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Quick Reference Guide
Accepting Terms and Conditions

- When a partner uses the Marketing Development Funds area of the Dell EMC Rebate & MDF Tool, you will be prompted to accept the MDF Program Terms and Conditions.
- Occasionally, there may be a need to update Terms and Conditions. If an update is necessary, you will be prompted again to accept Terms and Conditions when the acceptance is reset. Please review the updated Terms and Conditions and continue your activities and claims as usual.

To review the Terms and Conditions again, click the link below the Program on the MDF homepage.
You will be able to review the Terms and Conditions in any available language.
Fund Balances

- The earned MDF fund balance will appear here on the Marketing Development Funds home page.
- If you are eligible for multiple programs, hover over the “view balances” text to reveal the breakdown of funds available.

To view your Fund Balance details such as allocated and paid funds, navigate to Fund Balance in the MDF sub-menu.
- Fund Balance page gives you more details around the available balance for Earned program funds.
- Shows the total deposits, total adjustments, total paid, total expired, and total available balance.
- For the available balance, it breaks down the total to show amounts by start and expiration dates, how much has been allocated to activities, and how much has expired.
Setting a Proxy

- It is a good practice to add a proxy when you are on leave so that activities and/or claims are managed or approved in a timely manner to avoid any delay in processing.
- You can designate a co-worker to manage activities and claims on your behalf.
- Under the Marketing Development Funds program module, click on your partner name link to access the Profile page.
• At the bottom of the Profile page, under the Proxy Users section, select the Company User from the dropdown list, click on Add Proxy
• Click on the Save button to save the selection or the trashcan icon to delete the proxy
• Note that the selected Company User must already have access to the Dell EMC Rebate & MDF Tool
New Proxy User was added successfully.

Company Information

Company Location Name:
Test Company ABC

Country:
United States

Region:
NA

State/Province:
-

Town/City:
Seattle

Postal Code:
12345

Legacy EMC SDIC ID:
-

Dell Partner ID:
testcompany123

Address 1:
123 Main Street

Address 2:
-

Address 3:
-

Company User Information

User Login ID:
john.doe@testcompany.com

User Email:
john.doe@testcompany.com

User First Name:
John

User Last Name:
Doe

Proxy Users

You can enter up to 8 emails of users you would like to set up as proxy users. The user must already be a registered Dell EMC Rebate & MDF Tool user and you must use the same email address that was used for their registration. Please enter each

Company User:
Jane Doe

Add Proxy

Export To Excel

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Email</th>
<th>Date Added</th>
<th>Remove</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jane</td>
<td>Doe</td>
<td><a href="mailto:jane.doe@testcompany.com">jane.doe@testcompany.com</a></td>
<td>2/28/2018</td>
<td></td>
</tr>
</tbody>
</table>

Save Close
Email Notifications
Banking Details and Partner Payments

- When a claim is ready to be paid, you will receive an email requesting banking details.
- Click on the link which takes you to a secure page to provide your banking details.
- In most cases, banking details are provided first time, partner does not need to provide again. If partner has future payments, they will receive similar email and be given opportunity to update or confirm banking details. If banking details are not updated or confirmed, the tool will automatically use the existing banking details.
- Notification includes dynamic tax content which provides partners with the appropriate information for submitting tax/VAT documentation based on the partner country.

Enter your banking details and submit.
After you have entered your banking details and are taken to the Tax Details page, the address information to submit your tax/VAT documentation may be different if your bank country is different than your company country. Here, the address information will show based on your bank country and is the address information that needs be used.
Once the payment has been completed, you will receive a payment confirmation email which will include the claim ID, amount, and reference ID.
Dear Dell Partner,

We are pleased to inform you that your Dell EMC Partner Program transactions have been paid. The amount of approved funds totals. These funds were posted to your account on.

Beneficiary: Penny Test
Country: Israel
Payment Reference ID:

<table>
<thead>
<tr>
<th>Description</th>
<th>Transaction ID</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dell Partner Payments</td>
<td>1</td>
<td>0.01 USD</td>
</tr>
</tbody>
</table>

If you have any questions, or require further information, please contact support@PartnerBenefits.dellEMC.com.

