

Help turn expertise into profit  
with the Dell PartnerDirect program





“Our Partners are a very important part of Dell’s overall growth strategy. In fact, a rapidly growing portion of our commercial business is now with our Partners, and we see that continuing to increase.

We’re very committed to these relationships, and we value the unique insights our Channel Partners have around what customers want and need from their IT solutions.

When our customers grow and succeed, so do our Partners, and so do we.”

– **Michael Dell**



"UltraLevel has received immense value from Dell PartnerDirect. It's helping us to scale our business on a regional and national level. I very much recommend that organizations take a serious look at partnering strategically with Dell. It's been quite a big boost for our company as a whole."

– Michael Butz | President & CEO | UltraLevel, Inc.

## What is PartnerDirect?

PartnerDirect is more than a channel program, it's a mutually beneficial commitment between Dell™ and our Channel Partners. By completing certification and training programs, Partners can benefit from increased sales due to greater expertise with Dell products and solutions. Additionally, as Partners complete more certifications, they rise through the tiers of PartnerDirect, receiving greater rewards along the way.

First launched in 2007, Dell PartnerDirect is designed to be a different kind of channel program, one where Partner feedback and experience are used to shape its future. The collaborative and responsive nature of PartnerDirect helps create more opportunities and brings more flexibility and value to our Partners around the world.



## Designed to be committed to your success.

Dell PartnerDirect is a multi-level program that offers committed Dell Partners the chance to turn their dedication and their experience into potential profit. Each level provides different rewards based on your level of commitment.

## PartnerDirect has three levels.



PartnerDirect  
Registered

### Dell Registered Partners

As our entry-level Partners, Dell Registered Partners receive strong foundation benefits, including opportunity registration, Dell sales team support and a core set of sales and marketing support materials.



PartnerDirect  
Preferred

### Dell Preferred Partners

Registered Partners who have completed certification requirements in one or more areas and are recognized as experts in key Dell offerings rise to the level of Dell Preferred Partners. Their commitment is rewarded with more opportunities and greater rewards than Registered Partners. That can help translate into significant sales gains compared to Registered Partners.



PartnerDirect  
Premier

### Dell Premier Partners

Preferred Partners who demonstrate the highest level of commitment to their customers and to Dell solutions can become Dell Premier Partners. Status as a Premier Partner acknowledges a Partner's excellence and expertise, and offers the highest rewards available to any Partner.

"We have Partners that have made commitments in training and support and enhancing their skills around Dell solutions, and we want to recognize and reward that."

– Greg Davis | Vice President and General Manager  
Global Commercial Channels | Dell



"Advanticom has been able to increase revenues and improve our strategic position through the Dell PartnerDirect program. If you think about what's important to a Channel Partner—growing our business, increasing wallet share with our clients and improving our competitive advantage—Dell PartnerDirect has enabled Advanticom to achieve all three of these."

– Brian Conboy | President | Advanticom

## Certification is the key to growth.

For Partners like you, being successful can depend on many things—from the products and solutions you offer, to the ways in which you differentiate yourself and build industry credibility.

**Certification through PartnerDirect is designed to help Partners succeed in all these areas.**

Our high-value, low-cost certification and training programs help build expertise and familiarity with Dell products and solutions, allowing you to help build your services delivery capability and help generate ongoing relationships with and revenue from your customers. For instance, our Preferred and Premier Partners can grow their business with **Dell up to 40% faster** than our Registered Partners. In short, the greater your commitment to PartnerDirect, the greater the potential rewards.

Test your expertise and receive best-in-class certification from an industry-recognized training program. Certification and training are available through online and offline courses that include, but are not limited to: Storage, Server, Systems Management, Networking and Security, Managed Services, and Cloud Services and Solutions, as well as training in a number of Dell Solutions.

**Details of certification can be found in the PartnerDirect Certification At-A-Glance brochure at: [www.dell.com/partner/certification](http://www.dell.com/partner/certification)**

If you need assistance determining which certification path is right for you, please contact the Partner Resource Desk at [Certified\\_PRD@dell.com](mailto:Certified_PRD@dell.com)



## Dell Registered Partners— the commitment begins.

New Partners will begin to see the benefits of building a relationship with Dell and selling our award-winning products.

## Dell Preferred Partners— a stronger relationship, more profitability.

In addition to Dell Registered Partner benefits, Dell Preferred Partners enjoy enhanced opportunity registration terms, individual and corporate sales incentives, field-based support, and expanded access to Dell marketing materials and programs.

