



Dell Technology Partner Program Guide

Harness the power of Dell's extensive global network and strong customer relationships to deliver certified solutions on Dell platforms. The Dell Technology Partner Program gives you access to training, tools and experts that help you deliver exceptional value to your customers.

Program overview

The Dell Technology Partner program is a multi-tier program that includes ISVs, IHVs and Solution Providers. This global program helps partners build innovative and competitive business solutions using Dell platforms. Program resources keep customer costs low and helps to sustain competitiveness.

The program has a structured and streamlined process that combines technology and business strategies with Dell Solution Center expertise to onboard and test your company's products on Dell platforms. This testing process helps ensure that your products have met the technical requirements to perform well on Dell platforms.

Dell enjoys some of the fastest growth in the enterprise space. Coupled with end-to-end program capabilities, you can count on Dell's expertise to provide a leading total solutions offering.

Program components

Dell's extensive global network and strong customer relationships give you a global platform for engagement from R&D to Marketing resources.

- **Toolkits & Methodologies** - Dell's customized toolkits and testing methodologies help you provide better software solutions to customers.
- **Solution Centers** - Our Dell solution centers have the capability and flexibility to support horizontal and vertical solutions globally. These include proof of concepts (POCs), remote access capability, joint engineering and other activities with the help of enterprise and domain technical experts.
- **Certifications** - If you choose to participate in Dell's certification process, you will be able to provide competitive solutions using a host of Dell-provided expertise and resources. Certification gives peace of mind to your company's customers. Certification reduces testing costs and increases customer confidence in the overall solution.
- **Benchmarking** - Show that your products are enterprise ready by taking advantage of interoperability testing and performance benchmarking on Dell's enterprise architecture.
- **Training** - Access Dell-provided hardware and solution training.

Dell Technology Partner Program levels

The Technology Partner Program consists of three levels.

Registered	Registration is required for membership and is subject to the online terms and conditions of the program.
Verified	The partner has conducted its own internal testing to confirm integration/interoperability of the partner's product with Dell's offering and verifies that it meets Dell's established requirements. The partner is responsible for the accuracy of the representations, claims and statements they make during and after verification. Dell will only review the partner's self-certified solution test results.
Certified	Dell has conducted testing to validate the integration/interoperability of the partner's product on the Dell platform. Dell must be able to install the partner's solution internally to allow a qualified Dell engineer to validate that the solution meets Dell's established requirements.

Technology Partner Program Benefits

The Technology Partner Program benefits vary by partner level.

Benefit	Program Tier		
	Registered	Verified	Certified
Business Development			
Direct communication with Dell	email	email	Dell Manager
Access to partner portal containing program-related information	X	X	X
Access to experts for certification evaluation			X
Subscription to the Dell Technology Partner Newsletter	X	X	X
Sales and Marketing			
Authorized use of the Dell Technology Partner Logo		X	X
Listing in the "Find a Partner" global program catalog		X	X
Access to post-marketing collateral in Dell's sales tools			X
Revenue and margin sharing at partner's discretion with Dell		X	X
Technical Engagement			
Access to Dell toolkits and guides	X	X	X
Option for loaner equipment for certification testing			if applicable
Remote access to Dell labs for certification		fee based	X
Downloadable test kit for testing your solutions	X	X	X
Access to engineering support via phone, email or web conference during the certification-development phase			X
Platform training as described in the Technology Partner Portal	X	X	X

Program Requirements

The Dell Technology Partner Program is designed specifically to validate and certify third party software and hardware components on Dell platforms. Technology Partners recommend Dell platforms for their solutions but do not sell Dell products directly to their customers. Other Dell partner programs support joint engineering, OEM and VAR relationships.

Becoming a Certified Partner of the Technology Partner Program involves technology cooperation with Dell and a mutual commitment to deliver exceptional value to customers.

How to Enroll

Companies interested in joining the Dell Technology Partner Program must register online and submit the Technology Partner Agreement. There are distinct partner agreements for each program level.

To enroll, access the Partner Direct portal at Dell.com/TechnologyPartner and select the option "Technology Partner" on the registration form.

Once you have enrolled and accepted the initial partner agreement, you will be granted access to the [Dell Partner Portal](#). The Partner Portal offers many resources to help you maximize the value of your Dell partner status, including access to certification guides and toolkits, answers to frequently asked

questions, program documents, training resources and more.

Certified and verified Technology Partner Program members are listed in the Dell Find a Partner directory online. This tool allows interested users to search for partners based on name, region and certification area.

Program membership is granted for a one-year term. Partners in good standing and in compliance with objective program criteria will be automatically renewed for an additional term.

Verification and Certification

Technology Partner Program participants interested in achieving "verified" or "certified" status should [contact Dell](#) for further information. Program managers will work with you to identify verification and certification opportunities and to map out next steps.

- **Verified solutions** are self-certified by the partner
- **Certified solutions** are validated by a Dell engineer

Dell reserves the right to review the completed testing results for verified and certified tiers and decide at its own discretion whether or not the testing results are sufficient. Dell also reserves the right to request additional or substantially different testing procedures in order to ensure that overall testing objectives have been fulfilled.



Dell Solution Center Locations

Many major world cities host Dell Solution Centers, and Dell opens new centers in new cities on a regular basis.



Dell Solution Centers

Certified members of the Technology Partner Program receive access to [Dell Solution Center](#) resources. Through a network of 14 sites across the globe, Dell Solution Centers enable customers to explore, develop, and test solutions and technologies to meet their specific business requirements. Living labs are equipped with Dell's latest Enterprise and Client hardware and software offerings.

All Technology Partner Program certifications take place in a Dell Solution center. This program has structured and streamlined processes that work in conjunction with multidiscipline business functions and Dell Solution Centers to onboard and test your company's products on Dell platforms. This testing process helps ensure that your products have met the technical requirements to perform well on Dell platforms.

Technology Partners can also take advantage of other Dell Solution Center programs including technical briefings, architecture design sessions and proofs of concept.

Other Program Benefits

The Technology Partner Program also offers additional marketing and educational benefits including:

- **Dell-branded program logo** for registered and certified Technology Partners.
- **Joint marketing opportunities** including Dell-branded solution briefs, blog posts and promotion of partner solutions via social media.
- **Quarterly Partner Newsletters** that highlights program features, joint marketing opportunities, upcoming events and partner training resources.

Join Dell's partner community today!

Enhance your business and reap the rewards of being a Dell Technology Partner. Register now at Dell.com/TechnologyPartner.

For additional information, email program support at TechnologyPartnerRegistrationRequest@dell.com.

