2018
PARTNER PROGRAM GUIDE
Systems Integrator Track

DELL EMC PARTNER PROGRAM
SIMPLE. PREDICTABLE. PROFITABLE.
Our Commitment to You

We will continue to refine the Dell EMC Partner Program based on your feedback to be even more Simple. Predictable. Profitable.™

At Dell EMC we believe strong partnerships lead to strong results for everyone. You help deliver results we could never dream of achieving on our own, and that’s why you are at the core of everything we do. We wake up every day thinking about how to be an extraordinary partner to you, and how to work with you to make our mutual customers’ digital transformations a reality.

In our second full year as a combined program, we will continue to refine the Dell EMC Partner Program based on your feedback to be even more Simple. Predictable. Profitable.™ We will over-communicate so you know exactly what to expect, from our programs to product information. **We will continue to invest heavily in the program and partner relationships that serve our customers.**

As technology is changing the way we work and live, **Dell EMC is privileged to partner with you** — we don’t take it for granted. Thanks to your partnership, the Dell Technologies Global Channel is making an impact on customers and industries around the world.

The Dell Technologies Global Channel is a $43 billion business in a $3 trillion marketplace. There is immense opportunity for us to grow collectively, take share, and become the #1 channel in the industry.

**Our journey to extraordinary starts NOW!**

Joyce Mullen

Joyce Mullen
President, Global Channels, OEM Solutions and IoT

@JoyceatDell
6 Guiding Principles

1. Channel partners are integral to Dell EMC’s overall success in 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 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 partners to develop & enable a robust Partner Community.
### Table of Contents

- **OVERVIEW** ............................................................................................................................................. 6
- **REQUIREMENTS & BENEFITS** ............................................................................................................... 7
- **WORKING WITH DELL EMC** .............................................................................................................. 11
- **RESOURCES & TOOLS** ....................................................................................................................... 14

---

*Simple. Predictable. Profitable.*

“At $80 billion, Dell is the most entrepreneurial large company on the planet....They are out in front of customers and partners soliciting feedback. They really care. They want to win and leave their mark on the world.”

**Dan Serpico, CEO of FusionStorm, San Francisco**
Dell Technologies Advantage
Unparalleled Leadership from the Edge to the Core to the Cloud

#1 External Enterprise Storage Systems
#1 Certified Reference Systems & Integrated Infrastructure
#1 Enterprise Storage for Private Cloud IT Infrastructure
#1 All-Flash Arrays & Hybrid Flash Arrays
#1 Public & Private Cloud IT Infrastructure
#1 Purpose-Built Backup Appliance
#1 Storage Software
#1 Open SAN
#1 NAS
#1 Servers
#1 Data Protection
#1 Converged Systems
#1 Hyper Converged Infrastructure
#1 Monitors
#1 Workstations

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

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

Dell EMC Services
team members
30,000

Serving
98%
Fortune 500

Patents
20,000+

Research & Development
$4.5B annually

Presence in
180
countries
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.
We are excited about the tremendous opportunity that lies ahead for Dell EMC and you, our partners. As we’ve proven in 2017, I truly believe that together we can deliver value far beyond what we can do alone. The IT industry is rapidly changing, and by working together we will be able to achieve tremendous results.

We are investing in the best products and solutions to empower you, our Systems Integrator partners, to increase your relevance with customers and maximize your financial and operational success. With your incredible expertise, and with our continued commitment to delivering the essential infrastructure — together we are more relevant than ever in the industry. Our time is now to help customers enable the digital transformation that is so critical for accelerating business success.

Our commitment to our partnership with you remains stronger than ever. As a member of our partner ecosystem, we consider you an extension of our team. I could not be more excited or ready to take on the challenges and opportunity in 2018 - together.

Jay Snyder
SVP, Global Alliances
Program Tiers & Requirements

The Dell EMC Partner Program Tiers each have their own requirements, enabling partners to progress beyond the entry level status.

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Gold</th>
<th>Platinum</th>
<th>Titanium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Participation by Invitation</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Memorandum of Understanding</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Assigned Marketing Manager</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Assigned Alliance Manager</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Co-Signed Annual Business Plan</td>
<td>●</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Partner Executive Sponsor</td>
<td>●</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Joint Solutions Development</td>
<td>●</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Joint Sales Planning</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

Benefits increase with greater commitment to the program.

For more information, see the Requirements and Benefits document.
Tier Benefits

As your Tier progresses, so do your 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.


