

DELL TECHNOLOGIES 2021

# PARTNER PROGRAM GUIDE

FOR SOLUTION  
PROVIDERS

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*In this document, "Dell Technologies" refers to the business units previously referred to as "Dell" and "Dell EMC", and excludes Boomi, Secureworks, Virtustream, VMware, and their respective independent partner programs.*

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**DELL**Technologies  
PARTNER PROGRAM

*The Dell Technologies Partner Program ecosystem has multiple tracks for different Partner types.*

SOLUTION PROVIDERS

DISTRIBUTORS

SYSTEMS INTEGRATORS

CLOUD SERVICE PROVIDERS

OEM

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

# “Together, We Stop at Nothing!”



With every new year comes new opportunity, and perhaps none as great as what we see in front of us right now.

The pace of digital transformation has quickened beyond what any of us could've predicted, and it shows no sign of slowing. Together, we have empowered our customers with technology designed to meet this rapid pace of change from the edge to the data center, through distributed work and modern consumption, with cybersecurity, 5G infrastructure, digital experiences and data management.

With these innovations, we and our customers have the power and the opportunity to change lives, to help build a more efficient economy, as well as a fairer and more just society. Over the past year, we have connected remote workforces, ensured students remain engaged no matter their location, and enabled the heroic workers on the front lines of the fight against COVID-19. As we enter 2021, we're prepared for whatever tomorrow brings, and we're ready to seize tremendous growth opportunities with you, our incredible partner community.

Our partners are an extension of our team. Technology may be the enabler, but our partners are the true transformers. You open new markets and make tomorrow's technology a reality for customers today. Know that you have the full power of Dell Technologies behind you, and our commitment to partners is unwavering. Every investment we've made is designed to help you serve customers better, deliver solutions faster, and fuel growth while strengthening a purpose-driven culture committed to advancing human progress.

I am so grateful for your partnership, and I look forward to making this our best year yet. Together, we can drive incredible impact for our customers and communities. **Together, We Stop at Nothing!**

A handwritten signature in black ink that reads "Rola Dagher". The signature is fluid and cursive, with a long horizontal stroke at the end.

**Rola Dagher**

Global Channel Chief, Dell Technologies

 @RolaDagher

 @DellTechPartner

# Our Partner Promise

## Innovation

Fueling **your** growth from the edge to the data center to the cloud



## Power of Dell Technologies

**Together** we drive change, advance sustainability and cultivate inclusion



# TOGETHER

We Stop at Nothing!



## End-to-end Experience

A Program built with **you** and for **you**, founded on collaboration and trust

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

Operating in  
**180**  
countries

Serving  
**99%**  
of Fortune 500

Research & Development  
**> \$20B**  
in last 5 financial years<sup>1</sup>




Dell Technologies Services & Support team members  
**> 35,000**

Patents & Patent Applications  
**30,678**

<sup>1</sup> Dell Technologies' cumulative R&D investment includes EMC amounts prior to the merger transaction date on September 7, 2016

# Program Tiers & Requirements

The Dell Technologies Partner Program metal tiers each have their own revenue and training requirements, enabling you to progress beyond the entry-level ‘Authorized.’

	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

You have the ability to complete different combinations of training, while progressing to higher tiers, based on your business models. Training is available across Dell Technologies extensive portfolio so that you can gain expertise in areas that align to your core competencies.

**For more information, see the**



**Benefits and Requirements Document**

# Tier Benefits

As your tier progresses, so do your benefits.

These benefits are available to all Dell Technologies partners, regardless of whether you procure directly with Dell Technologies or indirectly through your preferred Authorized Distributor.

	Authorized	Gold	Platinum	Titanium
Partner Portal access including enablement tools, sales aids and marketing campaigns & tools	●	●	●	●
Partner Program tier logo usage	●	●	●	●
Access to Dell Financial Services; payment and working capital solutions <sup>1</sup>	●	●	●	●
Product & solution training and Partner Academy access	●	●	●	●
Deal Registration access (direct or via Authorized Distributor)	●	●	●	●
Ability to resell solutions from approved Dell Technologies Cloud Service Providers (Cloud Partner Connect)	●	●	●	●
Go-To-Market Initiatives; Partner of Record through Power Up and/or Partner of Record Incumbency programs	●	●	●	●
MyRewards points-based reward program for individual sales makers <sup>2</sup>	●	●	●	●
Base Rebate eligibility (aligned to held portfolio competencies)		●	●	●
Eligibility for Services Delivery Competency enablement		●	●	●
Use of Solution/ Briefing Centers including Online Demo Center		●	●	●
Eligibility for Find a Partner to drive brand awareness & prospective leads		●	●	●
Proposal-based Marketing Development funds (potential eligibility on approval)		●	●	●
Access to VMware resell and base rebates through the DTPP <sup>3</sup>			●	●
Earned Marketing Development Funds (MDF)			●	●
Partner Advisory and Technical Advisory Boards (by invitation)			●	●
Highest rebate potential and executive support				●

