Dell EMC Q2 North America Partner Promotions

Updated: May 2018

DELLEMC

Channel Marketing – Q2 Partner Incentives, Promotions and Programs

Dell EMC partner use – Q2 FY19 programs effective May 5 – August 3, 2018 unless otherwise noted

Dell EMC Partner Program partners are eligible to participate in the following programs depending on the partner's status and other program requirements. Dell EMC reserves the right to modify the programs, including the program's eligibility requirements and benefits, at any time and at Dell EMC's sole discretion without prior notice. It is the partner's responsibility to visit the links or contact their Dell EMC sales representative for the current program rules, program terms and conditions, or for additional program information.

What's Inside:	
• Tailor Made Server and Server Bundle Promotions	• **NEW** MyRewards, Rep Level Incentives (non NSPs)
• Smart Value Server Information	• **NEW** MyRewards for NSPs
• Networking Promotions	• GetModern Storage incentive detail
• Storage Promotions	• **NEW** 4-Socket Rack Server incentive
• **Updated** FutureProof Storage Loyalty Program	• **Updated** Microsoft Bonus Programs
• **NEW!** Dell EMC Storage Demo and POC Programs	• Demo and Seed Units
• Dell Services Promotion	• Company Level Incentives and Benefits
• **Dell Financial Services Offerings**	• Partner Resources

Tailor Made Server Promotions
FY19 Q2

What is Tailor Made?

- Pre-approved rack and tower server discount levels
- Best in class pricing for configurable servers (except chassis and processor)
- Discounts of up to 58% off of a single unit

Why use it

- *Discounts may increase based on unit quantity, deal registration, Smart Price halos, etc.
- Order codes ensure best pricing for every quote

* Discount remains consistent regardless of upgrades

How to use it

Step 1: Find the server configuration from the list above (searchable in OSC) that best meets your customer's needs

Step 2: Note any changes or upgrades needed. Configurations can be upgraded with exception of the chassis and processor

Step 3: Send the request with the appropriate order Dell Order Code (OSC solution IDs encouraged) to your sales representative.

Step 4: Receive your quote and sell Dell!

Summer Tailor Made Promotional Offers

Dell Order Code	Solution ID	Example Config	Chassis Config	DoL Up To:
pe_r230_1346_27tm2	9217262.1	E3-1220v6/1x8GB/1TB SATA 7K	Up to 4x 3.5" hot plug drives	51.7%
pe_r330_1065_27tm3	9217268.1	1xE3-1220v6/1x8GB/1TB SATA 7K	Up to 4x 3.5" hot plug drives	49.0%
pe_R440_12423_19tm	9208044.1	1x3106/2x8GB/1TB SATA 7K	Up to 4x 3.5" hot plug drives	46.7%
pe_R440_12423_19tm2	9263749.1	1x4114/1x16GB/1TB SATA 7K	Up to 4x 3.5" hot plug drives	46.7%
pe_r540_12425_19tm	9263691.1	1x4110/1x16GB/120GB SSD	Up to 12x 3.5" hot plug drives	52.0%
pe_r640_12232_1	9217319.1	1x4110/1x16GB/120GB SSD	Up to 8x 2.5" hot plug drives	55.7%
pe_r640_12232_2	9217328.1	2x4116/2x16GB/1.2TB SAS 10K	Up to 8x 2.5" hot plug drives	55.0%
pe_r740_12248_1	9217336.1	1x4110/1x16GB/120GB SSD	Up to 8x 2.5" hot plug drives	55.7%
pe_r740_12248_2	9217350.1	2x4116/2x16GB/1.2TB SAS 10K	Up to 8x 2.5" hot plug drives	55.7%
pe_t440_12421_19tm	9122251.1	1x4110/8GB/1TB SATA 7K	Up to 8x 2.5"hot plug drives	47.4%
pe_t640_12242_19tm	9146098.1	1x4110/1x8GB/300GB SAS 15K	Up to 16x 2.5" hot plug drives	53.0%
pe_R6415_12591_19tm	9208255.1	1x7251/1x16GB/120GB SSD	Up to 8x 2.5" hot plug drives	47.6%
pe_R7415_12589_19tm	9208335.1	1x7251/1x16GB/1TB SATA 7K	Up to 8x 3.5" hot plug drives	50.3%
pe_R7415_12589_19tm2	9210300.1	1x7251/1x16GB/1.2TB SAS 10K	Up to 24x 2.5" Hot plug drives	51.6%
pe_R7425_12587_19tm	9217417.1	2x7251/1x16GB/1TB SATA 7K	Up to 8x 3.5" Hot plug drives	52.3%

Microsoft Tailor Made Bundles

Dell Order Code	Solution ID	Example Config	Chassis Config	Up to DoL
pe_T440_12421_mbq2	9375838	1x4110/2x16GB/3x1.2TB SAS 10K	Up to 16x 2.5" hot plug drives	47.0%
pe_R540_12425_mbq2	9431133	1x4110/2x16GB/3x1 TB SATA 7.2K	Up to 12x 3.5" hot plug drives	52.0%
pe_R640_12232_mbq2	9386978	1x4110/2x16GB/3x1.2TB SAS 10K	Up to 8x 2.5" hot plug drives	55.0%
pe_R740_12248_mbq2	9385527	1x4110/2x16GB/3x1.2TB SAS 10K	Up to 16x 2.5" hot plug drives	56%
pe_R440 SQL_12423_mbq2	9381687	2x4110/12x16GB/7x480GB SATA SSDs/BOSS	Up to 10x 2.5" hot plug drives	46%
pe_R640 SQL_12232_mbq2	9381568	2x4110/12x16GB/7x480GB SATA SSDs/BOSS	Up to 10x 2.5" hot plug drives	55.5%

