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 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 Distributors to develop & enable a robust Partner Community.
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“The Titanium Black program differentiates Dell EMC. Their broad portfolio of world-class technology and solutions and their willingness to listen to and engage with the Titanium Black partners to create a simple, predictable and profitable program is key. Partnering with Dell EMC is strategic for us and has been game changing and transformative for our customer relationships.”

Kevin James, Group Chief Commercial Officer, Computacenter
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

THE TRANSFORMATION IS NOW
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.

- SOLUTION PROVIDERS
- DISTRIBUTORS
- SYSTEMS INTEGRATORS
- CLOUD SERVICE PROVIDERS & STRATEGIC OUTSOURCERS
- OEMS
- TECH CONNECT

Click above for more details on each respective Partner Track.

The rest of this guide will be focused on our Solution Provider Partners.
Program Tiers & Requirements

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

<table>
<thead>
<tr>
<th>Authorized Application</th>
<th>Gold</th>
<th>Platinum</th>
<th>Titanium</th>
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<tr>
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<td>Revenue Thresholds (Product and Services)</td>
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<td>Training Requirements</td>
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Benefits increase with greater commitment to the program.

Flexible and Aligned Training

Partners have the ability to complete different combinations of training, while progressing to higher Tiers, based on their business models. Training is available across Dell EMC’s extensive portfolio so that our Partners can gain expertise in areas that align to their core competencies.

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

As your Tier progresses, so do your benefits.

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.

Simple. Predictable. Profitable™

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<tr>
<th>Benefit</th>
<th>Authorized</th>
<th>Gold</th>
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<th>Titanium</th>
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<td>Partner Portal access including enablement tools, sales aids,</td>
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<td>and marketing campaigns &amp; tools</td>
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<td>Partner Program Tier logo usage</td>
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<td>Financing programs for partners and customers</td>
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<td>Valuable product &amp; solution training and</td>
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<td>Marketing Academy access</td>
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<tr>
<td>Deal Registration access (via Distribution or Dell EMC)</td>
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<tr>
<td>Ability to resell solutions from approved Dell EMC Cloud Service</td>
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<td>Providers (Cloud Partner Connect)</td>
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<td>Infrastructure &amp; Client Incumbency for Commercial End User Segment</td>
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<tr>
<td>Rebate Programs rewarding performance for base, growth,</td>
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<td>earning new business and services</td>
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<tr>
<td>Access to Dell Solutions and Briefing Centers including</td>
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<td>Online Demo Center</td>
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<td>Find a Partner inclusion eligibility to drive leads</td>
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<td>Proposal-based Marketing funds (potential eligibility)</td>
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<td>Earned Marketing Development Funds (MDF)</td>
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<td>Priority access to Dell-generated leads</td>
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<td>Partner Advisory and Technical Advisory Boards (by invitation)</td>
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<td>Highest rebate potential and executive support</td>
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<td>Consideration for Titanium Black Status</td>
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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**
Attach services to earn additional rebates and strengthen the overall customer solution.

**Marketing Development Funds (MDF)**
Dell EMC offers two types of Marketing Development Funds including Earned and Proposal-based MDF. Earned MDF rewards qualified partners with predictable funding, which is accrued based on revenue / rates based on type and tier. Proposal-based MDF represents incremental discretionary funds provided to partners based on strategic proposals aligned to regional sales and marketing priorities. Both funds serve to support a breadth of marketing activities.

To see more great program incentives, visit the Incentives page on www.dellemc.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. Additionally, as partners complete more competencies, they will have the opportunity to progress to higher Program Tiers and receive greater rewards along the way. Services competencies allow partners to build service delivery capabilities at the product level.

<table>
<thead>
<tr>
<th>Portfolio Competencies</th>
<th>Solutions Competencies</th>
<th>Service Delivery Competencies*</th>
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<tbody>
<tr>
<td>Client Solutions</td>
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<tr>
<td>Core Client Workstations</td>
<td>Cloud Client-Computing</td>
<td>Client Services</td>
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<td>Cloud Client-Computing</td>
<td>Client Data Security</td>
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<td>Infrastructure Solutions</td>
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<tr>
<td>Storage</td>
<td>Data Protection Services</td>
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<td>Data Protection</td>
<td>Converged / Hyper-Converged</td>
<td>Data Protection Services</td>
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<td>Infrastructure</td>
<td>Infrastructure Services</td>
<td>Converged / Hyper-Converged</td>
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<td>Server Services</td>
<td>Infrastructure Services</td>
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<td></td>
<td>Networking</td>
<td>Networking Services</td>
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<tr>
<td></td>
<td>Software Defined Infrastructure</td>
<td>Hybrid Cloud Connected Workforce</td>
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</table>

*Services Competencies are required to deliver services on select products but are not a requirement for Tier compliance.
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 takes any infractions to these rules very seriously.

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 Rules of Engagement, 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 may receive financial benefits as well as protection from conflict. To assure a seamless experience between our partners and sales teams, we also have a neutral team that helps enforce our Deal Registration rules.

ISG & CSG Incumbency

Dell EMC’s vision is for partners to extend its reach into new and existing markets as a true extension of our entire salesforce. Infrastructure Solutions (ISG) and Client Solutions (CSG) Incumbency ensures partners have a more predictable sales engagement model by deeming qualified Commercial accounts partner-led based on previous investments and net new business creation. In doing so, we encourage the Dell EMC sales team to work in tandem with our partners, while enabling them to aggressively grow their business across the entire Dell EMC Portfolio.
Purchasing & Financing

With Dell EMC, simplicity and flexibility is at the forefront of what makes our program and our partners extraordinary. Depending on location, Solution Providers have two routes to purchase from Dell EMC: one is in a direct capacity and the other through one of Dell EMC’s Authorized Distribution Partners.

*Dell EMC is proud to partner with the most elite set of Distributors in the market.*

Our Distributors span the globe, allowing us to grow and scale with our entire Solution Provider community. New Solution Providers who join the Dell EMC Partner Program will procure through one of Dell EMC’s Authorized Distributors, who play a critical role in the onboarding process.

Visit [www.dellemc.com/partner](http://www.dellemc.com/partner) to find a Dell EMC Authorized Distributor in your country.

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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

As customers embrace digital transformation, they look for partners who focus on delivering outcomes through the rapid adoption and optimization of technologies, and the business-critical systems supporting them.

Dell EMC Services provides flexible options for how you deliver services to customers.

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

Resell Dell EMC Services
- Earn Rebates to increase profitability
- Expand your service offerings with our comprehensive portfolio
- Leverage our expertise to provide exceptional services to your customers

Partner Delivered Services
- Increase margin opportunities
- Enhance your services capabilities by obtaining Service Delivery 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.
Partner Portal

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

- Deal Registration
- Purchasing & Business Management
- Training & Competencies
- Incentives
- Knowledge Center
- Sales & Marketing Tools
- Delivering & Reselling Services
- Partner Support

For more information, visit www.dellemc.com/partner
Sales Tools

Quick, easy access to essential tools and resources helps introduce new products to your customers, gather core requirements, configure solutions, generate persuasive proposals 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 MDF 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.

**Workforce Transformation**

The modern workforce is changing. Use the Workforce Transformation message to drive profitable client growth in your business.

**IT Transformation**

Every sale starts with a story, the Dell EMC IT Transformation campaign tells a big one, with Storage, Server, Hyper-Converged Infrastructure and Data Protection providing the solutions that deliver the story and enable you to grow your business with highly profitable transformative offerings.