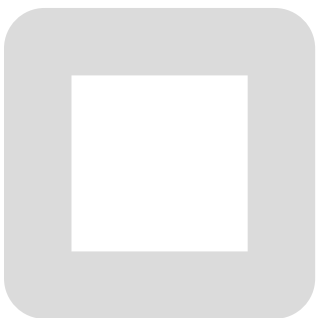


# Dell PartnerDirect Program Guide

February 2016

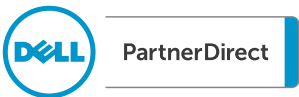


PartnerDirect



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# Why partner with Dell?



# The Dell advantage



## Standards-based

No deliberate technology lock-in



## Flexible scaling

No forced constraints or rip and replace



## Open approach

No intentionally closed systems



## Modern platforms

No vested interest in legacy systems



## Modular systems

No costly monolithic stacks



## End-to-end solutions

No siloed viewpoint or hidden agenda



Dell has a complete portfolio of technology solutions that addresses every aspect of enterprise computing from the desktop to the data center.



Customers can acquire everything from one source with a single point of accountability, which makes everything easier to buy and support.



All of our products and solutions are engineered to work together seamlessly, because everything stems from our unique design philosophy.



We go the extra mile to ensure interoperability with third-party technologies, which means your clients can preserve their investments rather than rip and replace current infrastructure – and they have the flexibility to choose their own path forward.



# Dell's commitment to you



“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

Because channel partners are integral to Dell’s overall success and delivering an excellent customer experience, we intend to be a trusted, consistent partner in all aspects of our relationships. Field engagement between Dell and our partners (which may include elements of deal registration, joint marketing and account planning) will build trusting, long-term relationships to win and satisfy customers. Dell is also committed to strengthening our relationships with distributor partners, to develop a more robust partner community that delivers more partner choice, and enables partner growth.



Dell will provide comprehensive training and access to tools and support that enable partners to sell Dell products and services with a particular focus on solutions.



Dell’s channel programs will be competitive, simple and consistent — we are committed to improving our programs to meet our partners’ evolving needs in the changing marketplace.



Dell is committed to a universal route to market based on customer choice.

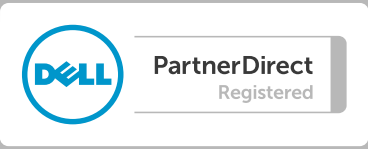




Dell will work with partners and customers to address issues and escalations in a consistent, timely manner.

# Program requirements

Dell PartnerDirect is a multi-level program that offers committed Dell partners the chance to turn dedication and experience into potential profit. Each level provides different rewards based on a partner's level of commitment. The more invested you are in the program, the more access to tools you will have, and the more rewards you will earn.

## Program requirements

PartnerDirect Registered	PartnerDirect Preferred	PartnerDirect Premier
 <ul style="list-style-type: none"> <li>• A valid reseller certificate</li> <li>• Active company website</li> <li>• Email tied to company domain</li> </ul>	 <ul style="list-style-type: none"> <li>• Complete one or more competencies</li> <li>• Four unique individuals (two sales, two technical) must complete one or more competency requirements</li> <li>• Revenue threshold applies</li> </ul>	 <ul style="list-style-type: none"> <li>• Complete two or more competencies</li> <li>• Eight unique individuals (four sales, four technical) must complete two or more competency requirements</li> <li>• Revenue threshold applies</li> </ul>

## Revenue threshold requirements

Business unit	Preferred	Premier
Enterprise	\$200,000	\$1,000,000 (U.S.) \$750,000 (CA)
Client	\$500,000	\$1,500,000 (U.S.) \$1,000,000 (CA)
Systems and Information Management (SIM)	\$50,000	\$250,000
Security	\$50,000	\$250,000

- Channel partners must meet the revenue requirements within a single business unit (BU) to satisfy eligibility requirements.
- Dell audits revenue and training status against requirements every 12 months, but partners can be promoted early.

For more complete information, download the [PartnerDirect Program Revenue Requirements PDF](#).

# Program competencies and training

Being a successful partner can depend on many things – from the products and solutions offered to the ways in which you differentiate yourself and build industry credibility. PartnerDirect competencies and training are designed to help partners succeed in all these areas, and open additional business opportunities with both new and existing clients.

By completing competencies 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.



## Enterprise

- Server
- Networking
- Storage



## Solutions

- Network Security
- Big Data and Analytics\*
- Cloud Solutions\*



## Client

- Core Client Solutions
- Workstations
- Cloud Client-Computing



## Services

- SC Series Storage Deployment
- PS Series Storage Deployment
- Networking Deployment



## SIM

- Data Protection
- Windows Management
- Endpoint Management



## Security Solutions

- Identity and Access Management
- Network Security  
*(Solutions Competency)*

For more information visit, the [Training and Competency](#) page on the PartnerDirect portal.

