Certified Partner Program Guide

Competencies, training, requirements and benefits

Server
Worksheet View training

Storage
Worksheet View training

Security
View training and worksheets

Networking
Worksheet View training

Desktop Virtualization
Worksheet View training

Solutions

Cloud Services
View training and worksheets

Data Protection
Worksheet View training

Information
View training and worksheets

Management

Systems Management
View training and worksheets

Note to Partner: Enhance your viewing experience with Google Chrome

September 2014
What’s in it for you?

Since the inception of the PartnerDirect program, your feedback and experience have always served as its foundation and continue to shape its future. Today, the program offers choice, flexibility and simplicity and, speeding your time-to-success by enabling the sale of end-to-end and point solutions through one program with one vendor. Whether selling hardware, software, services or a combination of integrated solutions, you have multiple paths and profit opportunities.

With five hardware competencies (Server, Storage, Networking, Desktop Virtualization Solutions, and Cloud Services & Solutions) and four software competencies (Security, Data Protection, Systems Management, and Information Management) and training programs, you can help increase your sales due to greater expertise with Dell products and solutions. It has been proven the most vested and committed partners who complete multiple competencies get more rewards. We now offer advanced competencies, which expand the options for you to can grow your business with Dell. With advanced competencies, you can go deeper in one focus area where your company excels while gaining Premier Partner status within the PartnerDirect program.

How to use this guide

Think of this guide as a tool to walk you through the competencies, training, requirements and benefits.

Start here:

1. Review Program Levels and Overview chart on page 3.
2. Schedule a call with the Certified Partner Resource Desk to discuss which competency will be the most beneficial to your business to start with and find out about the related requirements and benefits.
3. Designate four or more sales and technical representatives to participate in the training as outlined on the competency training worksheets. Training can be provisioned by your portal administrator or by the Certified Partner Resource Desk who will track your company’s training progress.
4. Complete all required training and, if applicable, demo requirements. Once these are complete, the Certified Partner Resource Desk will submit your company for promotion to Preferred Partner or Premier Partner status within 24 hours of completion.
5. Once your new status is official, you can immediately use the discount and PartnerDirect program benefits.

Questions?

Contact the Certified Partner Resource Desk at Certified_PRD@dell.com or by calling 866-670-4411.
PartnerDirect has three levels.

Let’s start from the top and give you a glimpse of the requirements.

Premier Partner

- Advanced competency or two+ competencies, electives solutions course, Premier Partner revenue target and required headcount*
- Depth of technical skills (HW/SW)
- Advanced competency

Preferred Partner

- One+ competency, Preferred Partner revenue target and required headcount**
- Server, Networking, Data Protection
- Storage, Desktop Virtualization Solutions, Systems Management
- Security, Cloud Services & Solutions, Information Management

Registered Partner

- Entry level for new Dell partners.
- A valid reseller certificate
- An active company website
- An active email account tied to the company domain

*Premier Partners: A minimum of eight unique individuals (four Sales and four Technical)
**Preferred Partners: Four unique individuals (two Sales and two Technical)
Dell Registered Partner is the entry level for a new Dell partner. To be a Registered Partner you must have:

- A valid reseller certificate
- An active company website
- An active email account tied to the company domain

Dell Preferred Partners have completed competency requirements in one or more areas and are recognized as experts in key Dell offerings.

**Dell Registered Partner requirements, plus:**

- Four unique individuals (two Sales and two Technical) must complete the competency training requirements in one or more PartnerDirect competencies/specializations*.
- Revenue requirements**:

**Hardware Competency revenue requirement**

$200,000 minimum sales of any product covered by a PartnerDirect competency during previous four rolling quarters.

**Software Competency revenue requirement**

$50,000 minimum sales of software licenses during previous four rolling quarters.

---

*The software competencies listed below may have multiple specializations enabling partners to focus in the areas which best fit their businesses. Where a specialization exists, the requirements and benefits ascribed to a competency apply instead to the specialization. For example, a software-only Registered partner can achieve Preferred Partner status by completing the training requirements of a specialization within a competency and selling $50,000 of sales of software licenses. The partner is not required to complete training for the entire competency and its multiple specializations.

