Dell Networking Partner programme
FY15 Partner Welcome Pack
Table of contents

• **Dell Networking presentation**

• **How to begin and stay informed**
  – Overview of PartnerDirect levels and benefits
  – Create your PartnerDirect portal access
  – Register to Find a Partner
  – Register to receive newsletters

• **How to thrive**
  – Useful tools
  – What is available to make money with Dell
  – Partner offers and promotions

• **Answering your customers’ needs**
  – Demonstrate Dell Networking solutions and the new demo programme

• **The path to education and knowledge transfer**
  – Partner Wiki, Tech Centre, broadcasts, partner elearning and instructor-led trainings
  – Business plan requirements
  – Events
  – Partner portal

• **Support from Dell channel teams**
  – Partner resource desk and networking team support

• **Follow Dell Networking**

**Clickable navigation**
An approach that leads to better results

New proprietary solutions
- Closed management stack
- Limited interoperability
- Lock-in penalty

Legacy systems
- Complex and monolithic
- High cost-per-transaction
- Proprietary to one vendor

Commodity systems
- Hardware with no value added
- Technology transition issues
- Limited vendor support

The optimised enterprise
A scalable, end-to-end approach that delivers:
- Rapid time to value
- Superior ease of use
- Unrivaled flexibility to adapt
Reach your full potential with Dell.

- **Standards-based**: No deliberate proprietary lock in
- **Open approach**: No intentionally closed ecosystems
- **Modular systems**: No costly monolithic stacks
- **Flexible scaling**: No forced constraints or rip-and-replace
- **Modern platforms**: No vested interest in legacy systems
- **End-to-end solutions**: No siloed viewpoint or hidden agenda
Channel strategy — the way forward

Partners are an extended part of the Dell family
• Committed partners are integral to near-term success and long-term growth
• Goal is to drive majority of Dell Networking business via channel partners in FY2015

Guiding principle
• Strategic focus on high-quality, network-savvy partners to drive the Dell message and create incremental revenue growth

Mutually beneficial programme, unlike any other in the networking industry
• Profitable — attractive margins, no over-distribution
• Simple — low cost of entry, easy-to-reach programme milestones
• Opportunity — high growth markets
• Commitment — price and account protections, enablement and support
Dell Networking strategy

1. Harness 10GbE and 40GbE switching technologies to connect, consolidate and converge in-rack server and storage elements

2. Develop high-performance, automated data centre fabric solutions to accelerate east-west traffic and lower cost structures

3. Connect end users and endpoints with secure wireless and wired solutions optimised for device mobility and multimedia

Superior customer benefit

- **Maximum efficiency** — Save money, conserve space and reduce power consumption
- **Faster results** — Scale up, down and out on your terms easily and economically
- **Reliable operation** — Get results you expect when you expect them

Modernise and transform your network on your terms
The new demands on networking

- Market forces and trends are placing new demands on the network in the data centre and across the campus
- Connectivity, capacity and cost
- Simplified architectures providing high performance and scalability, catering to changing traffic patterns in the data centre
- Bring your own device (BYOD) and workload-driven infrastructures require quick, multi-point access to data anytime, anywhere

How long it took to reach 50 million users:

- Radio – 38 years
- Television – 13 years
- Internet – 4 years
- Facebook – 3.5 years
- Instagram – 6 months
- Angry Birds – 35 days
Rising expectations and shrinking resources

End users
“I want responsive applications, accessible anytime and tools to help me collaborate better.”

Business
“We need IT to help drive business forward, not get in the way.”

IT
“I can’t keep up with demand with the resources I have as it is ... and they want to cut my budget.”

Today’s network tends to be expensive, complex and inefficient
The ever-growing network challenges

**Device explosion**
- Clients continue to drive the data growth and consume network bandwidth

**Cost pressures**
- Organisations need to accommodate growth while spending less
- Energy costs are rising

**Simplicity**
- Networks must continue to add feature functionality without complexity

**Reliability and availability**
- Networks must maintain 24/7/365 availability
Dell is now a networking vendor of choice.

