

DELL TECHNOLOGIES 2021

Benefits & Requirements US Federal Solution Provider Track

FEBRUARY, 2021

The Benefits and Requirements Document is supplemental and subject to the Dell Technologies Federal Partner Program Agreement, the Incentive Terms and Conditions, and together with any attachments (collectively the "Agreement"). The Incentive Program will begin and end as of the date referenced above (such period, the "Program Period") unless earlier terminated by Dell Technologies. Partner's participation in the Program will begin on the first day of the Quarter in which Partner accepts the Incentive Terms and Conditions and continues until the end of the Program Period unless Partner or Dell Technologies terminates Partner's participation. The information contained in this presentation is proprietary and considered Dell Technologies Confidential information. Dell Technologies reserves the right to modify the terms of the Program and/or eligibility requirements applicable to the Program at any time or to terminate the Program at any time at its sole discretion. This Benefits and Requirements Document supersedes any and all prior documents and understandings regarding any of the incentives presented herein, whether established by custom, practice, procedure or precedent, including without limitation all prior incentive program terms and conditions or business rules offered to a certain class of Partner in the current Dell Technologies Partner Program, the former Dell PartnerDirect Program, or EMC Business Partner Program. THESE MATERIALS MAY CONTAIN TYPOGRAPHICAL ERRORS AND TECHNICAL INACCURACIES. THE CONTENT IS PROVIDED AS IS, WITHOUT EXPRESS OR IMPLIED WARRANTIES OR GUARANTEE OF ANY KIND. In this document, "Dell Technologies" refers to the business units previously referred to as "Dell" and "Dell EMC" and excludes Boomi, Secureworks, Virtustream, VMware and their respective independent partner programs.

2021 Federal Solution Provider Benefits & Requirements

The Benefits & Requirements document provides Solution Providers with a framework for understanding the financial incentives and tier requirements of the Dell Technologies Federal 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.



Benefits & Requirements at-a-Glance

The Dell Technologies Federal 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 incentive eligibility.

Tier Requirements

\$ Revenue Requirements + Training Competencies =

TIERS

TITANIUM

PLATINUM

GOLD

Rebate Eligibility

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

REBATES

Base

Growth

Services

Acquisition

Training competency achievement for metal tier qualifies Partner for Federal MDF accrual across the portfolio.

Client+ Server+ & Storage+ Base and Growth incentives do not require a corresponding Portfolio training Competency for Federal partners in 2021.

VMware base, Services and Acquisition incentives do not require an aligned Portfolio Competency for rebate eligibility.

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FEDERAL PARTNER PROGRAM

2021 Federal MDF Program Benefits



Base

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

- Paid from \$1
- Incentives percentages vary by Partner Tier and Product Category
- Includes product and attached Dell services included in Server+ and Client+ product categories.



Growth

Growth incentives reward successfully growing your respective Dell Technologies lines of business over time.

- Paid on incremental growth only
- Growth by LOB and varies by product.
- Thresholds applied for all LOBs.
- Includes attached legacy Dell Services & excludes all legacy EMC Services.



Services

Earn additional incentives by selling attached support services across Client+ and Server+ product categories and by adding Deployment 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 'Dell Technologies Deployment Services' to earn up to an additional 3.5% of services incentive revenue.

New Business Incentive (NBI)

- Eligible for acquiring new Dell Technologies end users across Storage, Data Protection, Server (including networking) or Client line of businesses with an approved deal registration and following the Federal NBI claim process.
- Eligible accounts 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)
 - less than \$10k in ISG LOB purchases in the previous 36 months (with a one month lag)
- NBI eligible deals to be paid within the one-year Program term and only for those accounts appearing on the current annual Federal NBI list.
- Includes product and attached services for Server (including networking) and Client LOBs.

Competitive Swap

- Paid on eligible current generation Dell EMC Storage sales when displacing competitive products, capped at \$160K per end-user per quarter.
- Competitive Swap Incentives will be paid on the replacement array only based on booked (not shipped) revenue only and excludes attached products and services. Not impacted by historical sales to the end-user. A sale not eligible for NBI may be eligible for Competitive Swap.
- Eligible claims are to be accompanied by associated documentation (on Partner Portal). This signed documentation must be received within 30 days after the end of the Quarter in which the deal is booked.