**Certain revenue amounts may not be included in calculating a partner’s annual sales revenues for purposes of meeting the applicable partner level revenue requirements or a separate partner incentive program revenue requirement unless otherwise provided in a separate written agreement between you and Dell or under the terms and conditions of the applicable written Dell incentive program. Such amounts may include: (i) sales or license revenues for Dell hardware or software purchased from a third party; (ii) sales or license revenues or other fees from the partner’s sale of services, including without limitation support and maintenance services; (iii) sales or license revenues for which the partner is not the seller or licensor of record (referral fee amounts); or (iv) sales or license revenues for Dell hardware or software purchased for Partner’s own use, including without limitation service provider fees. For the sake of clarity, Subsection (i) above does not apply to Wyse or SonicWALL partners who have received written notice from Dell to the contrary. Unless otherwise indicated, all amounts are in USD$. 

---

**Security Competency:** Network Security Specialization and Identity and Access Management Specialization

**Systems Management Competency:** Client Management Specialization, Windows Server Management Specialization, Performance Monitoring Specialization, and Virtualization and Cloud Specialization

**Information Management Competency:** Database Management Specialization
Program levels and requirements

For partners who demonstrate the highest level of commitment to their customers and to Dell solutions, this level recognizes your excellence and expertise.

**Dell Registered Partner requirements, plus:**

- A *minimum* of eight unique individuals (four Sales and four Technical) must complete training within a minimum of two PartnerDirect competencies/specializations*, or complete the base and advanced training for one competency/specialization. Additional competencies the partner wishes to complete will simply need to meet the two sales / two technical requirements, with the exception of Advanced Competencies which require four sales / four technical.
- One individual completes one Dell solutions training course (not applicable for Advanced Competencies).
- PartnerDirect Premier Partner logo displayed on partner’s website.
- Revenue requirements**:

**Hardware Competency requirement**
Minimum of two hardware competencies and $1,000,000 (for US partners) or $750,000 (for Canadian partners) minimum sales of any product covered by a PartnerDirect competency during previous four rolling quarters.

**Software Competency requirement**
Minimum of two software competencies/specializations or advanced competency / specialization and $250,000 minimum sales of any product covered by a PartnerDirect competency during the previous four rolling quarters, which must include at least $100,000 of sales of software licenses.

**Mixed Hardware and Software Competency requirement**
Minimum of one hardware and one software competency/specialization and $1,000,000 (for US partners) or $750,000 (for Canadian partners) minimum sales of any product covered by a PartnerDirect competency during the previous four rolling quarters, which must include at least $50,000 of sales of software licenses.

*The software competencies listed below may have multiple specializations enabling partners to focus in the areas which best fit their businesses. Where a specialization exists, the requirements and benefits ascribed to a competency apply instead to the specialization. For example, a software-only Registered partner can achieve Preferred Partner status by completing the training requirements of a specialization within a competency and selling $50,000 of sales of software licenses. The partner is not required to complete training for the entire competency and its multiple specializations.

**Security Competency:** Network Security Specialization and Identity and Access Management Specialization

**Systems Management Competency:** Client Management Specialization, Windows Server Management Specialization, Performance Monitoring Specialization, and Virtualization and Cloud Specialization

**Information Management Competency:** Database Management Specialization

**Certain revenue amounts may not be included in calculating a partner’s annual sales revenues for purposes of meeting the applicable partner level revenue requirements or a separate partner incentive program revenue requirement unless otherwise provided in a separate written agreement between you and Dell or under the terms and conditions of the applicable written Dell incentive program. Such amounts may include: (i) sales or license revenues for Dell hardware or software purchased from a third party; (ii) sales or license revenues or other fees from the partner’s sale of services, including without limitation support and maintenance services; (iii) sales or license revenues for which the partner is not the seller or licensor of record (referral fee amounts); or (iv) sales or license revenues for Dell hardware or software purchased for Partner’s own use, including without limitation service provider fees. For the sake of clarity, Subsection (i) above does not apply to Wyse or SonicWALL partners who have received written notice from Dell to the contrary. Unless otherwise indicated, all amounts are in USD$. 
**Benefits**

The most vested get more rewards.

