

2025

# Benefits & Requirements

US Federal Solution Provider Track

February 1, 2025 - January 30, 2026

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 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 obtained 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 Federal Partner Program, the former Dell PartnerDirect Program of 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 Secureworks and their independent partner program.



# Introduction

The Benefits & Requirements document provides Federal 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.

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Dell Technologies and Partner understand and agree that incentives and Federal MDF payments are intended to incentivize Partner for attainment of sales in general and shall not be construed as an inducement for favorable treatment in awarding a specific U.S. federal government contract. In connection with any sale of Dell and/or EMC Products and/or Services that Partner shall make to a U.S. federal government customer, which sale may qualify for or towards receipt of an incentive or Federal MDF from Dell Technologies hereunder, Partner shall disclose to such customer, prior to making such sale, that Partner may receive an incentive or Federal MDF payment from Dell Technologies in connection with such sale. Failure to make the disclosure required hereunder shall constitute a waiver, by Partner, of its right to receive any incentive or Federal MDF related to such sale. To the fullest extent permitted by law, Partner shall indemnify, defend, and hold harmless Dell Technologies and its subsidiaries, affiliates, parents, successors, and assigns, from and against any claim, demand, cause of action, debt, or liability (including reasonable attorney or legal fees, expenses, and court costs) based upon, arising from, or related to the Partner’s failure to make any such required disclosure. Partner further agrees to complete the *Dell Technologies Partner Certification inside of the Federal Partner Portal*. Please consult the *Dell Technologies Federal Partner Program materials and terms and conditions that apply and your account team with any questions*.



# Benefits & Requirements at-a-Glance

The Dell Technologies Federal Partner Program is structured to incentivize your commitment to the Program and optimize your opportunities when you invest in the Program. As you grow your Dell Technologies Federal Partner Program revenue and complete training competencies, you will graduate through tier promotion and obtain increased incentive eligibility.

## Tier Requirements

\$ Revenue Requirements + Training Competencies =



## Incentive Eligibility




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



*Training competency achievement for metal tier qualifies Partner for Federal MDF accrual across the portfolio. Client+, Server+ and Storage+ Base Growth Incentives require a corresponding Portfolio Competency for Federal partners in 2025. Base, Services, Tech Refresh and Acquisition incentives do not require an aligned Portfolio Competency for eligibility.*

# Incentives (Exclusions may apply)

A powerful benefit of the Dell Technologies Federal Partner Program is the comprehensive set of financial incentives, beginning at the first dollar of sales. With stackable incentives 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.

<div></div> <div><h3>Base</h3><p>Base incentives are available through sales on eligible lines of business from dollar one with no caps.</p></div>	<ul style="list-style-type: none"><li>• Paid from dollar one.</li><li>• Incentives percentages vary by Partner Tier and Portfolio Category.</li><li>• Includes product and attached services Server+, Client+ Product Categories.</li></ul>
<div></div> <div><h3>Growth</h3><p>Growth incentives are available for successfully growing your respective Dell Technologies lines of business (LOBs) over time.</p></div>	<ul style="list-style-type: none"><li>• Paid on incremental growth only.</li><li>• Growth by LOB and varies by product.</li><li>• Thresholds applied for all.</li><li>• Growth goals include Storage+, Server+ and Client+ Product Categories. Services not included.</li></ul>
<div></div> <div><h3>Services</h3><p>Additional incentives earned by selling 'attached' support services across Server+ and Client+ Product Categories and by adding "Professional Services" across all lines of business.</p></div>	<ul style="list-style-type: none"><li>• Paid from dollar one.</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, Networking and Client products.</li><li>• Sell 'Dell Technologies Deployment Services' to earn up to an additional 3.5% of services incentive revenue.</li></ul>

# 2025 Benefits: Federal Incentives Grid

 [Eligible Product Categories HERE](#)

	BASE (from \$1)			GROWTH (on Revenue above goal)			DT SERVICES (from \$1) <sup>1</sup>		
	TITANIUM	PLATINUM	GOLD	TITANIUM	PLATINUM	GOLD	ALL METAL TIERS		
Certain exclusions apply							ProSupport (≥3yr)	ProSupport Plus (≥3yr)	Professional Services <sup>2</sup>
Storage+	6.50%	6.00%	4.00%	13.00%	12.00%	9.00%	--	--	3.50%
Server+	4.50%	4.00%	3.00%	7.50%	6.50%	4.50%	1.50%	1.50%	3.50%
Client+	2.50%	2.00%	1.00%	3.75%	2.75%	1.75%	1.50%	1.50%	3.50%

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); 'Other Services' paid on Deployment and Co-delivery Services revenue only. Deployment services applicable on revenue from Storage products is eligible as well.

