



## Overland Storage Announces Significant Growth in Registered Channel Partners Worldwide Plus Unbeatable Protected Margins and Sales Enablement Opportunities

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### Overland Storage Partners Report That Protected Margins, Deal Registration and Partner Promotions Help Increase Sales and Generate Revenue

SAN DIEGO, CA, Jan 26, 2012 (MARKETWIRE via COMTEX) --[Overland Storage](#) (NASDAQ: OVRL), the trusted global provider of [effortless data management](#) and [data protection solutions](#) across the [data lifecycle](#), today announced that in 2011 the number of registered partners participating in the company's FastTrack Program grew from 290 unique partners to more than 1,500 worldwide. In addition, the base of active [FastTrack](#) users grew 10x to over 4,000, driven by exclusive benefits including margin protection through deal registration, specialized on-demand training and customizable sales support tools offered to partners.

"As a storage solution reseller, it's important that the products I deploy at customer sites are easy to set up and manage and will solve customers' storage needs," said Dan Peichel at Peripheral Products. "It's also important that I am equipped with tools that increase my ability to generate revenue so that I can grow my business and provide excellent service. As an Overland Storage FastTrack partner, I'm guaranteed protected margins that are among the best in the industry, which ensures that each sale is profitable for me. And since they're Overland Storage products, I know they will always work and that my customers will be happy."

#### Overland Storage FastTrack Partner Program

Overland's FastTrack program gives [channel partners](#) exclusive access to Overland marketing programs, personalized offline and online resources, as well as an integrated deal registration program that provides margin protection for specific end-user opportunities. Additional benefits include:

- Business development funds for lead generation and brand awareness
- Exclusive quarterly partner and end-user promotions
- Dedicated field sales, field engineering and inside sales resources

#### Survey of Overland Storage Channel Partners Highlights Excellence of FastTrack Partner Program

Overland Storage also announced today the results of a worldwide survey of its sales partners, value added resellers (VARs) and solution providers that demonstrates the success of the company's FastTrack Partner Program, as well as the protected margins and promotions to generate sales. The results of the survey indicate:

- 95% of FastTrack partners say that Overland protected margins are comparable to or better than competitor offerings
- 91% of FastTrack partners report that Overland's partner promotions and protected margins help them sell more
- 89% of FastTrack partners sell Overland Storage because the company distributes its products through the channel only, resulting in significant channel engagement opportunities

"We recognize that VARs are looking to technology vendors for great products from partners they can trust," said Jillian Mansolf, vice president of global sales and marketing at Overland Storage. "The growth of our partners in 2011 and the results of our recent channel survey demonstrate that we are delivering exactly what our partners need to maximize their sales opportunities and profits."

For complete details, including additional benefits offered by the Overland Storage FastTrack Program, or to register, please visit: <http://www.overlandstorage.com/partners>.

#### 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, near line, 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](#), [SnapSAN](#), [NEO Series](#) and [REO Series](#) solutions are available through a select network of [value added resellers](#) and system integrators. For more information, visit [www.overlandstorage.com](http://www.overlandstorage.com).

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