

# 2020 Partner Program Benefits & Requirements Solution Provider Track

GLOBAL

ZONE 2

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# 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.

Simple. Predictable. Profitable.™

## Tier Requirements

\$ Revenue Requirements +  Training Competencies =

### TIERS

TITANIUM

PLATINUM

GOLD

## Rebate Eligibility

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

### REBATES

Base

Multipliers

Services

Acquisition

*Once Partners achieve a metal tier, Base rebates and multipliers require a corresponding Portfolio Competency. Services and Acquisition rebates do not require an aligned Portfolio Competency for rebate eligibility.*

# Incentives

## Base

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

## Multipliers

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

## Services

Earn additional rebates by selling attached support services across Client+ and Server+ product categories and by adding Other Services across all lines of business.

## Acquisition

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

## MDF

Marketing Development Funds that can be spent on various activities to grow your Dell Technologies business.

### 2020 Benefits Grid *(Certain exclusions apply)*

<b>Base</b>	<ul style="list-style-type: none"> <li>• Paid from \$1.</li> <li>• Rebate percentages vary by partner tier and product category.</li> <li>• Partners must hold a portfolio competency within the respective product category.</li> <li>• Includes hardware and attached services for products included in Server+ and Client+ product categories.</li> </ul>
<b>Multipliers</b>	<ul style="list-style-type: none"> <li>• Applied to Base rebate.</li> <li>• Includes hardware and attached services for named focus products in Server+ and Client+ product categories.</li> </ul>
<b>Services</b>	<ul style="list-style-type: none"> <li>• Paid from \$1.</li> <li>• 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+ and Client+ product categories.</li> <li>• Sell other services offerings to earn up to an additional 3.5% of services revenue (excludes storage renewals).</li> </ul>
<b>Acquisition</b>	<p><b>New Business Incentive (NBI)</b></p> <ul style="list-style-type: none"> <li>• Eligible for acquiring new Dell Technologies end users across Storage+, Server+ or Client+ line of businesses with an approved &amp; won deal registration.</li> <li>• New Client+ sales are defined as sales to customers with below \$10K of Client+ LOB purchases over the past 12 months.</li> <li>• New Storage+ &amp; Server+ LOB sales is defined as sales to customers with no Storage+ &amp; Server+ purchases over the past 36 months.</li> <li>• NBI sales remain eligible for 6 months from the initial transaction.</li> <li>• Includes hardware and attached services for products included in Server+ and Client+ product categories (excluding EI &amp; CP&amp;D)</li> <li>• Excludes attached services for Storage+ products.</li> </ul>
	<p><b>Competitive Swap</b></p> <ul style="list-style-type: none"> <li>• Paid on eligible Dell EMC Storage sales when displacing competitive product, capped at \$160K per end-user per quarter.</li> <li>• Competitive Swap Incentives will be paid on the replacement array only and will not be paid on attached products.</li> <li>• Not impacted by historical sales to the end-user. A sale not eligible for NBI may be eligible for Competitive Swap.</li> <li>• Documentation must be received within 30 days after the end of the quarter in which the deal is booked.</li> <li>• Excludes attached services.</li> </ul>
<b>Tech Refresh</b>	<ul style="list-style-type: none"> <li>• Paid on the replacement of eligible pre-qualified 'entry and midrange' storage assets</li> <li>• Excludes attached services.</li> </ul>
<b>MDF</b>	<ul style="list-style-type: none"> <li>• Based on Tier. Titanium and Platinum eligible for Earned MDF. Gold, Platinum and Titanium eligible for Proposal MDF.</li> </ul>

# 2020 Benefits: Incentives Grid – EMEA

 Eligible Product Category Document [HERE](#)

