



FEB 2, 2019 - JAN 31, 2020

DELL EMC 2019

PARTNER PROGRAM GUIDE

SIMPLE.
PREDICTABLE.
PROFITABLE.™

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SIMPLE



Our mission is to be the best,
in the eyes of our partners.
Simple. Predictable. Profitable.™

All new beginnings hold infinite possibilities, and 2019 is no different. It's the year of the data-driven digital ecosystem, when we'll continue to unlock the power of data to deliver value to businesses in ways never imagined a few short years ago. 5G will come to life, edge computing will kick into high gear and Gen Z will enter the workforce with higher technical expectations and sophistication than any generation before. Through all this change, Dell Technologies will be by your side, helping you deliver transformational solutions and navigate uncharted territories. Together, we'll help our customers reach new heights.

The Dell Technologies partner community continues to inspire me. You're helping us reach new customers, win awards and shatter industry records. You've helped us deliver results we could never dream of achieving on our own. Quite simply, partners are vital to Dell Technologies' success. That's why in 2019, we will continue to work tirelessly to be seen as the best in your eyes.

We're constantly listening to our partners, preserving the areas you've told us are going well, and improving where we still need to work. The 2019 Dell EMC Partner Program is a product of your feedback. With your guidance, we're raising the bar on what it means to be Simple. Predictable. Profitable.™

Together, Dell Technologies and our partners have achieved extraordinary results. In fact, over the past year, the Dell Technologies global channel delivered \$49 billion in orders¹. That's incredible, but only scratches the surface of the \$3 trillion marketplace. We still have so much opportunity to grow and accelerate our gains together. This year we'll take another giant leap forward.

With my utmost gratitude, thank you for your terrific partnership. This is our year. Let's make it the best one yet.

A handwritten signature in black ink, appearing to read 'Joyce Mullen', with a long horizontal line extending to the right.

Joyce Mullen

President, Global Channel, OEM & IoT

 @JoyceatDell

¹Based on trailing twelve months (TTM) order run rate as of Q3FY19

6 Guiding Principles

1

Channel partners are integral to Dell EMC's overall success in delivering an excellent customer experience.

2

Dell EMC commits to deliver a simple, predictable & profitable partner program.

3

Sales engagement between Dell EMC and our Channel partners will include elements of Deal Registration, joint territory/account planning and teaming agreements. These are designed to build trusting, long-term relationships that result in satisfying our mutual customers.

4

Dell EMC commits that conflict will be managed and resolved with the highest level of prioritization and transparency.

5

Dell EMC commits to offer comprehensive training and enablement to our Channel partners for all Dell EMC solution offerings.

6

Dell EMC commits to strengthening relationships with Distributors to develop & enable a robust Partner Community.

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#1 Partner Program of 2018
Channel Pro Readers' Choice



Winner 2018 CRN
5-Star Partner Program



27 Dell EMC Women Honorees
including 5 recognized in the Power 100

Dell Technologies Advantage

Unparalleled Leadership from the Edge to the Core to the Cloud

A technology leader and an innovator with world-class enterprise sales and support

Dell EMC Services &
Support team members

34,000

Serving

99%

of the Fortune 500

Patents & Patents
Applications

25,188

Research &
Development

\$12.8B

in last 3 financial years.¹

Presence in

180

countries

- #1 NAS
- #1 Open SAN
- #1 Storage Software
- #1 x86 Server Units
- #1 x86 Server Revenue
- #1 Converged Systems
- #1 Hyperconverged Systems
- #1 Purpose-Built Backup Appliance
- #1 Public & Private Cloud IT Infrastructure
- #1 All-Flash Arrays and Hybrid Flash Arrays
- #1 Enterprise Storage for Private Cloud IT Infrastructure
- #1 Certified Reference Systems and Integrated Infrastructure
- #1 External Enterprise Storage Systems (Entry, Midrange and High End)
- #1 Workstations
- #1 Monitors



¹Dell Technologies' cumulative R&D investment includes EMC amounts prior to the merger transaction date of September 7, 2016.

Ecosystem

Dell EMC is part of the Dell Technologies family of businesses, enabling organizations to modernize, automate and transform. Dell EMC provides a trusted foundation to develop new and better ways to work through hybrid cloud, the creation of cloud-native applications and big data solutions.

DELL Technologies



DELL EMC

Pivotal.

RSA

Secureworks

virtustream.

vmware

DELL EMC
PARTNER
PROGRAM

The Dell EMC Partner Program has multiple tracks for different Partner types.