Best regards,
Dell EMC Partner Program Payment Support

Claim Updates to Paid Status

- When the payment has been paid, the claim status will update to Paid and you can view the Payment Reference Number and Payment Date within the claim details page.
- Navigate to the Claim Search page to search for the paid claim and the details are shown in the Claim Information section.
- Payment Ref Number and Payment Date are also available to add to your Claim Report.
- Payment Ref Number can be used at your bank to locate the payment if needed.

Searching and Reporting

Activity and Claim Search

- To check the status of your Activities or Claims, navigate to the Activity Search or the Claim Search pages in the sub-bar menu
- You can also create a new Activity or Claim from these pages
Activity Report and Claim Report

- To create activity reports and claim reports, navigate to Activity Report or Claim Report at the top of the page.
- Select filter criteria.
• Add additional fields to the report under the Show Export To Excel Fields section.
• Export the report to Excel to see the data.
• Data in these reports are refreshed 3 times a day (4am, 12pm, and 8pm EST) so it is best to pull the reports right after these times to get the most current data.

Saving an Activity Report or Claim Report
• Search criteria can be saved if you run the same reports often with the same search criteria and fields.
• Select the criteria and fields.
• Give your report a View Name.
• Save View.
• Saved view is now available in the Activity Reports or Claim Reports section above the filter criteria.
• Data in these reports are refreshed 3 times a day (4am, 12pm, and 8pm EST) so it is best to pull the reports right after these times to get the most current data.

Benefits Statement
Track and manage your Dell EMC financial benefits

Summary
• Click on Benefit Statement on top menu bar to track and manage financial benefits. Your default view is of the Summary page
• The Summary page shows an overview of approved and paid benefits for each incentive offered
• The Benefit Statement is also available to view your historical payments.
• Depending on your browser, the Benefit Statement may open in a new tab or window.
• This page provides a view of claims that have been approved or paid.
Performance

- Click on the Performance link in the sub-menu bar to manage revenue and objective-based goals
- Click on the arrow icon () to reveal additional details of the Program
- Click on Export to Excel to export all incentive details to Excel

Approved

- Click on the Approved link in the sub-menu bar to view all transactions that are either approved for payment or already paid based on the date range applied in the Search Filter
- Click on the arrow icon () to reveal additional details of the transaction
- You can drill down on the transaction to view the claim and Activity IDs.
• Click on Export to Excel to download all transactions including associated details to Excel

Payments
  • Click on the Payments link in the sub-menu bar to research which incentives were included within a specific payment
  • Click on the arrow icon () to reveal additional details of the transaction
  • To access a specific transaction, simply enter the Reference Number in the search filter and click the Apply button for the results
  • The Payments page provides transactions that have been paid along with the Payment Reference Number.
How to Enter an Activity

- A partner who is interested in running a marketing activity within a given quarter is required to obtain approval from the Dell EMC Marketing group.
- Upon receiving initial approval from [Dell EMC], the partner is required to enter their desired marketing activity into the Dell EMC Rebate & MDF Tool site for official approval.
- It’s important to note that an Activity needs to be Approved – Final or Pre-Approved before the Activity starts.

New Activity

There are two ways to create a New Activity:

- First, on the right-hand side of the Marketing Development Funds Home page, within the ‘Programs’ section, you will find a link to the ‘New Activity’ form.
- Click on the New Activity link to start creating an activity.
- Mouse over View Balances to view the remaining funds within the eligible program.
- To select your desired language, click on the arrow next to English.
- To change to local currency, click on the arrow next to USD.