	Base (From \$1)			Multipliers <sup>1</sup>	Services (From \$1) <sup>2</sup>			Acquisition*		Tech Refresh	eMDF	
	TITANIUM	PLATINUM	GOLD	Applied to Base	ALL METAL TIERS						TITANIUM	PLATINUM
Certain exclusions apply					ProSupport (≥3yr)	ProSupport Plus (≥3yr)	Other Services	New Business**	Comp Swap <sup>+</sup>	Tech Refresh		
Storage+	4.00%	3.00%	2.00%		--	--	3.50%	8.00%	8.00%	2.00%	0.95%	0.70%
Server+	3.25%	2.75%	2.25%	<b>x 2</b> - PowerSwitch Z-Series  <b>x 1.25</b> - 4-socket Rack Servers - Modular Blade Servers (MX Series) + Chassis inc. Networking Modules	0.50%	1.50%	3.50%	6.00%	--	--	0.75%	0.50%
Client+	1.00%	0.75%	0.50%	<b>x 3</b> - Latitude Rugged - Precision Workstation  <b>x 2</b> - Latitude 7 - Client Peripherals & Dell Branded Displays (CP&D)	1.00%	1.50%	3.50%	3.00%	--	--	0.25%	0.25%

<sup>1</sup> Multiplier applicable to base rebate only (back to \$1) on named eligible focus products

<sup>2</sup> ProSupport & ProSupport Plus attached Services paid on total revenue (product + Services); Other Services paid on Services only revenue

\* Competitive Swap Incentives are not stackable with New Business Incentives. If a Competitive Swap sale is made to an eligible NBI account, and the sale qualifies for both Competitive Swap Incentive and NBI, then Partner will earn NBI. In addition, if the Competitive Swap Incentive is higher than NBI, Partner will earn the differential as a Competitive Swap Incentive. Partner will be eligible to earn NBI on any additional sales of Eligible Products made to the same Eligible NBI account for a period of six (6) months following the initial sale

+ Competitive Swap rebate capped at \$160K per end user each quarter. Competitive Swap signed documentation must be received within 30 days after the end of the quarter in which the deal is booked.

Eligible claims are to be accompanied by a customer signed [decommission letter](#) & [certification letter](#) OR a Return Merchandise Authorization (RMA) #.

\*\* Data Protection is independent from Storage+ when calculating NBI. Enterprise Infrastructure (EI), and Client Peripherals & Displays (CP&D) are ineligible for NBI rebates

# Marketing Development Funds (MDF)

 Eligible Product Category Document [HERE](#)

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 a accrual funding benefit, based on a percentage of product revenue.
- **Proposal-Based MDF** is a discretionary fund for strategic initiatives.

## EARNED MDF GLOBAL ACCRUAL RATES

Certain exclusions apply

	TITANIUM	PLATINUM
<b>Storage+</b>	0.95%	0.70%
<b>Server+</b>	0.75%	0.50%
<b>Client+</b>	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, Dell EMC & 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?	180 days after the deposit is made (deposits are made in the quarter after they are earned)	90 days after the start of the quarter

*Additional terms and conditions apply please refer to the [MDF Business Rules](#) or contact your account team with any questions. North America NSPs are not eligible for pbMDF.*

# Incentive Examples

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

## COMPETENCY

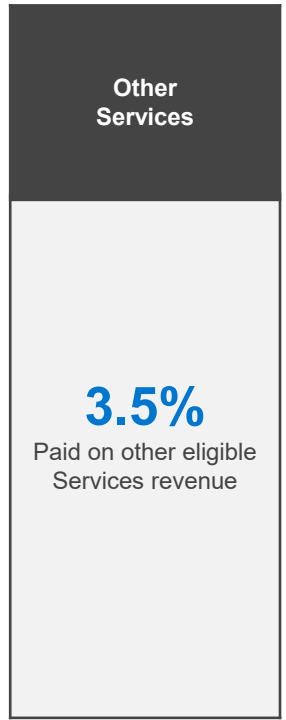
Partner holds Storage and Core Client portfolio competencies, granting rebate eligibility for **Storage+ & Client+** categories.

## ACQUISITION

End User is an acquisition account for all lines of business, identified through inclusion on New Business Incentive and Partner Preferred lists and/or competitive swap eligible.