2 Deployment and Co-deliver sales fall under Professional Services category.

Base payout rates are applicable until a partner reaches its product category goal. Once that goal 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).

# Incentives | Marketing Development Funds

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?	Incentivize 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?	Proposals / projects are approved only if aligned to spend policy, quarterly sales goals and marketing plans
When do funds expire?	Per Federal MDF requirements, MDF expires no sooner than 270 days after the deposit is made. MDF deposits are made in the quarter after they are earned. To avoid MDF expiration, activities must be entered, executed, and claimed prior to the fund expiration date.

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.

<sup>1</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 Deployment and Co-delivery Services revenue only. Deployment services applicable on revenue from Storage products is eligible as well.



# 2025 Requirements — Federal Solution Provider

To become a metal tiered Solution Provider in the 2025 Dell Technologies Federal Partner Program partners must meet Training competency and Revenue requirements by January 30. 2026

Based on each Solution Provider’s attainment levels, they are then placed into a specific Tier for the 2025 Dell Technologies Federal Partner Program.

		REQUIREMENTS
TITANIUM	Total Revenue <sup>1</sup>	\$100M
	Minimum Storage Revenue (of total revenue)	\$15M
	OR Minimum Storage Revenue	\$40M
	Minimum Training Requirements	<b>3 Competencies</b> 1 Marketing Institute credential
PLATINUM	Total Revenue <sup>1</sup>	\$35M
	Minimum Storage Revenue (of total revenue)	\$5M
	OR Total Revenue (No Storage Requirement)	\$50M
	Minimum Training Requirements	<b>2 Competencies</b> 1 Marketing Institute credential
GOLD	Total Revenue <sup>1</sup>	\$10M
	OR Minimum Storage Revenue	\$2.5M
	Minimum Training Requirements	<b>1 Competency</b> 1 Marketing Institute credential

Competencies earned to achieve annual Tier Attainment count toward Base/Growth Federal MDF Eligibility

*(min. 1 competency per Portfolio category to earn full Federal MDF in that category)*

<sup>1</sup> 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.

Partners are required to complete a Portfolio Competency in each category for incentive qualification in those solutions within the Federal SP Program.

Completed competencies within the North America Solution Provider Program will also satisfy the competency training requirements for the Federal Solution Provider Program. 3rd party software is not included in revenue for tier attainment.

# 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 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 products and solutions. In addition, competency completion helps you work toward Program tier requirements and incentive eligibility.



\* Federal Partners should contact Dell Federal Partner Program team for access and availability information. Please refer to the [Partner Training Guide](#) for additional details.



# Competency Resource Requirements

COMPANY

INDIVIDUAL

### 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 Competency Matrix [here](#)

### 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).

S and SE within a competency have to be separate individuals. However, between the competencies and for Marketing Institute and Certification completion 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.					GOLD				PLATINUM				TITANIUM			
					S	SE	CR	M	S	SE	CR	M	S	SE	CR	M
Marketing Institute					-				-				-			
PORTFOLIO COMPETENCIES	APEX+	Dell APEX Infrastructure	1	1	-			2	2	-		5	5	-		
	Server+	Server	1 <sup>1</sup>	1	-			2 <sup>1</sup>	2	-		5 <sup>1</sup>	5	-		
		Networking		1	-				2	-			5	-		
	Storage+	Data Protection		1					2				5			
		Storage		1	-				2	1			5	3		
		HCI		1	1				2	2			5	5		
	Client+	Core Client	1	1	-			2	2	-		5	5	-		
		Workstation	1	1	-			2	2	-		5	5	-		
		Dell Clients for VDI	1	1	-			2	2	-		5	5	-		
		Dell Endpoint Security	1	1	-			2	2	-		5	5	-		
		Latitude Rugged	1	1	-			2	2	-		5	5	-		
SOLUTIONS COMPETENCIES	CSP Solutions		1	1				2	2			5	5			
	Data Science & AI		1	1				2	2			5	5			
	Edge Solutions		1	1				2	2			5	5			
	Oracle Workloads		1	1				2	2			5	5			
	SAP Workloads		1	1				2	2			5	5			
	Sustainability and ESG		1	1				2	2			5	5			
	SQL Workloads		1	1				2	2			5	5			
	OEM Solutions		1	-				2	-			5	-			

