

DELL TECHNOLOGIES 2021

# PARTNER PROGRAM GUIDE

CLOUD SERVICE  
PROVIDER TRACK

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## DELLTechnologies PARTNER PROGRAM

*The Dell Technologies Partner Program has multiple tracks for different Partner types.*

CLOUD SERVICE PROVIDERS

SOLUTION PROVIDERS

SYSTEMS INTEGRATORS

DISTRIBUTORS

OEMS

*This guide is specific to the Cloud Service Provider track.*



## “Together, We Stop at Nothing!”

Year after year, I’m impressed by the great results our CSP partners continue to achieve. We have so much to be proud of! Dell Technologies Cloud continues to be a prime example of Dell’s commitment to delivering innovative products and solutions to solve our customers’ challenges while enabling our partners to grow their business.

I’m confident that together we can have an even better year in 2021.

Thank you for your trust and ongoing commitment to support each other and our customers. Together, we stop at nothing!

*Denise Millard*

**Denise Millard**

Senior Vice President  
Global Alliances

# Our Partner Promise

## Innovation

Fueling **your** growth from the edge to the data center to the cloud



## Power of Dell Technologies

**Together** we drive change, advance sustainability and cultivate inclusion



# TOGETHER

**We Stop at Nothing!**



## End-to-end Experience

A Program built with **you** and for **you**, founded on collaboration and trust

A technology leader and an innovator with world-class enterprise sales and support

Operating in  
**180**  
countries

Serving  
**99%**  
of Fortune 500

Research & Development  
**> \$20B**  
in last 5 financial years<sup>1</sup>

Dell Technologies Services & Support team members  
**> 35,000**

Patents & Patent Applications  
**30,678**

<sup>1</sup> Dell Technologies' cumulative R&D investment includes EMC amounts prior to the merger transaction date on September 7, 2016

# Program Tiers & Requirements

The Dell Technologies Partner Program Tiers each have their own revenue, training and other requirements, enabling you to progress beyond the entry-level Authorized status.

Partners who don't meet the minimum revenue threshold may be eligible for the Authorized Partner status, but need to work with a Dell Technologies sales person who sponsors their request.

**DELL**Technologies  
GOLD PARTNER

**DELL**Technologies  
PLATINUM PARTNER

**DELL**Technologies  
TITANIUM PARTNER

	Authorized	Gold	Platinum	Titanium
CSP Track Application	●	●	●	●
Annual Sell-In Revenue Threshold	\$	\$	\$\$	\$\$
Confirmation of End Customer Validation Reports	●	●	●	●
Service Offerings Summary		●	●	●
Training/Certification Hours		🎓	🎓🎓	🎓🎓🎓

*Benefits increase with greater commitment to the program.*

## Flexible and Aligned Training

You have the ability to complete different combinations of training, while progressing to higher Tiers, based on your business models. Training is available across Dell Technologies extensive portfolio so that you can gain expertise in areas that align to your core competencies.

**For more information, see the**



**Benefits and Requirements Document**



# Tier Benefits

As your Tier progresses, so do your benefits.

	Authorized	Gold	Platinum	Titanium
Partner Portal access including enablement tools, sales aids, and marketing campaigns & tools	●	●	●	●
Valuable training through access to Partner Academy	●	●	●	●
Dell Technologies Direct Sales Compensation	●	●	●	●
Partner Solution Content Library for Internal Dell Technologies Sales		●	●	●
Leverage Dell Technologies Partner Program Logo and Branding		●	●	●
Cloud Partner Connect Program Consideration		●	●	●
Dell Technologies Find-a-Partner presence		●	●	●
Proposal-Based Marketing Development Funds (MDF)		●	●	●
Rebates rewarding performance			●	●
Earned Marketing Development Funds (MDF)			●	●
Access to Technical Resources			●	●
Collaborative Sales and Business Planning			●	●
Joint Marketing Planning and Campaign Design				●
Highest rebate potential and executive support				●

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# Financial Benefits

Profitability is foundational to your business and a cornerstone of our program.