Networking Attach Offers

Dell Order Code	Product #	Config	Up to DoL
Q2FY19_TM_Promo_10GbT_S4128_12358	S4112T-ON	10GbaseT switch with OS10	68%
Q2FY19_25G_Promo_S5148_12547	S5148F-ON	25G Network switch with OS10	73%
Q2FY19_25G_Promo_S0148_12641	S5048F-ON	25G Network switch with OS9	73%

*Canadian Tailor Made Offers Coming Soon

DELL EMC

Dell EMC Server (continued) and Networking promotions

PowerEdge Smart Value Program for Quick Shipments – Stock and Sell

Smart Value is our distribution stock and sell fast shipment program allowing resellers to better serve end users wanting the flexibility of quick delivery of Dell EMC servers. Smart Value servers are available today for immediate shipping from our distribution partners Ingram Micro and TechData. Servers are available via your preferred distributor's EDI tools as a single VPN.

To find Dell EMC Smart Value servers offerings and all products currently available to stock through your distribution partners please visit: https://channel.dell.com/spl*

*Products listed with pre-configured specs and available for further configuration; view "Associated products" and "Services" tabs once clicked into the full product description.

Dell Networking Promotions (valid 5/5/2018 – 8/3/2018)

Why Dell EMC Networking?

- Leader in Open Networking innovation and solutions
- Open Networking offers customers unprecedented choice and capabilities
- 75% of end users indicate they expect an increase in the relevance of open networking in purchasing decision within next 24 mos

Identifying Customer Opportunities

Campus offers (N2128PX-ON and N3132PX-ON) – Attach to every client opportunity

- The proliferation of wireless devices is causing bandwidth constraints on legacy networks
- Multi-gig (2.5/5GbE) switches provide the bandwidth to support the next gen of wireless access points and end user devices

Datacenter offers (S5048F-ON and S5148F-ON) – Attach to every server opportunity

- Price/performance of 25GbE reduces adoption of 10GbE top of rack switches
- 25GbE switch revenue is expected to increase 260% by 2022

Dell Product	Description	Dell Order Code	DOL
N2128PX-ON	Campus multi-gig L3 standard	Q2FY19_EUN_Promo_N2128PX_1568	60%
N3132PX-ON	Campus multi-gig L3 advanced	Q2FY19_EUN_Promo_N3132PX_1585	60%
S5048F-ON	Datacenter 25GbE top of rack (OS9)	Q2FY19_25G_Promo_S5048_12641	73%
S5148F-ON	Datacenter 25GbE top of rack (OS10)	Q2FY19_25G_Promo_S5148_12547	73%

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Dell EMC Storage promotions (valid 5/5/2018 – 8/3/2018)

Midrange Storage Products *Add Promo Tracking SKU: 469-3024	Why Use Promotion?	Order Codes
Hybrid Array (SSD, HDD) Promos • SCv3000 7x900GB 10K **$8,999** (6.3TB) • SCv3020 7x900GB 10K **$9,999** (6.3TB) • SCv3020 11x1.92TB SSD **$31,000** (21TB) **NEW!** • SC5020 6x1.92TB SSD+7x1.8TB 10K **$32,000** (24TB) • SC7020 6x1.92TB SSD+7x1.8TB 10K **$45,000** (24TB)	• Retention & Loyalty Play • Storage Expiring Warranty Play • Storage Cross Sell Play • Gas Gauge Trigger Play	**7x900GB 10Gb iSCSI** CMP_SCv3000_12389_A CMP_SCv3020_12391_A **7x900GB 16Gb FC** CMP_SCv3000_12389_B CMP_SCv3020_12391_B **7x900GB 12Gb SAS** CMP_SCv3000_12389_C CMP_SCv3020_12391_C
Server Direct Attached Storage (DAS) Promos • MD1400 DAS 6x4TB 7.2K **$5,600** (24TB) • MD1420 DAS 6x1.2TB 10K **$5,200** (7.2TB**)**	• Drive Attach Across Portfolio Program	PV_MD1400_1350_A PV_MD1420_1360_A

Midrange Storage Promotion Notes:
• Use Storage Order Codes when Quoting for Discounted Pricing
• Add promo code tracking sku to all orders: 469-3024
• Promos are valid in US and Canada, but presented in US $. Canadian conversion rates apply. Canadian order codes coming soon.

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FUTURE-PROOF
STORAGE LOYALTY PROGRAM

Give your customers the protection they need and accelerate your business

Dell EMC Future-Proof Storage Loyalty Program for Dell EMC Midrange, Enterprise, Unstructured & Data Protection Storage pairs our efficient and feature rich product portfolio with additional piece of mind for your customers with guaranteed satisfaction and investment protection that helps them move towards tomorrow. Offered at no additional cost and without your customers paying for overpriced premium maintenance plans, the program provides the following 7 offers to help you accelerate sales, handle competitive objections, take care of your customers and make more money. This guide is designed to help you learn more about how to execute these offers and enable your customers, step by step. Ready, set go!

3-Year Satisfaction Guarantee

Dell EMC guarantees 3 years of storage and data protection appliance satisfaction, while our competitors only give you 30 days.

This satisfaction guarantee applies to all Dell EMC storage products (hybrid and all-flash) and data protection product purchases covered by at least a 3 year ProSupport plan with remote access enabled (ESRS or Phone Home). The customer must perform a good faith installation and remotely connect the product to Dell EMC via Phone Home with SC Series or via ESRS with Dell EMC Unity. This Guarantee is globally available (except in Greater China) and is not limited by region.