S = Sales SE = Systems Engineer CR = Certified Resource 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 incentive rewards)

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

GOLD

PLATINUM

TITANIUM

**LOCAL Platinum Revenue Requirements**  
Minimum revenue: \$15M  
Minimum services revenue: \$2.55M

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

PLATINUM

**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

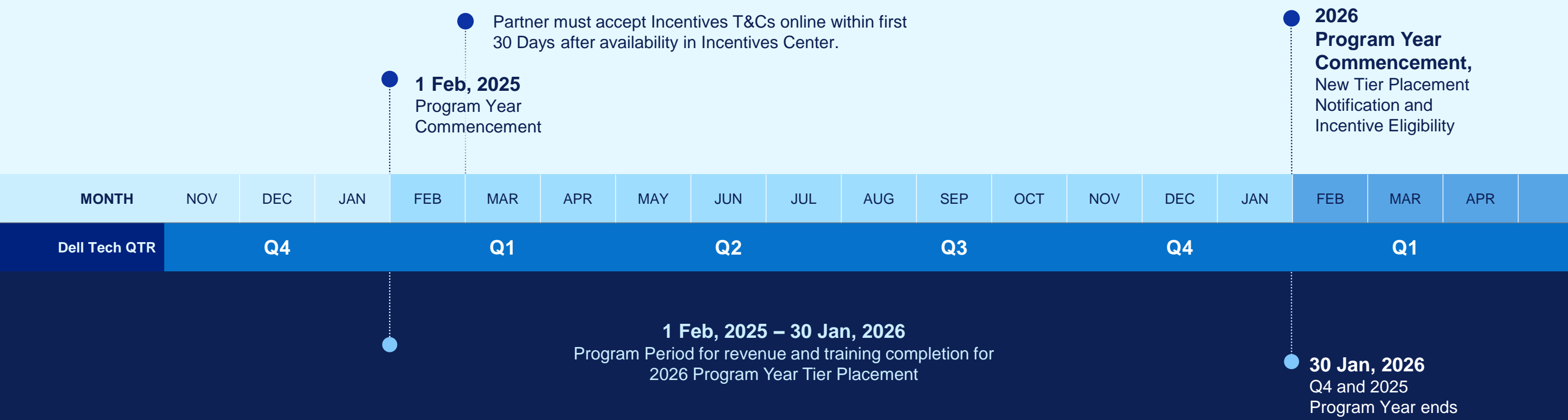
**S** = Sales  
**SE** = Systems Engineer  
**CR** = Certified Resource  
**M** = Marketing Institute

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

			PLATINUM			
			LOCAL			
			S	SE	CR	NL
Program Library			-			1
Portfolio Competencies	Server+	Networking	2*	2	-	
		Server		2	-	
	Storage+	Data Protection		2	1	
		Storage		2		
		HCI		2		
	Client+	Core Client	2	2	-	
		Dell Clients for VDI	2	2	-	
		Dell Endpoint Security	2	2	-	
		Dell Pro Rugged	2	2	-	
		Workstation	2	2	-	

**Total Requirement:**  
4 Sales Credentials  
4 System Engineer Credentials  
1 Certified Resource  
1 Partner Library Credential

# 2025 Program Year Timeline

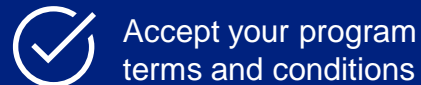


- Promotion and demotion to metal tiers and the award of new or additional Portfolio and Solution competencies will be on an annual basis only.
- In Program Year 2025 there will not be a mid year competency check. Your deadline to retain or increase your tier and earn new competencies, including associated incentivess and benefits for Program Year 2026 is January 30, 2026
- Portfolio and Solution competencies completed after the annual audit period will only be considered for tier during the following annual audit.



