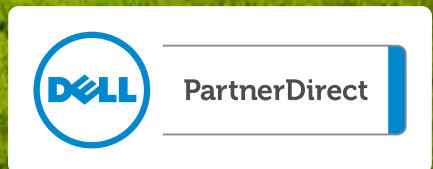


Certification requirements at a glance

Education helps build expertise



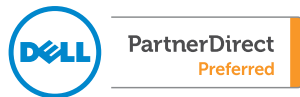
PartnerDirect has three levels



Dell Registered Partners

Entry level for new Dell Partners.

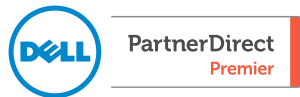
- A valid reseller certificate
- An active company website
- An active e-mail account tied to the company domain



Dell Preferred Partners

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

- Dell Registered Partner requirements, plus:
- One or more PartnerDirect certifications
- Beginning twelve months after Certification, \$200,000 minimum sales during previous four rolling quarters (USD\$ or equivalent¹, Dell enterprise² products only).



Dell Premier Partners

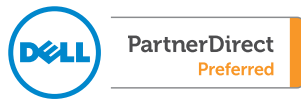
For Partners who demonstrate the highest level of commitment to their customers and to Dell solutions, this level recognizes your excellence and expertise.

- Dell Registered Partner requirements, plus:
- Two or more PartnerDirect certifications
- One Dell Solutions training course completed
- \$750,000 (U.S. Premier Partner) or \$500,000 (Canada Premier Partner) minimum purchase during previous four rolling quarters (USD\$ or equivalent¹, Dell enterprise¹ products only²)
- PartnerDirect Premier Partner logo displayed on Partner's website



Dell Preferred Partner Requirements

Choose your certification area and complete the following requirements



Storage Certified

[Link to course catalog](#)

Sales Requirement

Minimum of 2 unique individuals complete the following:

1 Sales

EqualLogic™ Sales - PSSS0908WBTS (or Dell Partner Sales Excellence Selling Storage - SES0511ILTS)

Compellent Top Gun Storage Sales – CSS0211WBTS (or Dell Partner Sales Excellence Selling Storage - SES0511ILTS)

Compellent Quote Center – CQCS0211WBTS

1 Sales (Choose 2 options below)

Option 1: EqualLogic Sales - PSSS0908WBTS (or Dell Partner Sales Excellence Selling Storage - SES0511ILTS)

Option 2: Compellent Top Gun Storage Sales – CSS0211WBTS (or Dell Partner Sales Excellence Selling Storage - SES0511ILTS) and Compellent Quote Center – CQCS0211WBTS

Option 3: Dell™ PowerVault™ Storage - DPVS0409WBTS

Option 4: AppAssure Sales - APP0412WBTS

Technical Requirement

Minimum of 2 unique individuals complete the following:

1 Technical

EqualLogic Technical - PSST1108WBTT

Compellent Top Gun Storage Architect – CSSAT0211WBTT

Compellent Quote Center – CQCS0211WBTS

1 Technical (Choose 2 options below)

Option 1: EqualLogic Technical - PSST1108WBTT

Option 2: Compellent Top Gun Storage Architect – CSSAT0211WBTT and Compellent Quote Center – CQCS0211WBTS

Option 3: Dell PowerVault Storage - DPVS1109WBTT

Option 4: AppAssure Technical Overview - APPT0512WBTT

Beginning twelve months after Certification, \$200,000 minimum sales during previous four rolling quarters (USD\$ or equivalent¹, Dell enterprise² products only).

[Demo Unit³](#)



Server Certified

[↩ Link to course catalog](#)

Sales Requirement

Minimum of 2 unique individuals complete the following:

1 Sales

Dell Blades Server Solutions – Sales - DBSS0109WBTS

1 Sales (Choose 1 option below)

Option 1: Dell Blades™ Server Solutions - Sales -
DBSS0109WBTS

Option 2: Dell PowerEdge™ Tower & Rack Server
- Sales – DTRSS0309WBTS

Option 3: AppAssure Sales - APP0412WBTS

Technical Requirement

Minimum of 2 unique individuals complete the following:

1 Technical (Choose 1 option below)

Option 1: Dell Blades Server Solutions - Technical – DBSSTT0409WBTT

Option 2: Dell Blades Server Administration & Configuration -
BSAC0110ILTT

1 Technical (Choose 1 option below)

Option 1: Dell Blade Server Solutions - Technical – DBSSTT0409WBTT

Option 2: Dell PowerEdge Server Solutions - Technical – DPES0909WBTT

Option 3: Dell Blades Server Administration & Configuration -
BSAC0110ILTT

Option 4: AppAssure Technical Overview - APPT0512WBTT

Beginning twelve months after Certification, \$200,000 minimum sales during previous four rolling quarters (USD\$ or equivalent¹, Dell enterprise² products only).

