

**2022**

PROGRAM PERIOD JAN 29, 2022 – FEB 3, 2023

# BENEFITS & REQUIREMENTS SOLUTION PROVIDER TRACK

EMEA

ZONE 2

*France, Germany, UK*

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In this document, "Dell Technologies" refers to the business units previously referred to as "Dell" and "Dell EMC" and excludes Secureworks, Virtustream and their respective independent partner programs.

# Introduction

The Benefits & Requirements document provides Solution Providers a framework for understanding the financial incentives and tier requirements of the Dell Technologies Partner Program. The program's financial framework ensures a predictable and profitable experience so you can focus on driving richer and deeper engagements with your customers.

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# Benefits & Requirements at-a-Glance

The Dell Technologies Partner Program is structured to reward and maximize your profitability when you commit and invest in the Program. As you grow your Dell Technologies Partner Program revenue and complete training competencies, we will reward you through tier promotion and increased rebate eligibility.

## Tier Requirements

\$ Revenue Requirements +  Training Competencies =

### TIERS

TITANIUM

PLATINUM

GOLD

## Rebate Eligibility

\$ Product Revenue +  Respective Portfolio Competency(s) =



Base Rebate Eligibility

*Client+, Server+, Storage+ and APEX Cloud Services base rebates and Multipliers require a corresponding Portfolio Competency. VMware base, Services, Acquisition and Tech Refresh rebates and eMDF do not require an aligned Portfolio Competency for eligibility.*

# Incentives | Rebates (Certain exclusions apply)

A powerful benefit of the Dell Technologies Partner program is the comprehensive set of financial incentives, beginning at the first dollar of sales. With stackable rebates specific to various lines of business and partner behavior, metal tiered partners can benefit from these incentives whether purchasing directly through Dell Technologies or a Dell Technologies Authorized Distributor.

## 2022 Solution Provider Rebates



### Base

Base rebates reward sales on eligible lines of business from dollar one with no caps.

- Paid from \$1.
- Rebate percentages vary by partner tier and Product Category.
- Partners must hold a portfolio competency within the respective Product Category.
- Includes product and attached services included in Server+ and Client+ Product Categories.
- Excludes attached services for Storage+ products.



### Multipliers

Multipliers reward the sale of focus line of business products, applied to base rebates from dollar one.

- Applied to Base rebate.
- Includes product and attached services for named focus products in Client+ Product Category.



### Services

Additional rebates earned by selling 'attached' support services across Client+ and Server+ Product Categories and by adding "Other Services" across all lines of business.

- Paid from \$1
- Attach 3+ year ProSupport or ProSupport Plus to earn up to an additional 1.5% of total Eligible Product and Services revenue. Available on eligible Server, Networking and Client products.
- Sell 'Other Services' to earn up to an additional 3.5% of services rebate revenue.



### Tech Refresh

Rewards sales replacing eligible pre-qualified Dell Technologies Storage assets

- Paid to Tech Refresh program enrolled Partners on replacement of eligible storage assets sold previously through a partner.
- Eligible replacement Storage sales must be current generation product with an approved deal registration linked to order. Excludes attached services.

# Incentives | Rebates (Cont.) (Certain exclusions apply)



## Acquisition

Incremental rebates for bringing new customers or lines of business to Dell Technologies.

### New Business Incentive (NBI)

- Eligible for acquiring new Dell Technologies end users across Storage, Data Protection, Server, Networking or Client+ (inclusive of D&CP) lines of businesses with an approved deal registration.
- Eligible accounts for Client+, Storage, Data Protection, Server and Networking LOBs are included on an annual NBI list and are defined by independent LOB as end users:
  - with less than \$10k in Client+ LOB purchases in the previous 12 months (with a one-month lag)
  - with less than \$10k in ISG LOB purchases in the previous 36 months (with a one-month lag)
- NBI eligible deals for Client+, Storage, Data Protection, Server and Networking LOBs to be paid within the one-year Program term and only for those on the current annual NBI list and net new accounts.
- Excludes attached services for Storage & Data Protection products.

### Competitive Swap

- Paid on eligible current generation Storage+ sales when displacing competitive products with an approved deal registration linked to order - capped at \$160K per partner, per end user, per quarter.
- Excludes attached services for Storage & Data Protection products
- Not impacted by historical sales to the end user. Competitive Swap is not stackable with NBI.
- Eligible claims are to be accompanied by a [certification letter](#) signed by the partner, DT Account Representative and DT Sales Manager OR a Return Merchandise Authorization (RMA) #. This signed documentation must be received within 30 days after the end of the Quarter in which the deal is booked.



## Kicker

An additional rebate to reward the sale of focus line of business products.

