# Enhanced Overland Storage FastTrack Channel Partner Programme Drives Branded Sales Growth

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### *Registered User Base Grows Ten-fold in Five Months; Deal Registrations More Than Triple*

LONDON, May 24, 2011 (BUSINESS WIRE) --

Overland Storage (NASDAQ: OVRL), the trusted global provider of effortless data management and data protection solutions across the data lifecycle, today announced that its FastTrack Partner Programme - established in March 2010 - played a key role in the doubling company's branded product sales growth over the past year. Moreover, enhancements to the sales enablement programme for worldwide channel partners resulted in ten-fold growth of the registered user base and more than tripled deal registrations. The resources and support partners receive through the FastTrack Partner Programme greatly increase sales close rates, benefitting both channel partners and Overland Storage.

"Overland is continually increasing my company's ability to sell more while maximising profit. The high margins offered through Overland's FastTrack Partner Programme, along with enhanced marketing tools and personalised sales and technical support, make selling Overland solutions simple and lucrative," said UK reseller, Diane Dawson, business manager at Coolspirit.

The FastTrack Partner Programme maximises revenue opportunities and profitability for worldwide channel partners by giving them exclusive access to dedicated Overland sales and marketing programmes, personalised offline and online resources, and an integrated deal registration programme that provides up to 35 percent margin protection for registered sales opportunities, pipeline management and training.

**Enhancements to the FastTrack Partner Program in 2011 include:**

- Tripling of protected margins on SnapServer rackmount products from 10% to 30%

- Comprehensive profit-maximising deal registration with automated approvals and tracking

- Improved integrated Overland Partner Portal built on salesforce.com architecture

- Exclusive partner access to new customised resources, content, contests and promotions

- Exclusive access to Overland "PartnerCasts," a series of educational webinars developed for partners

- Lead generation opportunities and marketing programme support

- Dedicated field sales, field engineering and inside sales resources

"The ongoing success of the FastTrack Partner Programme has exceeded our expectations," said Jillian Mansolf, vice president, global sales and marketing, Overland Storage. "We're continually looking for ways to enhance our programmes and listening to our partners and understanding their needs has enabled us to deliver on our commitment to provide the resources and support necessary to help our partners succeed and grow their businesses."

**About Overland Storage**

Overland Storage is the trusted global provider of effortless data management and data protection solutions across the data lifecycle. By providing an integrated range of technologies and services for primary, nearline, offline, archival, and cloud data storage, Overland makes it easy and cost effective to manage different tiers of information over time. Whether distributed data is across the hall or across the globe, Overland enables companies to focus on building their business instead of worrying about data growth. Overland SnapServer(R), SnapSAN(R), NEO(R) and REO(R) solutions are available through a select network of value added resellers and system integrators. For more information, visit www.overlandstorage.com.

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