Let’s win big together.

Good business is based on relationships. Those relationships must be built on trust. So how do you build trust, and by extension, good business? By showing up with outstanding character – doing what you say you’re going to do; and rock-solid competency – having the skills and resources to deliver on your promises.

That is our commitment to you: to make your business extraordinary by being an extraordinary partner. We are here to help you succeed. We are here to help you serve your customers in unparalleled ways. We are here to help you usher in digital transformations in a new era of technology.

I sincerely hope you see, feel and hear your voice in every aspect of the Dell EMC Partner Program. We’ve brought together the best products and solutions portfolio, with the most enviable partner program in the industry, backed by an incredibly talented team of Channel-first, Partner-first people, and built the program based on your critical input. You are at the core of everything we do.

Together, we will achieve the extraordinary.

John Byrne
President – Global Channels, Dell EMC
6 Guiding Principles

1. Channel partners are integral to Dell EMC’s overall success and 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 OEM Channel partners to develop & enable a robust Partner Community.
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“The new program provides the transparency and continuity we needed, as well as the opportunity for greater profitability we wanted.”

Scott Winslow, President – Winslow Technology Group
Dell EMC Advantage
Unparalleled Technology Leadership

Converged infrastructure
Storage, both traditional and all-flash
Virtualized data center infrastructure
Secure business-class laptops
Cloud IT Infrastructure
Server Virtualization

Delivering cutting-edge innovation
to the broadest set of customers globally

The world’s largest privately-held technology company with world class enterprise sales and support

Leadership positions in
20
Gartner Magic Quadrants

Serving
98%
Fortune 500

Presence in
180
countries

With
30,000
full time customer services & support team members
Ecosystem

Dell EMC is part of the Dell Technologies family of businesses with the industry’s most comprehensive and innovative portfolio – from the edge to the core to the cloud.

The Dell EMC Partner Program has multiple tracks for different Partner types. This guide is specific to the OEM.

Together we are unstoppable.
OUR COMMITMENT TO YOU

At Dell EMC we realize that when our partners succeed, we succeed. We choose our OEM partners carefully, and those that are chosen are tremendously valued. You bring capabilities to the table that we could never dream of tackling on our own, and we greatly cherish your shared customer-first mentality. Together we can drive the key strategic pillar of Dell EMC OEM – helping our customers innovate faster, build stronger, and scale smarter.

As we embark on the brand new Dell EMC Partner Program, we want to emphasize our focus on you, our partner. We are committed to making your business extraordinary by being an extraordinary partner. We will be a partner that listens to your feedback, communicates openly, delivers on promises, and supports your business.

When we developed each asset of this new program – from benefits and requirements to tools and training courses - we had you at the top of our minds. We built this program based on the best products and solutions portfolio, an incredibly talented team of partner-first people, and most importantly, your critical input. We sincerely hope that as you read through this guide, you can see your fingerprints on every page. You are at the core of everything you do.

Together, through extraordinary partnership, we will achieve extraordinary results.

Joyce Mullen
SVP / General Manager Global OEM and IOT Solutions

DELL OEM Pillars

Salient messages that resonate across all audiences.

- Innovate Faster
  Shorten time to market.

- Build Bolder
  Create better customer experiences.

- Scale Smarter
  Reduce costs and complexity
Program Tiers & Requirements

The Dell EMC Partner Program Tiers each have their own revenue and training requirements, enabling partners to progress in the program as they grow.

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Gold</th>
<th>Platinum</th>
<th>Titanium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue Threshold</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Revenue Thresholds (Product and Services)</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Technology Architect or Data Center Architect Specialist Certifications</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Solutions Competency Training</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Technology Architect Expert Certification</td>
<td>●</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Specialist Certification</td>
<td>●</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Marketing Accreditation</td>
<td>●</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Expert Certification</td>
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<td></td>
<td>●</td>
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</tbody>
</table>

For more information, see the Requirements and Benefits document for your region.

Unless you were a member of either Dell or EMC’s legacy partner programs, to become a Dell EMC Partner you must apply online.
## Tier Benefits

You have the flexibility to choose where to invest, ultimately receiving rewards tied to your level of commitment to the Dell EMC Partner Program. As your Tier progresses, so do your benefits. Simple. Predictable. Profitable.

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.