Steps to Process the Satisfaction Guarantee:
Fix first, then replace, then refund on a 5 year straight line depreciation rate:

1. When you receive a request for a Satisfaction Guarantee, copy the original order or place a new order in MyQuotes SC with FAQ attached
2. Log an RMA case via Partner Central and send the customer hardware directly to Dell EMC to be fixed. You will receive communications and updates directly from the RMA team which you can send thru to the customer if necessary.
3. Dell EMC will then fix and return the repaired product back for you to provide to the customer.

Hardware Investment Protection

This leverages the standard Dell Trade-In Program for existing Dell EMC customers to be able to trade-in existing products at any time for any Dell EMC next generation storage offering and receive a credit.

SAN, NAS, HC, Object storage and more as part of the Dell EMC trade-in program]. Old gear must be returned within 180 days of the trade-in process initiated. If gear is not returned within the 180 days, a new case needs to be created.

Systems eligible for trade-in:
- PS Series (EqualLogic)
- SC Series models
- Dell EMC Unity
- Xtreme IO, PowerMax, VMAX
- VNX models
- VNXe models
- CLARiiON

Steps to process Hardware Investment Protection
1. Work with your Dell EMC rep to log a case and request an RMA
2. Acquire and send customer equipment back to Dell EMC with the original SO# or original quote from MyQuotes.
3. Submit for sales assistance and specify "trade-in"
4. Dell EMC will then issue a credit at the point of sale to you to disperse to the customer. (5 year depreciation)

Clear Price

Clear Price provides consistent and predictable maintenance rates and services for Dell EMC hybrid and All Flash storage appliances, and data protection appliances.

Predictable and fixed, two-tiered maintenance pricing structure for both prepaid and renewal engagement. The Clear Price approach provides locked-in pre-paid maintenance making it easier to plan and budget, while delivering compelling lifetime value.

Customers can purchase either ProSupport, ProSupport Mission Critical or ProSupport Plus to leverage the Clear Price Framework. In order to receive the additional services, the customer mush have secure Remote Services installed and enabled.

Steps to process Clear Pricing
1. Select appropriate storage appliance
2. Sell ProSupport Plus
3. Offer Clear Pricing
Note: No agreement or signed contract is required.

Program Details Continued on Following Page

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FUTURE-PROOF
STORAGE LOYALTY PROGRAM

4:1 All-Flash Storage Efficiency Guarantee Dell EMC guarantee's our storage arrays will provide an effective logical storage capacity at least 4x the purchased physical capacity.

The offer also applies across the entire Dell EMC storage portfolio: VMAX All Flash, XtremIO, PowerMax, Dell EMC Unity All Flash, Isilon All-Flash F800 and SC All-Flash models and SC Series all flash configurations. This Guarantee is globally available and is not limited by region.

Customer signature that approves the array configuration best practice and a 3 year maintenance support duration are required. Customers are allowed 1 claim within 1 year from the date of purchase to make an efficiency claim.

Steps to process a 4:1 Efficiency Claim:
1. Notify your Partner Account Manager (PAM) to file a claim, they will then submit an RMA. For status, connect back with your PAM. Partner should notify PAM that there is a CSAT issue, PAM would need to work with GRO to get a credit on the returned system.
2. Provide evidence of program compliance and a screen shot of the product dashboard documenting 7 consecutive days of efficiency results of less than 4:1 Logical usable capacity to physical capacity offering after the optimization period.
3. When customer notification received; Copy original order or place new order in MyQuotes attaching T's & C's.
4. Log an RMA case via Partner Central and send hardware directly to Dell EMC to be fixed.
5. Dell EMC will then fixe and send repaired equipment back for you to provide to their customer.
6. If still not satisfied, Dell EMC provide additional free capacity to bring your customer back up to 4:1 Efficiency.

Never-Worry Data Migrations This is a technology promise that says we are providing self service capabilities to migrate data from PS to SC via the Thin Import utility and from VNX1 and VNX2 to Unity via Unisphere. It also supports online DIP Upgrades (not free controllers) for Unity (HF to HF; AF to AF) and only SC8000 to SC9000.

This guarantee ensures that your Dell EMC Unity and SC Series customers received built-in capabilities to seamlessly migrate data from legacy VNX to Dell EMC Unity and from legacy PS or SC Series to the latest SC Series platforms. (Does not include free services or controllers).

Steps to include a Never-Worry Data Migration Guarantee:
1. This is a built-in guarantee – no action is needed.

All-Inclusive Software When your customer buys Dell EMC Unity or new SC All-Flash models announced on November 7th that all on-array and select off-array software needed to store, move and manage data are included. This includes native storage applications and data services as well as off-array applications.

The all-inclusive Dell EMC Unity Software include the following:
- Data Management: Unisphere, Unisphere Central, Cloud Tiering Appliance, CloudIQ, Inline Compression and Deduplication, QoS, IP Multi-Tenancy, Dynamic Pools, and ESA Adaptor
- Local Protection: D@RE, Anti-Virus, AppSync Basic Snapshots/Thin Clones
- Remote Protection: Unified Sync/Async Remote Replication, RecoverPoint Basic and for VMs
- Ecosystem Integration: VMware, Microsoft, OpenStack Integration Software
- Hybrid Arrays: FAST Cache and FAST VP
- SC All-Flash Software

Steps to include All-Inclusive Software:
1. When placing an order for any new Unity or SC All-Flash product, all-inclusive software is automatically included.

Built-in VirtuStream Cloud Storage When a customer purchases a new Dell EMC Unity All Flash array, they are eligible to receive free VirtuStream cloud capacity for 1 year and is limited to 20% of the raw All Flash capacity at the time of purchase.