SOLUTION PROVIDERS

DISTRIBUTORS

OEMS

SYSTEMS INTEGRATORS

CLOUD SERVICE PROVIDERS
& STRATEGIC OUTSOURCERS

TECH CONNECT

The rest of this guide will be focused on our Solution Provider Partners.

Program Tiers & Requirements

The Dell EMC Partner Program Tiers each have their own revenue and training requirements, enabling partners to progress beyond the entry level Authorized status.



	Authorized	Gold	Platinum	Titanium
Approved Application	●	●	●	●
Revenue Thresholds (Product and Services)		\$	\$\$	\$\$\$
Training Requirements		🎓	🎓 🎓	🎓 🎓 🎓

Benefits increase with greater commitment to the program.

Flexible and Aligned Training

Partners have the ability to complete different combinations of training, while progressing to higher Tiers, based on their business models. Training is available across Dell EMC’s extensive portfolio so that our Partners can gain expertise in areas that align to their core competencies.

For more information, see the [Requirements and Benefits document](#).

Tier Benefits

As your Tier progresses, so do your benefits.

These benefits are available to all Dell EMC Partners, regardless of whether you procure directly with Dell EMC or indirectly through your Preferred Distribution Partner.

Simple. Predictable. Profitable.™

	Authorized	Gold	Platinum	Titanium
Partner Portal access including enablement tools, sales aids, and marketing campaigns & tools	●	●	●	●
Partner Program Tier logo usage	●	●	●	●
Financial Services: Payment and Working Capital Solutions for partners and customers	●	●	●	●
Valuable product & solution training and Partner Academy access	●	●	●	●
Deal Registration access (via Distribution or Dell EMC)	●	●	●	●
Ability to resell solutions from approved Dell EMC Cloud Service Providers (Cloud Partner Connect)	●	●	●	●
Go-To-Market Programs; Partner of Record through Partner Preferred and/or Storage & Server Incumbency Program	●	●	●	●
MyRewards points based reward program for individual sales makers**	●*	●	●	●
Access to Dell Solutions and Briefing Centers including Online Demo Center		●	●	●
Eligibility for Find a Partner to drive brand awareness & prospective leads		●	●	●
Proposal-based Marketing funds (potential eligibility)		●	●	●
Earned Marketing Development Funds (MDF)			●	●
Priority access to Dell-generated leads			●	●
Partner Advisory and Technical Advisory Boards (by invitation)			●	●
Highest rebate potential and executive support				●

*Excluding EMEA

**Greater China is currently not eligible

Financial Benefits

Profitability is foundational to your business and a cornerstone of our program.

Gold, Platinum and Titanium Partners are eligible to earn these compelling rebates.



Base

Base rebates reward sales on eligible lines of business, paid from dollar one with no caps.



Growth

Growth rebates reward successfully growing your respective Dell EMC lines of business over time.



New Business Incentives

Additional incentives are awarded for bringing new customers to Dell EMC, and for expanding into new lines of business.



Service Rebates

Attach services to earn additional rebates and strengthen the overall customer solution.

Marketing Development Funds (MDF)

Dell EMC offers two types of Marketing Development Funds including Earned and Proposal-based MDF. Earned MDF rewards qualified partners with predictable funding, which is accrued based on revenue / rates based on type and tier. Proposal-based MDF represents incremental discretionary funds provided to partners based on strategic proposals aligned to regional sales and marketing priorities. Both funds serve to support a breadth of marketing activities.

To see more great program incentives, visit the [Incentives page on the Partner Portal](#).

Dell EMC MyRewards

Your Journey.
Your Rewards.

It's time to get excited!

The Global Dell EMC MyRewards program is your sales maker reward program. If you're ambitious for more, and serious about selling, the way forward starts here.

Get on the fast track with MyRewards.

- + **Enriched reward platform** with simple navigation and personalized, engaging content.
- + **Simple Express Claiming** to save your time and earn points faster!
- + **Bigger and better promotions** with up to 3x bonus point opportunities.
- + **Thousands of rewards** including virtual prepaid cards, merchandise, sporting events and experiences as well as global travel.¹



*Sales Rep and Sales Engineer credential requirements vary at each level.

Learn More. Sell More. Get More.

MyRewards is open to sales makers at Dell EMC Solution Providers.² Enrolled members define their journey as they rise from Level 1 to a Top Achiever, earning up to 3x bonus points for the same sale by completing eligible training credentials.

¹Rewards catalogs will vary by a member's level in the program, region and country.

²Greater China is currently not eligible.

Training & Competencies

Dell EMC offers training and competencies with the flexibility to specialize in certain Dell EMC solution areas. Spanning sales, technical, services and marketing, these trainings ensure each partner has the appropriate knowledge and skillset to meet their customers' needs.