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Gold</th>
<th>Platinum</th>
<th>Titanium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner Portal access including enablement tools, sales aids, and marketing campaigns &amp; tools</td>
<td>⬤</td>
<td>⬤</td>
<td>⬤</td>
</tr>
<tr>
<td>Partner Program Tier logo usage</td>
<td>⬤</td>
<td>⬤</td>
<td></td>
</tr>
<tr>
<td>Financing programs for partners and customers</td>
<td>⬤</td>
<td>⬤</td>
<td>⬤</td>
</tr>
<tr>
<td>Valuable product &amp; solution training and Marketing Academy access</td>
<td>⬤</td>
<td>⬤</td>
<td></td>
</tr>
<tr>
<td>Deal Registration access</td>
<td>⬤</td>
<td>⬤</td>
<td>⬤</td>
</tr>
<tr>
<td>Rebate Programs rewarding performance for base, growth, earning new business, and services</td>
<td>⬤</td>
<td>⬤</td>
<td></td>
</tr>
<tr>
<td>Access to Dell Solutions and Briefing Centers including Online Demo Center</td>
<td>⬤</td>
<td>⬤</td>
<td></td>
</tr>
<tr>
<td>Proposal-based Marketing funds (potential eligibility)</td>
<td></td>
<td></td>
<td>⬤</td>
</tr>
<tr>
<td>Earned Marketing Development Funds (MDF)</td>
<td></td>
<td>⬤</td>
<td>⬤</td>
</tr>
<tr>
<td>Highest rebate potential and executive support</td>
<td></td>
<td></td>
<td>⬤</td>
</tr>
</tbody>
</table>
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 and are paid back to 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**
By attaching services to opportunities, partners can earn additional rebates on top of the base and growth rebates.

Marketing Development Funds (MDF)
Dell EMC offers two kinds of Marketing Development Funds (MDF): Earned MDF and Proposal-Based MDF, which are funds that can be used on demand gen, training, headcount, and other activities to strengthen your Dell EMC business. Earned MDF is accrued marketing dollars based on your qualified revenue, while Proposal-Based MDF are additional requests for funds based on business needs.

To see more great program incentives, visit the Incentives page on the Partner portal.
Training & Competencies

_Dell EMC offers distinct, role-based competencies_ with the flexibility to specialize in certain Dell EMC solution areas. Spanning sales, technical, services, and marketing, these competencies ensure each partner has the appropriate knowledge and skillset to meet their customers’ needs.

By completing competencies and training programs, 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.

<table>
<thead>
<tr>
<th>Infrastructure Solutions</th>
<th>Portfolio Competencies</th>
<th>Services Competencies</th>
<th>Solutions Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Storage</td>
<td>Storage Deployment</td>
<td>IT Transformation</td>
</tr>
<tr>
<td></td>
<td>Data Protection</td>
<td>Data Protection</td>
<td>Digital Transformation</td>
</tr>
<tr>
<td></td>
<td>Converged Infrastructure</td>
<td>Converged Infrastructure Deployment</td>
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<tr>
<td></td>
<td></td>
<td>Modular Infrastructure Deployment</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>IT Transformation</td>
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<td></td>
<td>Server</td>
<td>PowerEdge Servers Deployment</td>
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<tr>
<td></td>
<td>Networking</td>
<td>Networking Deployment</td>
<td></td>
</tr>
</tbody>
</table>

- Individual and Company Recognition
- Same Training as Dell EMC Internal Teams
- Solutions and Cross-platform Selling

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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 has a zero tolerance policy for any dishonoring of these rules, ensuring trust and commitment to all Dell EMC partners.

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 partner code of conduct, **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 receive both advantaged pricing as well as protection from direct sales conflict.
Partnershiping with Dell EMC Services

In addition to choice, we provide multiple ways to improve your profitability when you include services:

**Resell Dell EMC Services**
- Earn Rebates and bolster profitability
- Expand your service offerings with our comprehensive portfolio
- Leverage our expertise

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

Supplementing your capabilities with Dell EMC Services helps you build deeper relationships, provide greater value to customers, and grow your profitability.

Visit the Selling and Delivering Services section of the partner portal to learn more.
Partner Portal

The Dell EMC Partner Portal provides access to the tools and resources you need, including:

- Rebate and MDF Tracking
- Training & Competencies
- Sales & Marketing Tools
- Deal Registration
- Quoting & Purchasing Tools
- Services & Support Resources

For more information, visit partner.dell.com
Sales Tools

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

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 best meet your customers’ business needs.

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

Enablement Centers
Close deals faster with helpful links to a comprehensive set of sales enablement resources including Product, Solutions and Services Enablement Centers and SalesEdge Channel.

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.
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.

**Partner Marketing Platform**
Partners with limited resources can easily create and automate digital marketing via co-brandable, turn-key solutions for web content syndication, email and social campaigns.

**Marketing Academy**
Education designed to improve your Dell EMC marketing knowledge as well as industry trends and best practices to enhance your marketing experience. (Note: not available until May 2017)

**Campaign, Images, Branding**
Access to hundreds of Dell EMC product and solution images, logos, and campaign collateral for use in your marketing initiatives.
GET STARTED TODAY

dellemc.com/partner

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