With this free cloud software, your customers can tier files and/or archive block snapshots to VirtuStream. (Customer is responsible for network access costs, specifically Virtustream Infrequently Accessed Storage Cloud).

Steps to include VirtuStream Cloud Storage:
1. When configuring a Unity All Flash order a defaulted yes checkbox will automatically add a new line item (VSCSIA-12-PR) to the order summary equal to 20% of the capacity of the ordered system capacity for Free Virtustream Cloud Storage.
2. Once the order is booked, the end customer will receive an email with instructions to sign-up / enable the cloud.

For more information, visit https://preview.emc.com/auth/rpage/future-proof-storage-loyalty-program.htm

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NEW! DELL EMC STORAGE DEMO PROGRAM - Get Modern with Dell EMC CI/HCI, Storage & Data Protection

The Demo Program gives partners the ability to purchase Dell EMC CI/HCI, Storage and Data Protection a pre-determined discount to be used for end user demonstrations, partner lab proof of concept and internal training

CI / HCI SYSTEMS	STORAGE	DATA PROTECTION
PURCHASE	**RENTAL**	**SOFTWARE ONLY**
Pricing: Hardware discount depends on product **Duration**: Resell-able after 6 months **Maintenance**: No charge for 12 months **Software**: $0 per SW Only terms **Eligibility**: All partners (including Authorized) **Funding**: MDF spend eligible	**Pricing**: 1.2% of list / month **Rental Period**: 12 months **Maintenance**: No charge for rental term **Software**: $0 per SW Only terms **Eligibility**: Distributor, Titanium, Platinum and Gold eligible (plus Authorized partners with completed Gold training)	**Pricing**: $0 **Loaner Term**: 12 Months **Maintenance**: No charge for loaner term **Eligibility**: All partners (including Authorized)

Family	Eligible Product	Discount %
Avamar	Avamar	80%
CI/HCI	All VxRail Models	68%
CI/HCI	VxBlock	Upon Request
CI/HCI	VxRack	Upon Request
Compellent	Compellent SC	73%
Data Domain	DD3300	56%
Data Domain	IDPA	7%
Data Domain	All other Data Domain Products	77%
ECS Appliance	ECS Appliance	63%
Isilon	All Isilon Products	78%
Recoverpoint	Recoverpoint	61%
Unified	All Unity Models	70%
VMAX	VMAX AFA Models	86%
VMAX	VMAX non AFA Models	83%
VPLEX	VPLEX	83%
XtreamIO	X2	75%
Software	Dell EMC Software; excluding Select EMC Products, Mozy, Spanning	No Charge

Step 1: Partner builds configuration & submits request

Step 2: Dell EMC reviews request internally and either rejects or approves

Step 3: If approved, Dell EMC applies corporate-approved discounts and sends back to partner as ready to order (If rejected, Dell EMC will provide reason to partner at which time partner can revise request)

Step 4: Partner places the order

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NEW! DELL EMC STORAGE POC PROGRAM – Titanium Partners Only

What is it?

- The POC Program gives Titanium partners the ability to offer and deliver POC's to their customers for use at the end user's location ONLY
- Hardware, Software, Pro Support Mission Critical and Shipping provided at NO COST
- 90 Day POC with option to extend (with approval)

Requirements

- Approved Deal Registration
- Project Manager must be assigned within Partner
- Test Plan to be reviewed and approved
- NO MORE than 3 POC's per partner at any given time

Step 1: Partner builds configuration & submits request
- Include one-page approval form and signed evaluation agreement
- Approved Deal Registration is required

Step 2: Dell EMC reviews request internally and either rejects or approves
- Review teams include: Partner Experience Center (PXC), PSE, PAM, DCPAM

Step 3 If Approved*: Dell EMC applies corporate-approved discounts and sends to partner for approval to submit order
- Original quote is amended/updated by Dell EMC PXC and changed to EVAL
- Eval form for Dell EMC Signature submitted internally

Step 4: PXC Submits order on behalf of Partner once given approval

Step 5: Upon successful POC, partner contacts PXC for quote to be updated to Sale of EVAL

*If request is rejected PXC will send reasoning along with the rejection for partner to revise

Dell EMC Services NA promotion

Q2 ProSupport & ProDeploy bundle discount

Bundle deploy and support services on select PowerEdge servers,
Latitudes and Optiplex PCs* to provide greater value to your customers and more margin for you.

For a limited time only, combine ProSupport or ProSupport Plus with ProDeploy to receive an additional 15% discount on the price of ProSupport.

Available in United States Only

Valid May 5 – August 3, 2018

Eligible for Solution providers who buy directly from Dell EMC *Distributors & Retail are not included*

Select the appropriate Promo SKU at POS when quoting/ configuring the order

	Enterprise		Client	
Bundle	ProSupport Plus **or** ProSupport incl. Mission Critical **or** Next Business Day	➕ ProDeploy for Enterprise	ProSupport Plus for PCs **or** ProSupport for PCs	➕ Basic Deploy **or** ProDeploy for PCs
Term	3yr only			
Eligible Models	<u>1 & 2 Socket PowerEdge Servers:</u> R630 & R640 R730 & R740 R430 & R440 R730XD & R740XD		<u>Latitude:</u> 5470, 5480, 5570, 5580, 7470, 7480 <u>Optiplex:</u> 3040, 3050, 5040,5050,7040, 7050	

Dell Financial Services: US offer

Close larger deals faster by offering Dell Financial Services
Solution based financing for end user technology needs.**

Lease Offer **	2.99% Lease	4.99% Power Lease	Low Cost Lease	Best Cost Lease
Lease Type	Finance Lease	Finance Lease	Fair Market Value Lease	Fair Market Value Lease
Technology solutions	Qualifying: - PowerEdge servers - Dell branded storage - Dell Networking	Qualifying: - Dell desktops, laptops and workstations with 3+ years Dell ProSupport or Dell Data Protection Encryption	Qualifying: - Dell laptops, desktops, and workstations - PowerEdge servers - Dell branded storage - Dell Networking	Qualifying: - Latitude - Optiplex - Precision
Minimum purchase	$5,000	$5,000	$5,000	$25,000
Maximum purchase	$250,000	$250,000	$250,000	$250,000

These offers end 8/3/2018 so call your Dell Account Manager today!