## Storage

	Base Payout	NBI or Competitive Swap	eMDF	TOTAL
TITANIUM	4.00%	8.00%	0.95%	12.95%
PLATINUM	3.00%	8.00%	0.70%	11.70%
GOLD	2.00%	8.00%		10.00%



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

	Base Payout	Multiplier	Services	NBI	eMDF	TOTAL
TITANIUM	1.00%	<b>X3</b>	1.5%	3.0%	0.25%	7.75%
PLATINUM	0.75%		1.5%	3.0%	0.25%	7.00%
GOLD	0.50%		1.5%	3.0%		6.00%

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.

# Dell Technologies on Demand

## Flexible Payment Solutions: Flex On Demand

Flex On Demand, part of Dell Technologies On Demand (DTOD), provides choice, flexibility and predictability in how you and your customers consume IT infrastructure and services. Flex on Demand (FOD) is available through both resell and referral models. When leveraged in resell, Payment Solutions' revenue is recognized towards Solution Provider tier revenue requirements and is MDF and rebate eligible. Flexible payment solutions are provided through Dell Financial Services (DFS).\*



### Pay As You Grow

Align payments with technology deployment plans & growth schedules.



### Data Center Utility

Achieve a high degree of customization to address consumption requirements across the IT ecosystem.



### Flex On Demand

Meter usage and pay only for technology that's consumed with elastic capacity that scales up and down.

While FOD resell benefits are limited to Titanium tier partners, all DTPP solution providers can leverage the FOD offer by referring opportunities to DFS. Based on Committed Contract Value (CCV) for referred business you will receive a payment of:

- **Storage+:** 10% of CCV
- **Server:** 7% of CCV

	Titanium	All Tiers
	Resell	Referral
Front End Discount	●	
Rebate eligibility (aligned to held portfolio competencies)	●	
Earned Marketing Development Funds (MDF) eligible	●	
Revenue recognized towards tier revenue requirements	●	●
Referral fee of 7- 10% one time payment on committed contract value (CCV)		●

\* 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. Partners are permitted to sell their own services with FOD resell but not through referral.



# ACQUISITION: Partner Preferred

## Storage & Server Acquisition Initiative

Partner Preferred identified accounts present an opportunity to target **storage** and **server acquisition** customers supported through incremental incentives and sales engagement.



### TARGETED ACQUISITION ACCOUNTS

A list of underpenetrated accounts for storage and server lines of business



### COLLABORATIVE ENGAGEMENT & SUPPORT

- Proactive account planning
- Earned Partner of Record status for storage and/or server, awarded at time of sale.



### INCREMENTAL BENEFITS

- Incremental discount with Deal Registration
- 4-6% Storage Preferred
  - 2-5% Server Preferred (NA only)

## Frequently Asked Questions

	Authorized, Gold, Platinum & Titanium
What is Partner Preferred and how do I make money?	<p>Underpenetrated accounts allow you to earn an additional front-end discount when you link your quote to an approved Preferred Deal Registration:</p> <ul style="list-style-type: none"><li>• 4-6% for Storage Preferred</li><li>• 2-5% for Server Preferred (NA only)</li><li>• Earn Storage Partner of Record with a won storage deal</li><li>• Earn Server Partner of Record with a won server deal (NA only)</li></ul>
What products are eligible?	<p>Storage Preferred: Storage+ Server Preferred: Server LOB (NA only)</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 Deal Type on your approval notifications</li></ul>
What else should I know?	<p>Partner Preferred is also eligible on NBI named accounts and may qualify for the NBI rebate (where partner is metal tiered and rebate eligible).</p>

# 2021 Requirements - Zone 2

To become a Tiered Solution Provider in the 2021 Dell Technologies Partner Program partners must meet Training and Revenue requirements by January 29, 2021. Based on each Solution Provider's attainment levels, they are then placed into a specific Tier for the 2021 Dell Technologies Partner Program.