<sup>1</sup> Payment solutions provided to qualified commercial customers by Dell Financial Services (DFS) or through Dell Technologies group companies and/or through Dell's authorized business partners (together with DFS "Dell"). Offers may not be available or may vary by country. Offers may be changed without notice and are subject to product availability, eligibility, credit approval and execution of documentation provided by and acceptable to Dell or Dell's authorized business partners. In Spain, solutions are provided by Dell Bank International d.a.c branch in Spain and in specific countries within the EU, EEA, the UK and Switzerland by Dell Bank International d.a.c, trading as Dell Financial Services which is regulated by the Central Bank of Ireland.

<sup>2</sup> Availability may vary by country; not presently available in EMEA, GC or Japan

<sup>3</sup> Titanium & Platinum partners must be enrolled in VMware Partner Connect and have a direct purchasing contract with Dell. Rebate availability, terms and eligibility may vary based on location.

# Financial Incentives

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.



## Multiplier

Reward the sale of focus line of business products, applied to base rebates for these products from dollar one



## Acquisition

Incremental rebates for bringing new customers or lines of business to Dell Technologies.



## Service Rebates

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

## Marketing Development Funds (MDF)

The Dell Technologies Partner Program 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 [Benefits](#) page on the [Partner Portal](#).

# Training & Competencies

Dell Technologies offers training and competencies with the flexibility to specialize in certain Dell Technologies solution areas. These competencies, which span sales, pre-sales, technology and services, help ensure that you have the appropriate knowledge and skillset to meet your customers' needs.

- Individual and company recognition
- Same training as Dell Technologies sales teams
- Simplified learning paths with recognition of previous completed training for returning students

By completing competencies, you can benefit from increased sales due to greater expertise across Dell Technologies products, solutions, software and services. Additionally, as you complete more competencies, you will have the opportunity to progress to higher Program tiers and receive greater benefits along the way. Services Delivery Competencies allow you to build services delivery capabilities at the product portfolio level.

	Portfolio Competencies	Service Delivery Competencies	Solution Competencies
<b>Client Solutions</b>	Core Client Workstation Dell End Point Security Dell Clients for VDI Latitude Rugged	Client	<ul style="list-style-type: none"> <li>• APEX Custom Solutions – Flex on Demand *</li> <li>• APEX Cloud Services – Private and Hybrid Cloud *</li> </ul>
<b>Infrastructure Solutions</b>	Storage Data Protection Converged/ Hyperconverged Infrastructure	Storage Data Protection Converged / Hyper- Converged Infrastructure	<ul style="list-style-type: none"> <li>• APEX Infrastructure Services – APEX Data Storage Services *</li> <li>• Dell Technologies Unified Workspace</li> <li>• Data Centric Workloads*                             <ul style="list-style-type: none"> <li>• Data Analytics &amp; AI</li> <li>• SAP</li> <li>• SQL</li> </ul> </li> <li>• Dell Technologies Cloud (DTC)</li> </ul>
	Server	Server	
	Networking	Networking	

\*Competency content will be available during H2 2021



# Partner Engagement with Dell Technologies



## Rules of Engagement

Dell Technologies has 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 you play in Dell Technologies overall success to delivering an excellent customer experience.** Dell Technologies leadership team takes any infractions to these rules very seriously.



## Deal Registration

Dell Technologies is committed to rewarding you for driving new business through a fully integrated and streamlined process, as well as globally enforced Rules of Engagement. **The Deal Registration program helps protect those partners who actively promote Dell Technologies products and solutions to their customers.** When you register approved opportunities, you may receive incremental financial benefits.



## Go-to-Market Initiatives

To drive predictability of engagement and strong collaboration we have several go-to-market programs in place, underpinned **by Partner of Record (PoR)** status. When held, this status means that the Dell Technologies core sales teams will work with you on future Dell-found opportunities for the line of business in the account that the status is earned.