** Payment solutions provided and serviced by Dell Financial Services L.L.C. or its affiliate or designee ("DFS") for qualified customers. Offers may not be available or may vary in certain countries. Where available offers may be changed without notice and are subject to product availability, applicable law, credit approval, documentation provided by and acceptable to DFS and may be subject to minimum transaction size. Offers not available for personal, family or household use. Dell EMC and the Dell EMC logo are trademarks of Dell Inc. Restrictions and additional requirements may apply to transactions with governmental or public entities. FINANCE LEASE: At the end of the initial Finance Lease term, lessee may 1) purchase the equipment for $1 or 2) return the equipment to DFS. FAIR MARKET VALUE ("FMV") LEASE: At the end of the initial FMV Lease term, lessee may 1) purchase the equipment for the then FMV, 2) renew the lease or 3) return the equipment to DFS. 2.99% Finance Lease: Applicable for DFS 36-month Finance Lease. Finance Lease Rate percentage does not include charges other than periodic rent payments (such as taxes, fees, shipping or other charges). For qualifying PowerEdge servers, network switches and Dell branded storage (Compellent, EqualLogic, PowerVault and Nutanix). Requires a minimum transaction of $5,000, maximum transaction of $250,000. 4.99% Enterprise Finance Lease: Applicable for DFS 36-month Finance Lease. Finance Lease Rate percentage does not include charges other than periodic rent payments (such as taxes, fees, shipping or other charges). For qualifying PowerEdge servers, network switches and Dell branded storage (Compellent, EqualLogic, PowerVault and Nutanix). Requires a minimum transaction of $5,000, maximum transaction of $250,000. 4.99% Client Finance Lease: Applicable for DFS 36-month Finance Lease. Finance Lease Rate percentage does not include charges other than periodic rent payments (such as taxes, fees, shipping or other charges). For qualifying Dell desktops, laptops and workstation products with 3+ years Dell ProSupport or Dell Data Protection Encryption (excludes Wyse, Chromebooks, XPS, Latitude Tablets and 2-in-1 PCs). Requires a minimum transaction of $5,000, maximum transaction of $250,000. Low Cost FMV Lease: Applicable for 36-month FMV Lease. Under this offer, the total of lessee's periodic rent payments (excluding taxes, fees, shipping or other charges) during the initial term of the lease will be less than the original acquisition cost of the products. For qualifying Dell laptops, desktops, workstations (excludes Wyse and Chromebooks, Latitude Tablets and 2-in-1 PCs, XPS 2-in-1), PowerEdge servers, network switches and Dell branded storage (Compellent, EqualLogic, PowerVault and Nutanix). Requires a minimum transaction of $5,000, maximum transaction of $250,000. Offers, including those at Dell.com may vary. Combination with other discounts may limit availability. Offer valid May 5, 2018 through August 3, 2018 to qualified business end users in the U.S.

DELLEMC

Dell Financial Services: Canada offer

Gain a completitive advantage by offering solution based financing for end user technology needs.

Lease Offer	2.99% Data Center Lease**	4.99% Lease**	Low Cost Lease**
Lease Type	Finance Lease	Finance Lease	Fair Market Value Lease
Technology solutions	Qualifying: • PowerEdge servers • Dell branded storage (EqualLogic, Compellent, PowerVault) • Dell Networking products	Qualifying: • Dell desktops, laptops and workstations with 3+ years Dell ProSupport or Dell Data Protection Encryption	Qualifying: • Dell desktops, laptops, and workstations • PowerEdge servers • Dell branded storage • Dell Networking products
Minimum purchase	$5,000	$5,000	$5,000
Maximum purchase	$250,000	$250,000	$250,000
Eligible customers	Qualified business end users in Canada	Qualified business end users in Canada	Qualified business end users in Canada

These offers end 8/3/2018 so call your DFS Account Manager today.

**Payment solutions provided and serviced by Dell Financial Services Canada Limited or its affiliate or designee ("DFS") to qualified customers. Offers may not be available or may vary in certain countries. Where available offers may be changed without notice and are subject to product availability, applicable law, credit approval, documentation provided by and acceptable to DFS and may be subject to minimum transaction size. Offers not available for personal, family or household use. Dell EMC and the Dell EMC logo are trademarks of Dell Inc. Restrictions and additional requirements may apply to transactions with governmental or public entities. FINANCE LEASE: At the end of the initial Finance Lease term, lessee may 1) purchase the equipment for $1 or 2) return the equipment to DFS. FAIR MARKET VALUE ("FMV") LEASE: At the end of the initial FMV Lease term, lessee may 1) purchase the equipment for the then FMV, 2) renew the lease or 3) return the equipment to DFS. 2.99% Data Center Finance Lease: Applicable for DFS 36-month Finance Lease. Finance Lease Rate percentage does not include charges other than periodic rent payments (such as taxes, fees, shipping or other charges). For qualifying PowerEdge servers, Dell-branded storage (EqualLogic, Compellent, and PowerVault) and Dell Networking products (excludes EMC). Requires a minimum transaction of $5,000, maximum transaction of $250,000. 4.99% Client products Finance Lease: Applicable for DFS 36-month Finance Lease. Finance Lease Rate percentage does not include charges other than periodic rent payments (such as taxes, fees, shipping or other charges). For qualifying Dell desktops, laptops and workstations with 3+ years Dell Pro Support or Dell Data Protection Encryption (excludes Wyse, XPS, Chromebooks, Latitude Tablets and 2-in-1 PCs). Requires a minimum transaction of $5,000, maximum transaction of $250,000. Low Cost FMV Lease: Applicable for 36-month FMV Lease. Under this offer, the total of lessee's required monthly lease payments (excluding taxes, fees, shipping or other charges) during the initial term of the lease will be less than the original acquisition cost of the products. For qualifying Dell desktops, laptops, workstations (excludes Wyse, Chromebooks, Latitude Tablets and 2-in-1 PCs, XPS 2-in-1), PowerEdge, PowerVault, EqualLogic, Compellent, and Dell Networking products (excludes EMC). Minimum transaction $5,000; maximum $250,000. Offers, including those at Dell.ca may vary. Combination with other discounts may limit availability. Offer valid May 5 – August 3, 2018 to qualified business end users in Canada

