

Quantum.

Company Snapshot

Company
Quantum

Industry
Network Storage, Backup
and Recovery

Product
Quantum SNAP Appliance

“ I want to thank everybody for an exceptional first quarter. In revenue and VAR recruitment, we are proceeding at a pace to put us on or close to a 100 million sales year... ”

Tom McKeown
Director of Sales
Quantum SNAP

Quantum

Overview

In 1999, Quantum Corporation launched the SNAP Appliance network attached storage (NAS) product line. Recognizing the product was ideally positioned for smaller data centers, remote offices and SMB environments, Quantum elected to focus on a channel recruitment campaign to leverage storage, enterprise and SMB VARs to scale the business efficiently.

Challenge

Unfortunately, Quantum's original business model focused on selling large volumes of drives and storage peripherals through two-step distributors and systems integrators. The SNAP business unit would fail if Quantum attempted to market it the same way. So, Quantum elected to hire the leading channel development company in the market, MarketLink Services.

Solution

MarketLink's vast experience allowed it to immediately identify and recruit the ideal VARs at a fast and efficient pace, while Quantum provided marketing pull to create awareness of the new storage architecture. NAS was not an accepted storage approach at the SMB and remote office level, so MarketLink and Quantum needed to create interest of a product and a category.

MarketLink recruited and authorized more than 400 resellers in the first six months, eventually exceeding 1,200 signed resellers within 18 months of the launch.

Unit sales of the Quantum product line exceeded 40,000 during the two-year relationship with MarketLink, generating more than \$70 million in revenue during this period.

About MarketLink:

MarketLink Services has provided channel development, sales and marketing solutions for many start-ups, SMBs and leading high-tech companies since 1997. Drawing on our vast experience and key relationships in the industry, MarketLink customizes sales, marketing and distribution plans for effective penetration into desired markets. We have built our success upon delivering measurable results for clients through targeted, strategic campaigns to achieve market dominance. The depth and breadth of experience in the MarketLink team enables us to deliver services bridging the gap between manufacturer, reseller and consumer. For more information, visit www.marketlinkservices.com.