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Registered Partner</th>
<th>Preferred Partner</th>
<th>Premier Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-stop online ordering, and account management via PartnerDirect Portal</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Potential rewards from Dell based on qualified purchases</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flexible partner and customer financing programs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Easy deal registration (reg) options</td>
<td>60-day reg approval period and up to 10 concurrent registered deals.</td>
<td>120-day reg approval period and up to 50 concurrent registered deals.</td>
<td>180-day reg approval period and unlimited concurrent registered deals.</td>
</tr>
<tr>
<td>Access to pre-configured, customer-ready solutions (Business-Ready Configurations)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High-value, low-cost training</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre- and post-sale Customer Care Support</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product information, collateral and much more via PartnerDirect Portal</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to Campaign Builder and Online Publisher tools</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to Dell Employee Purchase Program</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eligibility for PartnerDirect Reward Center</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Line of Business registration access</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Potential access to Dell-generated leads</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30-day product return policy (limitations apply*)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>45-day payment terms (subject to credit approval)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Channel Account Manager (CAM) or Inside Sales Team rep</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to Certified Partner Resource Desk</td>
<td></td>
<td>Higher priority</td>
<td></td>
</tr>
<tr>
<td>Potential access to seed units for customer demonstrations*</td>
<td></td>
<td>Higher priority</td>
<td></td>
</tr>
<tr>
<td>Access to field marketing team support</td>
<td></td>
<td>Higher priority</td>
<td></td>
</tr>
<tr>
<td>“Find a Partner” listing on Dell.com</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Invitation to select Dell corporate events</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evaluation and NFR key access**</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Market developments funds for demand gen activities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May be eligible for Premier Partner rebate program</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Case study collaboration</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to Dell Solutions Centers online demos</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Does not apply to software.  ** Software partners only.
Program Competencies

Server Competency

With a Server Competency you will be equipped with the knowledge necessary to help your customers find the best compute solution for their business. From cost effective SMB options to high performing rack, blade and shared infrastructure solutions, investing in the Dell PartnerDirect server competency will provide you with the necessary training to help solve your customers’ computer challenges.

Download worksheet  View training

Storage Competency

With a Storage Competency your team will increase their technical knowledge of Dell’s award-winning line of PowerVault, Dell EqualLogic and Dell Compellent storage arrays as well as the positioning skills to win more storage opportunities. Our storage competency includes training on Dell’s Performance Analysis Collection Kit, or DPACK, providing you the ability to perform custom storage assessments for your customers. The storage curriculum also includes training on the Host Integration Tool for Microsoft® Systems, helping you to provide integration service for your customers. Also with a full understanding of Dell’s Network Attached Storage, Storage Area Network and Direct Attached Storage options you will be able to align the best solutions to meet your customers’ needs.

Download worksheet  View training
Program Competencies

Security Competency

With a Security Competency you will focus on solutions that can help your customers reduce the risk from external and internal threats. When you partner with Dell in Security, you bring an award-winning portfolio of solutions to your customers that are highly-rated in the industry and spans across the network, user, endpoint, applications and more.

Partners can choose from two specializations:

**Network Security Specialization**

Dell Network Security solutions, which feature the award-winning Dell SonicWALL products, help your customers secure their networks while sustaining performance and simplifying management.

The Network Security competency features an Advanced Competency track. Advanced competencies offer you deeper sales and technical training, which can help you expand opportunities and enhance your trusted advisor status with customers. Complete an advanced competency to achieve Premier Partner status in the PartnerDirect program and enjoy a host of associated benefits.

**Identity and Access Management Specialization**

Dell Identity and Access Management solutions help your customers to secure their enterprise, reduce complexity, and enable compliance in the areas of identity governance, privileged management, and access management.