DELL EMC

Partner Rep Level Incentives – MyRewards
Eligible for all tiers (non NSPs)

MyRewards is a points-based rewards program open to sales makers at Dell EMC Solution Providers globally[1]. Sales Representatives and System Engineers define their own journey as they rise from Level 1 to a Top Achiever, claiming points that can be redeemed for incredible rewards and experiences.

- A Streamlined Platform: Navigate easily through personalized and engaging content.
- Simple, Express Claiming: Earn points faster by searching and making claims with an easy click.
- Better Promotions + Bonus Opportunities: Claim up to 3X bonus points for your sale.
- More Rewards: Redeem from an unbeatable catalogue with thousands of items and experiences.
- Partners earn accelerated points when they complete credentials (see below). *Exception: Storage earnings are the same for all levels.

Visit MyRewards.DellEMC.com today to engage, learn and sell.

Learn More
Review the Getting Started Guide, Business Rules and latest promotions by accessing the Partner Portal or the MyRewards site.
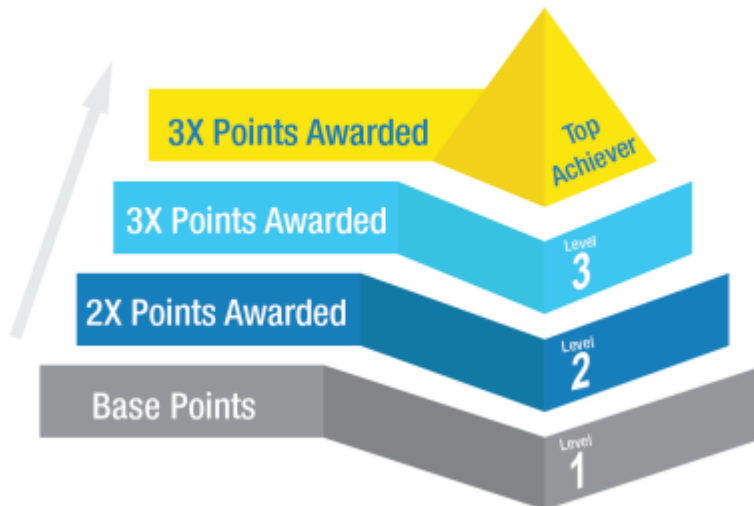
Register Now
Not registered for the Dell EMC MyRewards program? Register now to start earning incredible rewards and experiences.

Support
Got question? Read the FAQs or contact our support desk via NA_MyRewards@dell.com

MyRewards Membership Levels

...THE *Dream* IS HERE

- 3X Points Awarded — Top Achiever
- 3X Points Awarded — Level 3
- 2X Points Awarded — Level 2
- Base Points — Level 1

Sales Representatives must complete:
- 3+ credentials to reach Level 2
- 4+ credentials to reach Level 3
- + Additional engagement and revenue targets to reach Top Achiever [2]

System Engineers must complete:
- 2+ credentials to reach Level 2
- 3+ credentials to reach Level 3
- + Additional engagement and revenue targets to reach Top Achiever [2]

[2] By approved claim value in points, in region, per quarter.

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Partner Rep Level Incentives: **MyRewards (Funds) for NSPs**

Product	Detail	Unit Payout
Storage	See Storage incentive on next slide. Sales reps and SE earn $250 for eligible proposals; and up to $30k for eligible booked deals	
Servers	R940xa and R840 Select modular solutions (when available	$1000 $50
Networking	Campus Switch or Networking Data Center Switch	$50 and $150 respectively
Client	Select Latitude, Select Lati 2 in 1 Q2 bonus, Lati Education Devices; Select OptiPlex, All XPS, All Precision Workstation; All Rugged Latitude; Optane bonus with Optiplex	$4 - $17 depending on model
Client Displays and Peripherals	Select docs, kits, keyboards, mice, carrying cases, power, audio, locks, monitors, displays, projectors.	Up to $20 depending on model

Product	Detail	Unit Payout
Client Displays and Peripherals	Select docs, kits, keyboards, mice, carrying cases, power, audio, locks, monitors, displays, projectors.	Up to $20 depending on model
Cloud Client Computing **(US NSP)**	Dell Wyse 3000, 5000, 7000 series	$5
Services	ProSupport + Dell EMC Enterprise ProDeploy	$8 $25
Dell Data Security	Endpoint Security Suite Enterprise, Enterprise Encryption, Data Guardian, Threat Defense, Mozy Professional, Mozy Enterprise	$2 / license

Email NA_MyRewards@dell.com for Client, D&CP, and Wyse sku list.