- Applied to Acquisition (NBI and Competitive Swap) and Tech Refresh rebates for PowerStore and Unity XT.
- Excludes attached services

# 2022 Benefits: Incentives Grid – EMEA

Eligible Product Category Document [HERE](#)

PRODUCT CATEGORY		Base (From \$1)			On Demand <sup>1</sup>	DT Services (From \$1) <sup>2</sup>				Acquisition <sup>3</sup>		Tech Refresh <sup>4</sup>	eMDF		Referral <sup>7</sup>			
		TITANIUM	PLATINUM	GOLD	ALL METAL TIERS											TITANIUM	PLATINUM	ALL METAL TIERS
					On Demand	ProSupport (≥3yr)	ProSupport Plus (≥3yr)	Other Services	New Business**	Comp Swap	Tech Refresh							
APEX Cloud Services		—	—	—	—	—	—	—	—	—	—	—	0.95%	0.70%	30%			
Storage+		4.00%	3.00%	2.00%	—	—	—	3.50%	8.00%	8.00%	2.00%	0.95%	0.70%					
Kicker <sup>5</sup> • PowerStore • Unity XT									+ 2.00%									
Server+		3.25%	2.75%	2.25%	—	0.50%	1.50%	3.50%	6.00%	—	—	0.75%	0.50%					
Client+		1.00%	0.75%	0.50%	—	1.00%	1.50%	3.50%	3.00%	—	—	0.25%	0.25%					
Multiplier	x3 • Latitude Rugged • Precision Workstation	3.00%	2.25%	1.50%														
	x2 • Latitude 7 & 9 • Dell Displays & Client Peripherals (D&CP)	2.00%	1.50%	1.00%														
VMware <sup>6</sup>		1.00%	0.50%	0.50%														

<sup>1</sup> On Demand rebate is calculated monthly and is based on usage above the Committed Contract Value (CCV). The APEX Cloud Services Base rebate and eMDF amount is based on the initial CCV at service activation.

<sup>2</sup> ProSupport & ProSupport Plus attached Services paid on total revenue for Server+ and Client+ product & Services, excluding Enterprise Infrastructure (EI), Displays & Client Peripherals (D&CP); 'Other Services' paid on Services only revenue.

<sup>3</sup> Competitive Swap is not stackable with the New Business Incentive. If a Competitive Swap sale is made to an eligible NBI account, and the sale qualifies for both Competitive Swap and NBI, then the Partner will earn NBI.

\*\*Data Protection and Networking are independent from Storage+ and Server+ respectively when calculating NBI. Cloud Client Computing, EI, Virtustream Enterprise Cloud, VxBlock and PowerFlex rack are ineligible for NBI rebates.

<sup>4</sup> Partner enrollment in Tech Refresh is required for Tech Refresh participation and the Tech Refresh rebate. Partner may be removed from Tech Refresh if (a) partner does not meet KPIs or (b) Dell confidential asset information is used by partner for any purpose other than to refresh customer assets with the sale of Dell Technologies solutions

<sup>5</sup> For eligible product sales the Kicker applies only once to either NBI, Competitive Swap or Tech Refresh where these rebates are stackable.

<sup>6</sup> VMware base Rebates: DTPP Titanium, Platinum and Gold partners must align to the separate VMware Partner Connect program requirements as a member of the program and have a direct purchasing contract with Dell. Rebate availability, terms and eligibility may vary based on location. Capped at \$50K Titanium and \$25K Platinum and Gold per deal (cap on deal size: \$5 million revenue)

<sup>7</sup> APEX Cloud Services referrals are available to all metal tiered partners for qualified commercial customer opportunities. The referral fee rate is subject to change by Dell, and the rate in effect when customer's APEX Cloud Service subscription is activated will apply. Opportunities with federal, state, local, education and public healthcare customers may be eligible for referral incentives (MDF and/or referral fees) for APEX Cloud Services where permitted by law and subject to the Partner Referral Fee agreement.

# Incentives | Marketing Development Funds

There are two components of the MDF benefit, **Earned MDF (eMDF)** and **Proposal-Based MDF (pbMDF)**.

- **Earned MDF** for eligible Titanium and Platinum partners is an accrual funding benefit, based on a percentage of product revenue.
- **Proposal-Based MDF** is a discretionary fund for strategic initiatives.

Certain exclusions apply

	EARNED MDF GLOBAL ACCRUAL RATES	
	TITANIUM	PLATINUM
Storage+	0.95%	0.70%
Server+	0.75%	0.50%
Client+	0.25%	0.25%

## Frequently Asked Questions

	EARNED MDF	PROPOSAL MDF
What is the intent of the fund?	Reward qualified partners with earned and predictable funding while ensuring spend is aligned tightly to strategy and demand (prescriptive spend strategy).	Discretionary fund intended to drive demand and awareness of Dell Technologies solutions, products, software and services with strategic partners.
Who is eligible?	Titanium, Platinum	Titanium, Platinum, Gold
What determines partner funds?	Accrued based on Eligible Product revenue/rates based on type & tier.	Investments in partners decided by Dell Technologies teams based on proposals
How are decisions made?	Proposals/Projects are approved only if aligned to spend policy, Quarterly sales goals and marketing plans.	Proposals approved according to sales/marketing plans/partner growth opportunity and past performance
When do funds expire?	2 Quarters after the deposit is made (deposits are made in the Quarter after they are earned)	By end of quarter - requires in quarter execution

Additional terms and conditions apply please refer to the [MDF Use Policy](#) or contact your account team with any questions.

# Incentive Examples

Examples of potential rebate and MDF eligibility for an acquisition end customer for each partner tier.

## COMPETENCY

Partner holds *Storage* and *Core Client* portfolio competencies, granting rebate eligibility for **Storage+ & Client+** categories.

## ACQUISITION

End User is an acquisition account for all lines of business, identified through inclusion on New Business Incentive list and/or a Competitive Swap.