		REQUIREMENTS
<b>TITANIUM</b>	Revenue	\$20M
	Minimum Services Revenue* (of total revenue)	\$2.8M
	Minimum Training Requirements	<b>3 Competencies: Any Portfolio, Solutions and/or Services Competencies combination</b>
<b>PLATINUM</b>	Revenue	\$6M
	Minimum Services Revenue* (of total revenue)	\$720K
	Minimum Training Requirements	<b>2 Competencies: Any Portfolio, Solutions and/or Services Competencies combination</b>
<b>GOLD</b>	Revenue	\$500K
	Minimum Services Revenue* (of total revenue)	\$50K
	Minimum Training Requirements	<b>1 Competency: Any Portfolio, Solutions and/or Services Competency</b>

## Earn 3x

revenue accelerator  
on eligible

### Storage & Data Protection

products toward Program  
Year Tier revenue  
requirements.

## Earn 1.5x

revenue accelerator  
on eligible

### Converged & Hyper-converged

products toward Program  
Year Tier revenue  
requirements.

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

# 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.

## Portfolio

### Client+

- Core Client
- Workstations
- Client Data Security
- Wyse for VDI

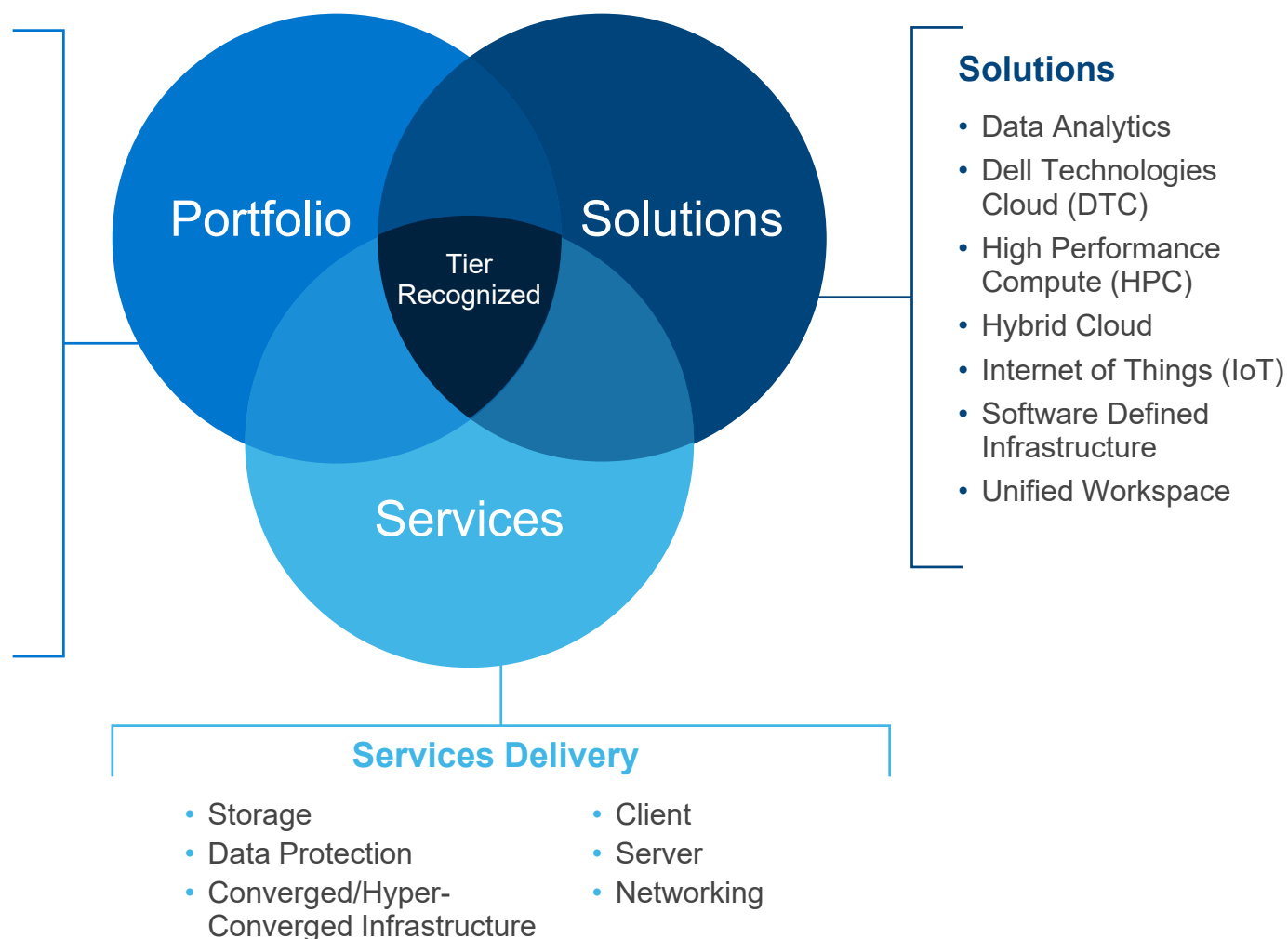
### Server+

- Server
- Networking

### Storage+

- Storage
- Data Protection
- CI/HCI

Completion of any one portfolio competency **unlocks rebate eligibility** within its respective product portfolio.



# Competency Resource Requirements

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.*

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

		Competency Resource Requirements											
		GOLD				PLATINUM				TITANIUM			
		S	SE	TA	M	S	SE	TA	M	S	SE	TA	M
Marketing Institute		-	-	-	1	-	-	-	1	-	-	-	1
ISG Portfolio Competencies	Server		1	-			2	-			5	-	