- **Caps may apply**

- **Storage spiff:** Valid May 4 – August 3 2018. Limit to one rep and one SE per deal. Total deal size = eligible hardware, software, and maintenance, excludes freight and tax. Upgrades to frames sold do not qualify. Incentive #1 can be combined with any other incentive. Incentive #2, 3,4 do not stack with each other. Each sale will qualify for the best incentive available. Competitive swap requires RMA# and/or Confirmation Letter of Displacement sent to AmericasRegistraionTeam@emc.com. Quick proposal tool located on Dell EMC partner portal > Sales & Marketing Tools > Sales Tools > #GetModern.

- MyRewards is the new name for the former Sell and Earn rep level incentive, available for NSP reps.

- Eligible products must be procured from Dell EMC or an authorized distributor and ship within Dell EMC's fiscal quarter.

- Once **terms and conditions have been accepted on the MDF and Rebate tool** by the partner administrator, eligible partners will receive monthly reports, generated by Dell EMC, that details the incentive payment down to the end user customer name. (T&Cs must be accepted each quarter.) Partners will receive a payment for MyRewards incentives quarterly after reporting is completed.

- Once a partner company receives the MyRewards incentive payment, the partner company pays their sales reps. Payment amounts are at the discretion of the partner company as long as it is in the guidelines of the T&Cs. Some partners will have fit these rules into their own company incentive business rules.

- **Federal sales are excluded**

- **Questions:** Email NA_MyRewards@dell.com

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Storage incentive: available in MyRewards and MyRewards for NSPs

Potential earnings for a Partner Sales team (Rep & SE) up to $60,000 per deal!!!

Q1FY19	Incentive #1	Incentive #2	Incentive #3	Incentive #4
Details	**$250 for completing a proposal in the Quick Proposal Tool** (with valid Deal Registration) **Limit to 10 proposals per quarter** (per Rep & SE)	**1% deal size up to $10K** (per Rep & SE per deal) **Get Modern Architecture** (with valid deal registration)	**2% deal size up to $20K** (per Rep & SE per deal) **Any Dell EMC CI/HCI or Any Storage with Any Data Protection** (on the same order with valid deal registration; minimum Data Protection value of $5K)	**3% deal size up to $30K** (per Rep & SE per deal) **Any Dell EMC CI/HCI Any Storage OR Any Data Protection** (with valid deal registration) **Resulting in a Net New Account and/or Competitive Swap**
Product Details	Only Dell EMC CI/HCI, Storage and/or Data Protection products supported in one of the Quick Proposal Tools	**Get Modern Architecture** • Unity All Flash • SC All Flash • XtremIO x2 • VMAX All Flash • VxRail, VxRack & VxBlock • Isilon All Flash • ScaleIO • Data Protection Suite • IDPA	**Excludes** • Nutanix, PowerVault, EqualLogic, Mozy, Spanning	**Excludes** • Nutanix, PowerVault, EqualLogic, Mozy, Spanning
Role Eligibility	Per Rep & SE	Per Rep & SE	Per Rep & SE	Per Rep & SE

See next page for rules

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NEW! 4SR Partner Incentive Program: Up to $1000 per unit sold[1]

The Program	In support of the new 4 Socket Rack product launches, Dell EMC is excited to announce a **new sales incentive** to support channel partner representatives committed to selling these new products. For those partners who accept the MyRewards Terms & Conditions, individual sales representatives will be eligible to earn up to $1000 per 4SR unit sold via the MyRewards program parameters[1].
Why?	Dell EMC believes strongly in our 4SR portfolio and the ability for our partner community to resell these products and complementary solutions. To demonstrate our appreciation for your efforts and to demonstrate our confidence in this portfolio, we have constructed this extremely lucrative incentive program to help spotlight the value these products offer.
How does it work?	**Eligible Products**: 4-Socket, 14G Rack Servers: R940, R940xa, R840 **Payout Process and Earnings Potential**: MyRewards Program[1] • Payout Level 1: $333 • Payout Level 2: $666 • Payout Level 3: $1000 Restrictions: Cap 30 units per eligible sales rep per quarter **Partner Type Eligibility**: Authorized, Gold, Titanium (non-NSP[2]), Distribution not eligible to date
Why is this portfolio important to Channel?	4S-6S global market opportunity is over $5B annually 2017-2021 Opportunity to call existing and prospect Data Analytic, ML and AI customers to discuss new roadmap opportunities and plan future investments Provides high performance and high margin value 2U and 4U 4S alternative offerings to HPE Proliant Solutions, Huawei, Lenovo and Inspur.

[1]See MyRewards rules and regulations for details including claiming process. A representative's company must accept the Terms & Conditions to be eligible to start earning. Visit https://partner.dell.com/en-us/partner/auth/incentives/MyRewards.htm

[2]NSP's eligible for up to $1000 incentive via NSP MyRewards program. See NSP MyRewards Terms & Conditions for details.

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Storage incentive: available in MyRewards and MyRewards for NSPs Rules

- Incentives valid between May 5, 2018 - August 3, 2018 or until funds expire, whichever comes first

- Limited to one Rep and one SE per deal

- Total deal size includes eligible hardware, software and maintenance. Excludes freight and tax

- Qualifying products and exclusions for each incentive are outlined in the chart on page 3 under "Product Details"

- Upgrades to frames sold do not qualify

- Incentive #1 may be combined with other incentives. Incentives #2, 3, 4 do not stack; each sale will only qualify for best incentive available.
  (Example: If your sale qualifies for Incentive #2 & 3, you will be paid on the highest of the two incentives, in this case Incentive #3.)