\* Initially for pilot partners only.

# Program rebates

PartnerDirect is more than a channel program — it is a mutually beneficial commitment between Dell and our channel partners. Partner profitability has always been a cornerstone of the PartnerDirect Program and rebates are a critical component of increasing profitability. The higher your level in the PartnerDirect Program, the more benefits you'll receive.

We know you work hard to drive growth in your business. We do too. That's why Dell offers mutually beneficial rebates designed to not only incentivize partners to sell Dell solutions, but also to reward that growth and drive new business. Rebates are available to Preferred and Premier Partners and may vary across products and solutions. You can keep track of your rebates and rewards on the PartnerDirect portal.



## Base rebates

Stackable payouts from \$1 on eligible line of business (LOB) sales, with no caps\*†



## New business incentives

Up to 15 percent rebates on new Dell customer business, or expanded LOB within existing Dell customer business



## Performance accelerators

Rewards for driving growth and selling multiple enterprise lines of business\*†



## Attach incentives

Rebates for attaching Dell ProSupport suite of services

Rebate eligibility is available only to Preferred or Premier Partners that meet individual business unit (BU) revenue thresholds and hold respective LOB competencies for base and accelerator rebates.

To see more great program incentives, visit the [Incentives](#) page on the PartnerDirect portal.

\* Must meet BU revenue thresholds to be eligible

† Competency completion requirements





# Rep level rewards



## **Partner AdvantEdge**

Partner AdvantEdge is a rep level, points-based incentive program that focuses on enabling and growing select Dell partners. Reps have the opportunity to take eligible online sales and technical training courses to accumulate points in exchange for exciting rewards. Each incentive campaign has a different technology focus, and the sales and training courses will determine success on the campaign.

For more information, visit the [Dell Partner AdvantEdge](#) page on the PartnerDirect portal.

# Program benefits

	Registered Partner	Preferred Partner	Premier Partner
Deal registration protection with mobile app accessibility	60-day registration approval period	120-day registration approval period 180-day deal registration on storage product opportunities for Storage Competency partners	180-day registration approval period
High-value, low-cost training	●	●	●
Eligibility for rep level incentives <sup>1</sup> , Dell Employee Purchase Program	●	●	●
Greenfield and acquisition programs incentives	●	●	●
Flexible partner and customer financing programs	●	●	●
Partner enablement tools, sales aids, campaigns and Dell Partner Marketing Platform	●	●	●
Access to Dell Solutions Centers and Online Dell Demo Center	●	●	●
LOB registration access <sup>2</sup>		●	●
Potential access to Dell-generated leads		●	●
Extended terms financing available through Dell's channel financing program <sup>3</sup>		45 ● days	60 ● days
Find a Partner listing on Dell.com		●	●
Channel account manager or inside sales rep (ISR); Certified Partner Resource and Development (PRD) team		●	Higher ● priority
Potential access to seed units for customer demos <sup>2</sup> , evaluation and NFR key access <sup>4</sup>		●	Higher ● priority
Access to field marketing team support for demand generation activities		●	Higher Plus ● priority MDF
May be eligible for partner rebate programs		●	●
Case study collaboration			●
Partner of the Year awards			●

<sup>1</sup>Exclusions apply. <sup>2</sup>Does not apply to software. <sup>3</sup>Subject to credit approval. <sup>4</sup>Software partners only.



# PartnerDirect portal



When you become a partner, you'll have access to the PartnerDirect portal, your online connection to all things PartnerDirect. This comprehensive portal offers access to online ordering, deal registration, product training, customizable marketing materials, partner incentives, and much more depending on your partner level.



This one-stop destination will provide the tools and resources required to support your company's sales efforts, and will also recognize and reward commitment and success. PartnerDirect is live across 200 countries around the globe and is translated into over 20 languages.

**Note:** Access to some tools and content is dependent on partner level and program benefits and requirements vary from region to region. Login is also required for some content. Your login details are provided to you upon registration. Your company's PartnerDirect portal administrator can add users to the company account and grant access to training modules and other specific content.

For more information, visit the [PartnerDirect portal](#).



# Deal registration



## Deal registration

Dell is committed to rewarding our partners for developing new sales opportunities. Dell's Deal Registration program helps protect our partners who actively promote Dell's products and solutions to their customers by limiting Dell's active, direct-sales engagement.

Subject to approval of a deal by Dell, partners can obtain access to Dell resources for a specific deal. Dell will not actively engage in direct sales efforts for approved registered deals, except as listed in Section 7(a) of the deal registration guidelines.