Download worksheet  View training

Download worksheet  View training

Advanced competency  Hardware (HW)  Software (SW)
Program Competencies

Networking Competency

With a Networking Competency you can gain the knowledge necessary to help your customers find the best networking solutions for their business. The training within this competency spans from Dell’s campus networking offerings to high-end, data center networking solutions. Upon completing the requirements of this competency, you should have the knowledge necessary to help your customers deploy standards-based, highly scalable, and cost effective networks.

Desktop Virtualization Solutions Competency

With a Desktop Virtualization Solutions Competency you can gain expertise in Dell cloud client-computing / desktop virtualization solutions including Dell Wyse products. Partners who complete the Desktop Virtualization Solutions Competency can respond to their customer’s evolving end user computing needs. The competency builds on your knowledge of Dell Wyse cloud clients, virtualization and management software, and Dell Wyse Datacenter solutions composed of Dell servers, storage, and networking.

Cloud Services & Solutions Competency

With a Cloud Services & Solutions Competency you will learn that cloud computing not only improves business processes and operational efficiency – it reinvents the role of IT. Choose to achieve a competency in Dell Cloud Services & Solutions and become familiar with Dell cloud solutions. By being exposed to Dell’s vision and implementation of cloud computing solutions you can recognize your customers’ cloud needs and associate the correct Dell Solution.
Program Competencies

Data Protection Competency

With a Dell Data Protection Competency you can learn how to match your customers backup to their business and build the most efficient and effective solution for their unique business. Through award-winning Dell data protection solutions such as AppAssure, NetVault Backup, vRanger and the DR an DL families of backup appliances, you can assist your customer in building a fully-optimized data protection environment for any size of business quickly and easily, without changing their overall data protection strategy.

Download worksheet  View training

Systems Management Competency

With a Dell Systems Management Competency partner can take advantage of a broad portfolio of client, data center and cloud management solutions. These solutions can help your customers to modernize their application and service delivery, accelerate automation, and optimize their physical, virtual, and cloud infrastructure. The Systems Management Competency includes four specializations:

Client Management Specialization
Client Management solutions enable the deployment and ongoing management of a variety of endpoints.

Download worksheet  View training

Performance Monitoring Specialization
Performance Monitoring solutions provide end-to-end performance monitoring for infrastructure, applications, and end users.

Download worksheet  View training

Windows Server Management Specialization
Windows Server Management solutions enable efficient migrations, help customers ensure compliance, automate administration, and improve recovery in Windows-based environments.

Download worksheet  View training

Virtualization and Cloud Specialization
Virtualization and Cloud solutions focus on data protection, monitoring and optimization of infrastructure, and application delivery in virtualized environments.

Download worksheet  View training
Program Competencies

Information Management Competency

With a Dell Information Management Competency you will gain knowledge around our powerful, yet easy-to-use, solutions that span the entire breadth of the information lifecycle, enabling you and your customers to better manage data, improve data integration and amplify the benefits of data analysis. The Information Management competency focuses on the Dell Database Management solutions, which includes the Toad and SharePlex product sets. These solutions enable your customers to simplify and automate database administration, development and monitoring. Our solutions complement your customers chosen technologies and help them get the most from their data and IT investments.

Database Management Specialization

Partners holding multiple competencies can grow 4x faster than partners with only one competency.

Dell Premier Partner requirements

Partners can achieve Premier Partner status by selling hardware only, by selling software only, by selling a mix of hardware and software or by completing one advanced competency/specialization. A minimum of eight unique individuals (four sales and four technical) must complete all sales and technical training, revenue requirements, and demo unit requirements where applicable for two or more competency areas unless pursuing an advanced competency path where only one complete advanced competency path is required for Premier status. One individual must also complete one Dell solutions course (not applicable for Advanced Competencies).

Multiple competencies

Advanced competency

Partners holding multiple competencies can grow 4x faster than partners with only one competency.

Advanced competency hardware (HW) and software (SW)