<table>
<thead>
<tr>
<th>Benefits</th>
<th>Gold</th>
<th>Platinum</th>
<th>Titanium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proposal-Based Business Development Funds (BDF)</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Partner Portal access including enablement tools, sales aids, and marketing campaign tools</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Online Resources: Access to Dell EMC Developers CODE Network, Dell EMC Community Network</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Dell EMC Partner Finder presence</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Partner Solution Content Library for internal Dell EMC Sales</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Leverage Dell EMC Systems Integrator Logo and Branding</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Access to fee-based marketing resources: Concierge Program, Campaign Packages, Event Management</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>No-cost Streaming Training</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Access to Technical Resources</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Account Management / Joint Sales Planning</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Dell EMC global website presence</td>
<td>●</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Individually-designed joint marketing campaigns</td>
<td>●</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Dell EMC Executive Sponsor</td>
<td>●</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Access to PM/Engineering Leadership</td>
<td>●</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Individually supported marketing events</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 request Proposal-Based Business Development Funds.

Business Development Funds (BDF)

Dell EMC offers Proposal-Based Business Development Funds, which are incremental discretionary funds that can be used on demand generation, training, awareness, and other activities to strengthen your Dell EMC business. Activities for Proposal-Based Business Development Funds require pre-approval and are based on business needs.

To see more great program incentives, visit the Incentives page on www.dell EMC.com/partner.
Training & Competencies

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

By completing competencies, partners can benefit from increased sales due to greater expertise with Dell EMC products and solutions. Services competencies allow partners to build service delivery capabilities at the product level.

<table>
<thead>
<tr>
<th>Infrastructure Solutions</th>
<th>Portfolio Competencies</th>
<th>Solutions Competencies</th>
<th>Service Delivery Competencies*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Storage</td>
<td>Software Defined Infrastructure</td>
<td>Storage Services</td>
</tr>
<tr>
<td></td>
<td>Data Protection</td>
<td>Cloud Future Workforce</td>
<td>Data Protection Services</td>
</tr>
<tr>
<td></td>
<td>Converged / Hyper-Converged Infrastructure</td>
<td></td>
<td>Converged / Hyper-Converged Infrastructure Services</td>
</tr>
<tr>
<td></td>
<td>Server</td>
<td></td>
<td>Server Services</td>
</tr>
<tr>
<td></td>
<td>Networking</td>
<td></td>
<td>Networking Services</td>
</tr>
</tbody>
</table>
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.
Purchasing & Financing

With Dell EMC, simplicity and flexibility is at the forefront of what makes our program and our partners extraordinary.

Configuration and Purchasing Tools*
Dell EMC 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.

Financial Services*
Dell Financial Services™ (DFS) is a technology financing company, providing full-service leasing and financing solutions to distribution, channel partners and end users throughout North America and Europe, financing six billion dollars annually. DFS can finance solutions sold by the Dell Technologies family of businesses plus other non-Dell hardware, software and services, including your value-added services.

Dell EMC’s Working Capital Solutions (WCS)*
In partnership with leading financial institutions, Dell EMC offers extended payment terms and increased credit capacity to enable our partners to grow their business faster.

*Some tools or services might not be available for Partners in all locations.
Partnering with Dell EMC Services

Dell EMC Services drive both the rapid adoption and the optimization of digital technologies through a number of capabilities that we group into Consulting, Deployment, Cloud, Support, and Education services. As a Systems Integrator, you can work with us to resell these services to your customers, or leverage our expertise when implementing our solutions in your own data centers. Our global team has deep IT service management experience, transforming thousands of applications. We understand the architectures that best suited to support application migrations to the cloud, including vertical specific workloads. Dell EMC works in partnership with our Systems Integrator partners to assure the strategies and execution meet both the customer’s and partner’s business goals.

We provide many opportunities to improve your profitability when you include services.

<table>
<thead>
<tr>
<th>Dell EMC Packaged Enablement Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Storage as a Service and Backup as a Service</td>
</tr>
<tr>
<td>• Includes reference architectures and detailed configurations</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dell EMC Consulting and Advisory Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Workload, application and migration consulting</td>
</tr>
<tr>
<td>• Sell-to and Sell-through services available for purchase</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Technology and Deployment Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Technology experts help deploy systems with greater speed, less effort and more control</td>
</tr>
</tbody>
</table>

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

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

- Purchasing & Business Management
- Training & Competencies
- BDF tracking
- Knowledge Center
- Sales & Marketing Tools
- Partner Support

For more information, visit [www.dellemc.com/partner](http://www.dellemc.com/partner)
Sales Tools

Quick, easy access to essential tools and resources helps introduce new offerings to your customers, gather core requirements, configure solutions, and much more.

Knowledge Centers
Close deals faster with a comprehensive set of sales resources and assets including Products, Solutions and Services Knowledge Centers that will help you deliver the best solution to your customers.

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

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.

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.

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.

Find a Partner
Enabling customers to easily locate qualified Dell EMC partners to help solve their business problems. Drive increased awareness for your company by updating your profile today.

Marketing Credential
A training curriculum that provides additional education to marketing individuals on all facets of the Dell EMC Partner Program. From marketing tools and resources to BDF planning and management.

Campaigns, Images, Branding
Access to hundreds of Dell EMC product and solution images, logos, campaign collateral, and turnkey Activation Packs for use in your marketing initiatives.