

Dell EMC Partner Program

Partner Portal Tools and
Resources

Channel Program Account Manager

The logo for the Dell EMC Partner Program is displayed in a black rectangular box. It features the Dell EMC logo on the left, which consists of a stylized 'E' made of three slanted lines. To the right of the logo, the text 'Dell EMC' is written in a bold, sans-serif font. Below this, the words 'PARTNER PROGRAM' are stacked in a smaller, all-caps, sans-serif font.

Dell EMC
**PARTNER
PROGRAM**

2018 Program Priorities

Simple. Predictable. Profitable.

Benefits increase with greater commitment to the program!

2018 CHANNEL PRIORITIES

Above all else, the Global Channels, OEM and IoT organization is laser-focused on driving profitable growth, all while continuing our promise to be **Simple. Predictable. Profitable.**™ We've laid out six key priorities for our partners in 2018:

GROW
Partners'
Business & Ours

SELL
Bigger, Richer
Servers

SELL
Storage, All Day,
Every Day

SELL
Client + Services
to Net New

ATTACH
Attach
Services

ACQUIRE
Net new
customers

Dell EMC Partner Portal

The screenshot shows the Dell EMC Partner Portal interface. At the top, there is a navigation bar with the following items: Dell Premier Shop, Products, Solutions and Services, Support, and Tools and Resources (highlighted with a red box). Below the navigation bar, the main content area is titled 'Welcome to Your Partner Portal'. There are several tiles and sections visible:

- Deal Registration:** Register a new deal or view the status of current opportunities. [Learn More](#)
- Knowledge Center:** A comprehensive set of sales and service resources to help you close deals faster. [Learn More](#)
- Sales and Marketing Tools:** Discover key and powerful solutions. [Learn More](#)
- Partner Support:** Get answers to questions regarding ordering, purchasing, product support, deal registration and more. [Learn More](#)
- Campaign Center:** Save time and effort by leveraging from ready-made attractive, well-prepared creatives. [Learn More](#)
- News, Events and Communications:** Stay up to date on the latest Dell EMC channel news, updates and events. [Learn More](#)

Valuable product and solution based sales collateral, tools and resources to assist with doing business with Dell EMC and increasing sales profitability

- News and Events
- Knowledge Center
- Training and Competencies
- Sales and Marketing Tools
- Incentives
- Partner Support
- Deal Registration

Dell EMC Partner Support

DELLEMC Partner Program

Dell Premier Shop Products Solutions and Services **Support** Tools and Resources

Partner Support

Dell Product Support

Dell EMC Product Support

Partner Support

Need assistance with Deal Registration, Solution Configurator, Partner Program Benefits, and more?

Choose the category below which best describes your question or issue.

[CHECK YOUR CASE STATUS](#) [HOW TO RAISE A CASE - VIDEO](#)

- Deal registration**
Program or process inquiries, expedite, or extensions.
- Order support**
Order management, licensing, logistics, shipping, returns, missing items, invoicing and credit requests. Automated Service Tag Ownership Transfer.
- Program benefits and requirements**
Questions about Partner Program Tier requirements and benefits, including training competencies and rebates.
- Application support**
MyQuotes and MyOrders
- Account settings and general access**
Access issues, new users, locate your sales rep, company name changes, mergers and user account settings.
- Product support**
Client, server, storage product support.
- Services partner helpdesk**
Partner Services Support for training and delivery tools.
- Training and competencies**
Help with accessing or completing training, viewing achieved competencies, and other general training inquiries.
- Marketing tools support**
Inquiries for Digital Marketing Platform, Find a Partner, leads.

- The case management tool can be located within the [Dell EMC Partner Portal](#) by selecting Support in the menu bar, or using the direct link https://dell.secure.force.com/UACaseWebForm/UnAuthenticatedCaseVFPPage?language=en_US
- Learn how to use Case Management tool:
- [User Guide](#)
- [Dell EMC Account Team Member Process Video](#)
- [Partner Process Video](#)

Best Practices:

- Be specific on the tool or topic for the issue you need resolved.
- Include Partner ID and all relevant information.