Acquisition

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

Tech Refresh

Rewards sales for the replacement of eligible pre-qualified Dell EMC storage assets

- Paid on Dell storage, Dell EMC Storage, CI/HCI and or Data Protection.
- Eligible replacement Dell EMC Storage sales limited to current generation or one prior (N-1).

2021 Benefits: Federal MDF Grid – Solution Provider

	Base (From \$1)			Growth (on Revenue above target)			Services (From \$1) ¹			Acquisition ²		Tech Refresh
	TITANIUM	PLATINUM	GOLD	TITANIUM	PLATINUM	GOLD	ALL METAL TIERS					
Certain exclusions apply							ProSupport (≥3yr)	ProSupport Plus (≥3yr)	Deployment Services	New Business	Comp Swap ⁺	Tech Refresh
Storage+	6.50%	6.00%	4.00%	13.00%	12.00%	9.00%	--	--	3.50%	8.00%	8.00%	2.00%
Server+	4.50%	4.00%	3.00%	7.50%	6.50%	4.50%	1.50%	1.50%	3.50%	4.00%	--	--
Client+	2.50%	2.00%	1.00%	3.75%	2.75%	1.75%	1.50%	1.50%	3.50%	2.00%	--	--
VMware ³	1.00%	.50%										

¹ ProSupport & ProSupport Plus attached Services paid on total revenue for Server+ and Client+ product & Services, excluding Enterprise Infrastructure (EI), Displays & Client Peripherals (D&CP); Dell Technologies Services paid on Services only revenue. Deployment services applicable on revenue from Storage products is eligible as well.

² 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 is independent from Storage+ when calculating NBI. EI, D&CP, Virtustream Enterprise Cloud, VxBlock and PowerFlex rack are ineligible for NBI rebates.

³ VMware Incentive: Titanium & Platinum partners must be enrolled in VMware Partner Connect and have a direct purchasing contract with Dell. Capped at \$50K Titanium and \$25K Platinum per deal (cap on deal size: \$5 million revenue). Incentive availability for VMware booked through Distribution is not eligible.

Base payout rates applicable until a partner reaches its product category target. Once that target is met, all subsequent demand within said category will receive the Growth payout rate. Growth Gates are not cumulative. Partner earns growth incentive at the highest achieved gate (i.e. for Storage growth, Titanium partners earn as high as 13% max).

*8% for Dell Technologies managed Partners. Distribution managed partners earn 6%



2021 Federal MDF Eligibility Overview

Federal MDF for eligible Titanium, Platinum and Gold Federal partners is an accrual funding benefit, based on a percentage of product revenue.

Frequently Asked Questions

	FEDERAL 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)
Who is eligible?	Titanium, Platinum and Gold
What determines partner funds?	Accrued based on eligible product revenue/rates based on type & tier
How are decisions made?	Projects are approved only if aligned to spend policy, quarterly sales goals and marketing plans
When do funds expire?	180 days after the deposit is made (deposits are made in the quarter after they are earned)

Dell Technologies reserves the right to not pay Incentives in certain circumstances, including, without limitation, where:

A. Partner is merely acting as an agent, order fulfiller, or fulfillment vehicle for another entity

OR

B. Partner has purchased products from Dell Technologies at pricing or discounts that are below Dell Technologies standard pricing

OR

C. Partner has purchased pursuant to special contract pricing between Partner and Dell Technologies.

Note: Dell Technologies Federal Channel partners receiving Federal MDF must disclose their participation to their Federal customers. Additional terms and conditions apply to the Dell Technologies Federal MDF Program. Please contact your account team with any questions or for the current program terms and conditions.