- Individual and company recognition
- Same training as Dell EMC internal teams
- Simplified learning paths with investment protection for returning students

By completing competencies, partners can benefit from increased sales due to greater expertise with Dell EMC products and solutions. Additionally, as partners complete more competencies, they will have the opportunity to progress to higher Program Tiers and receive greater rewards along the way. Services competencies allow partners to build service delivery capabilities at the product portfolio level.

	Portfolio Competencies	Solutions Competencies	Service Delivery Competencies
Client Solutions	Core Client Workstation Wyse for VDI Client Data Security		Client Services
Infrastructure Solutions	Storage Data Protection Converged / Hyper-Converged Infrastructure	Business Applications Data Analytics High Performance Compute (HPC) Hybrid Cloud	Storage Services Data Protection Services Converged / Hyper-Converged Infrastructure Services Services Competency
	Server	Internet of Things (IoT) Software Defined Infrastructure	Server Services
	Networking		Networking Services

Partner Engagement with Dell EMC



Rules of Engagement

Dell EMC has a core set of Rules of Engagement that permeate the behavior of the entire organization. There are guiding principles for these rules of engagement, namely the integral role that partners play in Dell EMC's overall success to delivering an excellent customer experience. Dell EMC's leadership team takes any infractions to these rules very seriously.



Deal Registration

Dell EMC is committed to rewarding partners for driving new business through a fully integrated and streamlined process, as well as a globally enforced Rules of Engagement. The Deal Registration program helps protect those partners who actively promote Dell EMC's products and solutions to their customers. Partners with registered and approved opportunities may receive financial benefits as well as protection from conflict. To assure a seamless experience between our partners and sales teams, we also have a neutral team that helps enforce our Deal Registration rules.



Go-to-Market Programs

To drive predictability of engagement and strong collaboration we have several go-to-market programs in place, underpinned by Partner of Record (PoR), which partners can earn into an account for a line of business, assuring Dell EMC sales teams will work with them on future opportunities.

The Partner Preferred Program enables partners to earn PoR status when they drive new business in underpenetrated accounts. This is supported by higher discounts through Deal Registration, a commission true-up for Dell EMC sales teams to minimize conflict, and joint account planning.

The Storage & Server Partner of Record Incumbency Program further protects partners' historical investments in their customers, giving them PoR status on accounts where they already have strong relationships.

Purchasing & Financing

With Dell EMC, simplicity and flexibility is at the forefront of what makes our program and our partners extraordinary. Depending on location, Solution Providers have two routes to purchase from Dell EMC: one is in a direct capacity and the other through one of Dell EMC's Authorized Distribution Partners.

Dell EMC is proud to partner with the most elite set of Distributors in the market.

Our Distributors span the globe, allowing us to grow and scale with our entire Solution Provider community. New Solution Providers who join the Dell EMC Partner Program will procure through one of Dell EMC's Authorized Distributors, who play a critical role in the onboarding process.

Visit the [Partner Portal](#) to find a Dell EMC Authorized Distributor in your country.

Configuration and Purchasing Tools*

Dell EMC offers a variety of configuration, quoting and purchasing capabilities tailored to meet your procurement needs. These valuable resources are available for all partners within the Partner Portal so you can offer a more seamless experience to your customers.

Financial Services: Payment Solutions*

Dell Financial Services (DFS) delivers innovative payment solutions for hardware, software and services, allowing your customer's organization to align and scale the cost of IT solutions with technology consumption and budget availability**. Flex on Demand, one of five OpenScale Solutions from DFS, allows your customer to acquire elastic capacity and only pay for what they use. This structure pays you upfront a one-time fee based on the committed contract value and alleviates your risk on credit or usage. Additionally, DFS can finance the total solution for your customers, including Dell EMC and non-Dell hardware, software and services, as well as your services.

Visit DFS on the [Partner Portal](#) for more details.

Dell EMC's Working Capital Solutions (WCS)*

In partnership with leading financial institutions, Dell EMC offers extended payment terms and increased credit capacity to enable our partners to grow their business faster.

*Some tools or services might not be available for Partners in all locations.

**Payment solutions provided and serviced by Dell Financial Services L.L.C. or its affiliate or designee ("DFS") for qualified customers. Offers may not be available or may vary in certain countries. Where available offers may be changed without notice and are subject to product availability, applicable law, credit approval, documentation provided by and acceptable to DFS and may be subject to minimum transaction size. Offers not available for personal, family or household use.

Partnering with Dell EMC Services

As customers embrace digital transformation, they look for partners who can deliver complete solutions through the rapid adoption and optimization of technologies and the business-critical services to support them.