# Incentives Center

A centralized experience combining Incentives and Federal MDF



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

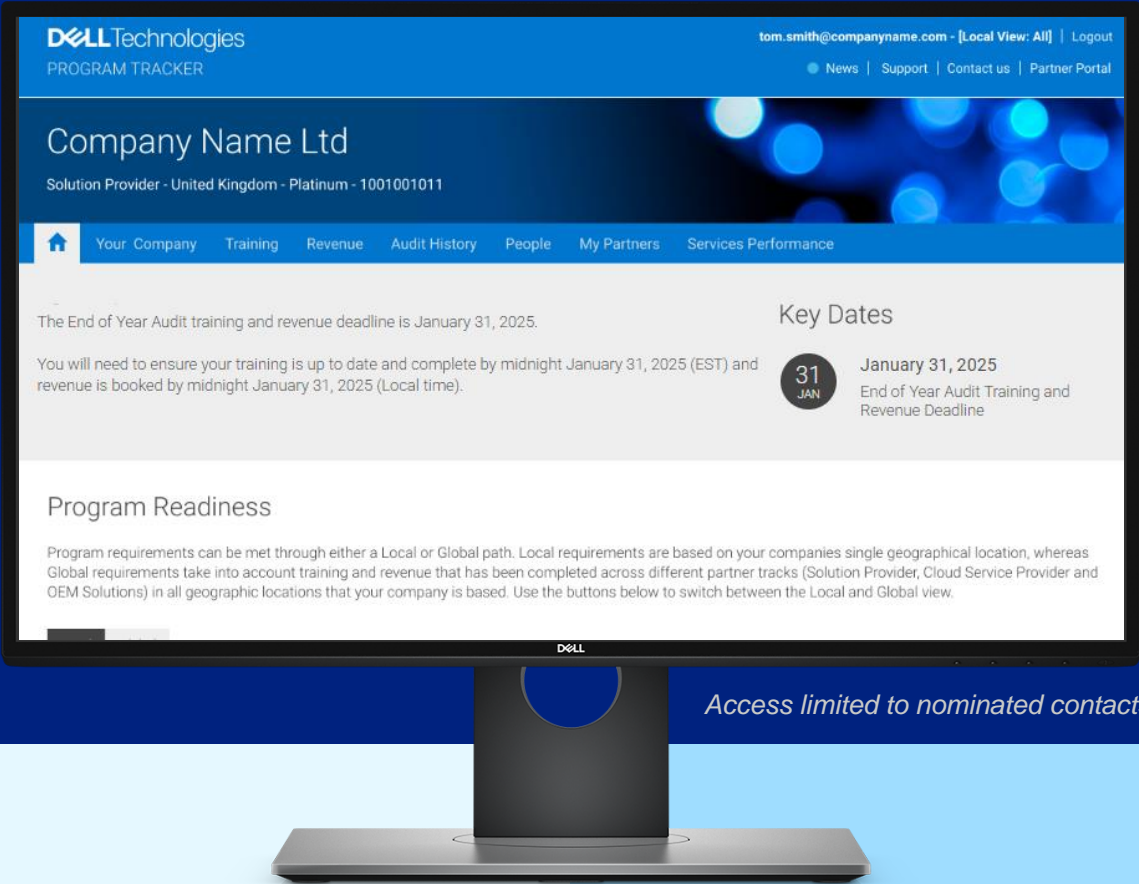
A global centralized support center with live chat, phone and email help desk for all inquiries including payments, MDF and Incentivess.

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

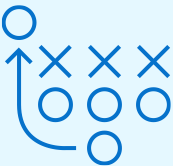
# Program Tracker

## 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 within the Dell Technologies Partner Program **and** maximize your benefits.



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 by individual and how long it will take to complete.



### 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 in each line of business.





# Glossary

**Attached Services**

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

**Federal Distributor**

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

**Preferred Distributor**

If a partner 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:** Training covering Dell Services enablement and deployment capability.
- **Solution:** Transformational training across various topics.

**Deal Registration**

A process by which partners submit for opportunity approval with customers. By registering a deal, resale partners may 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

**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, marketing development funds and individual rep recognition.

**Incentive Eligible Products**

Named Product Portfolio products as named in [Eligible Product Categories](#).

**Product Portfolio**

Categorization of lines of business for incentives & MDF eligibility:

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

Also see [Eligible Product Categories](#)



**DELL**Technologies  
FEDERAL PARTNER PROGRAM