Systems Management Certified

[↩ Link to course catalog](#)

Sales Requirement

Minimum of 2 unique individuals complete the following:

2 Sales

KACE Sales Training – KST0410WBTS

Technical Requirement

Minimum of 2 unique individuals complete the following:

2 Technical

KACE Technical – KTT0510WBTT

Sales or Technical Requirement

1 Sales or 1 Technical

KACE Demo – DKMS0611WBTS

Beginning twelve months after Certification, \$200,000 minimum sales during previous four rolling quarters (USD\$ or equivalent¹, Dell enterprise² products only).



Networking & Security Certified

[Link to course catalog](#)

Networking

Sales Requirement

Minimum of 2 unique individuals complete the following:

Required Courses, online

- Networking Basics Sales Training - DPCNB0710WBTS
- Dell Force10 Sales Overview - DFO1011WBTS
 - Lesson 1 – Dell Force10 Hardware Overview
 - Lesson 2 – The Dell FTOS Software Advantage

Plus at least 1 Elective, online

- Dell PowerConnect Switching Sales - DPCS0710WBTS
- Dell PowerConnect W (Wireless) Sales Training - DPCW1010WBTS

Technical Requirement

Minimum of 2 unique individuals complete the following:

Required Courses, online

- Dell Force10 Technical Highlights - FTOS1111WBTT
- Dell Force10 S-Series Technical Overview - FSTO1111WBTT

Plus at least 2 Elective, online

- Dell PowerConnect LAN SAN Switching Solutions – Technical - DPCS1210WBTT
- Dell Force10 Solutions Design - FSD1211WBTT
- Dell Force10 E-Series Technical Overview - FETO1111WBTT
- Dell Force10 C-Series Technical Overview - FCTO1111WBTT
- Dell Force10 Z-Series Technical Overview - FZTO1111WBTT

Beginning twelve months after Certification, \$200,000 minimum sales during previous four rolling quarters (USD\$ or equivalent¹, Dell enterprise² products only).

Security

Sales Requirement

Minimum of 2 unique individuals complete the following:

Required Courses, online

- Dell SonicWALL Sales Training - DSWO0512WBTS

Technical Requirement

Minimum of 2 unique individuals complete the following:

Required Courses, online

- Dell SonicWALL Technical Training - DSWT0512WBTS

Beginning twelve months after Certification, \$200,000 minimum sales during previous four rolling quarters (USD\$ or equivalent¹, Dell enterprise² products only).

- Coming soon



Cloud Builder

Sales Requirement

Minimum of 2 unique individuals complete the following:

2 Sales

- Dell Cloud Essentials - DCE0312WBTS
- Dell Cloud Solutions Sales - DCSS0412WBTS

Prerequisites

- Dell PartnerDirect Server Certification
- Dell PartnerDirect Storage Certification
- Dell PartnerDirect Networking & Security Certification or membership in equivalent recognized Networking & Security vendor partner program*
- Membership in a recognized Virtualization vendor partner program*

* Contact the Partner Resource Desk for the specific qualifying programs and Partner levels

Technical Requirement

Minimum of 2 unique individuals complete the following:

2 Technical

- Dell Cloud Essentials - DCE0312WBTS
- Dell Cloud Solutions Presales - DCSP0412WBTT

Business Requirements

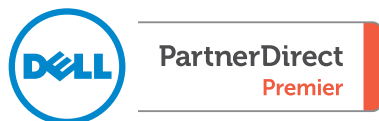
For Preferred Partners: Beginning twelve months after Certification, \$200,000 minimum sales during previous four rolling quarters (USD\$ or equivalent¹, Dell enterprise² products only).

For Premier Partners: Meets Premier Partner training, demo and revenue requirements: \$750,000 (U.S. Premier Partner) or \$500,000 (Canada Premier Partner) minimum purchase during previous four rolling quarters (USD\$ or equivalent¹, Dell enterprise² products only)



Dell Premier Partner Requirements

[Link to course catalog](#)



Meets all sales and technical training and demo unit requirements for two or more Certification areas plus 1 Solutions course.