## Line of business registration

Additional deal registration benefits are available to our Preferred and Premier Partners such as LOB registration. LOB registration is a benefit that allows Dell to recognize and formalize a partner relationship with a customer. Subject to terms and conditions, Dell commits to not actively engage in direct sales for a registered deal.



## Dell PartnerDirect mobile app

With the Dell PartnerDirect mobile app, you can easily register a deal or LOB in just a few clicks. Save as a draft and submit when ready, check the status of the deals you created, and receive alerts when one is about to expire.

Visit the [Deal Registration](#) page on the PartnerDirect portal.

# Sales tools and assets



## Partner Document Library

Sales, marketing and product documents are all located in one central library. Partners can filter, search and download the precise information they need, when they need it.



## Dell PartnerDirect mobile app

The Dell PartnerDirect app is a free mobile application designed to improve channel partner productivity by making it faster and easier to do business with Dell. The app provides options to submit deal registrations and to look up product and solution content on the go.



## Bid Builder Proposal Tool

Dell Bid Builder provides access to the same product and corporate information as the internal Dell sales team so you can spend less time researching and more time closing deals. Bid Builder gives you quick, easy 24x7 access to a searchable library of up-to-date Dell proposal-ready content and powerful document automation capabilities.



## Dell Performance Analysis Collection Kit

Dell's Performance Analysis Collection Kit (DPACK) offers an end user-accessible portal that enables collaboration for end users and partners. DPACK is a lightweight, remote and agentless collection tool that supports the monitoring of many servers into a single file. Once processed, you can share with your customers an in-depth view of their server performance and capacity requirements that are useful in making future IT decisions.



## Calculators and Advisors

From filling the pipeline to making transactional sales and closing larger deals, this collection of solution-oriented materials addresses every stage of the sales cycle. Help generate more sales and improve productivity by ensuring your staff has access to the latest product information, messaging and positioning.



## Dell Blueprints

Dell Blueprints are fully integrated, differentiated, end-to-end architectures that combine hardware, software and services into easily deployable solutions. Based on common use cases, they are tested and validated to ensure fast, reliable and predictable deployment of critical workloads. Dell Blueprints are your single-source optimal solutions that deliver specific IT capabilities, better business outcomes and maximum performance in customer data centers.

To see all available sales tools, visit [Sales Tools](#) on the PartnerDirect portal.

# Demo options and seed units



## Dell Solution Centers

Partners can explore, develop, and test solutions and technologies to meet their specific business requirements through a network of 14 sites around the globe. Dell Solution Centers are equipped with Dell's latest enterprise and client hardware and software offerings. Partners can test their applications through this infrastructure onsite or via remote access. Whether you come in person to one of our sites, or if you'd prefer to work with our team virtually, we provide you with a Solution Architect to lead you through a deep, technical hands-on experience.



## Online Dell Demo Center (Preferred and Premier Partners)

The Dell Demo Center portal is a cloud platform with a range of solution demos from across the Dell portfolio including storage, server, networking, software, data protection, and end user computing. Partners can use the tool to get hands-on experience of a Dell product or solution, prepare for customer demonstrations, and demonstrate Dell solutions in the same way as our own sales teams. We add and upgrade demos regularly so be sure to check back often.



## Demo units (Preferred and Premier Partners)

Partners in good standing have an opportunity to purchase certain Dell products within the demo unit terms and conditions at a significant discount. For more information, read the demo unit [terms and conditions](#).



## Seed units (Preferred and Premier Partners)

Partners can use the Seed Unit Program to introduce new products to new and existing customers, grow sales within the Dell server and client product suite, and enlarge or build new practices with Dell solution labs. Contact your Dell Account Manager for information on seed units.



## Not-for-resale software (Preferred and Premier Partners)

Dell may provide limited quantities of selected not-for-resale (NFR) software licenses to partners without charge. Partners may also purchase limited quantities of selected NFR software licenses at discounted prices. For more information, read the [Dell not-for-resale software license program terms and conditions](#).

# Marketing resources

PartnerDirect offers access to a variety of useful self-service and assisted marketing resources dependent upon partner level.



## **Find a Partner tool (Preferred and Premier Partners)**

The Find a Partner tool is a customer-friendly graphic search engine that provides a great opportunity to increase your company visibility. The tool is promoted on Dell.com web pages and on the PartnerDirect home page. It provides end users with the ability to locate a Dell partner by geography and/or competency.



## **Partner Lead Management tool (Preferred and Premier Partners)**

The Lead Management tool is a one-stop-shop that provides a single point of access for all of your Dell lead information, giving you visibility on leads from your campaigns. The tool enables easy management of leads generated from your joint campaigns or leads you may receive from Dell. The tool is also your quick link to deal registration submission, where leads can be converted to deal registrations at the click of a button.



