

# Deal Registration Program

## Platforms



<b>MSRP</b>	<b>\$92,249</b>
<b>Book Price*</b>	<b>\$79,803</b>
<b>Deal Registration*</b>	<b>\$45,197</b>
<b>Difference*</b>	<b>43%</b>

\*Price and margins are estimates only. Actual pricing to be supplied by partners preferred distributor.

Western Digital is pleased to offer Deal Registration for our infrastructure platform products. This program offers our best pricing to the partner who designs in Western Digital platforms products into their end customer environments. This program applies to all system level products (PN: 1ESXXXX) in the Ultrastar Hybrid Storage Platforms (JBODs), OpenFlex Storage Platforms (EBOFS), and Ultrastar Transporter product lines.

We recognize that designing a product into an end customer environment requires significant presales time, effort, and resources therefore it is imperative that the most competitive price be granted to the partner who designs our products in, further mitigating the risk of losing the bid to a competitor on price alone. Western Digital has solved for this by designing a Deal Registration program. This new Deal Registration program is exclusive to our Platforms Product portfolio. This replaces our previous registration program targeted at TAA-compliant products; the new program now covers all system level Platform products, including TAA and non-TAA compliant offerings.

To submit a Deal Registration request, the authorized partner sales representative must complete the online Platforms Deal Registration Form which can be found at: <https://www.westerndigital.com/company/partners/new-deal-registration-form>.

### Jason Strawderman

Sr. Director, of Worldwide Business Development  
Jason.strawderman@wdc.com  
Western Digital Corporation