**Platinum and Titanium Partners are eligible to earn compelling rebates.**



## Base Rebates

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

## Marketing Development Funds (MDF)

The Dell Technologies Partner Program offers two types of Marketing Development Funds (MDF) including Earned and Proposal-based MDF. Platinum and Titanium partners are eligible for Earned MDF, which rewards qualified partners with predictable funding. Earned MDF is accrued based on sell-in revenue, with rates based on tier. Gold, Platinum and Titanium partners are eligible for Proposal-based MDF. Proposal 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.

To see more great program incentives, visit the Incentives page on the [Partner Portal](#).

# Training & Competencies

## Dell Technologies offers training

with the flexibility to specialize in certain Dell Technologies solution areas. Spanning sales, technical, and marketing, these trainings ensure that you have the appropriate knowledge and skillset to meet your customers' needs.

- Individual and company recognition
- Same training as Dell Technologies core internal teams
- Maintenance training opportunities to save time

By completing training, you can benefit from increased sales due to greater expertise with Dell, Dell EMC, and Dell Technologies products, solutions, software and services. Knowledge gained from this training can also help you expand into additional lines of business. A wide variety of available training courses allow you to plan a flexible training path to address current skill levels and desired outcomes.

Business and Skills	Products and Solutions		
	<b>General</b>	<b>Intermediate</b>	<b>Advanced</b>
Understanding of go-to-market messaging and enhancement of appropriate skills	Solution strategy and product portfolio, including features, advantages, markets, and competitive advantages	Technical features and benefits, interoperability of solutions including workloads and technical use cases	Technical specialization for specific needs, leading to sizing and architecting solutions



# Partner Engagement with Dell Technologies



## Rules of Engagement

Dell Technologies has a core set of Rules of Engagement that permeate the behavior of the entire organization. **There are guiding principles for these rules of engagement, namely the integral role that you play in Dell Technologies overall success to delivering an excellent customer experience.** Dell Technologies leadership team has a zero tolerance policy for any dishonoring of these rules.

# Purchasing & Financing

With Dell Technologies, simplicity and flexibility is at the forefront of what makes our program and our partners extraordinary.

## Configuration and Purchasing Tools\*

Dell Technologies offers a variety of configuration, quoting and purchasing capabilities tailored to meet your procurement needs. These valuable resources are available for all partners within the Partner Portal so you can offer a more seamless experience to your customers.

## Dell Financial Services supports Dell Technologies APEX Custom Solutions

Dell Financial Services (DFS) delivers innovative payment programs for hardware, software and services, helping your customers get the solutions they need to keep their businesses running while addressing their cash flow challenges. DFS can finance the total solution for your customers, including Dell Technologies and non-Dell hardware, software and services, as well as partner services.

As part of Dell Technologies APEX, DFS now introduces APEX Custom Solutions that simplify customers IT digital transformation. With APEX Flex on Demand (an APEX Custom Solution), our consumption-based offering is available for the Dell Technology Infrastructure Portfolio. This gives you the option to offer customers the flexibility of elastic capacity and the economy of paying only for the buffer capacity which it consumes each month. It also enables your customers to align and scale the cost of their IT solutions with technology consumption and budget availability<sup>1</sup>.

## Working Capital Solutions (WCS)\*

In partnership with leading financial institutions, Dell Technologies offers extended payment terms and increased credit capacity to enable you to grow your business faster

\* Some tools or services might may not be available for Partners in all locations

<sup>1</sup> Payment 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. Dell Technologies, Dell EMC and Dell logos are trademarks of Dell Inc.

# Partnering with Dell Technologies Services

As customers embrace digital transformation, they look for partners who can deliver complete solutions through the rapid adoption and optimization of technologies and the business-critical services to support them.

Dell Technologies Services provides flexible options for how you deliver services to customers.