#3 in overall market share

#2 in 40Gb Ethernet with 10.8 percent revenue

#2 in purpose-built 10Gb Ethernet (data centre — top of rack)

Dell Networking is growing faster than the market.

Dell is now a networking vendor of choice.

#3 in overall market share

#2 in 40Gb Ethernet with 10.8 percent revenue

#2 in purpose-built 10Gb Ethernet (data centre — top of rack)

Dell Networking is growing faster than the market.

Transform your network effectively with Dell.

1. **In-rack networking**
   - Connect, consolidate and converge server and storage elements
   - **30-40%** CapEx savings

2. **Data centre fabrics**
   - Accelerate east-west traffic and lower cost structures
   - **59%** CapEx savings
   - **77%** Less power consumption

3. **Campus networking**
   - Optimise for device mobility and multimedia
   - **80%** More energy efficiency
   - **1.5x** Performance

**Attain**

**WAN**

**Lead**

**Expand**

**Attach**

**Dell Campus**

**Active Fabric**

**Data Center Network**

**Z9500**

**R920**

**R720X**

**S48xx**

**S5000**

**S6000**

**M1000e**

**M1000e**

**MXL/IOA**

**MXL/IOA**

**Dell Storage**

**Dell Storage**

**Public Cloud**

**Branch Office**

**Remote Office**

**Remote Data Centers**

**Internet**
Open standards for next-generation monitoring infrastructure

Optimised architecture for capabilities and cost

Improved network-attached storage parallel benchmarks (NPB) efficiency as well as tool efficiency
The Dell Networking product portfolio

### Campus and data centre chassis switches
- C7004/7008
- E600/E1200i

### Core fabric switches
- Z9000
- Z9500

### Blade input/output (I/O)
- 1G: M6220, M6348
- 10GbE: M8024-k
- 10GbE/FC: M8428-k
- 10/40GbE: MXL

### Fabric and access switches
- 1G: S55/S60, N2000
- 10GbE: S4810 / 20T, S4810 ON
- 10GbE/FC: S5000, S5000 ON
- 10/40GbE: S6000, S6000 ON

### Wireless and BYOD
- Controllers and access points
  - Indoor
  - Outdoor
- Instant access points with built-in controller
- Guest access and BYOD
  - W-series ClearPass
Modernise your networks with Dell Networking.

<table>
<thead>
<tr>
<th>Promotions and offers</th>
<th>Solutions configurator</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Certification</strong></td>
<td></td>
</tr>
<tr>
<td>Partner journey training events</td>
<td></td>
</tr>
<tr>
<td>• FTOS / PSEs</td>
<td></td>
</tr>
<tr>
<td><strong>Demo units</strong></td>
<td></td>
</tr>
<tr>
<td>IDEM and demo programme</td>
<td></td>
</tr>
<tr>
<td><strong>Events</strong></td>
<td></td>
</tr>
<tr>
<td>To partners</td>
<td></td>
</tr>
<tr>
<td>• NPEW hands on – W and Campus</td>
<td></td>
</tr>
<tr>
<td>• Local country events</td>
<td></td>
</tr>
<tr>
<td>Through partners</td>
<td></td>
</tr>
<tr>
<td>• Solution Showcases</td>
<td></td>
</tr>
<tr>
<td><strong>Knowledge transfer</strong></td>
<td></td>
</tr>
<tr>
<td>Press relations and channel news</td>
<td></td>
</tr>
<tr>
<td>Broadcasts</td>
<td></td>
</tr>
<tr>
<td>PartnerDirect portal and Enterprise Master</td>
<td></td>
</tr>
</tbody>
</table>

- Partner Advantage Incentive
- Rebates up to 16%
- Deal/Line of Business (LoB) Registration
- Omnichannel Telemarketing
- Central events (MAC, SC, ...)
- Advisory boards (TAB, PAC)
- Allocated field manager
- Demo programme
Requirement levels of PartnerDirect

**Dell Registered Partners**
- A completed and approved Reseller Agreement on dell.com/partner
- A proven commercial resale business
- An annually updated reseller profile on the Dell Partner portal