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



Power Up

Storage & Server Cross-sell Acquisition Initiative

Power Up identified accounts present an opportunity to target Federal **storage** and **server acquisition** customers supported through incremental incentives and collaborative core sales team 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*
- up to 6% Storage
 - up to 4% Server

Frequently Asked Questions

	Gold, Platinum & Titanium
What is Power Up and how do I make money?	Underpenetrated accounts allow you to earn an additional front-end discount when you link your quote to an approved Power Up Deal Registration: <ul style="list-style-type: none">• up to 6% for Storage• up to 4% for Server
What products are eligible?	<ul style="list-style-type: none">• Storage Power Up: Storage+• Server Power Up: Server+
What do I need to do?	<ul style="list-style-type: none">• Your Partner Account Manager will engage with you and share strategic collaboration targets during Account Planning• Deal Register your opportunities and look for "Registration" as the Deal Type on your approval notifications
What else should I know?	Power Up discounts are incremental; where a Power Up account is on the NBI named account list it may also qualify for the NBI incentive (when a partner is metal tiered and Federal MDF eligible).

Refer to the [Power Up FAQ](#) for additional initiative details. Federal Partner rules may be subject to restrictions to be included in Federal Power Up program documentation

*Acquisition Deal Registration discount and Power Up availability may vary between Commercial and Federal accounts.



2022 Requirements¹ — Federal Solution Provider

To become a Tiered Solution Provider in the 2022 Dell Technologies Federal Partner Program partners must meet Training and Revenue requirements by January 28, 2022. Based on each Solution Provider's attainment levels, they are then placed into a specific Tier for the 2022 Dell Technologies Federal Partner Program.

		REQUIREMENTS
TITANIUM	Total Revenue	\$100M
	Minimum Storage Revenue (of total revenue)	\$10M
	Minimum Training Requirements	3 Competencies: Any Portfolio, Solutions and/or Services Competencies combination & 1 Marketing Institute credential
PLATINUM	Total Revenue	\$35M
	Minimum Storage Revenue (of total revenue)	\$5M
	OR Total Revenue (No Storage Requirement)	\$50M
	Minimum Training Requirements	2 Competencies: Any Portfolio, Solutions and/or Services Competencies combination & 1 Marketing Institute credential
GOLD	Total Revenue	\$10M
	OR Minimum Storage Revenue	\$2.5M
	Minimum Training Requirements	1 Competency: : Any Portfolio, Solutions and/or Services Competencies combination & 1 Marketing Institute credential

¹ New for 2022 Tier Attainment - Client+, Server+, & Storage+ Base and Growth incentives - Partners are required to complete a Portfolio Competency in each category for incentive qualification in those solutions within the SP Program. VMware base, Services and Acquisition incentives do not require an aligned Portfolio Competency for incentive eligibility.

Complete competencies within the North America Solution Provider Program will also satisfy the competency training requirements for the Federal Solution Provider Program.



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 incentive eligibility.



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



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). Services Implementation Engineer (IE) required to sell Service Delivery.

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	1	-		2	2	-		5	5	-	
	Networking		1	-			2	-			5	-	
	Data Protection		1				2				5		
	Storage		1	-			2	1			5	3	
	Converged/Hyperconverged 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	-	
	Wyse for VDI	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		
	Dell Technologies Unified Workspace	1	1			2	2			5	5		

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

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FEDERAL PARTNER PROGRAM

3 Steps for Program Tier Training Compliance

Platinum Tier Example (Metal tier eligibility unlocks incentive rewards)

1

REVENUE

Pick the **tier** you want to achieve

GOLD

PLATINUM

TITANIUM

Revenue Requirements

Minimum total revenue: \$35M

Minimum storage revenue: \$5M

2

TRAINING

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

PLATINUM

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			
		S	SE	TA	M
Marketing Institute		-			1
ISG Portfolio Competencies	Server	2	2	-	1
	Networking		2	-	
	Data Protection		2	1	
	Storage		2		
	Converged/Hyperconverged Infrastructure	2	2		
CSG Portfolio Competencies	Core Client	2	2	-	
	Workstation	2	2	-	
	Wyse for VDI	2	2	-	
	Client Data Security	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.