Choose 1 Solutions Training Course:

Dell Disk and Tape Backup - DDTB0609WBTS

Dell Management Console - DMC0809WBTS

Dell Virtualization Solutions - DVS1209WBTS

Intelligent Data Management - IDM1210WBTS

Better Healthcare Through Better Storage with Dell - CSHS0611WBTS

Selling Compellent Solutions to Healthcare Decision - CSHS0811WBTS

Integrating Microsoft™ Hyper-V with Dell PowerEdge Servers and Dell EqualLogic Storage - IMHV0409WBTS

vStart Sales Training - VSRT0511WBTS

Host Integration Tools – for Microsoft Systems, HIT Kit, and Disaster Recovery - BCDR0109ILTT or BCDR0109WBTT

Integrating Microsoft Hyper-V with Dell PowerEdge Servers and PS Series Storage – Technical Training - IMHV0409WBTT or IMHV0409ILTT

Integrating PS Series Storage Solution with VMware vSphere™ - IPSSVM0109ILTT or VMPSS0909WBTT

\$750,000 (U.S. Premier Partner) or \$500,000 (Canada Premier Partner) minimum purchase during previous four rolling quarters (USD\$ or equivalent, Dell enterprise² products only)

A minimum of 4 unique people must complete the requirements

¹ Qualified purchases must be from Dell's Global Commercial Channel segment for resale to an approved end-user. Purchases from U.S. cannot be combined with purchases from Canada to meet this requirement.

² Enterprise products mean Dell EqualLogic™, PowerVault™, PowerConnect™, PowerEdge™, KACE, Compellent, Force10 and AppAssure products.

³ Purchase of EqualLogic or Compellent [demo unit required](#). The fully-populated dual controller PS Series demo units FS7500, 6100s, 6100xs, 6000s, 6010s, 6010xvs and 4100 models are eligible to meet demo unit requirements at the standard Preferred/Premier Partner discount of 40%. The fully-populated dual controller PS Series demo units 6100e, 6100x, 6100xv, 6000e, 6000x, 6000xv, 6500e*, 6500x*, 6010e, 6010x, 6010xv, 6510e*, and 6510x* meet the demo unit requirements at the Preferred/Premier Partner higher discount of 65%. Half-populated, single controller PS Series arrays do not meet the demo unit requirements. *Requires Dell Regional Sales Manager permission.

⁴ If all eligibility requirements are met.

Benefits⁵ of partnering

Dell Registered Partners

Benefits include:

- One-stop online ordering and account management through the Partner Portal
- Potential rewards from Dell based on qualified purchases
- Flexible Partner and customer financing programs
- Easy deal registration options—with up to 10 concurrent registered deals
- Access to pre-configured, customer-ready solutions (Business-Ready Configurations)
- High-value, low-cost training and certifications
- Pre- and post-sale Customer Care support
- Product information, collateral and much more—all available through the Partner Portal
- Access to Dell co-marketing materials
- Access to Dell product image library

Dell Preferred Partners

Benefits include:

Dell Registered Partner benefits, plus:

- Deal Registration: 120-day registration approval period, and up to 50 concurrent registered deals. 180-day deal registration on Dell EqualLogic™ and Dell Compellent™ storage product opportunities for Storage Certified Partners
- Eligibility for PartnerDirect Rewards Center enablement program
- Line of Business Registration access
- Potential access to Dell-generated leads
- 21-day product return policy (limitations apply)
- 45-day payment terms (subject to credit approval)
- Assigned Channel Account Manager (CAM) or an Inside Sales Team
- Partner Resource Desk access
- Potential access to seed units for customer demonstrations
- Access to field marketing team support
- Access to Campaign Builder and Online Publisher
- "Find a Partner" listing on Dell.com
- Access to Dell Employee Purchase Program
- Invitation to select Dell corporate events

Dell Premier Partners

Benefits include:

Dell Preferred Partner benefits, plus:

- Rebates on Dell enterprise products: 2% rebate on revenue in certified areas (U.S. Partner only)
- Product Incentive Program access (rewards vary by product group)
- Deal Registration: 180-day registration approval period, and unlimited concurrent registered deals. 180-day deal registration on Dell EqualLogic and Dell Compellent storage product opportunities for Storage Certified Partners
- Assigned Channel Account Manager (CAM)
- Case study collaboration
- Potential access to seed units for customer demonstrations (higher priority)
- Access to field marketing team support (higher priority)
- Dell Solutions Center and online demos access

Take advantage of the many benefits of the Dell PartnerDirect program today!

Questions?

Contact the Certified Partner Resource Desk at Certified_PRD@dell.com or 866-670-4411.

© 2012 Dell, Inc. All rights reserved.

FINAL_CGLus003