- Competitive Swap requires Dell EMC RMA# and/or Confirmation Letter of Displacement sent to AmericasRegistrationTeam@emc.com
  - A competitive swap requires that competitor products are removed and/or displaced and Replaced with Dell EMC products

- Quick Proposal Tool may be located via Dell EMC Partner Portal > Sales & Marketing Tools > Sales Tools > #GetModern
  In addition to a valid deal registration number, both the Rep and SE name and email address must be captured in Quick Proposal Tool to qualify

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Partner Company Incentive: Microsoft Bonus Programs

Dell EMC and Microsoft® want to reward you for growing sales of hardware and software bundled as a solution – and for showing your customers how their business can benefit from upgrading to the latest technology. Dell EMC will pay your company a bonus — for your business to promote Microsoft software attached to Dell EMC hardware however you choose. Use it for individual sales representative incentives, funding of demand generation events, development of promotional materials or other such activities.

	What is rewarded?	What does my company earn?
Updated: Windows Server partner bonus Learn more ›	Sell any Dell EMC PowerEdge™ latest generation servers pre-installed with Windows® Server 2016, or SQL Server 2016. Q2 program May 5, 2018 – July 6, 2018 Bonus Program Overview	• $100 for Windows Server 2016 Std Edition • $50 for 10 Pack of Windows Server 2016 User or Device CALs • $400 for Windows Server 2016 Datacenter • $200 for SQL Server 2016 • $400 for SQL Server 2017 • Maximum $5,000 per partner per quarter.
Bundle Up and Earn partner bonus – *Sell More make More $ Learn more ›	Sell any Dell Latitude™, Dell OptiPlex™, Dell Precision™, Dell XPS™ factory installed with Windows 10 Pro* with Microsoft Office OEM factory installed.. *Windows 10 Pro Downgrade to Windows 7 is not eligible for this bonus program. Q2 program May 5, 2018 – July 6, 2018 Bonus Program Overview	• $20 for 10-49 Units • $25 for 50-99 Units • $30 for =>100 Units Maximum $5,000 per partner per quarter.

Important! You must re-enroll in the Microsoft Bonus Programs each quarter to participate.

1. If you are your company's authorized representative responsible for signing contracts and providing banking information for the direct deposit of funds, simply login to the Dell EMC Partner Portal and click the Microsoft Bonus Program.
2. 2. Sell and ship an eligible product or products within the timeframe specified above.
3. 3. No need to claim sales or enter orders on the site – we track your company's sales and provide the details for you at the end of the quarter. Your company will then receive the funds in your bank account within 60 days.
4. 4. Dell EMC Titanium Partners not eligible to participate, and sales to Federal end customers excluded.

Seed and Demo Units

Partners can use these Programs to introduce new products to new and existing customers, grow sales within the server and client product suite. **Work with your Dell EMC Representative to submit requests**.

Seed Units
Introduce new products to new and existing customers to help grow sales within the Dell EMC server and client product suites. Requests do require strong business cases outlining the full sales opportunity. All SFDC records must be updated and linked to all requests.

Demo Units
Partners in good standing have an opportunity to secure Dell EMC products out of existing demo pool. Your Dell EMC Representative has access to the units available via the Demo Pool. Units are available on a first-come, first-serve basis and must be returned within 30 – 60 days. Demo requests tied to a sales opportunities will take precedence over those to support events.

See Storage Demo Purchase Program for Keep-It Storage demo options at reduced prices for partners in good standing.

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Partner Company Incentives and Benefits

Rebates

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.

Click here for the full partner program details, including rebates.

Marketing Development Funds

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.

Contact your Partner Marketing Manager for MDF planning and execution.

NBI customer user lists

Quarterly US and Canada New Business Customer lists can be found in the Rebate section of the Partner Portal:
- Login
- Sales and Marketing Tools
- Marketing Incentives
- Rebate and MDF tool

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Additional Resources

Dell EMC Partner Program: Partner Program overview, requirements & benefits, how to engage, resources and tools
     Link: https://partner.dell.com/en-us/partner/auth/partner-programs/partner-programs.htm

Dell EMC Partner Portal: Access to tools and resources such as: Deal Registration, Training & Competencies, Sales & Marketing, Quoting and Purchasing, Rebate and MDF Tracking, Services and Support
     Link: https://partner.dell.com/en-us/partner/auth/partner.htm

Knowledge Center: A comprehensive set of sales enablement resources to help you close deals faster
     Link Knowledge Center Link

Campaign Center: Ready-made attractive, well-prepared materials. Target your customers with the best solutions
     Link: https://partner.dell.com/en-us/partner/auth/marketing-tools/campaigns.htm

Standard price List (SPL):   Access to active product data including specs and list price. All Smart Value (Stocked product) searchable in SPL
     Link: https://channel.dell.com/spl/products

Email Distro Lists: Stay up to speed on the latest partner news including events, product launches and information, program updates, market data, etc…
     Link: http://emcinformation.com/ch_mkt_sub/SI/.ashx

Digital Marketing Platform: Automate digital marketing with free turn-key solution for web content syndication, email and social campaigns. Add your company's logo and contact details, use the built-in analytic tools to monitor campaign performance and customer response rates.
     Link: Login Link: http://my.zift123.com/ Registration Link: http://dell.zift123.com/

Marketing Institute   Not just for your marketing accreditation. Discover Partner Program tools, resources and process to enhance your partner marketing knowledge
     Link: Marketing Institute Partner Academy Link

NBI Program: New Business Incentive Rebate Program – Earn rebates when selling eligible products into target accounts
     Link: www.dellemc.com/partner - Click Incentives - Click Rebates

Direct2Dell   Dell EMC Partner Post Blog
     Link: https://partnerpostblog.emc.com/

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