**Dell Technologies Services has services available for purchase to meet the unique needs of Cloud Service Providers.**

## **Dell Technologies Packaged Enablement Services**

- Storage as a Service and Backup as a Service
- Includes reference architectures and detailed configurations

## **Dell Technologies Cloud Consulting and Advisory Services**

- Sell-to and Sell-through services available for purchase

## **Deployment Services**

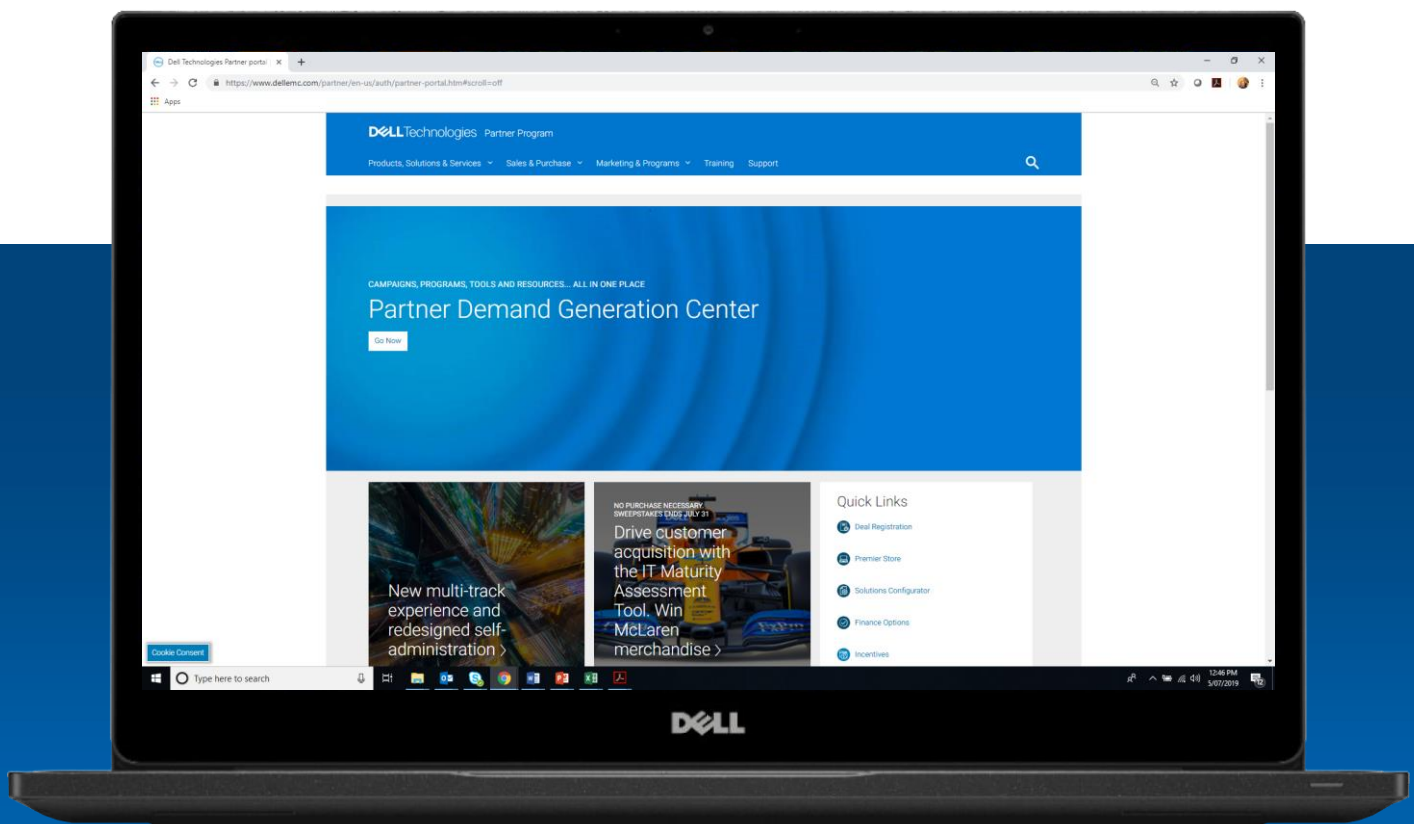
- Technology experts help deploy systems with greater speed, less effort and more control

Supplementing your capabilities with Dell Technologies Services helps you build deeper relationships, provide greater value to customers, and grow your profitability.