### PowerStore

	Base	Competitive Swap	Kicker	eMDF	TOTAL
TITANIUM	4.00%	8.00%	<b>+ 2%</b>	0.95%	<b>14.95%</b>
PLATINUM	3.00%	8.00%		0.70%	<b>13.70%</b>
GOLD	2.00%	8.00%			<b>12.00%</b>

Other Services

3.5%  
 Paid on Services revenue

### Precision Workstation with attached ProSupport Plus (≥3yr)

	Base	Multiplier	Services	NBI	eMDF	TOTAL
TITANIUM	1.00%	<b>x3</b>	1.5%	3.00%	0.25%	<b>7.75%</b>
PLATINUM	0.75%		1.5%	3.00%	0.25%	<b>7.00%</b>
GOLD	0.50%		1.5%	3.00%		<b>6.00%</b>



MDF will be reimbursed to partners who drive marketing activities in alignment with the Dell Technologies MDF policy and is separate from rebate payout/ entitlement.



# APEX Custom Solutions Incentives

With APEX Flex on Demand, you can provide your customers the flexibility of elastic capacity with the economy of paying only for the buffer capacity they consume. Help your customers align and scale the cost of their IT solutions with technology consumption and budget availability with APEX Flex on Demand.

APEX CUSTOM SOLUTIONS*				
APEX FLEX ON DEMAND				
Product Category	Storage+ <sup>1</sup>		Servers	
Sales Motion	Referral	Resell	Referral	Resell
TITANIUM	Up to <b>20%</b> (CCV)		Up to <b>10%</b> (CCV)	
PLATINUM	Up to <b>20%</b> (CCV)	through Distribution <sup>2</sup>	Up to <b>10%</b> (CCV)	through Distribution <sup>2</sup>
GOLD				

- APEX Flex on Demand (FOD) committed contract value (CCV) revenue is recognized towards your Solution Provider tier revenue.
- APEX FOD is not eligible for additional DTPP incentives. APEX FOD Incentives are paid independently of your standard quarterly DTPP rebate payments. For more information on APEX Custom solutions click [here](#).

*APEX Flex on Demand (FOD) opportunities with federal, state, local, education and public healthcare customers are not eligible for referral incentives (MDF and/or referral fees).*

<sup>1</sup> Storage+ includes Storage, DP, UDS, HCI

<sup>2</sup> Incentives are determined by Distributor at their sole discretion.

\* APEX Custom Solutions provided to qualified commercial customers by Dell Financial Services (DFS) or through Dell Technologies group companies and/or through Dell's authorized business partners (together with DFS, "Dell"). Offers may not be available or may vary by country. Offers may be changed without notice and are subject to product availability, eligibility, credit approval and execution of documentation provided by and acceptable to Dell or Dell's authorized business partners. In Spain, solutions are provided by Dell Bank International d.a.c branch in Spain and in specific countries within the EU, EEA, the UK and Switzerland by Dell Bank International d.a.c, trading as Dell Financial Services which is regulated by the Central Bank of Ireland. APEX Flex on Demand Incentives are subject to the available incentive programs and resale or referral agreements for Flex on Demand.

# Power up

## Storage & Server Cross-sell Acquisition Initiative

**Power up** identified accounts present an opportunity to target **storage** and **server acquisition or under-penetrated** customers supported through incremental incentives and collaborative core sales team engagement.



### TARGETED ACCOUNTS

A list of new acquisition and under-penetrated accounts for storage and server lines of business



### COLLABORATIVE ENGAGEMENT & SUPPORT

- Proactive account planning
- Earned Partner of Record status for storage and/or server on whitespace acquisition accounts



### INCREMENTAL BENEFITS

- Incremental discount with Deal Registration\*
- up to 6% Storage
  - up to 4% Server

## Frequently Asked Questions

	Authorized, Gold, Platinum & Titanium
What is Power up and how do I make money?	<p>Power up acquisition and underpenetrated accounts allow you to earn an additional front-end discount when you link your quote to an approved Power Up Deal Registration:</p> <ul style="list-style-type: none"> <li>• up to 6% for Storage</li> <li>• up to 4% for Server</li> <li>• The ability to earn Storage Partner of Record with a won storage deal</li> <li>• The ability to earn Server Partner of Record with a won server deal</li> </ul>
What products are eligible?	<p>Storage Power up: Storage+ Server Power up: Server LOB</p>
What do I need to do?	<ul style="list-style-type: none"> <li>• Your Partner Account Manager will engage with you and share strategic collaboration targets during Account Planning</li> <li>• Deal Register your opportunities and look for “Registration” as the <i>Deal Type</i> and “Power up for Partners” under <i>Qualified Programs</i> on your approval notifications</li> </ul>
What else should I know?	<p>Power up discounts are incremental; where a Power up account is on the NBI named account list it may also qualify for the NBI rebate (when a partner is metal tiered).</p>

Refer to the [Power up Overview](#) for additional initiative details.

\*Acquisition Deal Registration discount and Power up availability may vary by region.

# 2023 Requirements — Zone 2

To become a metal tiered partner in the 2023 Dell Technologies Partner Program partners must meet Training competency and Revenue requirements by February 3, 2023. Based on attainment against these requirements, partners may be eligible for a metal tier in the 2023 Dell Technologies Partner Program through either a local or global path. **Minimum revenue and competency requirements for 2023 will consist of the partner's total combined revenue and training completion across the current Solution Provider, Cloud Service Provider and OEM Solutions partner tracks.**

		REQUIREMENTS	
Tier Path <sup>1</sup>		LOCAL Single geographic location	GLOBAL All Partner geographic locations <sup>2</sup>
TITANIUM	Revenue*	\$20M	\$150M
	Minimum Services Revenue* (of total revenue)	\$2.8M	\$21M
	Minimum Training Requirements	3 Competencies 1 Marketing Institute credential	
PLATINUM	Revenue*	\$6M	\$50M
	Minimum Services Revenue* (of total revenue)	\$720K	\$6M
	Minimum Training Requirements	2 Competencies 1 Marketing Institute credential	
GOLD	Revenue*	\$500K	
	Minimum Services Revenue* (of total revenue)	\$50K	
	Minimum Training Requirements	1 Competency 1 Marketing Institute credential	

## Earn 5x

revenue accelerator on eligible

- PowerStore and Unity XT
- Managed Detection and Response

toward Program Year Tier revenue requirements.