Stay Connected with the latest Dell EMC Information!

DELL EMC PARTNER PROGRAM


Dell Premier Shop Products Solutions and Services Support Tools and Resources

Partner > News and Events

News, Events and Communication

Update your e-mail preferences


[MY PROFILE](#)



Earn Up to \$60,000 in Incentives with Dell EMC CI/HCI, Storage and Data Protection

If you're selling our Converged Infrastructure/Hyper-Converged Infrastructure (CI/HCI), Storage and/or Data Protection solutions, you're providing customers with powerful, flexible and popular solutions on which they and their organizations can depend. You're also setting yourself up for some great opportunities to earn some serious cash.

[READ MORE](#)




IT Transformation is happening ...

Dell EMC has the tools to help you start the conversation

Business leaders are realizing that digital transformation simply doesn't happen without first transforming IT. In 2018 Dell EMC is telling this story so that you can start sales conversations around key IT transformation solutions.

[READ MORE](#)



Dell EMC Server Drive Days Help Your Sales and Technical Teams More Easily Build Pipeline and Drive Demand

Our Server Drive Days combine dedicated PowerEdge event branding and marketing materials, with sales tools and interactive content - providing practically everything your teams need to learn how to start customer conversations and generate demand for the new server portfolio.

[READ MORE](#)

Newsletters Archive

▼

Webcasts and Events

▼

Social Media and Communities

▼

WPN
Women's Partner Network

[Learn more](#)

News and Events

- The latest news articles, promotions, webcasts and current events.
- Customize your view further by selecting a desired frequency of communication as well as preferred topics in the Preference Center.

Receive communications

- Upon publication
- Weekly
- Monthly

Know More..Sell More..Earn More

Get connected and join us on Social Media!

Newsletters Archive

Webcasts and Events

Social Media and Communities

Women's Partner Network

Learn more

Social Media and Communities

Communities

Market intelligence is vital to the success of your business. For this reason, Dell EMC has partnered with **Candefero**, a unique community designed for IT channel partners that provides:

- Insights from the leading IT channel analyst firm, Canalya
- High quality market intelligence and trends reports including the latest market data and product forecasts
- Access to discussions and networking with global industry peers
- Ability to report to vendors (anonymously) how they are doing and help them make better decisions for your business

Not only will your participation in Candefero enable you to **access valuable marketing intelligence to support your business growth**, it will also help Dell EMC improve how we engage and serve you and your company. To join Candefero—it's complimentary—[please click here](#) for a quick two-minute survey and membership form.

Read our blog

Subscribe to the Dell EMC Partner Post Blog

Channel-focused insight into industry trends, Dell EMC news and solutions and the Dell EMC Partner Program.

Join us in our online communities

Join the Conversation @DellEMCPartners

Keep up with the latest, real-time industry news, Dell EMC updates, event information and more.

Join the EMC Community Network (ECN)

When you join the EMC Community Network (ECN) you can actively engage with more than 250,000 members and 130,000 discussions, videos, documents, and more. Additionally, you'll find services information, and support and resources for products and solutions such as VSPEX, VNX, and VIPR, to name a few.