## Dell Premier Partners— highest profitability, highest commitment.

Dell Premier Partner benefits include opportunities for rebates and rewards in certified areas, priority access to seed units, potential end-customer leads, and so much more. These Partners will receive the highest level of service from Dell.

### 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

### Registration is easy, and you can join in just a few steps.

#### Requirements for registration:

- Valid reseller certificate
- Active company website
- Active email account tied to the company domain

### Benefits include:

- *Dell Registered Partner benefits, plus:*
- Deal Registration: 120-day registration approval period, and up to 50 concurrent registered deals. Also, extended deal registration on Dell EqualLogic™ and Dell Compellent™ storage product opportunities.
- 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

### An enhanced level of commitment gives you access to a greater number of benefits. Requirements include:

- *Dell Registered Partner requirements, plus:*
- One or more Dell PartnerDirect certifications
- \$200,000 minimum sales during previous four rolling quarters (US\$ or equivalent, Dell enterprise products only)<sup>1,2</sup>

### Benefits include:

- *Dell Preferred Partner benefits, plus:*
- Rebates on Dell enterprise products: 2% rebate on revenue in certified areas (U.S. Partner only)<sup>1</sup>
- 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

### Reserved for the Partners with the greatest commitment, Premier Partner requirements must be completed by a minimum of four unique people. Requirements include:

- *Dell Registered and Dell Preferred Partner requirements, plus:*
- Two or more Dell PartnerDirect certifications
- One Dell solutions training course completed
- \$750,000 (U.S. Premier Partner) or \$500,000 (Canada Premier Partner) minimum sales during previous four rolling quarters (US\$ or equivalent, Dell enterprise products only)<sup>1,2</sup>
- Dell PartnerDirect Premier Partner logo displayed on Partner's website



## PartnerDirect Portal—your connection to success.

When you become a Partner, you'll have access to the Partner Portal, your online connection to all things PartnerDirect. The Partner Portal will provide you with the tools, assistance and resources you need to help sell and market Dell products and solutions. This comprehensive portal offers access to online ordering, deal registration, product training, customizable marketing materials through our Campaign Builder tool and much more, depending on your Partner level.

**Access the Portal at [www.dell.com/Partner](http://www.dell.com/Partner)**

On the Portal, Partners can also learn more about incentive programs in the PartnerDirect Rewards Center. This one-stop platform will provide the tools, information and motivation required to support their company's sales efforts, and will also recognize and reward commitment and success.

Depending on your Partner level, there are several incentive programs and bonuses offered to Partners, both at the rep level and the company level. Reps have the opportunity to earn rewards (AwardperQs) for taking online courses and passing the corresponding exams, and claiming eligible products they have sold. These AwardperQs can be redeemed for hundreds of merchandise, trips, and events. And companies can earn rebate checks for sales of eligible Dell systems pre-installed with Microsoft® software. **Details on these incentives, and many more, can be found on the PartnerDirect Rewards Center at <http://dell.performnet.com/>**

"I don't think there is any question that our partnership with Dell and the PartnerDirect program has substantially enhanced our company's overall success and our company's overall sales."

– Chris Ferry | Executive Vice President of Sales |  
Technology Integration Group



“The strength of the Dell PartnerDirect program has allowed our company to grow from \$30 million to over \$100 million a year.”

– Dave Cantu | Chief Operating Officer | Redapt

## So why should you join Dell’s PartnerDirect program?

PartnerDirect isn’t just a program; it’s a commitment that produces greater rewards as it grows. If you want the opportunity to help achieve efficiency, higher potential profitability and deliver the latest in differentiated technologies to your customers, consider joining the award-winning PartnerDirect program, **one of the best channel programs in the industry**. There’s never been a better time to be in the IT sector. And there’s never been a better time to work with Dell.

**Get started today at [www.dell.com/Partner](http://www.dell.com/Partner)**







PartnerDirect

<sup>1</sup>Enterprise products mean Dell EqualLogic™, EMC, PowerVault™, PowerConnect™, PowerEdge™, KACE, Compellent, and Force10 Networks products.

<sup>2</sup>Qualified purchases must be from Dell's Global Commercial Channels segment for resale to an approved end user. Purchases from U.S. cannot be combined with purchases from Canada to meet this requirement.

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