## Earn 3x

revenue accelerator on eligible other **Storage, Data Protection & APEX Cloud Services\*\***

products toward Program Year Tier revenue requirements.

## Earn 1.5x

revenue accelerator on eligible **Converged & Hyperconverged**

products toward Program Year Tier revenue requirements.

<sup>1</sup> If partners qualify for both local and global tier, their final tier placement is at the partner's sole discretion

<sup>2</sup> Requirements for Global tier can be completed in any location

\* Tier Revenue compliance is calculated using booked revenue for orders placed directly with Dell Technologies (including direct orders through-Distribution) and shipped revenue for orders based on Distributor point of sale reporting.

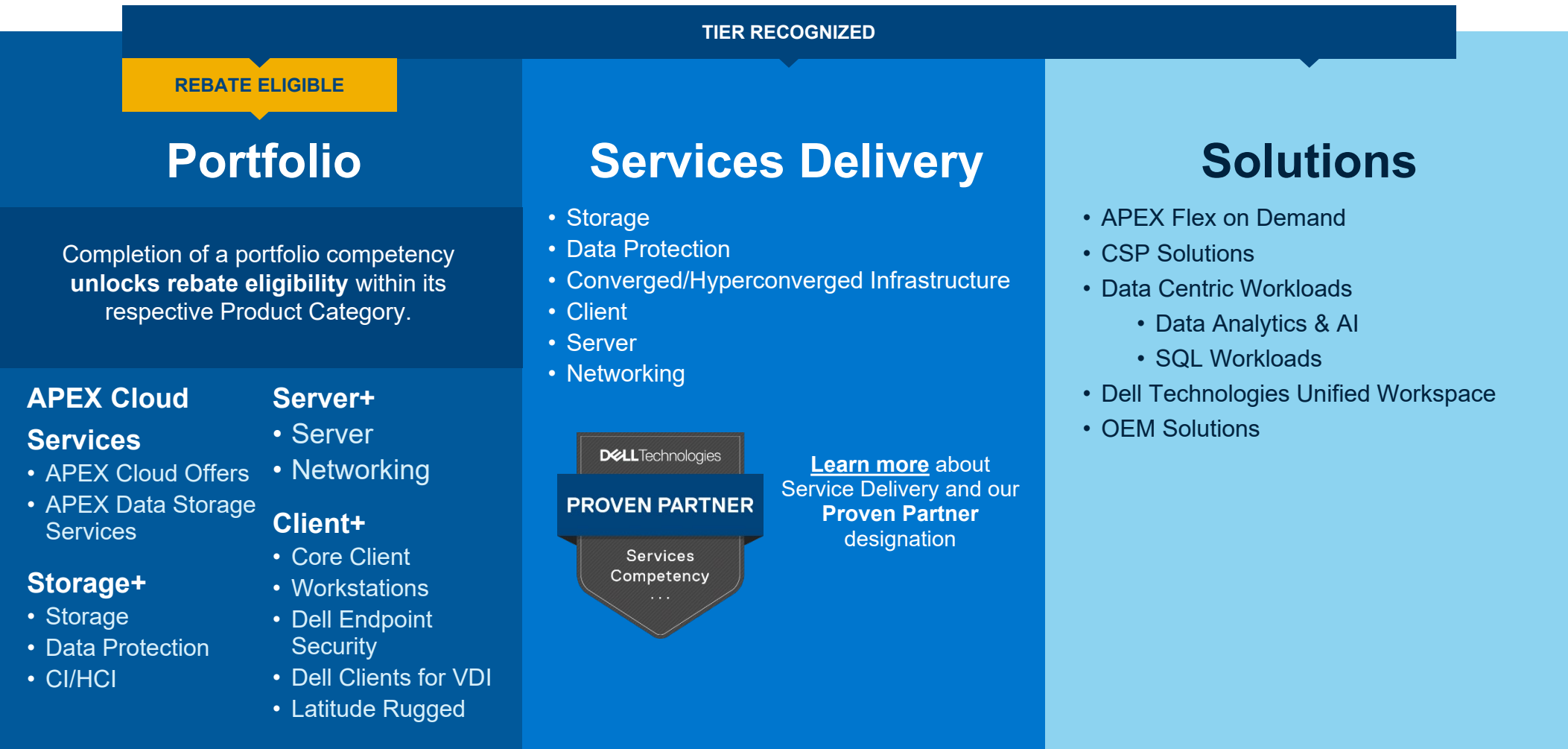
\*\*Subject to the availability of Dell Technologies branded Services in the applicable region or country or as otherwise provided by Dell Technologies

\*\* APEX Custom Solutions (Flex on Demand and Datacenter Utility) Committed Contract Value (CCV) revenue will apply to your Solution Provider tier revenue under the respective Storage or Server product categories. APEX Custom Solutions (Flex on Demand and Datacenter Utility) Committed Contract Value (CCV) revenue is not counted under the APEX revenue category and is not eligible for the APEX revenue accelerator.