Dell EMC Services provides flexible options for how you deliver services to customers.

We provide many opportunities to improve your profitability when you include services.

Resell Dell EMC Services

- Earn Rebates to increase profitability
- Expand your service offerings with our comprehensive portfolio
- Leverage our expertise to provide exceptional services to your customers

Partner Delivered Services

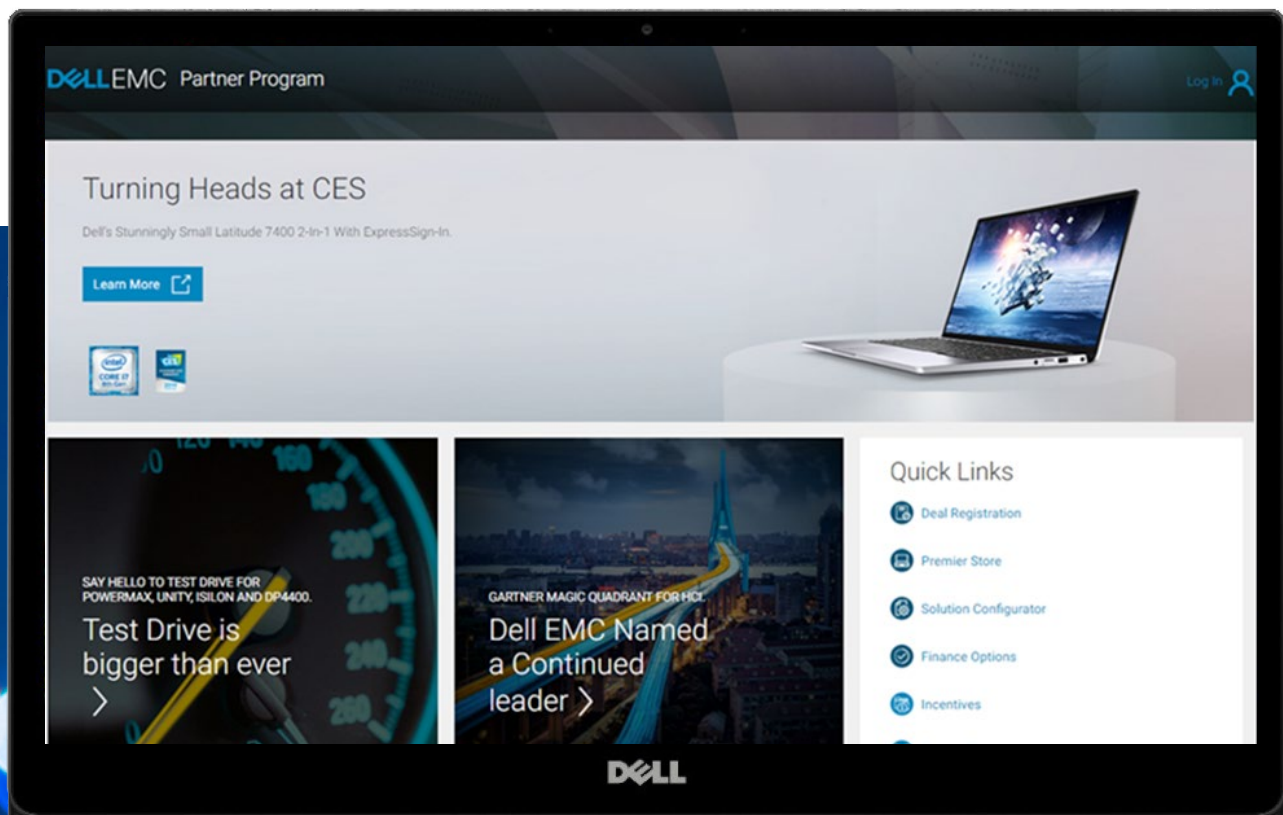
- Increase margin opportunities
- Enhance your services capabilities by obtaining Services Delivery Competencies
- Access proven methods, tools and best practices

Visit the [Partner Portal](#) to learn more.

Partner Portal

The Dell EMC Partner Portal is a one-stop shop for all of your Program needs, providing access to tools and resources including:

- Sales, configuration and quoting
- Deal Registration
- Training and Competencies
- Product and Solutions
- Marketing and Campaigns
- Services delivery and resell
- Partner program & compliance tracking
- Payment & financing solutions
- Partner support services
- News and events



For more information, visit DellEMC.com/partner

Sales Tools

Quick, easy access to essential tools and resources helps introduce new products to your customers, gather core requirements, configure solutions, generate persuasive proposals and much more.