# Partner Portal

The Dell Technologies Partner Portal provides access to the tools and resources you need, including:

- Purchasing & Business Management
- Knowledge Center
- Training & Credentials
- Sales & Marketing Tools
- Rebate and MDF tracking
- Partner Support



For more information, visit [DellTechnologies.com/Partner](https://DellTechnologies.com/Partner)



# Sales Tools

Quick, easy access to essential tools and resources makes it easier for you to introduce new solutions to your customers, gather core requirements, configure solutions, generate persuasive proposals and much more.

## Calculators & Advisors

Generate more sales and improve productivity by equipping your staff with the latest product information, messaging and positioning.

## Customer Solution Centers

Customer Solution Centers enable you to strategize, architect, validate and build solutions that supplement your Online Demo Center access.

## Demo Program

The Demo Program can be used to support customer demonstrations, proof of concepts in your own labs and internal team training. Purchases can also be supported using partner Earned BDF.

## Knowledge Center

Close deals faster with a comprehensive set of sales resources and assets including Products, Solutions and Services through Knowledge Center - helping you position the best solution to your customers.

## Proposal Tools

Generating persuasive proposals has never been easier with Dell Technologies proposal-ready content and powerful document automation capabilities.





# Marketing Tools

Grow your business faster by taking advantage of Dell Technologies full portfolio of marketing tools and resources to drive increased awareness, generate leads, win customers and close more deals.

## Digital Marketing Platform

Partners with limited resources can easily create and automate digital marketing via co-brandable, turn-key solutions for web content syndication, email and social campaigns.

## Find a Partner

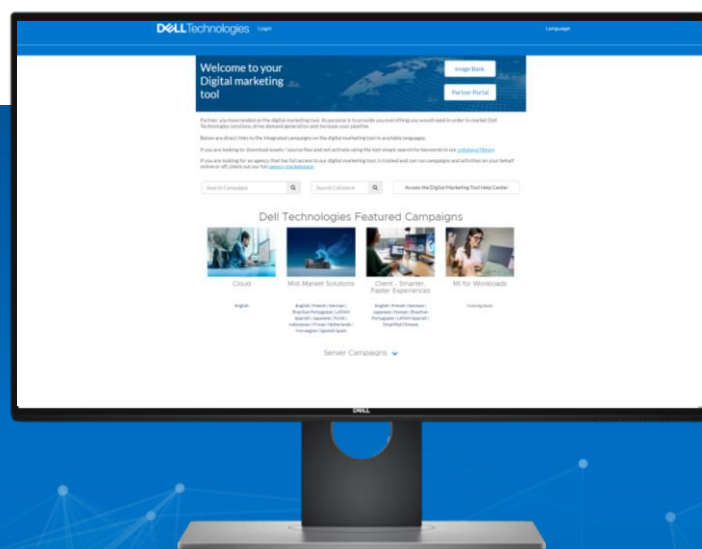
Customers can use this tool to easily locate qualified Dell Technologies Partner Program partners to help solve their business problems. Update your profile today to help drive increased awareness for your company.

## Agency Services

A great option for partners who want to leverage pre-screened full-service and specialty agencies, Agency Services offers access to Dell Technologies program-trained agencies who are ready to help plan and execute marketing activities to best utilize your marketing development funds (MDF).

## Campaigns, Images, Branding

Access to Dell, Dell EMC, and Dell Technologies products, solutions, software and services, images, logos, campaign collateral, and turnkey Activation Packs for use in your marketing initiatives



# GET STARTED TODAY

[DellTechnologies.com/Partner](https://DellTechnologies.com/Partner)

**DELL**Technologies  
PARTNER PROGRAM