The **Power up** program enables you to earn PoR status when you drive new business in underpenetrated accounts. This is supported by higher discounts through Deal Registration and joint account planning.

The **Storage & Server Partner of Record Incumbency Program** protects your historical investments in your customers, giving you PoR status on LOBs where you already have strong relationships.

# Purchasing & Financing

With Dell Technologies, 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 Technologies: one is in a direct capacity and the other through one of Dell Technologies Partner Program's Authorized Distributors.

**Dell Technologies 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 Technologies Partner Program will procure through one of Dell Technologies Partner Program's Authorized Distributors, who play a critical role in the onboarding process.

Visit [Find A Partner](#) to find a Dell Technologies Partner Program Authorized Distributor in your country.

## Configuration and Purchasing Tools\*

Dell Technologies 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.

## Dell Financial Services supports Dell Technologies APEX Custom Solutions

Dell Financial Services (DFS) delivers innovative payment programs for hardware, software and services, helping your customers get the solutions they need to keep their businesses running while addressing their cash flow challenges. DFS can finance the total solution for your customers, including Dell Technologies and non-Dell hardware, software and services, as well as partner services.

As part of Dell Technologies APEX, DFS now introduces APEX Custom Solutions that simplify customers IT digital transformation. With APEX Flex on Demand (an APEX Custom Solution), our consumption-based offering is available for the Dell Technology Infrastructure Portfolio. This gives you the option to offer customers the flexibility of elastic capacity and the economy of paying only for the buffer capacity which it consumes each month. It also enables your customers to align and scale the cost of their IT solutions with technology consumption and budget availability.<sup>1</sup>

## Working Capital Solutions (WCS)\*

In partnership with leading financial institutions, Dell Technologies offers extended payment terms and increased credit capacity to enable you to grow your business faster.

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

<sup>1</sup> Payment solutions provided to qualified commercial customers by Dell Financial Services (DFS) or through Dell Technologies group companies and/or through Dell's authorized business partners (together with DFS "Dell"). Offers may not be available or may vary by country. Offers may be changed without notice and are subject to product availability, eligibility, credit approval and execution of documentation provided by and acceptable to Dell or Dell's authorized business partners. In Spain, solutions are provided by Dell Bank International d.a.c branch in Spain and in specific countries within the EU, EEA, the UK and Switzerland by Dell Bank International d.a.c, trading as Dell Financial Services which is regulated by the Central Bank of Ireland. Dell Technologies, Dell EMC and Dell logos are trademarks of Dell Inc.

# Partnering with Dell Technologies 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 Technologies Services provides valuable incentives and flexible options for how you deliver services to customers.

You have the flexibility to resell Dell Technologies services, co-deliver with Dell Technologies, deliver your own services or a combination. Choose the options that work best for your business.

<p style="text-align: center;"><b>Resell Dell Technologies Services</b></p> <ul style="list-style-type: none"> <li>• Earn valuable rebates and incentives to increase profitability</li> <li>• Expand your service offerings with our comprehensive portfolio</li> <li>• Leverage our expertise to provide exceptional services to your customers</li> </ul>	<p style="text-align: center;"><b>Co-Deliver with Dell Technologies</b></p> <ul style="list-style-type: none"> <li>• Complete required services deployment competencies</li> <li>• Resell services to your customer</li> <li>• Get reimbursed for the services you deliver</li> <li>• Receive rebates on eligible products</li> </ul>	<p style="text-align: center;"><b>Partner Delivered</b></p> <ul style="list-style-type: none"> <li>• Increase margin opportunities</li> <li>• Enhance your services capabilities by obtaining Services Delivery Competencies</li> <li>• Access proven methods, tools and best practices</li> </ul>
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**Consulting  
services**