Calculators & Advisors

Generate more sales and improve productivity by equipping your staff with the latest product information, messaging and positioning. From filling the pipeline, to making transactional sales and closing larger deals, these solution-focused materials address every stage of the sales cycle.

Customer Solution Centers

Global network of dedicated facilities that provide an end-to-end solution experience with exclusive access to Dell EMC experts. Enabling you to strategize, architect, validate and build solutions that supplement your Online Demo Center access.

Demo Program

Purchase Dell EMC Storage, CI, HCI and Data Protection products at discounted pricing. The Demo Program can be used to support customer demonstrations, proof of concepts in your own labs and internal team training. Purchases can also be supported using Partner Earned MDF.

Knowledge Center

Close deals faster with a comprehensive set of sales resources and assets including Products, Solutions and Services through Knowledge Center - helping you position the best solution to your customers.

Proposal Tools

Generating persuasive proposals has never been easier with Dell EMC proposal-ready content and powerful document automation capabilities.



Marketing Tools

Grow your business faster by taking advantage of Dell EMC's full portfolio of marketing tools and resources to drive increased awareness, generate leads, win customers and close more deals.

Find a Partner

Enabling customers to easily locate qualified Dell EMC partners to help solve their business problems. Drive increased awareness for your company by updating your profile today.

Marketing Concierge

A great option for partners who want to leverage pre-screened full-service and specialty agencies, Marketing Concierge offers partners agencies, fully-trained in Dell EMC programs, who are ready to help plan and execute marketing activities to best utilize partners' marketing development funds (MDF).

Marketing Institute

Where individuals can earn marketing credentials and expand their knowledge around the marketing resources available. From MDF planning and management guidance to demand tools.

Digital Marketing Platform

Generate leads more efficiently while maximizing your return on investment and minimizing the time and cost associated with your marketing efforts.

Whether you are looking for;

- Content syndication for your website
- Pre-populated social content with images and Call To Actions (CTAs)
- Cobranded materials including emails, online banners, brochures or
- The opportunity to browse the concierge marketplace in order to leverage expert marketing services

The Digital Marketing Platform has what you are looking for!



Campaigns

Access to hundreds of Dell EMC product and solution images, logos, campaign collateral, and turnkey Activation Packs for use in your marketing initiatives.



Medium Business

Target the mid-market with a dedicated Dell EMC campaign demonstrating innovative solutions from endpoints to infrastructure. Help your customers adopt transformative technologies to maximize performance, compete, and grow.



Workforce Transformation

The modern workforce is changing - demanding smarter, faster end-user experiences that remove obstacles, so they can get and stay productive more quickly and easily. Only Dell provides a unified, dynamic solution delivering integrated industry-leading software and services that automate deployment, management and support, while providing end-user security for devices and data no matter where your data goes.



IT Transformation

In today's digital economy where insights from data are critical, IT drives the business. Dell EMC provides the broadest and most capable infrastructure portfolio, enabling organizations to scale and grow as they unlock the maximum value of the data from their existing and emerging workloads, creating new opportunities and powering innovation.

Use our IT Transformation campaign to engage your customers about their entire datacenter needs.



Unlock & Protect Data Capital

The data that an organization possesses has value, and is essential to their ongoing success. Dell EMC Storage & Data Protection solutions are uniquely equipped to help organizations to strengthen and differentiate their businesses by extracting the value of their greatest asset: data capital.

Use our Unlock & Protect Data Capital campaign to assist with positioning Dell EMC storage and data protection solutions.

GET STARTED TODAY

DellEMC.com/Partner

DELLEMC
PARTNER
PROGRAM

#1 Claims: IDC WW Quarterly Enterprise Storage Systems Tracker, 2018Q2, September 6, 2018, Vendor Revenue, IDC WW Quarterly Purpose-Built Backup Appliance Tracker, 2018Q2, September 13, 2018, Vendor Revenue, IDC WW Quarterly Cloud IT Infrastructure Tracker, 2018Q2, September 27, 2018, Vendor Revenue, IDC WW Quarterly Converged Systems Tracker, 2018Q2, September 25, 2018, Vendor Revenue, IDC WW Quarterly x86 Server Tracker, 2018Q2, September 5, 2018, Units and Vendor Revenue. IDC WW Quarterly Storage Software & Cloud Services QView, 2018Q2, September 6, 2018, Vendor Revenue * Dell EMC is statistically tied with NetApp in AFA (NetApp w/ 27.4% rev. share and Dell w/ 26.8%), IDC WW Quarterly PC Monitor Tracker, IDC Quarterly Workstation Tracker, Q3 2018 (based on units).