

Quantum[®] Unveils Enhanced Partner Portal and Program, Receives Channel Recognition from CRN

Channel program enhancements and awards demonstrate continued channel leadership and commitment

SAN JOSE, Calif.--(BUSINESS WIRE)-- Quantum Corporation (NASDAQ: QMCO), the pioneer in end-to-end data management solutions designed for the AI era, demonstrates its commitment to the channel through a series of program enhancements and industry recognition. Quantum recently rolled out a new global partner portal with enhanced features to make it easier and more lucrative for partners to sell Quantum's comprehensive data management solutions for AI and unstructured data. Additionally, Quantum's channel leader, [Guillaume Crapart](#), was named a CRN Channel Chief, the Quantum Alliance Program received a CRN 5-Star Program designation for another consecutive year, and the new Quantum [ActiveScale Z200 object storage](#) won a CRN Tech Innovator award in the Enterprise Storage category, further validating Quantum's robust programs, products, and dedication to the channel.

Quantum Alliance Enhancements

To make it even easier for channel partners to sell, market, and grow their pipeline for Quantum's data management solutions, Quantum debuted expanded partner incentives and an improved partner portal that offers enhanced online deal registration, training and certification, robust lead registration and opportunity management, marketing campaign toolkits, advanced reporting and analytics, and more.

"Cultivating thriving partnerships in the AI era requires more than just conventional strategies; it demands a visionary approach that aligns with the pace and complexity of technological evolution," said Henk Jan Spanjaard, Quantum's chief revenue officer. "We understand that our partners are pivotal in harnessing the transformative power of AI-driven solutions. That's why our commitment to the channel isn't just about transactions; it's about providing the right tools and fostering a collaborative ecosystem where knowledge, innovation, and opportunity converge."

Quantum Alliance Program enhancements include:

- "Expert" level partners can now earn double the rebate previously available while "Premier" level partners can earn up to three times the rebate.
- Automated lead generation tools using social media and email drip campaigns with full analytics, reporting, and built-in dashboards.
- Campaign-in-a-Box marketing programs on trending topics including AI, ransomware and data protection, cloud repatriation, Life Sciences data management, and VFX and animation.

- New [Quantum GO](#) subscription models to meet customers' growing data demands and budgetary requirements.

"As a Quantum partner for a number of years, we know they are invested in our success," said Steve Van Ginkel, senior vice president of partner alliances at Sterling. "Their enhanced portal, financial incentives, and on-demand resources demonstrate a dedication to their channel partners like Sterling. Combined with their comprehensive data management portfolio, these program benefits help equip us to offer our customers a complete suite of proven solutions that meet the growing needs of AI and are backed by superior support."

Guillaume Crapart, CRN 2024 Channel Chief

Guillaume Crapart has been with Quantum for more than 23 years in various leadership roles across the channel and alliances teams. Over the past year, Crapart has been focused on expanding the products and solutions footprint within existing Quantum partners and adding and training new strategic distributors and channel partners.

In his role as Global Channel Chief, Crapart drives Quantum's channel strategy to deliver more value to the channel community. This includes the rollout of an even richer Quantum Alliance channel program that provides more resources and training for channel partners and more incentives for Quantum's top-tier partners to drive growth and cross-sell Quantum's end-to-end solutions into their customer base.

"Our goals are to educate partners, design the right programs for them to generate fast ROI while delivering value to their customers, and continuously provide the right financial incentives," said Crapart. "With our innovative end-to-end data management platform that's perfectly suited for the entire AI pipeline and the unstructured data lifecycle, our partners have a differentiated offering that will set them apart in the market without needing to manage and sell point solutions from disparate vendors. I am so energized by our partner community and the excitement they bring to selling the value Quantum offers."

CRN Tech Innovator

Quantum ActiveScale™ all-flash Z200 was named the winner of the [2024 CRN Tech Innovator Award](#) in the Enterprise Storage category. The ActiveScale Z200 expands the award-winning ActiveScale portfolio to now include an all-flash option that delivers powerful new levels of throughput and transactional performance at any scale, from terabytes to exabytes. With the ActiveScale Z200, customers gain more agility and speed to build massive data lakes and storage clouds, ingest and prep raw data sets, optimize and run AI pipelines and other data-intensive workflows, and cost-effectively preserve and protect massive data sets.

CRN 2024 5-Star Program

For another year, Quantum Alliance has been recognized as a prestigious 5-star CRN Partner Program, a designation granted to companies that go above and beyond in their commitment to nurturing strong, profitable, and successful channel partnerships. Quantum was also recognized in the Software-Defined Storage category on the CRN Storage 100 list, an honor for perseverance in pushing the boundaries of innovation through cutting-edge technology and strategic partnerships. The Quantum Alliance program is recognized for its

differentiated end-to-end data management platform for AI pipelines and unstructured data, all from one vendor.

To learn more about Quantum's partner program and its end-to-end data management platform, 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). For more information visit www.quantum.com.

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Forward-Looking Information

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. These forward-looking statements are largely based on our current expectations and projections about future events affecting our business. Such forward-looking statements include, in particular: Quantum Alliance Program and our plans, objectives and intentions that are not historical facts generally.

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: Quantum Alliance Program and the impact of these factors on our performance and outlook. See also other risks that are described in “Risk Factors” in our filings with the Securities and Exchange Commission (the SEC), including its Annual Report on Form 10-K filed with the SEC for the fiscal year ended March 31, 2024, and any subsequent reports filed with the SEC. We do not intend to update or alter these forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable law or regulation.

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