# Training Competencies

The Dell Technologies Partner Program offers company-level competencies, which include individual certifications and credentials with the flexibility to specialize in certain Dell Technologies solution areas. These competencies, which span sales, pre-sales, technology and services help ensure that you have the appropriate knowledge and skillset to meet your customers' needs.

By completing competencies you can benefit from increased sales due to greater expertise in Dell Technologies products and solutions. In addition, competency completion helps you work toward Program tier requirements and rebate eligibility.



Please refer to the [Partner Training Guide](#) for additional details.

# Competency Resource Requirements

Each row shows the number and roles of individuals required for a partner at a given Tier to earn a Competency.

COMPANY

## Portfolio & Solution Competency

Company awarded recognition for having a defined number of individual Credentials and/or Certifications.

## Services Competency

Service Delivery Competencies are included towards Program Training Requirements. For details on the requirements for these competencies, refer to the Services Delivery Enablement Matrix [here](#)

INDIVIDUAL

## Individual Credential

Individually awarded recognition for having completed a series of web-based exams aligned to Dell Technologies training for Sales, System Engineer, and Marketing roles.

## Individual Certification

Individually awarded recognition for having completed a Proctored exam(s) for a pre-sales Technology Architect (TA) or a services Implementation Engineer (IE).

S and SE within a competency have to be separate individuals. However, between the competencies and for M and TA roles a partner may use the same individuals that earned S or SE. Please refer to the [Partner Training Guide](#) for details.

		GOLD				PLATINUM						TITANIUM										
						LOCAL			GLOBAL			LOCAL			GLOBAL							
		S	SE	TA	M	S	SE	TA	M	S	SE	TA	M	S	SE	TA	M					
Marketing Institute		-			1	-			1	-			1	-			1	-			1	
Portfolio Competencies	APEX	APEX Cloud Offers	1	1	-		2	2	-		3	3	-		5	5	-		7	7	-	
		APEX Data Storage Services	1	1	-		2	2	-		3	3	-		5	5	-		7	7	-	
	Server+	Server		1	-			2	-			3	-			5	-			7	-	
		Networking		1	-			2	-			3	-			5	-			7	-	
	Storage+	Data Protection	1 <sup>1</sup>		1		2 <sup>1</sup>		2		3 <sup>1</sup>		3		5 <sup>1</sup>		5		7 <sup>1</sup>		7	
		Storage		1	-			2	1			3	1			5	3			7	3	
		CI/ HCI	1	1			2	2			3	3			5	5			7	7		
	Client+	Core Client	1	1	-		2	2	-		3	3	-		5	5	-		7	7	-	
		Workstation	1	1	-		2	2	-		3	3	-		5	5	-		7	7	-	
		Dell Clients for VDI	1	1	-		2	2	-		3	3	-		5	5	-		7	7	-	
Dell Endpoint Security		1	1	-		2	2	-		3	3	-		5	5	-		7	7	-		
	Latitude Rugged	1	1	-		2	2	-		3	3	-		5	5	-		7	7	-		
Solutions Competencies	APEX Flex on Demand	1	1			2	2			3	3			5	5			7	7			
	CSP Solutions	1	1			2	2			3	3			5	5			7	7			
	Data Analytics & AI	1	1			2	2			3	3			5	5			7	7			
	SQL Workloads	1	1	-		2	2	-		3	3	-		5	5	-		7	7	-		
	Dell Technologies Unified Workspace	1	1			2	2			3	3			5	5			7	7			
	OEM Solutions	1	1			2	2			3	3			5	5			7	7			

S = Sales SE = Systems Engineer TA = Technology Architect M = Marketing

<sup>1</sup> For Sales training requirements, partners can choose to complete the Data Center Portfolio credential to be recognized as the prerequisite across Server, Networking, DP and Storage competencies.

# 3 Steps for Program Tier Compliance

Platinum Tier Example (Metal tier eligibility unlocks rebate rewards)

## 1 REVENUE

Target the **tier** you want to achieve (either local or global)



### LOCAL Platinum Revenue Requirements

Minimum revenue: \$6M  
Minimum services revenue: \$720K

## 2 TRAINING

Pick the **competencies** you want to focus on



### LOCAL Training Requirements

**2** Competencies: Any Portfolio, Solutions and/or Services Competencies combination &  
**1** Marketing Institute Credential

## 3

Find your chosen competencies on the grid to **identify how many credentials/ certifications you need** for your Tier and each of your competencies