**Dell Preferred Partners** – Dell Registered Partner requirements plus:
- One or more PartnerDirect certifications
- Four unique individuals (two sales and two technical) must complete competency training requirements
- $200,000 minimum enterprise purchase during previous four rolling quarters (USD$ or equivalent) and $50,000 in software licences purchase

**Dell Premier Partners** – Dell Registered Partner requirements plus:
For Partners who demonstrate the highest level of commitment to their customers and to Dell solutions, this level recognises your excellence and expertise.
- Two or more PartnerDirect certifications
- Eight unique individuals (four sales and four technical) must complete competency training requirements
- One individual completes one Dell Solutions training course
- PartnerDirect Premier Partner logo displayed on partner’s website
- $1,500,000 (UK, DE, FR, NL) or $750,000 (ROE) minimum enterprise purchase during previous four rolling quarters (USD$ or equivalent)
- $250,000 minimum sales of software
Networking competencies

We offer **certification choice**, flexibility and simplicity, speeding your time-to-profitability by enabling sales of end-to-end solutions.

**Courses to be taken:**

**Sales**

- Preferred Partners: Two unique individuals complete sales training
- Premier Partners: Four unique individuals complete sales training

*(Required course)*

- Dell Data Center and Campus Networking - DDCN0613WBTS
- or Dell Partner Sales Excellence Selling Dell Servers and Networking - SDSN0613ITLS

**Technical**

- Preferred Partners: Two unique individuals complete technical training
- Premier Partners: Four unique individuals complete technical training

*(Both courses required)*

- Dell Force10 Technical Highlights - FTOS1111WBTT
- or Dell Networking FTOS Configuration and Operations - FTFC0312LTT
- Dell Networking S-Series Technical Overview - FSTO1111WBTT

*(Choose two options below)*

- Dell PowerConnect LAN SAN Switching Solutions – Technical – DPCS1210WBTT
- Dell Networking E-Series Technical Overview – FETO1111WBTT
- Dell Networking C-Series Technical Overview – FCTO1111WBTT
- Dell Networking Z-Series Technical Overview - FZTO1111WBTT
Create your account on PartnerDirect.

Create your profile on Find a Partner.

Find a Partner allows you to benefit from the power and online visibility of Dell as you showcase your competencies, logo, website link and a short abstract of your competitive advantage.

Process:
Log in to PartnerDirect website with administrator logins – Account Settings – Find a Partner profile administration – Create or Update your Find a Partner profile

Take control of your newsletter with My News Preference Centre.

Decide what you hear about and how often you receive emails

How it works:
• Select your areas of interest
  PartnerDirect news
  Marketing
  Client by LOB
  Enterprise by LOB
• Choose your frequency
  (immediately, weekly, monthly)
• Add your job title to tailor content even more
• Change and save your settings at any time
• Based on a News on Demand tool

Click here to access My News Preference Centre

100% relevant

100% on time

30 seconds to set up
Build your business with Dell tools.

Get visible
- Find a Partner
- Campaign Builder
- Image Bank
- Merchandising store

Generate opportunities
- Deal registration tool
- Lead generation tool
- Dell Solution Centre
- Dell Demo Portal

Define the solution
- Enterprise Master
- Enterprise EasyMatrixes
- Advisors and calculators
- DPACK

Finalise the offer
- Solutions Configurator
- Price lists
- Premier pages

Click HERE to get localised links for all tools*

*Once you have created your PartnerDirect account
Making money with Dell

**Enablement**
- **Demo/Customer Evaluation**: 80% off list for NW models
- **Partner training roadshows**
- **EMEA events** (Solutions Conference, Marketing Advisory Council and more)

**Demand generation**
- **Solutions Showcases** to create local customer events with Dell support
- **Business development representatives** Generating leads specifically for partners on a case-by-case basis used for jump-starting new partners

**Support**
- **Deal Registration** Completed with **Line of Business Registration** to protect customers/deals and avoid conflict
- **Pre-sales and technical training** Combination of classroom and online (PSE/Force10 Operating System)

**Awareness**
- **Co-funded Marketing Initiative** Joint campaigns and seminars, telemarketing
- **Public relations** with Dell to gain market visibility and credibility
- **Joint case studies** with our dedicated team

