

April 29, 2025



Quantum Named 2025 CRN 5-Star Partner Program, Adds Powerful New Enhancements to Drive Partner Growth

Equipping Partners to Lead in a World Where Every Byte of Data Matters and Forever Archives Are Essential

SAN JOSE, Calif.--(BUSINESS WIRE)-- Quantum Corporation (NASDAQ: QMCO) today announced updates to its Quantum Alliance Partner Program, delivering new tools, training, and incentives designed to help partners grow their pipeline, accelerate deals, and capture new opportunities. Building on its recognition as a [2025 CRN 5-Star Partner Program](#), Quantum continues to invest in partner success, empowering the channel to lead in a world where AI, analytics, and innovation demand smarter, more scalable data strategies.

In today's AI-driven world, enterprises must save every byte of data to fuel future model training, deeper analytics, and innovation. Quantum uniquely helps customers meet this challenge across the full data lifecycle—with high-performance storage for active "working" data, backup and protection for fast recovery and cyber resilience, and scalable, cost-optimized solutions for secure, durable forever archives. Our mission is to educate and equip our channel partners to lead these conversations, helping them become trusted advisors to enterprise IT teams in industries like financial services, manufacturing, government, research, and healthcare, where saving every byte isn't just important, it's essential for long-term success.

The following enhancements to the Quantum Alliance program arm partners with the technologies, education, and incentives they need to help customers thrive in a data-driven world:

New Incentives Reward Growth

Quantum's enhanced program introduces rewards for new customer acquisition and existing account expansion. Quantum's Prospect+ incentive helps partners accelerate high-value opportunities and grow their pipeline. The Connect+ incentive offers partners a simple way to kickstart new sales conversations by earning rewards for setting up qualified meetings between Quantum representatives and new customers.

On-Demand Training and Enablement Additions

Quantum offers a growing library of sales and technical training that empowers partners to build expertise across Quantum's full data lifecycle management portfolio from ingest and collaboration to backup, data protection, and low-cost, secure, scalable, forever-archive solutions. Our campaigns-in-a-box make it easy for partners to educate their customers on Quantum's solutions and benefits. These resources help partners become trusted advisors who deliver value to their customers for data lifecycle management.

Amplify Loyalty Program

The new Amplify loyalty program gives partners points for each action they take in the Quantum Alliance Portal, from completing certifications, watching webinars, and downloading content. Points are accumulated and can be redeemed for rewards, helping partners get recognized for the work they already do to grow their business.

Continuing Industry Recognition

In addition to being named a CRN 5-Star partner program, Quantum also received recognition for its leading solutions for partners and end users, recently being named to CRN's [Storage 100](#), [Data Center 50](#), and [Cloud 100](#) lists. Quantum's Vice President of Global Channel Programs, Guillaume Crapart, was also named a [2025 CRN Channel Chief](#) for his leadership and dedication to developing strong programs for and relationships with the channel community.

"These enhancements are about putting more tools, more rewards, and more opportunities in the hands of our partners," said Guillaume Crapart, vice president of global channel programs at Quantum. "We've designed these updates not only to help partners grow their pipeline and increase profitability, but also to serve their customers better. By making it easier to access training, engage with our solutions, and expand into new markets, we're helping partners deliver more value across the entire data lifecycle and help customers build an intelligent, scalable, cost-effective infrastructure to save every byte of data for decades for AI, insights, and innovation."

"The Quantum Alliance Program has been a true accelerator for our business," said Ken Christopher, chief operating officer for Paper Pushers IT, a value-added reseller. "From the competitive incentives to the easy-to-use portal and the new Amplify rewards, Quantum continually invests in partner success. These enhancements help us identify new opportunities faster, differentiate with advanced data solutions, and ultimately provide even greater value to our customers."

For partners wanting more information or to sign up as a Quantum partner, visit alliance.quantum.com. For more information about Quantum's data lifecycle management solutions, visit www.quantum.com.

About Quantum

Quantum delivers end-to-end data management solutions designed for the AI era. With over four decades of experience, our data platform has allowed customers to extract the maximum value from their unique, unstructured data. From high-performance ingest that powers AI applications and demanding data-intensive workloads, to massive, durable data lakes to fuel AI models, Quantum delivers the most comprehensive and cost-efficient solutions. Leading organizations in life sciences, government, media and entertainment, research, and industrial technology trust Quantum with their most valuable asset – their data. Quantum is listed on Nasdaq (QMCO). Quantum and the Quantum logo are registered trademarks of Quantum Corporation and its affiliates in the United States and/or other countries. All other trademarks are the property of their respective owners.

Forward-Looking Statements

The information provided in this press release may include forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 ("Exchange Act"). These forward-looking statements are largely based on our current expectations and projections about future events and financial trends affecting our business. Such forward-looking statements include, in particular, statements about the anticipated benefits and features of the Quantum Alliance Program as well as our business prospects, changes and trends in our business and the markets in which we operate.

These forward-looking statements may be identified by the use of terms and phrases such as "anticipates", "believes", "can", "could", "estimates", "expects", "forecasts", "intends", "may", "plans", "projects", "targets", "will", and similar expressions or variations of these terms and similar phrases. Additionally, statements concerning future matters and other statements regarding matters that are not historical are forward-looking statements. Investors are cautioned that these forward-looking statements relate to future events or our future performance and are subject to business, economic, and other risks, and uncertainties, both known and unknown, that may cause actual results, levels of activity, performance or achievements to be materially different from those expressed or implied by any forward-looking statements.

These forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from those projected, including without limitation, the following: the potential impact of the COVID-19 pandemic on our business, including potential disruptions to our supply chain, employees, operations, sales and overall market conditions; the competitive pressures we face; risks associated with executing our strategy; the distribution of our products and the delivery of our services effectively; the development and transition of new products and services and the enhancement of existing products and services to meet customer needs and respond to emerging technological trends; whether the market for the Quantum Alliance Program develops as anticipated and whether our products meet the developing needs of this market; and other risks that are described herein, including but not limited to the items discussed in "Risk Factors" in our filings with the Securities and Exchange Commission, including our most recent Annual Report on Form 10-K filed with the Securities and Exchange Commission (the "SEC") and any subsequent filings with the SEC. We do not intend to update or alter our forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable law or regulation.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20250429968006/en/>

Sara Beth Fahey
Matter Communications
quantum@matternow.com
401.351.9507

Source: Quantum Corporation