**S** = Sales  
**SE** = Systems Engineer  
**TA** = Technology Architect  
**M** = Marketing

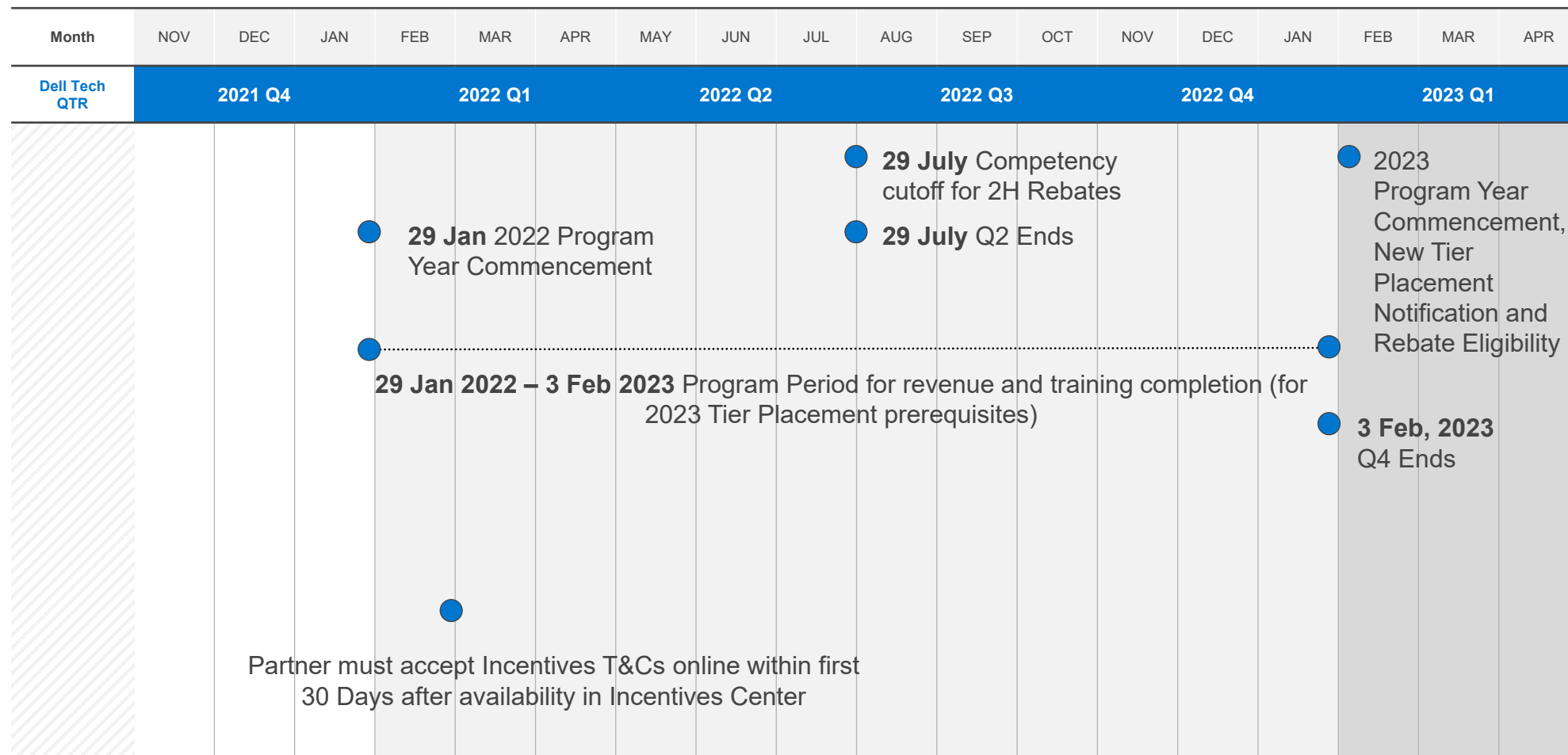
For details on the requirements for Services Competencies refer to the Enablement Matrix [here](#)

			PLATINUM			
			LOCAL			
			S	SE	TA	M
Marketing Institute			-			1
Portfolio Competencies	APEX	APEX Cloud Offers	2	2	-	
		APEX Data Storage Services	2	2	-	
	Server+	Server		2	-	
		Networking	2 <sup>1</sup>	2	-	
	Storage+	Data Protection		2		
		Storage		2	1	
		CI/ HCI	2	2		
	Client+	Core Client	2	2	-	
		Workstation	2	2	-	
		Dell Clients for VDI	2	2	-	
Dell Endpoint Security		2	2	-		
Latitude Rugged		2	2	-		

### Total Requirement:

- 4 Sales Credentials
- 4 System Engineer Credentials
- 1 Technology Architect Certification
- 1 Marketing Institute Credential