Boost  
time-to-value



**Deployment  
services**

Accelerate  
deployments



**Support  
services**

Expedite  
Cost savings



**Managed  
services**

Mitigate  
business risk



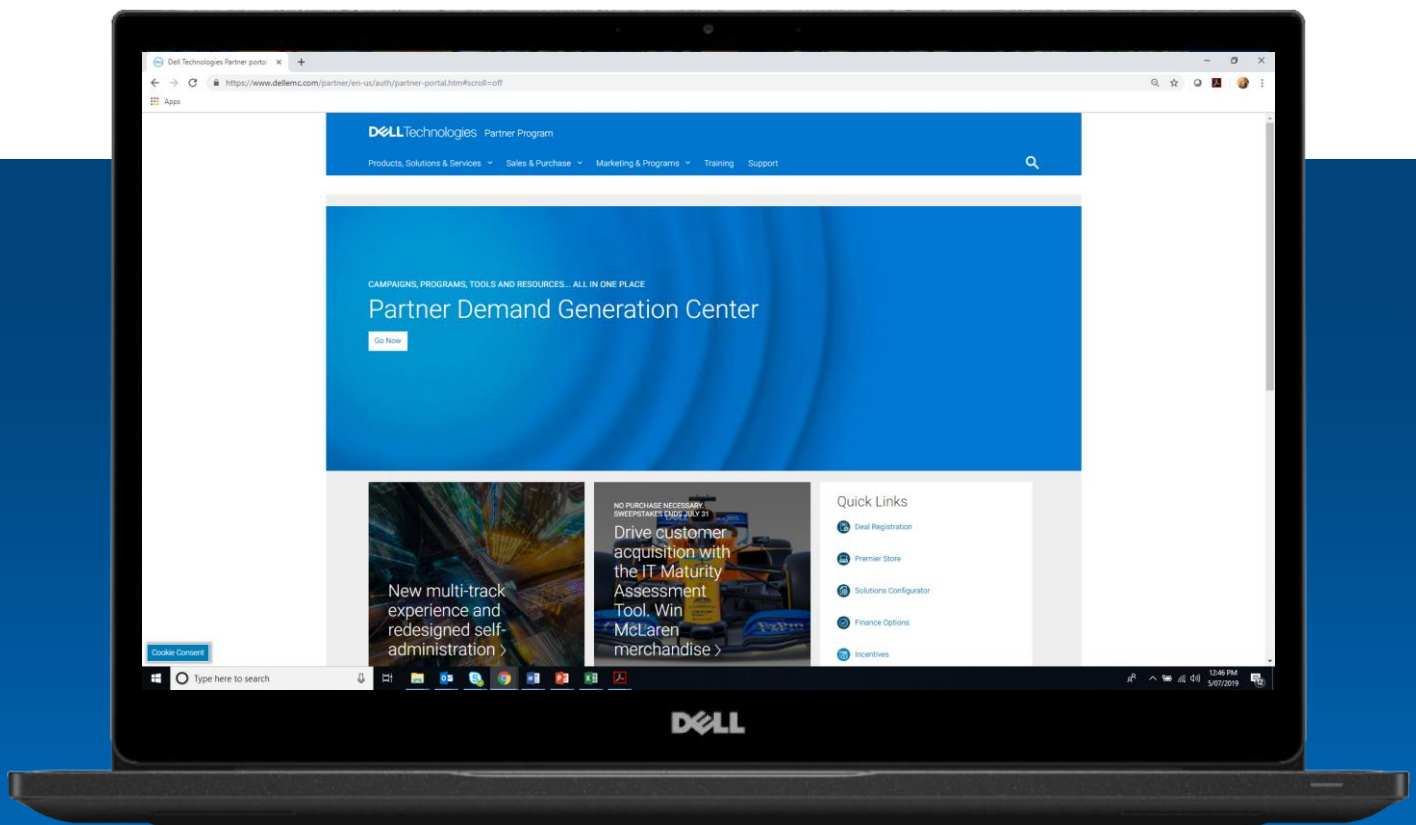
**Education  
services**

Visit the [Partner Portal](#) Services page for more details.

# Partner Portal

The Dell Technologies 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 resell, co-delivery and delivery
- Partner program & compliance tracking
- Payment & financing solutions
- Partner support services
- News and events



For more information, visit [DellTechnologies.com/Partner](https://DellTechnologies.com/Partner)

# Sales Tools

Quick, easy access to essential tools and resources makes it easier for you to 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

Customer Solution Centers enable 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 Technologies proposal-ready content and powerful document automation capabilities.



# Marketing Tools

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

## Find a Partner

Customers can use this tool to easily locate qualified Dell Technologies Partner Program partners to help solve their business problems. Update your profile today to help drive increased awareness for your company.

## Agency Services

A great option for partners who want to leverage pre-screened full-service and specialty agencies, Agency Services offers access to Dell Technologies program-trained agencies - who are ready to help plan and execute marketing activities to best utilize your MDF.

