

Nexsan Rewards Organizations for their Loyalty with Trade-Up Incentive on New Purchases of its Highly Reliable Storage Systems

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SUNNYVALE, Calif.--(BUSINESS WIRE)-- **Nexsan®**, the pioneer of highly reliable, cost-effective storage, today announced a limited-time Storage Refresh Rebate program for trade-ins of qualifying Nexsan products. Nexsan is offering a rebate of \$50 per terabyte on Blade, ATABoy, SATABoy, ATABeast, SATABeast, BEAST or E-Series systems returned to Nexsan with the purchase of a new BEAST, or E-Series.

With over 2,600 systems deployed and over 600PB of storage under active maintenance today, Nexsan's storage products are the workhorses of many of the world's most demanding data centers. Nexsan systems meet the ongoing need to maintain large data stores in on-premises storage hardware—a need that persists despite the advent of cloud computing and now grows more pressing as organizations face inflated cloud costs.

Nexsan systems are known to be the most reliable and long-lasting storage systems in the industry. Customers frequently report that their systems are properly functioning seven or more years after deployment. The new trade-in program enables existing customers to upgrade to Nexsan's latest innovative solutions at a lower cost. Additionally, this refresh helps reduce the environmental impact of disposing of unusable material because of Nexsan's commitment to responsibly recycle technology.

Nexsan channel partners benefit from the trade-in program with the opportunity to offer the latest E-Series or BEAST systems as replacements for the trade-in. Common use cases include very large data sets, high-performance data vaults, bulletproof backup and archive, cybersecurity, and digital video.

"Nexsan systems seem to run forever, so getting customers to upgrade can be challenging," said Jonathan Lassman,

Director, Epaton. “This rebate program will hopefully get customers to find that old SATABEAST and turn it in for a new system with much more capacity and performance to meet their needs.”

“For over 20 years, Nexsan has built a reputation for highly reliable, cost-effective storage designed to serve specific use cases and business demands,” said Andy Hill, Executive Vice President & Pre-Sales Worldwide. “As organizations assess their storage needs for 2024, we decided this was the perfect opportunity to offer customers the chance to benefit from our latest innovation and reliability through this rebate program. It represents value for customers, opportunity for resellers, and encourages responsible reuse and recycling to help our planet.”

Trade-in credits are given on a 1:1 ratio (one system returned for one new system purchased), with rebates calculated per raw TB of the returned system. Returned systems will only be accepted with Nexsan-certified drives. Nexsan customers in the Americas can find more details [here](#) and in the EMEA region [here](#).

About Nexsan®

Nexsan® is a global leader in enabling customers to securely store, protect, and manage data. Established in 1999, Nexsan has earned a reputation for delivering the most highly reliable, secure, and cost-effective storage, while always remaining agile to continuously deliver purpose-built storage and data management solutions that meet complex and everchanging IT, business, and budgetary requirements. Nexsan’s patented technology is ideal for a variety of use cases including Financial, Healthcare and Life Sciences, Government, Military, Law Enforcement, Education, Media and Entertainment, and Call Centers. For further information, please visit www.nexsan.com.

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