The second way to create a new activity is to click on ‘Activity Search’ in the sub-menu bar, then at the bottom of the Activity Search page, under Enter New Activity section, select the desired program from the dropdown menu and click on New Activity button.
- Finally, Proposal program activities are submitted by a Dell EMC GBS team and once approved, the partner will be able to claim against the activity.
Activity Details

- Enter Activity Name, Activity Start & Completion Dates and choose the Activity Category and Activity Type from dropdown list.
- In most cases only one Fund Category is available and is automatically selected when adding an activity. However, in the cases which Partners are assigned to more than one Fund Category, use the dropdown list to select the appropriate fund for this activity.
- Next, select the options that best categorizes the Activity. Examples include Solution Focus, Primary Product Focus, Secondary Product Focus, Activity City, Activity State/Province, and Activity Country.
- Enter Activity Description and Total Cost of Activity.
- To select a currency other than USD, on the top right-hand side of the page, next to the USD currency, click on the arrow and select the desired currency.
- It is important to note that currency cannot be changed after the activity is submitted for approval. Please always verify that you can accept the currency you select.
Proof of Execution Requirements

• Under the Proof of Execution Requirements section, the Proof of Execution (POE), Marketing and Branding Requirements will vary according to the Activity Type selected.
• Take note of the POE documents and any Marketing and Branding requirements that are necessary for the Activity claim.

Estimated Key Performance Indicators

• Be sure to provide all required information in the Estimated Key Performance Indicators section.
• The fields that display will depend on the ‘Activity Type’ chosen.
• Example:

Upload Documents

• To assist the approver in reviewing and approving your Activity, you may upload supporting document(s) by selecting the Document Type from the dropdown, click on the Browse button for the file and then click on the Upload button.
• To assist the approver further, there is an option to enter notes in the Comments section.
• Click on the Submit button if the Activity is ready to be submitted for approval. Otherwise, click on Save to save the draft to revisit later.
Bulk Activity Upload (Earned Programs Only)

- If there are many activities to enter, there is a template that can be downloaded, activity details entered into spreadsheet, and uploaded.
- Navigate to the Help and Guidelines section and download the template.
• Populate the template with the activity details required in each column.

![Excel spreadsheet showing columns labeled Program, Start Date, Completion Date, Activity Category, Activity Type, Total Cost, Project Name, Description, ENS Indicator/ERT, PDI Indicator/IPT, Currency Code, Associated Partner, Solution Focus, and Primary Product Focus.]

• Navigate to the Bulk Activity Upload page to upload the template.
• Upload the file to Not Submitted or Submitted Under Review statuses.
• Upload to Not Submitted will put the activities into a Not Submitted status which will require you to manually submit each one.
- Upload to Submitted Under Review status to upload as submitted which will route to Dell EMC for approval.

- Click Browse to locate your file and select it for Import.
Activity Confirmation

- Upon submission of Activity
  - The Partner will see the Activity Confirmation page acknowledging the activity is under review.
  - An automated email with the Activity ID and activity details is sent to the submitter.

How to Accept an Activity Agreement

- Once an Activity has been created and approved, but before you can submit a claim, you must accept the individual Activity Agreements
- This can be completed from the homepage in the Activity Agreement Acceptance Section by selecting any or all Activities and clicking the Accept button.
- To view the agreement guideline, click the View Accept Link under the Program Guidelines column
Project Pre-Approval

- As a partner, if you have longer term marketing plans, sometimes there will not be enough funds in your balance to cover the activity. There will be a new feature which allows Dell EMC to pre-approve an activity even if you do not have enough available funds.
- This feature will be turned on by program and will only be available for Earned programs.
- Partner submits the activity as normal.
- If Dell EMC pre-approves the activity, the partner will receive an email notification that the activity was pre-approved.
- As a partner, you will have a new section below the My Action Items section of the Home page. This section will display all of your pre-approved activities.
- Once the Dell EMC approver approves the pre-approved activity, the partner will receive an approval email notification and the activity will move from the partner’s pre-approved activities section into their Activity Agreement Acceptance section.
- Funds will not be allocated to the Pre-Approved activity as it will still be in the status Submitted-Under Review. When new funds become available this activity will proceed for the final approval by Dell EMC and the total approved amount will be withdrawn from your MDF fund balance.
- Please note that pre-approved activities are only eligible to be funded from the next fund deposit, if your next earned MDF deposit is not enough to cover the activity amount, please notify your PMM as the activity will need to be set to incomplete in order to adjust the amount or cancel the activity.
- Dell EMC is not responsible to reimburse any amounts that exceed the amount of MDF deposited in your account, even if an activity was previously pre-approved by Dell EMC or executed by your company.
Action Items

