Dell EMC Q3 North America Partner Promotions

Updated: August 2018



Channel Marketing – Q3 Partner Incentives, Promotions and Programs

Dell EMC partner use – Q3 FY19 programs effective August 4 – November 2 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 Networking Promotions	MyRewards, Rep Level Incentives (non NSPs)
Smart Value Server Information	MyRewards for NSPs
Networking Promotions	GetModern Storage incentive detail
Storage Promotions	4-Socket Rack Server and NEW MX Modular Server Incentive
Updated FutureProof Storage Loyalty Program	Microsoft Bonus Programs
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

Dell PowerEdge Tailor Made Server and Networking Offers

U.S. Only - Valid thru 11/2/2018

DELLEMC

t is Tailor Made?	Мо	del Dell EMC Order Code	Example Config (Customizable)	Base Chassis Config	DoL Up-To
e-approved rack and tower server discount levels	T1	30 pe_t130_tm1	i3 6100/1x4GB/1TB SATA 7K	Up to 4x 3.5" hot plug drives	48%
est in class pricing for configurable servers - except chassis & processor	R2	30 pe_r230_1346_27tm2	E3-1220v6/1x8GB/1TB SATA 7K	Up to 4x 3.5" hot plug drives	52%
scounts of up to 57% off of a single unit	R3	30 pe_r330_1065_27tm3	1xE3-1220v6/1x8GB/1TB SATA 7K	Up to 4x 3.5" hot plug drives	49%
	R6	40 pe_r640_12232_1	1x4110/1x16GB/120GB SSD	Up to 8x 2.5" hot plug drives	53%
v Use Tailor Made?	R6	40 pe_r640_12232_2	2x4116/2x16GB/1.2TB SAS 10K	Up to 8x 2.5" hot plug drives	54%
scounts may increase based on unit quantity, deal registration, etc.	⊣ R7	40 pe_r740_12248_1	1x4110/1x16GB/120GB SSD	Up to 8x 2.5" hot plug drives	53%
rder codes ensure best pricing for every quote	R7	40 pe_r740_12248_2	2x4116/2x16GB/1.2TB SAS 10K	Up to 8x 2.5" hot plug drives	54%
scount remains consistent regardless of upgrades	Т4	40 pe_t440_12421_19tm	1x4110/8GB/1TB SATA 7K	Up to 8x 2.5" hot plug drives	48%
te lles Teiler Mode	тб	40 pe_t640_12242_19tm	1x4110/1x8GB/300GB SAS 15K	Up to 16x 2.5" hot plug drives	50%
to Use Tailor Made	R5	40 pe_r540_12425_19tm	1x4110/1x16GB/120GB SSD	Up to 12x 3.5" hot plug drives	52%
1	R4	40 pe_R440_12423_19tm	1x3106/2x8GB/1TB SATA 7K	Up to 4x 3.5" hot plug drives	46%
nd server configuration from list best meeting customer's needs earchable in OSC	R4	40 pe_R440_12423_19tm2	1x4114/1x16GB/1TB SATA 7K	Up to 4x 3.5" hot plug drives	46%
2	R64	pe_R6415_12591_19tm	1x7251/1x16GB/120GB SSD	Up to 8x 2.5" hot plug drives	50%
ote any changes or upgrades needed		pe_R7415_12589_19tm	1x7251/1x16GB/1TB SATA 7K	Up to 8x 3.5" hot plug drives	51%
onfigurations can be upgraded except for the chassis and processor	X R74	pe_R7415_12589_19tm2	1x7251/1x16GB/1.2TB SAS 10K	Up to 24x 2.5" Hot plug drives	55%
3	R74	425 pe_R7425_12587_19tm	2x7251/1x16GB/1TB SATA 7K	Up to 8x 3.5" Hot plug drives	57%
end request with appropriate order Dell Order Code to sales rep SC solution IDs encouraged	S4128	BT-ON Q3FY19_tm_promo_10gbt_s4128_12358	10GbaseT switch with OS10	Supports 1G RJ45	63%
4 eceive your quote	S5148	BF-ON Q3FY19_25g_promo_s5148_12547	25G Network switch with OS10	Supports 10GbE DACs	68%
ell Dell EMC	S5048	F-ON Q3FY19_25g_promo_s5048_12641	25G Network switch with OS9	Supports 10GbE DACs	68%

Terms and conditions:

What

Why

How

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Dell order code must be sent with the quote request to your sales rep. or only standard discounting will be applied

Discounts are only applicable to new quotes built using Tailor Made order codes in DSA and OSC. No retroactive application to existing quotes

Discounts are only applicable to new quotes generated 8/4/18 - 11/2/2018 U.S. Only

• Quantity limited to 25 per customer per promotional period (in total, not per configuration)

• DELL EMC reserves the right to alter or cancel these promotions at any time

Dell EMC Server (continued) and Networking promotions

Smart Value Program for Quick Shipments – Servers, X&N Networking, El Upgrades & Peripherals

Smart Value is our Distribution Fast-Shipment program enabling Resellers to better serve their End Users who need the flexibility of new, custom builds and also need it quickly!