# Program Timeline



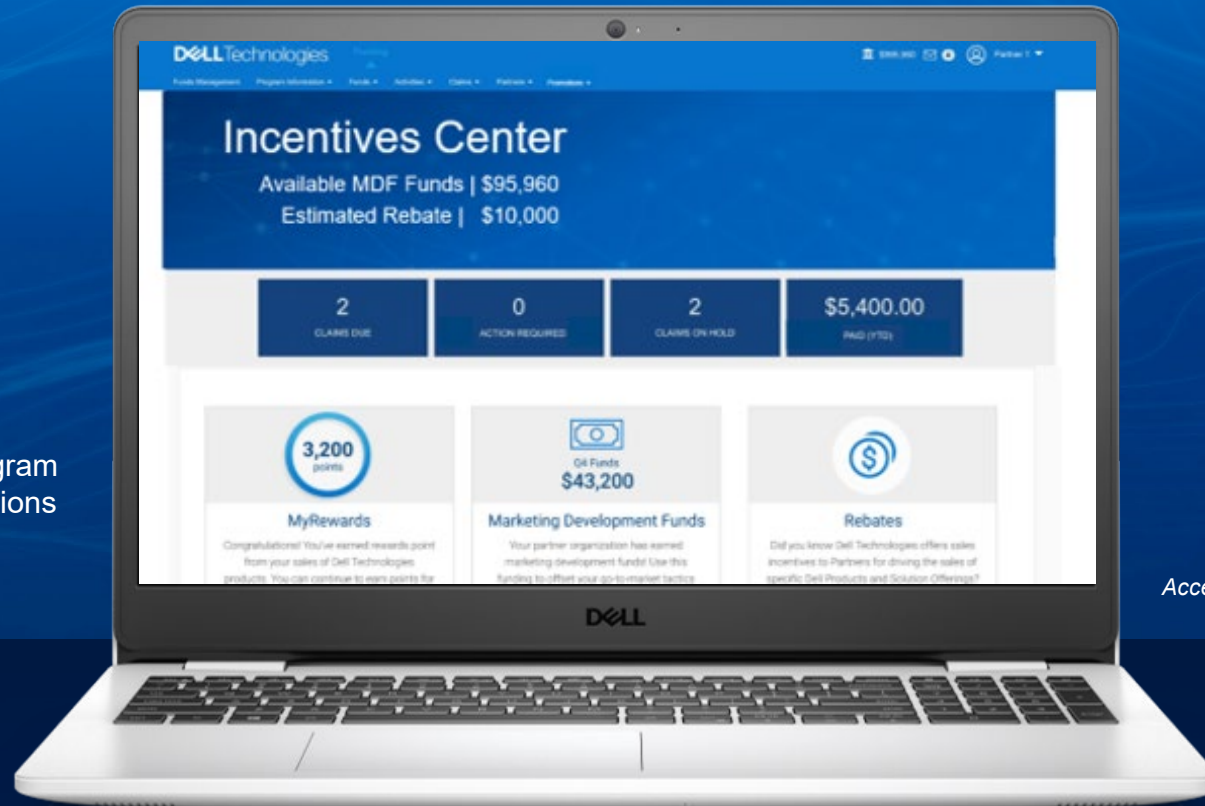
Promotion and demotion to metal tiers will be on an annual basis only.

New or additional competencies will be awarded semi-annually for current metal tier partners; the deadline is 29 July 2022 for second half rebate eligibility and 3 February 2023 for first half 2023 Program Year rebate eligibility.

Competencies earned after the annual audit period will only be considered for tier status during the following annual audit.

# Incentives Center

A centralized experience combining Rebates and MDF



Accept your program terms and conditions

*Access limited to nominated contacts*



## Insights & analytics

Track your performance & monitor your earnings with new reporting functionality and easy to read dashboards.



## Homepage Personalization

A customized experience that lets you put the information that matters to you most, front-and-center on your homepage.



## Support center

A global centralized support center with live chat, phone and email help desk for all inquiries including payments, MDF and Rebates.

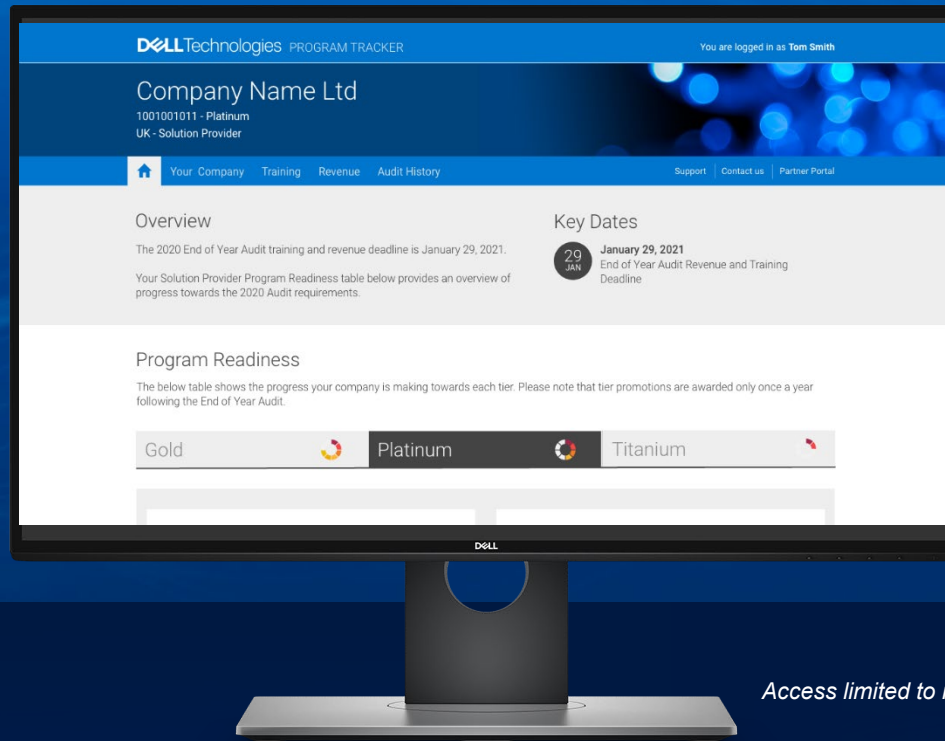
**Mobile optimized for your access, anywhere, anytime on any device**



# Program Tracker

## Stay Up-to-Date with Your Progress

Program Tracker is designed to support your preparations for audit by giving you direct access to the information and tools you need to achieve your desired tier status within the Dell Technologies Partner Program and maximize your rewards and profitability.



*Access limited to nominated contacts*



## PLAN YOUR TRAINING

Program Tracker shows you all the competencies and credentials your company and your team have in progress. To help plan the best path to compliance, it shows precisely which courses remain for each person to complete and how long it will take.



## TRACK YOUR REVENUE

Check the revenue requirements and thresholds for each tier and get a clear picture of the revenue we have recorded for your company's revenue in each line of business

# Glossary

## Attached Services

Services sold at point of sale on same order number for eligible products.