**Rewards**
- **Rebate** up to 14% for certified Networking partners, with 2% MDF for Premier partners. Specific Networking growth and attach rebate to motivate business development.
- **PartnerAdvantage** sales points and rewards when achieving Networking training courses
Offers and promotions

Discounts
• **WinBonus** – Acquisition programme with incremental discounts for new customers
• **Go from 1Gb to 10Gb** switching with Dell PowerVault MD

Promotions
• **Channel bundles** – Compete against aggressive offering
• **Go WiFree Mobile** – Free instant access point (IAP) when purchasing 1xN2024P and 4 IAP115
• **Power over Ethernet (PoE) for free** – PoE at the price of non-PoE

Download here
Rebate Programme Preferred/Premier Partners

Partner revenue and Networking business – $$

Minimum threshold of $100K to reach/be Networking certified

Standard Rebates
- Standard: 4%
- Between $20K and $50K revenue = 5%
- Between $51K and 125K revenue = 7%
- > $126K revenue = 10%

Growth Rebates
- 2% with a minimum threshold of $20K and above 20% YoY

Attach Rebates
- 2% when Networking revenue/MIX is >10% AND < 90%

MDF rebates (only for Premier)
- > 10%

No discount thresholds

Paid quarterly, including YoY growth

$$$
Deal and LoB Registration

**Deal Registration**

- Special pricing may also be offered for deal registrations that are successful. Partners must register their deal through the portal.
  - Minimum deal size: $/€/£ 10,000
  - Approval period:
    - Registered Partners and Dell distributors: 60 days
    - Preferred Partners: 120 days
    - Premier Partners: 180 days
  - Maximum number of deals approved:
    - Registered Partners: 10
    - Preferred Partners: 50
    - Premier Partners and Dell distributors: unlimited
- **Support:** EMEA_LOB_Registration@dell.com
- **Access the tool:** [https://na7.salesforce.com/home/home.jsp](https://na7.salesforce.com/home/home.jsp)

**LoB Registration**

LoB Registration is available to Dell Preferred and Premier Partners as an extension to Deal Registration, enabling business growth on the given LoB and the opportunity to deliver greater value and choice to customers.

- Obtain access to Dell resources for a specific deal/tender
- Receive promise that Dell will not actively pursue the end customer for the particular deal
Turn Dell Networking leads into deals.

Receive high-quality, premium networking leads qualified for budget, authority, need and timing (BANT) through a Dell lead-management tool.

**One-stop shop**
- For all Dell-generated or through-partner-led leads for you
- Easy access for Partners via the Portal — CMAP

**High-quality leads for your partners**
- Data cleansing
- BANT lead qualification
- Minimum deal size

**Full lead visibility and reporting**

**Collaboration made easier**
- Segments can route leads to channel via SFDC (Pilot)
- End-user account owner retains visibility via SFDC

**Direct link to Deal Registration with the click of button**
Motivate and incentivise your teams.

The Dell PartnerAdvantage programme recognises and rewards partners’ commitment and success. General managers, sales representatives and technical representatives can earn rewards by selling eligible Dell Networking products and solutions and completing training courses.*

Don’t miss rewards like:
- Dell software
- Dell enterprise solutions
- End user computing
- Dell PartnerDirect training
- Dell services

Four easy steps:
1. Register in the programme.
2. Participate in campaigns by claiming sales and training.
4. Exchange your points for rewards of your choice.

Eligible products: N-Series, S-Series, W-Series, Z-Series

NEW: Award when certifying networking

Register and benefit now here

*Programme is not available in CZ, SK and FI
Demo programme

New networking demonstration programme

• Huge discounts
  – Up to 80%
  – Up to 65% for W-Series

• Requirements:
  – Business case
  – Networking certification
Dell solutions demos

With technical briefings, architectural design sessions and proof of concepts ...