Smart Value products include PowerEdge Servers and upgrades such as Memory & Hard Drives, Dell Networking X&N Series Campus Switches, as well as Enterprise Infrastructure products such as UPSs and PDUs. All Smart Value products <u>are available today</u> for immediate shipment from our distribution partners Ingram Micro and TechData via their EDI tools as a single VPN.

To find Dell EMC Smart Value product offerings and all products currently available in 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 8/4/2018 – 11/2/2018)

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

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
S5048F-ON	Datacenter 25GbE top of rack (OS9)	Q3FY19_25G_Promo_S5048_12641	73%
S5148F-ON	Datacenter 25GbE top of rack (OS10)	Q3FY19_25G_Promo_S5148_12547	73%
S4128T-ON	Datacenter 25GbE 10GBASE-T top of rack (OS10)	Q3FY19_TM_Promo_10GBT_S4128_12358	68%

Q3 FY19 Promos: US Channel Sales (valid 8/6/2018 to 11/02/2018)



Order Codes¹



Midrange Storage Add Promo Tracking SKU: 469-3024

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)

Use Promo With:

- Retention & Loyalty Programs
- Storage Expiring Warranties
- Storage Cross Sell Opportunities

Customer Sales Motions:

- Entry to Mid-level storage solutions; Has to meet all storage needs for multiple applications
- Customers only needing a portion of their workloads to run on flash for best performance, leaving nearline data storage to more economical spinning disk

7x900GB 10Gb iSCSI

<u>CMP SCv3000 12389 A</u> <u>CMP SCv3020 12391 A</u>

7x900GB 16Gb FC <u>CMP_SCv3000_12389_B</u> CMP_SCv3020_12391_B

0010020_12001_

7x900GB 12Gb SAS

CMP_SCv3000_12389_C

CMP_SCv3020_12391_C

Server Direct Attached Storage (DAS) Promos

SC5020 6x1.92TB SSD+7x1.8TB 10K \$32,000 (24TB)

• SC7020 6x1.92TB SSD+7x1.8TB 10K \$45,000 (24TB)

- MD1400 DAS 6x4TB 7.2K **\$5,600** (24TB)
- MD1420 DAS 6x1.2TB 10K \$5,200 (7.2TB)
- ** SCv3020 11x1.92TB SSD order code coming soon!

Customer Sales Motions:

- Add to servers when more capacity is needed, not additional processing power for applications
- Ideal to deliver fast & efficient capacity to servers not mapped to shared storage solutions

PV_MD1400_1350_A

PV_MD1420_1360_A

FUTURE-PROOF LOYALTY PROGRAM

What is the Future-Proof Loyalty Program?

The Future-Proof Loyalty Program is a customer facing program designed to provide investment protection with a set of world class technology capabilities and programs that enable Dell EMC's Storage and Data Protection products, to provide value for the entire lifetime of our customer's applications. It is different because it is available to customers at no additional cost either in terms of higher maintenance price or higher product price. The program applies only to Dell EMC Storage and Data Protection products covered in this presentation.

view the latest information <u>nere</u>.

FULL PORTFOLIO PROGRAM OFFERS





NEVER-WORRY

NEVER-WORRY

DATA MIGRATIONS

4:1 ALL-FLASH STORAGE EFFICIENCY GUARANTEE



ALL-INCLUSIVE SOFTWARE



BUILT-IN VIRTUSTREAM STORAGE CLOUD



UP TO 55:1 DATA PROTECTION DEDUPLICATION GUARANTEE

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	77%
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

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

Services Promotion: Back to Basics: Basic Deployment for Client Systems for US and Canada

50% discount on price of Basic Deployment for client systems June 4 – November 2, 2018

Channel partners with staff dedicated to deployment Configuration Services customers buying two or more of the following:

> Imaging BIOS configuration Asset Tagging Asset Reporting

Reach out to your Dell EMC sales representative

Basic Deployment includes

- Dynamic Imaging
- Static Imaging: WIM, Ghost or ISO
- BIOS settings customized
- Asset Tagging and Reporting



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 ⁻	Туре	Finance Lease	Finance Lease	Fair Market Value Lease	Fair Market Value Lease	
Techno	ology 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	These offers end 11/2//2018. Call your DFS Account Manager today.
Minimu	um purchase	\$5,000	\$5,000	\$5,000	\$25,000	
Maximu	um purchase	\$250,000	\$250,000	\$250,000	\$250,000	

** 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 wor

Dell Financial Services: Canada offer

Solution based financing for your 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 network switches	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 network switches
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 11/2//2018.