- At the bottom of the Home Page is the “Action Items”. Any activity with a pending action such as submitting a claim against an approved activity, editing a saved activity/claim, or editing an Incomplete activity/claim will appear in the list
- Click on Claim or Edit to proceed
### Definitions of Activity Status

<table>
<thead>
<tr>
<th>Activity Status</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not Submitted</td>
<td>User has saved an activity, but has not yet submitted it for review</td>
</tr>
<tr>
<td>Submitted-Under Review</td>
<td>User has submitted activity for review</td>
</tr>
<tr>
<td>Approved</td>
<td>Activity has progressed through all designated approval steps and is now ready for implementation</td>
</tr>
<tr>
<td>Incomplete</td>
<td>Activity is incomplete and a notification has been sent to the originator with a request for more information about the Activity</td>
</tr>
<tr>
<td>Cancelled</td>
<td>Activity has been cancelled due to non-execution or error in Activity entry</td>
</tr>
<tr>
<td>Declined</td>
<td>Activity is not valid and has been declined by Activity Approver</td>
</tr>
<tr>
<td>Activity Closed</td>
<td>Activity has closed and claim can no longer be submitted against it</td>
</tr>
</tbody>
</table>
How to Resubmit an Incomplete Activity

- When an activity is in incomplete status, the responsibility is on the partner to provide the necessary information specifically requested by the activity approver
- If partner is unsure, they should always email to support@partnerbenefits.dell EMC.com to inquire, providing the Company Name and Activity ID

How to Find Incomplete Activities

- On the Marketing Development Funds Home page, The Action Items section will show a list of activities and claims and their respective statuses
- To complete an Incomplete activity, click on the Edit link to proceed

Re-Submission of Incomplete Activity

- Under the Activity Information section, review the “Incomplete Reason” to understand what further information is required
• Respond according to the details requested by Dell EMC, adding additional details or supporting documentation and click Submit when you have resolved the cause of the activity being marked Incomplete.

Incomplete Reason
Insufficient activity details. Reason details: Please clarify activity date and provide cost of merchandise per person.
How to Submit a Claim

- The partner is encouraged to submit the claim as soon as the activity is completed/executed.
- Please always be aware of your project expiration date and visit the Activity Details page to review your claim submission dates or reference your Activity Approval email or the Action Items section of the Marketing Development Funds Home page for additional details.

New Claim

- There are two (2) ways to create a new claim:
  - First, on the Marketing Development Funds Home page, under the Action Items section, click on Claim to create a claim against the desired Activity.
Claim Search
- The second option is to click on Claim Search in the sub-menu bar. At the bottom of the Claim Search page, under Enter New Claim section, select the desired program from the dropdown and Activity ID and click on New Claim button
Marketing Key Performance Indicators

- Under Marketing Key Performance Indicators, ACTUAL section, enter information of the executed activities KPI in the appropriate fields
Activity Reimbursement Amount

- Under Activity Reimbursement Amount, click on Add
- Enter the information required and click on Save. Please note the information on the screen shots only will be replaced with generic terms that will work across all activities.
  - For non-partner to Dell EMC invoices – enter invoice number
Proof of Execution Documentation

- Select appropriate Document Type and browse for the File and click on Upload
- Under the optional Comments section, enter information relating to claim, select the Audience and click on the Add button
- To complete the New Claim, click on the Submit button or to send the claim to Dell EMC for approval
- Save will put the claim into Not Submitted status and will show in the Action Items section of the Marketing Development Funds Home page for you to submit when you are ready.
Lead ROI Form Submissions

- Locate your Lead ROI Template in the Help and Guidelines Section. Please note that there is a special form for Distribution programs that must be used for that program.
- Within the Claims page there is now a new LEADS section where lead files will be loaded instead of loaded to the POE section. You will still upload your leads file, just in a new Leads section.
After you click the Upload button, you will receive a confirmation message like this if you were successful:

- If some or all your leads fail to upload, you will receive an error message:

Click Download Rejects to find out what caused the rejection:

- The cause of the error will be highlighted in yellow. You can correct this by fixing the missing information and uploading the file again.
- It is important to note that there is a lead list limit of 10,000 rows for file uploaded. If you have a lead list that exceeds 10,000 rows please split the file into smaller batches of 10,000 rows or less.