Solution Centres are a key asset in helping customers discover and prove solutions

Solution Centres now open
http://dsc.dell.com

Paris  Limerick  Frankfurt
Bracknell EBC

Infrastructure
130 switches  16000 sq. ft.
40 solution architects and engineers  650 servers
80 racks  150 storage arrays
5 labs
Solution showcase demos
15 engagement rooms

Dell partner demo pool

More than 200 switches available, on demand

Three-week loan for test, demo and proof of concept

20,000 online demos delivered by you to your customers through:
https://partnerdemos.dell.com

Always available networking and convergence
Dell Solutions Configurator

Intuitive, collaborative and integrated, the Dell Solutions Configurator is the essential partner self-service tool to easily configure Dell enterprise solutions in collaboration with sales.

The way to do business with Dell

One place, one tool

- Collaborate online on a configuration with Dell and colleagues
- Box-to-box validation
- History and versioning
- Ability to save and share solutions
- Integrated with deal registration
- Save time and be proactive

Future phases: Dell Compellent, desktop virtualisation software (DVS), software offerings, partner-specific pricing, quoting, etc.

70% reduced quote time

Configure solutions in one minute

400+ products, including blade, storage, servers, VRTX, networking and more
Take control of your knowledge with the PartnerDirect portal.

**News on Demand/E-shots**

news on programmes, solutions, campaigns, tools, special offers, incentives, training and more

[Click here](#)

**Invites to events, training and webcasts**

[Follow Dell Partner Direct:](#)

**PartnerDirect Portal**

One-stop shop for everything about PartnerDirect: sales and demand-generation tools, programme and product information to marketing, news, trainings and events.

[Click here](#)

**Public relations, media and social media to partners**

EMEA LinkedIn group
Local Twitter, Facebook, TechCentre

Partner community (Registered, Preferred, Premier)
Path to education and knowledge transfer


Planned and recorded sales and technologies broadcasts [here](#)

**Partner Learning Centre** – Access and register for instructor-led and on-demand trainings → [Click here](#)
**NetExam platform** – Access and register for online trainings → [Click here](#)

**Business plan requirements** – Required for Networking Certification, to ensure you get the support and knowledge you need to drive your networking business

**Dell Networking instructor-led training:**
- **Partner Sales Excellence**
  → Once a quarter/country → Engage with certification support
- **Force10 Operating System** (technical)
  → Four events per region → Engage with certification support for precise dates
Business plan requirements

Business plans are required for Networking Certification, to ensure that you get the support you need to drive your networking business.
Dell EMEA events

**EMEA and local MAC**

**Target:** Marketing Directors

**Abstract:** Share best practices, answer marketing needs and collaborate with Dell PartnerDirect teams.

**Solutions tour**

**Target:** Sales and technical teams

**Abstract:** Attend strategic keynotes, solution breakouts and expo to showcase solutions; gain heightened brand visibility and networking.

**Dell Enterprise Forum**

**Target**

Technical teams and directors

**Abstract:** Learn and network with Dell executives, engineers and end users, covering entire data centre portfolio.

**Solution Conference**

**Target →** Senior executives

**Abstract:** Gain key insights on programmes and enterprise solutions strategy, as well as network with peers, Dell executives and sponsors.

Local events run by field marketing and networking team

- Solutions Showcases
- PartnerCircles
- Networking Partner Enablement Roadshow (NPEW)
Support from Dell teams

1. For support with Dell Networking campaigns and communication, engage with your local Dell point of contact

2. For technical or sales support, engage with Dell Networking through a sales specialist, an engineer or your Dell sales representative

3. For training support and more details on competencies, engage with the Partner Resource Desk: EMEA_PartnerDirect_Certifications@Dell.com

Useful links

- PartnerDirect Certified Partner Programme Guide: [EMEA_PartnerDirect_Certifications@Dell.com](mailto:EMEA_PartnerDirect_Certifications@Dell.com)
- PartnerAdvantage support: questions@dellpartnerincentives.co.uk
Dell Networking in the news

• For the year, Dell Networking had over 6.2 billion media impressions, ahead of Brocade and Juniper, and virtually tying the company for second place with HP, which had 6.9 billion.

• DE Dell Networking PR campaign funded
Capture the momentum and grow profitably

Join and follow us

Twitter
LinkedIn
Direct 2 Dell
My News & Events