	Networking		1	-			2	-			5	-	
	Data Protection	1	1			2	2			5	5		
	Storage		1	-			2	1			5	3	
	Converged/Hyper-Converged Infrastructure	1	1			2	2			5	5		
CSG Portfolio Competencies	Core Client	1	1	-		2	2	-		5	5	-	
	Workstation	1	1	-		2	2	-		5	5	-	
	Cloud Client-Computing	1	1	-		2	2	-		5	5	-	
	Client Data Security	1	1	-		2	2	-		5	5	-	
Solutions Competencies	Data Analytics	1	1			2	2			5	5		
	Dell Technologies Cloud (DTC)	1	1			2	2			5	5		
	High Performance Compute (HPC)	1	1			2	2			5	5		
	Hybrid Cloud	1	1	-		2	2	-		5	5	-	
	Internet of Things (IoT)	1	1			2	2			5	5		
	Software Defined Infrastructure	1	1			2	2			5	5		
	Unified Workspace	1	1			2	2			5	5		

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

# 3 Steps for Program Tier Training Compliance

Platinum Tier Example (Metal tier eligibility unlocks rebate rewards)

## 1 REVENUE

Pick the **tier** you want to achieve

GOLD
PLATINUM
TITANIUM

**Revenue Requirements**  
 Minimum revenue: \$6M  
 Minimum services revenue: \$720K

## 2 TRAINING

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

PLATINUM

**Training Requirements**  
**2** Competencies: Any Portfolio, Solutions and/or Services Competencies combination

## 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** = Technical Architect  
**M** = Marketing

Refer to the Services Delivery Enablement Matrix [here](#) for Services Competency Requirements.

		PLATINUM			
		S	SE	TA	M
Marketing Institute			-		1
ISG Portfolio Competencies	Server		2	-	
	Networking		2	-	
	Data Protection	2	2		
	Storage		2	1	
	Converged/Hyper-Converged Infrastructure	2	2		
CSG Portfolio Competencies	Core Client	2	2	-	
	Workstation	2	2	-	
	Cloud Client-Computing	2	2	-	
	Client Data Security	2	2	-	