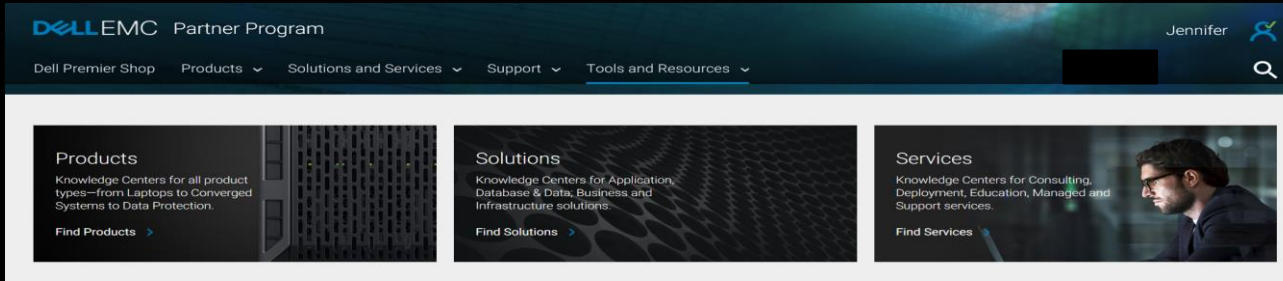
Engage with the Solution Provider Community

A sub-community within the ECN, here's where you'll find content and Discussions specific to solution providers.

Join Dell EMC on social media

- Follow our Partner blog with Channel-focused insight into industry trends, Dell EMC news and solutions and the Dell EMC Partner Program.
- Keep up with the latest, real-time industry news, Dell EMC updates, event information and more by joining Dell EMC on Twitter.
 - Join our conversation [@DellEMCPartners](#)
 - Engage with Dell EMC Solution Provider community <https://community.emc.com/community/partner/solution-provider>
 - Follow [@DellEMCSupport](#) for tech tips, videos and support programs
 - Join product specific Partner communities at <https://community.emc.com/community/partner/solution-provider>
 - Visit us at our YouTube Channel https://www.youtube.com/playlist?list=PLbssOJyyvHuXJyAmh1SQZT-1caH9FGI&spfreload=1&disable_polymer=true

Knowledge Center



Comprehensive set of sales resources that will assist in helping you present the Dell EMC solutions to your customer and close a deal faster.

- Search engine for the resources on the Partner portal
- Same resources available to internal Dell EMC sales teams
- Sales collateral available within the Product Knowledge Center for each Dell EMC Product, Solutions and Services.
 - Playbooks
 - Positioning Guides
 - NDA Roadmaps
 - Customer Facing Presentations
 - White Papers
 - Case Studies
 - Quick Reference Guides and FAQs
 - Spec Sheets
 - ROI & Sizing Tools

Knowledge Center Playbooks

https://www.dell.com/resources/en-us/auth/asset/playbooks/products/servers/PowerEdge_4_Socket_Server_Acceleration_Distribution_Playbook.pdf

Overcoming Objections

Tech unknowns?

With PowerEdge you can choose right-sized server today that will grow with you through time - add memory, storage, flash, network cards, etc. as needed

PowerEdge servers are built for FutureReady and can adapt to new compute paradigms of cloud, hybrid cloud & software defined.

Budget constraints?

Dell Financial Services (DFS) offers wide range of flexible programs designed to ease budgeting and IT asset acquisition. Scale Ready Payment Solutions are designed to support acquisitions in a flexible, cost effective way.

Disruption and downtime concerns?

Dell Services consultants help reduce the time, cost, and risk associated with implementing new technologies. Help accelerate upgrades and migrations while limiting disruptions and downtime.

Disruption and downtime?

By using Dell OpenManage, you can deploy hardware in 96% fewer steps by capturing server configurations with a single XML file for replication easiness.

Interesting facts...

- Per research firm IDC:

- By upgrading regularly, IT can save millions in capital and operations costs annually due to higher server performance, consolidation, efficiency, and reliability
- Older servers cost IT up to 148% more in server admin costs and add up to 40% in app management costs
- By year 5, unplanned downtime is 60% higher and costs \$10,400 in annual support & maintenance

- In OLTP, Dell EMC latest servers are 11X better vs previous gen

- We support 1,500 users & 1,200 online transactions/sec

- In Decision Support, the latest 13th gen servers perform queries 50% faster vs older gen servers. Today 16 simultaneous queries can be made in 112 secs vs 244 secs in older servers

- Today's servers can support 3X more VMs than before

- General purpose computing is 2 to 4X better

- Technical computing is 2 to 4X better, HPC is 9X



[Download the Server Refresh Sales Call Script!](#)

Sales Tools

FY19 Q3 Promotions

Offers and Promotions

Promotion to help you sell the full solution and win. Take advantage of incremental discounts on select storage, server and networking deals.