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 Finance Lease term, lessee may 1) purchase the equipment for the ten 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 ate 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 \$2,000, 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 \$5,000, maximum transaction of \$5,000. Low Cost FMV Lease: Applicable for 36-month FMV Lease. Under this offer, the total of lessee's required monthly lease paym

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 globally¹. 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.



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	R940, 940xa and R840 Modular solutions MX740c and MX840c (when available)	Up to \$1000 Up to \$50
Networking	Campus Switch or Networking Data Center Switch	Up to \$50 and \$150 respectively
Client	Select Latitude, Select Lati 2 in 1, Lati Education Devices; Select OptiPlex, All XPS, All Precision Workstation; All Rugged Latitude	\$4 - \$17 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,	\$2 / license

Caps may apply

- Storage spiff: Valid August 4 November 2, 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 <u>AmericasRegistraionTeam@emc.com</u>. 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 in the US
- Questions: Email Support@MyRewards.DellEMC.com

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
	\$250 for completing a proposal in the <u>Quick</u> <u>Proposal Tool</u>	1% deal size up to \$10K (per Rep & SE per deal)	2% deal size up to \$20K (per Rep & SE per deal)	3% deal size up to \$30K (per Rep & SE per deal)
Deteile	(with valid Deal Registration)	Get Modern Architecture (with valid deal registration)	Any Dell EMC Cl/HCl or Any Storage with Any Data Protection	Any Dell EMC CI/HCI Any Storage OR Any Data
Details	quarter (per Rep & SE)		(on the same order with valid deal registration; minimum Data Protection value of \$5K)	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

Storage incentive: available in MyRewards and MyRewards for NSPs Rules

- Incentives valid between August 4, 2018 November 2, 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 <u>AmericasRegistrationTeam@emc.com</u>
 - 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

4SR Partner Incentive Program: Up to \$1000 per unit sold¹

The Program	In support of the new 4 Socket Rack product launches, Dell EMC is excited to announce a <u>new sales incentive</u> 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 <u>https://partner.dell.com/en-us/partner/auth/incentives/MyRewards.htm</u> ² NSP's eligible for up to \$1000 incentive via NSP MyRewards program. See NSP MyRewards Terms & Conditions for details.

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?
Windows Server Partner Bonus	Sell any Dell EMC PowerEdge latest generation servers pre-installed with Windows Server 2016, or SQL Server 2016 Q3 program August 4 – November 2, 2018 <u>Bonus program overview</u>	 \$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 \$6,000 per partner per quarter
Bundle Up and Earn Partner Bonus *Sell More Make More \$ (NSPs and Distributors are not eligible)	 Sell any Dell Latitiude TM, Dell OptiPlex TM, Dell Precision TM, Dell XPSTM 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. Q3 program August 4 – November 2, 2018 <u>Bonus program overview</u> 	 \$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.

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

Service Rebates

Growth rebates reward successfully growing your respective Dell EMC lines of business over time.

Attach services to earn additional rebates and

strengthen the overall customer solution.



New Business Incentives

Additional incentives are awarded for bringing new customers to Dell EMC, and for expanding into new lines of business.

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. Proposalbased 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

Additional Resources

Dell EMC Partner Program:	Partner Program overview, requirements & benefits, how to engage, resources and tools
Linl	: <u>https://partner.dell.com/en-us/partner/auth/partner-programs/partner-programs.htm</u>
Dell EMC Partner Portal: Link	Access to tools and resources such as: Deal Registration, Training & Competencies, Sales & Marketing, Quoting and Purchasing, Rebate and MDF Tracking, Services and Support : <u>https://partner.dell.com/en-us/partner/auth/partner.htm</u>
Knowledge Center:	A comprehensive set of sales enablement resources to help you close deals faster
Lin	K Knowledge Center Link
Campaign Center:	Ready-made attractive, well-prepared materials. Target your customers with the best solutions
Link	<u>https://partner.dell.com/en-us/partner/auth/marketing-tools/campaigns.htm</u>
Standard price List (SPL):	Access to active product data including specs and list price. All Smart Value (Stocked product) searchable in SPL
Linl	<u>https://channel.dell.com/spl/products</u>
Email Distro Lists:	Stay up to speed on the latest partner news including events, product launches and information, program updates, market data, etc
Lini	<u>http://emcinformation.com/ch_mkt_sub/SI/.ashx</u>
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: <u>http://my.zift123.com/</u> Registration Link: <u>http://dell.zift123.com/</u>
Marketing Institute	Not just for your marketing accreditation. Discover Partner Program tools, resources and process to enhance your partner marketing knowledge Marketing Institute Partner Academy Link
NBI Program:	New Business Incentive Rebate Program – Earn rebates when selling eligible products into target accounts
Lini	: <u>www.dellemc.com/partner</u> - Click Incentives - Click Rebates
Direct2Dell	Dell EMC Partner Post Blog
Lini	: <u>https://partnerpostblog.emc.com/</u>

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