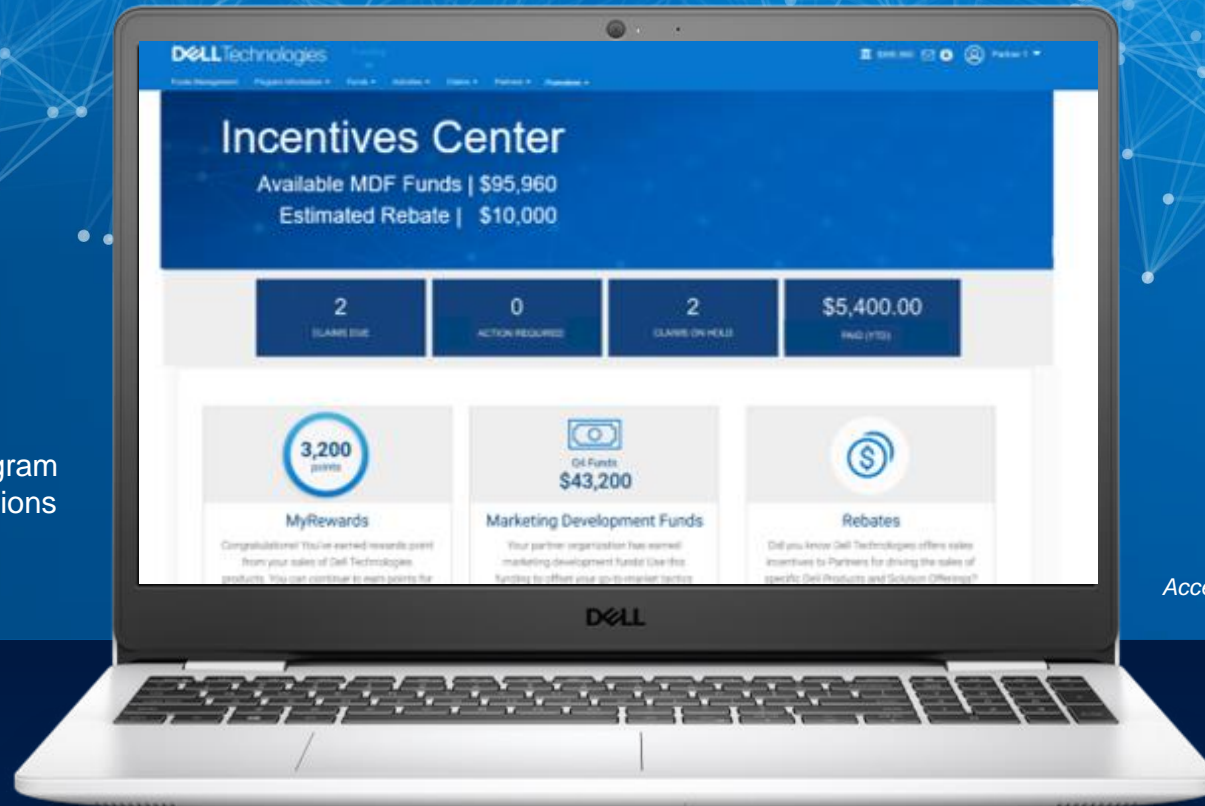
Competencies earned after the annual audit period will only be considered for tier status during the following annual audit.

Incentives Center

A centralized experience combining incentives and Federal 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 widgets