Promotions are updated every quarter and are aligned with promoting growth towards reaching our Channel Priorities

[Dell EMC Partner Program Guide](#)
[Quarterly Promotion and Incentives](#)
[Guide for Partners](#)

Q3 Promotions

- Tailor Made Server and Server Bundle Promotions
- Smart Value Server Information
- Networking Promotions
- Storage Promotions
- NEW 4-Socket Rack Server incentive and NEW MX Modular Server Incentive
- **UPDATED** FutureProof Storage Loyalty Program
- **UPDATED** Microsoft Bonus Programs
- NEW! Dell EMC Storage Demo and POC Programs
- Demo and Seed Units
- Dell Services Promotion
- Company Level Incentives and Benefits
- MyRewards Rep level Incentive Program
- Dell Financial Services Offerings

Sales Tools

Quick, easy access to the essential sales tools and resources that can help you introduce new products to customers, generate persuasive proposals, gather core requirements, configure solutions and



Live Optics

Collects data from industry-leading operating systems to create reports based on the workload characteristics.

[Live Optics](#)



Ready Solutions

End-to-end solutions that combine hardware, software and services into easily deployable solutions for all workloads.

[Learn More](#)



ROI and Sizing Tools

Tools for solution sizing and financial justification.

[Learn More](#)



#GetModern

Learn how to #GetModern and transform your customers infrastructure.

[Learn More](#)



Customer Solutions Center

Leverage our solution experts and global locations to demo, architect and validate solutions.

[Learn More](#)

Sales Tools

Quick, easy access to the essential sales tools and resources that can help you introduce new products to customers, generate persuasive proposals, gather core requirements, configure solutions and



Power Calculator

Assess power needs for Dell EMC systems.
[Learn More](#)

Virtual Rack

Visualization of server, storage, networking and Dell EMC solutions that includes specs, whitepapers, presentations and videos.
[Learn More](#)

E-Lab Navigator

Support Matrix providing technical direction to ensure interoperability between solutions to create solutions to meet customer business challenges.
[Learn More](#)

Demo Center

Suite of solution sales demos and training labs.
[Dell EMC Demo Center](#)
[Demo Center Tutorial](#)

Client and Enterprise Seeds

Partners can use the Seed Unit Program to introduce new products to new and existing customers

Purchasing and Business Management Tools

Solutions Configurator (OSC)

Configure, collaborate and quote validated enterprise solutions with over 1,000 products across servers, networking, storage, switches, rack infrastructure, end user computing and SnP. Titanium, Platinum and Gold Partners obtain quotes with registered pricing without engaging a Sales Rep.

Quotes are available in HTML, Excel, PDF and XML format for export or email.

[Quick Reference Guide](#)

[Quick Look video](#)

[Solutions Templates](#)

Quotes

View and manage your Dell Product and solution quotes.

[Access Dell Quotes](#)

12 of Y

Dell EMC MyQuotes

Access MyQuotes for configure, price, quote and order.

[Access MyQuotes](#)

[Request Access](#)

[Training and Support](#)

Compellent Business Partner Portal

For SC products, access key sales and post-sales tools to help you support SC deals.

[Compellent Products](#)

VCE Opportunity Management

Register opportunities and quote orders for VCE, V(x)Block and VxRack Systems.

[Register/Quote Now](#)

Purchasing and Business Management Tools

Standard Price List (SPL) Tool

SPL is an online catalogue that contains the full content of the current offline SPL.

