Reimbursements are processed within 60 days of receipt of proof of performance.

Examples of Activities that are eligible for MDF demand generation approval:

- Email campaign
- Webinars or Customer Training event
- Trade show sponsorship
- Telemarketing

For more information on requesting MDF, please refer to the MDF Request page accessed via the Apply for Benefits tab in the Seagate Insider portal. Eligibility and terms and conditions apply.

ADVANCED REPLACEMENT OPTION (ARO)  *Platinum members only*

Advance replacement is when we ship you a replacement drive before you return the defective one to us. This minimises the interruption a drive defect may cause to your system, and helps you maintain great service levels to your customers. The replacement drive will be delivered once Seagate receives the Advanced Replacement Option (ARO) request.

Seagate will ship a replacement product via ground delivery service. Upon receipt, the partner will use the same packaging included with the replacement product to return the non functioning product. A prepaid shipping label will be provided with the replacement. Afterwards, you ship the failed drive to us for testing and analysis. For more information please refer to the Support tab in the Seagate Insider portal.
DESCRIPTION OF BENEFITS (CONT)

EVALUATION DRIVES  *Platinum, Silver and Gold members only*

Use the Seagate Insider portal to request evaluation drives for qualification. These drives are offered to partners free of charge in order to help offset the costs of testing and qualifying drives for various projects. Delivery charges may apply.

- Subject to availability. Not all models may be eligible for selection.
- Maximum of one drive per order submission.
- Decision within 5 business days.
- Seagate reserves the right to deny or cancel evaluation program or request at any time.

For more information on requesting an evaluation drive, please refer to the Evaluation Drive Request page accessed via the Apply for Benefits tab in the Seagate Insider portal. Eligibility and terms and conditions apply.

SEARCHABLE KNOWLEDGE BASE

Turn to the Seagate Knowledge Base for searchable, online technical assistance regarding Seagate products and solutions. Knowledge Base can be accessed through the Support tab in the Seagate Insider portal. Once on the main page, click on Knowledge Base for recent postings, or enter your topic into the search field.

TRAINING

Take full advantage of the Seagate Insider program by accessing on-demand training via Seagate Champions™. This is the perfect way to sharpen your sales skills and the more you train; the more you score!

- Train at your own pace - access at your convenience.
- Earn as you learn - collect Bytes.
- Grow your business network - connect with fellow tech pros.

Just click on the Training tab in the Seagate Insider portal. New members will need to accept the terms and conditions for the Champions training site. Once completed, you'll be at the head of the class.

PROGRAM BADGE/CERTIFICATE

There are four levels of Program badges that our partners earn — the Seagate Bronze, Silver, Gold, and Platinum. Partners may download the Program membership certificate showing the badge pertaining to their tier. In addition to the Tier badge, as partners move up in tiers, they receive additional benefits from Seagate.
BRANDING GUIDELINES
All materials that include Seagate Insider branding must adhere to Seagate Insider brand guidelines found on https://branding.seagate.com

HAVE MORE QUESTIONS?
Reach out to us anytime at partner.support@seagate.com