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



Support center

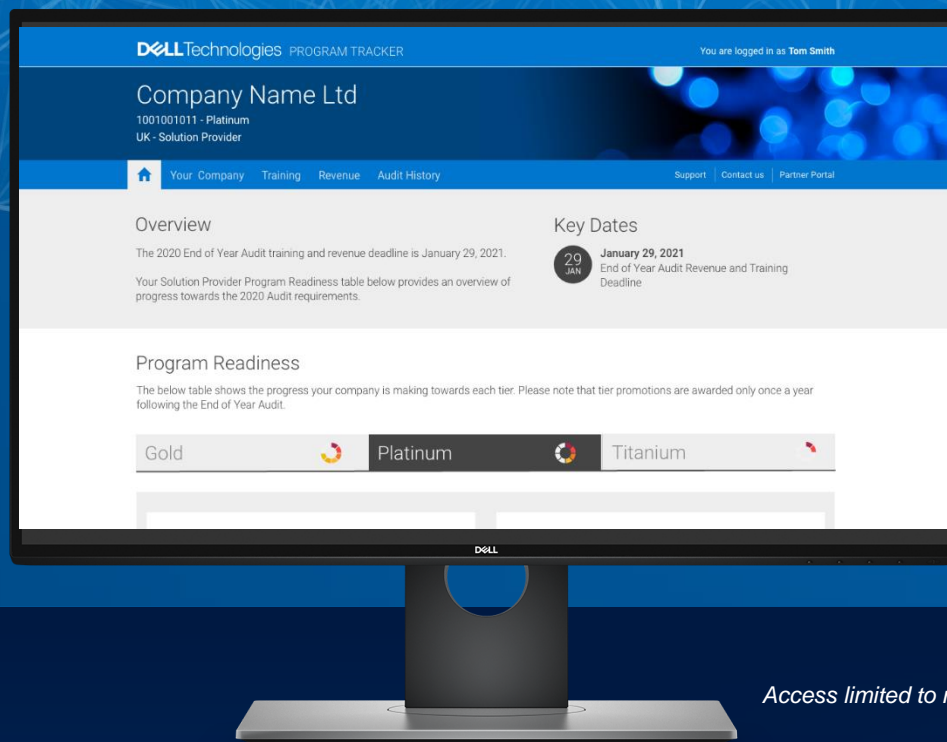
A global centralized support center with live chat, phone and email help desk for all inquiries including payments, MDF and Rebates.

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

Program Tracker – Coming in 2H 2021

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

New Glossary

Attached Services

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

Authorized Distributor

An entity that holds a valid Dell Technologies Distribution Agreement and is contractually authorized to resell eligible Dell Technologies (Dell and/or Dell EMC) infrastructure and services.

Preferred Distributor

If a Solution Provider purchases eligible Products in the Storage+ portfolio through a Distributor, they must choose a Dell Technologies Storage Authorized Distributor to be designated as their “preferred” Distributor for these LOB.

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.

DTFPP

Dell Technologies Federal Partner Program

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.

Eligible Products

Eligible Products fall into two categories:

Incentive Eligible Products

Named Product Portfolio products as named in the [Eligible Product Category](#) document

Tier Revenue Eligible Products

Incentive Eligible Products (excluding Inspiron, Vostro, Alienware and Storage Renewals). Tier Revenue also recognizes Dell Technologies family of business revenue for Boomi, Virtustream, VMware and Secureworks (when purchased through the DTPP) towards calculations, based on Dell Orders Reporting.

New Glossary (cont.)

Go-to-market Initiatives

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

Incentives

Financial benefits offered through the DTFPP, including (but not limited to) incentives and Federal market development funds (MDF).

Line of Business (LOB)

Dell Technologies product lines:

- **Dell:** Client (CSG) products
- **Dell EMC:** Enterprise (ISG) products
- **Services:** Attached & Dell Technologies Services

Also see 'Product Portfolio'

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 & displays and client peripherals (D&CP)
VMware	VMware on Dell paper: Enterprise Licensing Agreements, Special Pricing Forms, Transactional (price book)

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

Program requirements (Solution Provider)

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

Program Tiers (Solution Provider)

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

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 the MyQuotes) and excludes all taxes, freight/delivery and handling charges associated with, and all returns and cancellations of such purchases, as well as sales of refurbished products (collectively, "Exclusions"). Any such Exclusions, if not excluded from Total Purchases made in a particular Quarter, may be excluded from Total Purchases in a later Quarter.

Backup

Not for final documentation



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 secure preferred pricing in the opportunity. 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 MIF Program.

Line of Business (LOB)

Dell Technologies product lines:

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

Product Portfolio

Categorization of lines of business for incentive & MIF 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 (Platinum, Titanium) tiering in the DTFP Program. 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 DTFPP are tiered as Authorized, Platinum or Titanium with tiers awarded annually after year-end audit.