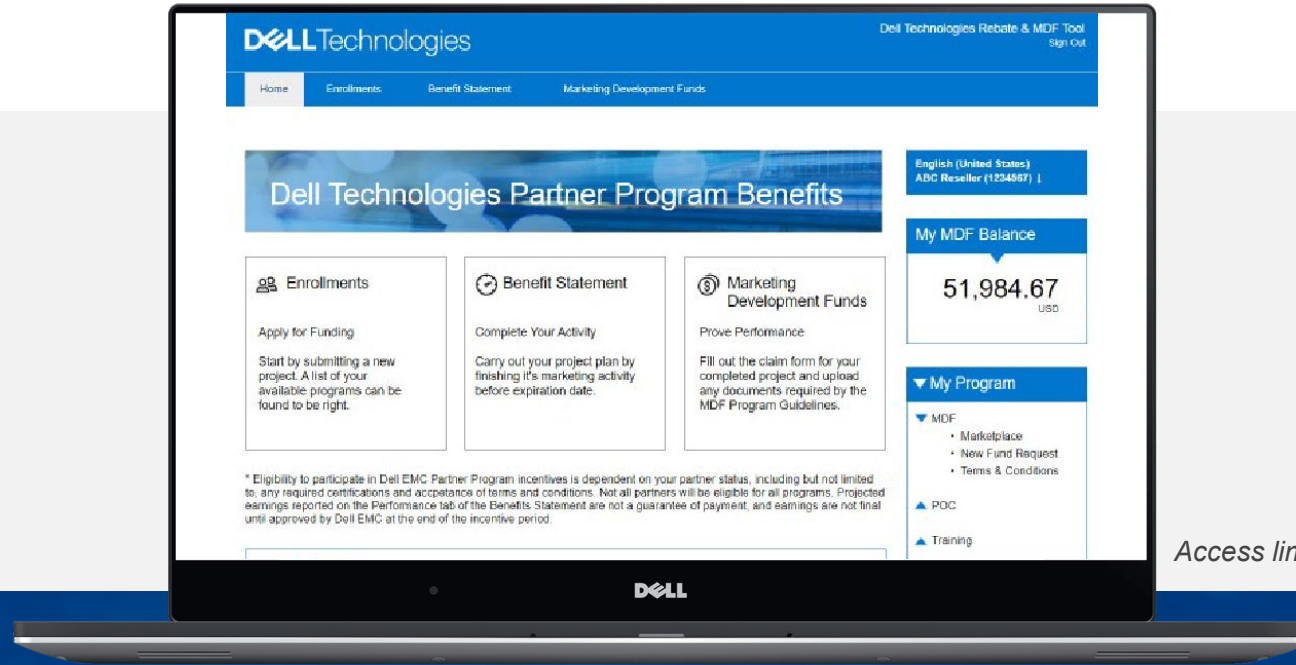
### Total Requirement:

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



# Rebate & MDF Tool

Track your performance & monitor your earnings



*Access limited to nominated contacts*



Review your eligibility to participate in the Dell Technologies Partner Marketing Development Fund and Rebate programs



Track your quarterly sales performance against your revenue goals and the resulting estimated rebate payment