## **Dell Campaign Builder and Image Bank**

Campaign Builder helps you create your own marketing campaigns for Dell products and services, showing your company branding and individual calls to action (CTAs). You can leverage pre-produced assets and just add your company logo, contact details and CTAs, or select approved Dell images and positioning copy that you can insert into your company's own marketing material. Assets include copy blocks, banners, brochures, email templates, marketing guides and more, and all assets are aligned to Dell's marketing roadmap and follow Dell brand guidelines.



## **Campaign marketing guides**

Dell provides partners with campaign marketing guides to help you develop your own lead-generating marketing campaigns and enable your sales team to engage in persuasive conversations with their contacts. The guides are designed to help you capitalize on customer needs for state-of-the-art innovations. In the guides, you'll find campaign messaging, product imagery, customizable copy for social media, email and newsletter templates, and customer presentations.

# Marketing resources



## **Assisted demand generation (Preferred and Premier Partners)**

The PartnerDirect channel demand generation page offers the latest demand generation marketing resources to help drive your Dell enterprise and client initiatives. From marketing materials to enterprise field marketing support to opportunities for marketing development funds and more, the PartnerDirect channel demand generation resources are available to help you grow your business.



## **Earned Marketing Development Funds (Premier Partners)**

The PartnerDirect Marketing Development Funds (MDF) program provides eligible Premier Partners with monetary funds in order to extend their marketing budget to market and sell Dell products and services. Quarterly sign-off of terms and conditions, including eligible activities, is mandatory for participation. Partners can access their MDF information through the Dell PartnerDirect Rebate and MDF tool.



## **Partner Marketing Platform**

The Partner Marketing Platform (PMP) is a new tool designed to generate demand for your Dell solutions and service offerings by turning your website into a dynamic sales and marketing tool. The PMP provides partners with web content syndication, automated email marketing and social media syndication at absolutely no cost. Note: The Partner Marketing Platform is currently available only in the U.S. and Canada.

To see all available marketing tools, visit [Marketing Tools](#) on the PartnerDirect portal.



# Purchasing and financing tools



## Dell Premier purchasing tool

Dell Premier is a personalized tool to configure, purchase and track thousands of products at your fingertips, all with Dell e-business expertise to help maximize your efficiency. For more information, view the [Dell Premier video](#).



## Online Solutions Configurator

With the Online Solutions Configurator, partners can more easily configure complex enterprise solutions, collaborate with Dell channel sales teams, and submit a configuration for deal registration in a dynamic, online environment. New solution templates let you quickly retrieve a variety of reference architectures with just one click. Visit the [online solutions configurator](#).



## Dell Financial Services

Dell Financial Services™ (DFS) is a technology financing company, providing full-service leasing and financing solutions to channel partners and end users throughout North America, Latin America and Europe. DFS works with tens of thousands of customers and channel partners, financing four billion dollars annually. Additionally, we offer many other benefits through our partner program:

- **Leverage our relationships.** Many of your clients are already using our financing services. Grow your business by cross selling into these existing DFS relationships.
- **Close larger deals.** You can increase the customer's buying power when they finance the entire solution. DFS can finance Dell and non-Dell hardware, and software and services, including your value-added services.
- **Utilize special offers.** Drive more business with exclusive promotional offers.

Visit [Dell Financial Services](#).



## Dell Extended Terms Financing

Dell Extended Terms Financing (ETF) helps channel partners manage cash flow, grow sales and increase profitability. Attractive financing solutions make it possible to obtain higher credit lines and longer, more flexible terms. Dell has extended over five billion dollars annually in ETF programs across North America, Latin America, Europe and Asia, enabling partners to grow faster and build stronger businesses.

Ask your [Dell DFS](#) or Dell Account Manager about current promotions that may be available for your customers.

# Communication tools

The PartnerDirect portal enables you to stay up-to-date with Dell news you may have missed and to find out which events, webinars and training courses are taking place. If you've missed a live webinar, you can watch on demand. Webinars are free and offer a great opportunity to learn more about Dell solutions.



Your one-stop-shop to all things PartnerDirect  
[PartnerDirect Portal](#)



Stay informed and active in the PartnerDirect community  
[Events & Webcasts](#)



Advance your knowledge with in-depth and engaging training courses  
[Training News](#)



Social media



# Get started today

**PartnerDirect isn't just a program. It's a commitment that produces greater rewards as you grow.**

If you want the opportunity to help achieve efficiency and 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 partner with Dell.

Get started today at [Dell.com/Partner](https://Dell.com/Partner)

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