Marking Claims as Final
- If your claim will not be in the full amount of the approved activity, you have the ability to flag the activity to indicate that no additional claims will be submitted.
- This will allow the Earned activity to close sooner and release the unclaimed dollars back to your available balance as long as the fund is still active and not expired.
  - The unclaimed dollars will only go back after all claims under the activity have been processed.
- Upon submitting the claim, you will be prompted with a question if there will be any additional claims.
- “Yes” will allow you to submit additional claims until the Clam Submission Deadline.
- “No” will update the Claim Submission Deadline (activity expiration date) to the current date allowing the activity to close sooner.

In the Activity Details page, at the bottom of the page, there is a button to also flag the activity that there will be no more additional claims.

If you do not answer correctly or things change after the claim is submitted, you can click the “Close Activity” button in the Activity Details page to release the unclaimed Earned funds sooner. If you close your activity in error, you must contact the help desk to reopen the activity to the correct expiration date.

When you use the Mark Claim as Final feature, the expiration date of the activity will be adjusted to the date the claim is marked as final.

Claim Confirmation
- Upon submission of a claim, you will see the Claim Confirmation page acknowledging that the claim has been submitted for review. An automated email with the claim ID and claim details is sent to the claim submitter.
How to Resubmit Incomplete Claims

- When a claim is in incomplete status, the responsibility is on the partner to provide the necessary information specifically requested by the claim approver.
- If partner is unsure, they should always email to support@partnerbenefits.dell EMC.com to inquire, providing the Company Name and Claim ID.
- A claim is set to incomplete when the POE submitted does not meet the requirements.
- All POE documentation must be completed and submitted no later than the expiration date of the project to ensure that you are eligible for reimbursement for your marketing activities.

How to Find Incomplete Claims

- On the Marketing Development Funds Home page, The Action Items section will show a list of activities and claims and their respective statuses.
- To complete an Incomplete claim, click on the Edit link to proceed.
Re-Submission of Incomplete Claim

- Under the Claim Information section, review the “Incomplete Reason” to understand what further information is required.

- Select the appropriate Document Type, browse for the File and click on the Upload button to attach the POE document to the claim.
Proof of Execution Documents

All Proof of Execution (POE) documents submitted must provide evidence that the activity and expenses were incurred within the project window (after Submitted - Under Review of the project and no later than the project completion date). All activities must feature Dell EMC branding, products, services and/or solutions.

Proof of Execution (POE) documents specified for the activity are required for reimbursement. A digital acceptance of the claim disclosure is required to submit a claim. All digital content must be dated stamped detailing time period in which creative activity occurred. Any claims that remain unresolved by the partner may be subject to cancellation. The following documents are required for this claim:

1. Creative content plus screenshots of digital content, including subsequent linked page(s) and dates for non-merchandise items.
2. Merchandise Only - photo of merchandise or copy of promotional materials indicating merchandise being given away.

- Click on the Submit button to re-submit the Incomplete claim in the system for approval with the additional Proof of Execution (POE) or Proof of Spend documents requested.
## Definitions of Claim Status

<table>
<thead>
<tr>
<th>Claim Status</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not Submitted</td>
<td>User has entered a claim but has not yet submitted it for review.</td>
</tr>
<tr>
<td>Submitted-Under Review</td>
<td>User has submitted claim for review. Claims are reviewed within 2 business days.</td>
</tr>
<tr>
<td>Approved</td>
<td>Claim has progressed through all designated approval steps and is now ready for payment.</td>
</tr>
<tr>
<td>Declined</td>
<td>Claim is not valid and has been denied payment.</td>
</tr>
<tr>
<td>Incomplete</td>
<td>Claim is incomplete and a notification has been sent to the originator with a request for more information about the claim.</td>
</tr>
<tr>
<td>Ready for Payment</td>
<td>Claim is ready for payment and payment is in progress.</td>
</tr>
<tr>
<td>Paid</td>
<td>Claim has been paid to the partner through the designated banking institution.</td>
</tr>
<tr>
<td>Cancelled</td>
<td>Claim has been cancelled, usually due to an error in data entry.</td>
</tr>
<tr>
<td>On Hold</td>
<td>Claim has been put on hold; no further processing of the claim will occur until administrator returns the status to Approved; this status is usually used to investigate escalations, resolve partner accounting issues and other such issues</td>
</tr>
</tbody>
</table>