Accept the terms and conditions for participation



Submit your marketing activities and claims online



Monitor your earnings and payments

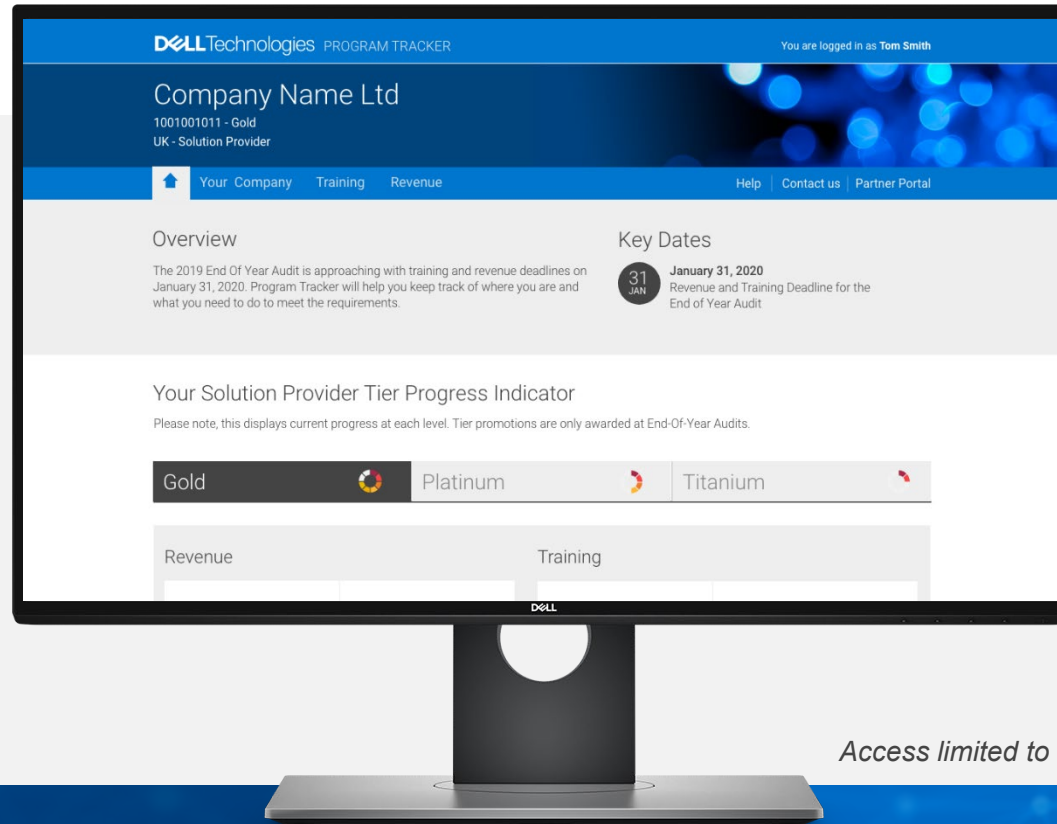


Access our helpdesk for inquiries

# 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.

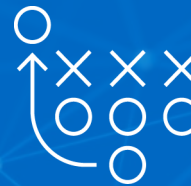


*Access limited to nominated contacts*



## 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



## 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.



# Glossary

## Attached Services

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

## 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

Deal registration is 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.

## 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.

## Go-to-market Initiatives

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

## Incentives

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

## Line of Business (LOB)

Dell Technologies product lines:

- **Dell:** Client products
- **Dell EMC:** Enterprise products (also see product portfolio bellow)

## 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.

## Product Portfolio

Categorization of lines of business for rebate & MDF eligibility:

Portfolio	Line of Business (LOB)
Storage+	Dell EMC storage, data protection, CI/HCI
Server+	Dell EMC server, networking & enterprise infrastructure (EI)
Client+	Dell Client & client peripherals & displays (CP&D)

## Program requirements (Solution Provider)

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

## Program Tiers (Solution Provider)

Company level partnership within the Dell Technologies partner program that progresses with completion of training and revenue growth. Partners in the DTPP are tiered as Authorized, Gold, 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
  - **META:** Middle East, Turkey & Africa
- **GC:** Greater China
  - **GC6:** Beijing, Guangzhou, Shanghai, Shenzhen, Hong Kong, Taiwan
- **LATAM:** Latin America
- **NA:** North America

## 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.

# Glossary

## Zone

A group of countries that share the same Partner Program requirements:

Zone	Countries
1	Japan, USA
2	Canada, France, Germany, UK
3	Andorra, Australia, Czech Republic, Egypt, GC6, Gulf (Bahrain, Kuwait, Oman, Qatar, Yemen), Ireland, Israel, Italy, Korea, Netherlands, Poland, Russia, Saudi Arabia, Singapore, South Africa, Spain, Sweden, Switzerland, Turkey, UAE
4	Austria, Belgium, Botswana, Brazil, Denmark, Finland, Ghana, Greece, Hungary, Iceland, India, Indonesia, Kenya, Lesotho, Luxembourg, Madagascar, Malawi, Malaysia, Mauritius, Mexico, Morocco, Mozambique, Namibia, New Zealand, Nigeria, Norway, Philippines, Portugal, Romania, Swaziland, Thailand, Ukraine, Vietnam, Zambia, Zimbabwe
5	Rest of CEE & META, Rest of APJ, Rest of GC, Rest of LATAM