## Accelerator

A multiplier applied to select DTPP LOB revenue used in the calculation of Program tier revenue requirements. Accelerators are not applied to rebate, MDF, other incentive calculations or other revenue targets.

## APEX Flex-on-Demand

A flexible payment model in which Dell Technologies deploys a solution, including committed and buffer capacity, with fluctuating monthly payments based on buffer use.

## Authorized Distributor

An entity that holds a valid Dell Technologies Distribution Agreement and is contractually authorized to resell eligible Dell Technologies solutions, products, software and services.

## Competency

Company-awarded recognition for having a defined number of individual Credentials and/or Certifications. There are three types of Competencies:

- **Portfolio:** Foundational multi-product focused, across defined lines of business.
- **Services:** Recognition that a partner has met all the requirements and is authorized to deliver deployment services on Dell Technologies products.
- **Solution:** Transformational training across various topics.

## Deal Registration

A process by which partners submit for opportunity approval with customers. By registering a deal, you can gain, in general, either deal protection against Dell Technologies proactively engaging in direct-sales efforts and/or approval for additional benefits. An approved deal can be the path to minimizing conflict, attracting financial support and sales assistance.

## DTPP

Dell Technologies Partner Program

## Go-to-market Initiatives

A holistic set of program activities to drive demand for strategic priorities.

## Incentives

Financial benefits offered through the DTPP, including (but not limited to) rebates, marketing development funds and individual rep level rewards.

## Incentive Eligible Products

Named Product Portfolio products as named in the Eligible Product Category document

## Kicker

An additional rebate applied to Acquisition (NBI or Competitive Swap) or Tech Refresh to reward the sale of focus line of business products.

## Multipliers

A multiplier applied to Base rebate (back to \$1) on focus line of business products.

## Partner of Record (PoR)

An earned status for a specific line of business in an account; designed to help drive predictability of engagement and strong collaboration between partners and Dell Technologies sales. Dell Technologies core sales teams work with the named Partner of Record on future opportunities that are found by the core sales team in which the line of business status is held. Standard Deal Registration terms apply and other partners may continue to Deal Register.

# Glossary (cont.)

## Product Portfolio

Categorization of lines of business for rebate & MDF eligibility:

Portfolio	Line of Business (LOB)
<b>APEX Cloud Services</b>	APEX Cloud Services
<b>Storage+</b>	Storage, data protection, CI/HCI
<b>Server+</b>	Server, networking & enterprise infrastructure (EI)
<b>Client+</b>	Client & displays and client peripherals (D&CP)
<b>VMware</b>	VMware on Dell paper: Enterprise Licensing Agreements, Special Pricing Forms, Transactional (price book)

Also see '[Eligible Product Category](#)' document

## Program requirements

Requirements to achieve metal (Gold, Platinum, Titanium) tiering in the DTPP. Requirements include revenue and services revenue thresholds and training (competency) prerequisites.

## Program Tiers

Company level partnership within the DTPP that progresses with completion of training and revenue growth. Partners in the DTPP are tiered either locally as Authorized, Gold, Platinum or Titanium or globally as Platinum or Titanium with tiers awarded annually after year-end audit.

## Region

Geographic segmentations:

- **APJ:** Asia Pacific & Japan
- **EMEA:** Europe the Middle East & Africa
  - **CEE:** Central & Eastern Europe
  - **MERAT:** Middle East, Russia, Africa, Turkey.
- **GC:** Greater China
  - **GC7:** Beijing, Guangzhou, Shanghai, Shenzhen, Hong Kong, Macau, Taiwan
- **LATAM:** Latin America
- **NA:** North America

Also see 'Zone'

## Rules of Engagement (RoE)

Establishes engagement principles for how Dell Technologies interacts, both with channel partners and internally. RoE are designed to minimize internal conflicts that may disrupt business, partner and customer relationships

## Total Purchases

The total revenue sum of Eligible Products purchased by a Solution Provider from Dell Technologies and/or through an Authorized Distributor, for resale to an end user. This revenue is determined using the shipped amount for Eligible Products purchased from Dell (or the booked order amount for Eligible Products quoted and ordered through MyQuotes).

## Zone

Locations that share the same Partner Program requirements:

Zone	Location
<b>1</b>	Japan, USA
<b>2</b>	Canada, France, Germany, UK
<b>3</b>	Andorra, Czech Republic, Egypt, GC7, Gulf (Bahrain, Kuwait, Oman, Qatar, Yemen), Israel, Italy, Korea, Netherlands, Poland, Russia Z3 (Moscow, Moscow region, St. Petersburg, Khanty-Mansi & Yamalo-Nenets autonomous district), Saudi Arabia, Singapore, South Africa, Spain, Sweden, Switzerland, Turkey, UAE
<b>4</b>	Australia, Austria, Belgium, Botswana, Brazil, Denmark, Finland, Ghana, Greece, Hungary, Iceland, India, Indonesia, Ireland, Kenya, Lesotho, Luxembourg, Madagascar, Malawi, Malaysia, Mauritius, Mexico, Morocco, Mozambique, Namibia, New Zealand, Nigeria, Norway, Philippines, Portugal, Romania, Swaziland, Thailand, Ukraine, Vietnam, Zambia, Zimbabwe
<b>5</b>	Rest of CEE & META, Rest of APJ, Rest of GC, Rest of LATAM, Rest of Russia