### Associated Partner for Distribution Programs

#### Linking Associated Partners to Distributors’ Profiles

- To add Associated/Tier 2 Partners, Distributors must provide a list of partners they wish to include in their profile to participate in Activities and receive payment after Claiming.
- A template can be found in the Help and Guidelines section.
This template will be sent by the partner to your Dell EMC PMM for review and processing to be added to the Dell EMC Rebate & MDF Tool. All fields on the template must be completed prior to submission.

Adding an Associated Partner to an Activity

- When a distributor is working with an Associated Partner to execute an activity, the activity entry page will have a new dropdown to select the Associated Partner who they worked with.
- This new field will be on the right side, below the Activity Completion Date.
- If you did not work with an Associated Partner, you can select the “Not Applicable” option.
Delegating Payment to an Associated Partner in the Claiming Process

- During claim entry, the distributor has the opportunity to direct the claim payment to the Tier 2 partner.
- The Claim Entry page will have a section called Reimbursement Contact. Select Associated Partner from the Reimbursement Type dropdown.
- Then the Vendor/Associated Partner dropdown will list the Associated Partner that was selected during the Activity Entry. This will be the Associated Partner to receive the payment for the claim.

```
Reimbursement Contact

Reimbursement Type: *
Associated Partner

Vendor/Associated Partner: *
Please Select
```

Email Notifications
Banking Details and Partner Payments

- When a claim is ready to be paid, the Associated Partner will receive an email requesting banking details.
- Click on the link which takes the Associated Partner to a secure page to provide your banking details.
- Once banking details are provided first time, a partner does not need to provide again. If partner has future payments, they will receive similar email and be given opportunity to update or confirm banking details. If banking details are not updated or confirmed, the tool will automatically use the existing banking details.

---

Dear Dell Partner,

We are pleased to inform you that the following Dell EMC Partner Program transactions are now ready for payment. The total amount approved for payment is 0.01 USD.

Beneficiary: Penny Test
Country: Israel

<table>
<thead>
<tr>
<th>Description</th>
<th>Transaction ID</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dell Partner Payments</td>
<td>1</td>
<td>0.01 USD</td>
</tr>
</tbody>
</table>

To initiate disbursement, please submit your company’s bank details on our secure site.

In addition, you will still need to submit your invoice and any associated tax documentation on our secure site in order to receive payment.

If you decide to receive payment in a currency other than U.S. Dollars, your payment will be converted into the selected currency using the applicable foreign exchange rate. In effect at the time the payment is initiated.

If you have any questions, or to request a beneficiary change, please email the Helpdesk at support@PartnerBenefits.DellEMC.com.

Best regards,
Dell EMC Partner Program Payment Support
• Associated Partner will enter banking details and submit.

• If the Associated Partner’s country requires tax details, enter the details and submit.
Once the payment has been completed, the Associated Partner will receive a payment confirmation email which will include the claim ID, amount, and reference ID.

Dear Dell Partner,

We are pleased to inform you that your Dell EMC Partner Program transactions have been paid. The amount of approved funds totals . These funds were posted to your account on .

Beneficiary: Penny Test  
Country: Israel  
Payment Reference ID:.

<table>
<thead>
<tr>
<th>Description</th>
<th>Transaction ID</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dell Partner Payments</td>
<td>1</td>
<td>0.01 USD</td>
</tr>
</tbody>
</table>

If you have any questions, or require further information, please contact support@PartnerBenefits.DellEMC.com.

Best regards,

Dell EMC Partner Program Payment Support
Claim Updates to Paid Status

- When the payment has been paid, the claim status will update to Paid and you can view the Payment Reference Number and Payment Date within the claim details page.
- Navigate to the Claim Search page to search for the paid claim and the details are shown in the Claim Information section.
- Payment Ref Number and Payment Date are also available to add to your Claim Report.
- Payment Ref Number can be used at your bank to locate the payment if needed.