## Marketing Institute

Earn marketing credentials and expand your knowledge around available marketing resources, including MDF planning, management guidance and demand tools.

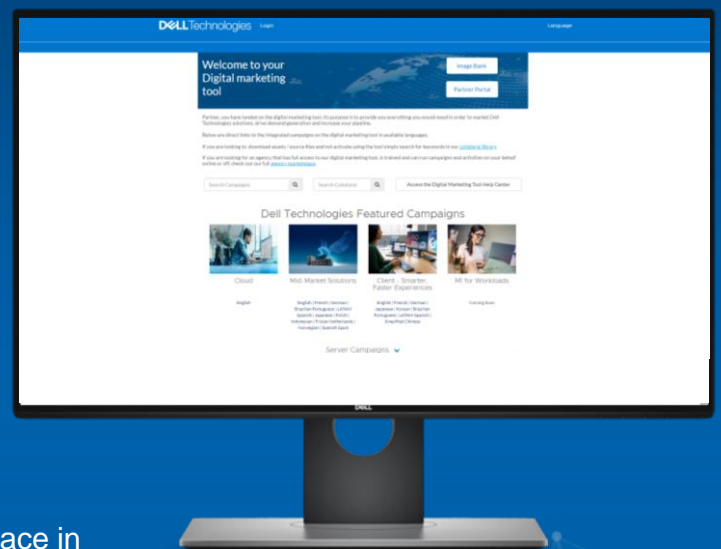
## Digital Marketing Tool

Helps to 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 Tool has what you're looking for!**



# Demand Generation

Drive customer engagement, acquire new buyers and generate pipeline for Dell Technologies solutions with compelling marketing content and (digital) tactics. You can build your own campaigns or customize readymade campaigns, it's all available from the Demand Generation Center and Digital Marketing Tool on the Partner Portal.

## Stop at Nothing

Deliver an end-to-end campaign to help customers embrace and realize the opportunities of the data-centric future with resilience and agility. Addressing core market needs, the Stop at Nothing campaign demonstrates how Dell Technologies can help customers accelerate business outcomes and drive success through three conversation tracks:

**Increase agility with flexible IT**

**Work and learn from anywhere with a digital workplace**

**Create new value by innovating with data**

[Find out more](#)

### Dell Technologies Data Center Portfolio

[Find out more](#)

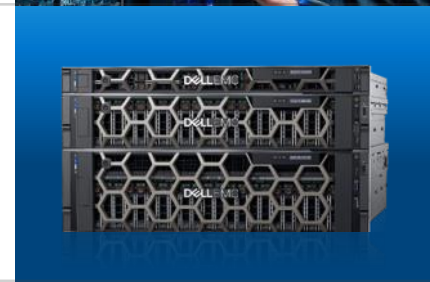
Help your customers to prepare and create their digital future; powered by data, running in a multi-cloud world and ready to take on anything. Modernize with servers, storage, data protection, converged, hyperconverged and networking solutions from Dell EMC—all available as-a-service with on-demand capacity for the choice, flexibility and assurance you need. Leverage our product demand gen programs and sales collateral to grow your customer base.



### Dell EMC PowerStore

[Find out more](#)

Bring the ground-breaking new PowerStore family to your customers. PowerStore eliminates traditional trade-offs in performance, scalability, and storage efficiency, with a data-centric, intelligent, and adaptable infrastructure that transforms and mobilizes both traditional and modern workloads. The focused, translated PowerStore campaign gives you a comprehensive set of materials to tell this powerful conversation.



### Dell Technologies Client Portfolio

[Find out more](#)

Whether it's laptops, like the new Latitude 5520; desktops, such as the new OptiPlex Ultra 3090; workstations, with the new Precision mobile workstations; displays, like our new Video Conferencing Monitors or accessories, find out about Dell's client products here, including the latest release of Dell Optimizer a built-in AI software.



### Dell Latitude Laptops

[Find out more](#)

Find out about the latest range of Dell's Latitude commercial laptop range here. Drive engagement with our new 5000 series products, with a strong sustainability story surrounding bioplastics and our latest Dell Optimizer software, or leverage the hero Latitude 9420 product to deliver an 'ultra-premium' message to your customers.



# GET STARTED TODAY

[DellTechnologies.com/Partner](https://DellTechnologies.com/Partner)

**DELL**Technologies  
PARTNER PROGRAM