Search Functionality

1. Search using product name, LOB , VPN or EAN/UPC data
2. Search using the drop down filters,
3. Refine the product status
4. See the full product specification
5. Check latest publish date
6. Choose multiple options

[SPL Guide](#)

[Launch Tool](#)

Standard Price List

Last published date: 5/16/2017 10:00:52 AM

1 Search Product name, LOB, VPN, EAN or UPC

2 Type Products Status Current Offers

3 Search results Export

Dell Monitors | Dell 19 Monitor - P1913 | New

Vendor Part Number	P1913	MSRP	\$189.99
Base	Dell 19 Monitor - P1913	Limited Warranty	3Yr Ltd. Warranty, 3 yr Advanced Exchange
Country Code	US	Model	Dell Monitors
UPC	884116087489	Order Code	P1913SAP
Line of Business	Accessories	Product Category	Accessories

4 Show More Specs

6 Search Product name, LOB, VPN, EAN or UPC

Type Systems Status Current Offers

Refine your search: Clear All X Latitude X Precision M3510 X Precision T5810 X

Line of Business Model

Purchasing and Business Management Tools

E-rate Funded Sales

Federally funded E-rate program designed to help U.S. K-12 schools and public libraries secure access to affordable telecommunications services.

Partners must hold a Service Provider Identification Number (SPIN) from the Universal Service Administrative Co. (USAC) in order to participate in E-rate sales. For more information on SPIN, see <https://usac.org/sl/service-providers/step01/default.aspx>

E-rate team at erate_questions@Dell.com

Premier Page

Customized, secure online toolset for purchasing, reporting and product support, all backed by a dedicated account team.

- Explore Products
- Customize Purchasing
- Streamline Ordering
- Track and Manage

[Access Now](#)

Automated Service Tag Ownership Transfer

Ownership transfer automation improves productivity and simplifies your interactions with Dell EMC.

[Learn more](#)

Purchasing and Business Management Tools

RFP and Proposal Express

Self-service resources to position & sell the Dell EMC portfolio

With the RFP & Proposal Express, you can access the same Dell and Dell EMC product and corporate information as the internal sales teams.

- Access to a searchable library of proposal-ready content and powerful document automation capabilities. So you can spend less time researching and more time closing deals.
- Quickly Find Answers to RFP Questions
- Quick and easy access to storage focused RFPs, bid documents and creation of custom-fit proposals
- Quickly and Easily create a Sales Proposal using our Powerful Document Automation capabilities
- Leverage ready-to-use Pre-Built RFP and Sales documents

How to get started

Account Administrator:

Go to **Partner Tools > Account Management > My Profile**

Click **Edit** and select **Enable for RFP & Proposal Express** and click **Save**

After approved, collect your login credentials email from

RFP_and_Proposal_Express@dell.com

Use the activation link in your welcome email to activate and access your [RFP & Proposal Express](#) account for the first time

Training Video:

<https://edutube.emc.com/html5/videoPlayer.htm?vno=+/Ub01xg2GFaYRb5o2fGcg>

Purchasing and Business Management Tools

Dell EMC Finance Options

Working Capital Solutions (WCS) and Dell Financial Services (DFS) work together to provide comprehensive financing solutions both to you and your end-user customer.

Working Capital Solutions

Strategic investment that Dell EMC is making to enable our partners to grow their business with us. Today we have over 1,000 active partners and our presence extends to more than 50 countries globally

- Longer payment terms at no cost to Partner
- Access to higher credit lines
- Improve your cash flow and liquidity

[WCS Partner Benefits Flyer](#)

[Wells Fargo Program Overview](#)

Dell Financial Services

DFS is the captive finance company for Dell Technologies, providing payment solutions to distributors, channel partners and end-users in more than 50 countries globally, financing over \$6 billion annually.

- Enable transformation to your customers with flexible consumption models
- OpenScale payment solutions lets the customer choose how they want to consume their technology.
- Get paid Faster and Enhance profitability. Your company can earn up to 4% in referral fees for bringing new business to DFS.

[DFS Financing Reference Guide](#)

