DELL Technologies
PARTNER PROGRAM

2022
PROGRAM PERIOD JAN 29, 2022 – FEB 3, 2023

Eligible Product Categories

EMEA

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Product by category: APEX

Certain exclusions apply

APEX CLOUD SERVICES	APEX CUSTOM SOLUTIONS
• APEX Data Storage Services • APEX Hybrid Cloud Services • APEX Private Cloud Services **x 2 multiplier** • APEX Cloud Services with VMware Cloud	• APEX Flex on Demand • APEX Data Center Utility
APEX Backup Services is recognized in the Storage+ category for the purposes of incentive eligibility	*APEX Flex on Demand Incentives are subject to the available incentive programs and resale or referral agreements for Flex on Demand and are separate from DTPP incentives.*

Multipliers do not apply to APEX Cloud Services referrals.
APEX Cloud Services are not available for resell, host or referral through OEM Solutions partners.
APEX storage services are classified as Speciality product offerings. Distributor-led storage Solution Providers are required to work with their Storage Authorized Distributors for resell and referral of these offers.

Product by category: Storage+

Certain exclusions apply

STORAGE	DATA PROTECTION	CI/ HCI
• ECS	• APEX Backup Service	• Azure Stack
• PowerPath	• Data Protection Suite	• PowerFlex
• PowerScale (inc. Isilon)	• Integrated Data Protection Appliance (IDPA)	• VxBlock[2]
• PowerMax	• PowerProtect Appliance + Software	• VxRail
• PowerStore*	• PowerProtect DD	
• PowerVault ME Series	• RecoverPoint	
• Virtustream Enterprise Cloud[1]		
• Unity XT*		

Incentive eligibility includes Storage+ product current generation and excludes all previous generation products.

Product by category: Server+

Certain exclusions apply

SERVER	NETWORKING	ENTERPRISE INFRASTRUCTURE*

• Modular PowerEdge Blade Servers (MX Series) + Chassis
  – PowerEdge MX Blade Server + Chassis
  – PowerEdge MX Networking Modules
• PowerEdge 4-Socket Rack Servers
• PowerEdge 1-Socket Tower Servers
• PowerEdge 2-Socket Tower Servers
• PowerEdge 1-Socket Rack Servers
• PowerEdge 2-Socket Rack Servers
• PowerEdge C Servers
• PowerEdge Edge Gateway
	• Access Edge (SD-WAN Edge/VEP) Networking
	• PowerSwitch (S/N-Series)
	• PowerSwitch (Z-Series)
		Certified Dell EMC, OEM-grade Upgrades:
		  – Storage (SSDs and HDDs)
		  – Memory
		  – Networking & Optics
		  – Processors
		  – Graphics Cards
		  – Accessories

Product by category: Client+

Certain exclusions apply

SOLUTION PROVIDER & DISTRIBUTOR		DISTRIBUTOR ONLY*

• Cloud Client Computing
• Dell Endpoint Security[1]
• Latitude 7 (inc. Latitude 7 Chromebook Enterprise)
• Latitude 9
x 2 multiplier
 	
• Latitude 5 & 3 (inc. Latitude 5 Chromebook Enterprise)
• Latitude Rugged
• Precision Workstation
x 3 multiplier
 	
• OptiPlex 7/5/3 & XE Series
• XPS
	• Dell branded Displays & Client Peripherals (D&CP), including:[2]
	  – Monitors
	  – Dell Branded Customer Kits
	  – Docking Stations
	  – Projectors
	  – Other Dell Peripherals
	x 2 multiplier
		• Alienware
		• G Series
		• Inspiron
		• Vostro
		
		**x 0.5 multiplier
		Consumer Client**

All-in-ones follow the series.
[1]*Attached Dell Endpoint Security incentives will be paid at the same Incentive rate as the product it is sold with (Non-Attached Dell Endpoint Security are paid at Client+)*
[2]*D&CP that cannot be decoupled from attached D&CP SKUs will be paid at the same rate as the product it is sold with, and/or as indicated by the product eligibility list. Qualified Dell and Dell EMC peripherals/parts that align to both Enterprise Infrastructure Solutions (EI) and Displays & Client Peripherals (D&CP) categories will be allocated to only one category. Allocations will be based on consolidated Dell Technologies usage alignment (not individual partner) and reviewed on a quarterly basis.*
**Distributor products, MDF eligible for both Distributors and Solution Providers – rebate eligible for Distributors only. Not eligible for rebate in NA.
Product exclusions for Incentives include but are not limited to: Chromebook. (Note: Chromebooks and Cloud Client Computing are excluded from NBI)

Product by category: VMware

Certain exclusions apply

Rebate only, not MDF eligible

VMware License Suites when booked directly on Dell paper:

1. Enterprise License Agreements (ELA) and ELA renewals
2. Special Pricing Forms (SPF, custom pricing)
3. Transactional new licensing (price book)* and Transactional licensing renewals

* Not available in all regions or countries. Please contact your Partner Account Manager for additional details.

VMware base Rebates exclude; EMC Select, Dell Software & Peripherals (S&P), both tied and non-tied OEM licensing (Tied VMware OEM rebates will be paid as a part of, and at the same incentive rate as the product with which it is sold). DTPP Solution Provider Titanium, Platinum and Gold partners must align to the separate VMware Partner Connect program requirements as a member of the program and have a direct purchasing contract with Dell. Rebate availability, terms and eligibility may vary based on location. Access for VMware and associated VMware base rebates only apply to eligible DTPP Solution Provider partners. Mainland China runs a localized program for Access for VMware base rebates and follow different rebate terms.(excluding Hong Kong, Taiwan and Macau).

Product by category: Dell Technologies Services

Certain exclusions apply

ATTACHED PROSUPPORT*	ATTACHED PROSUPPORT PLUS*	OTHER SERVICES**

• ProSupport
 	
• ProSupport Flex
 	
• ProSupport Mission Critical
 	
• ProSupport One for Data Center
	• ProSupport Plus
	
	• ProSupport Plus Mission Critical
		• Accidental Damage[1]
		• After Point of Sale (APOS)[2]
		  – ProSupport
		  – ProSupport Plus
		• Anytime Upgrade
		• Application Services
		• Battery Protection Service
		• Client Installation Services
		• Comprehensive Hardware Support
		• Configuration Services
		• Consulting
		• Data Protection Service
		• Deployment Services
		• Education Services
		• Keep Your Hard Drive
		• Keep Your Components
		• Managed Services
		• Managed Detection and Response[3]
		• Near Point of Sale (NPOS)[4]
		  – ProSupport
		  – ProSupport Plus
		• Optimize for Storage
		• Premium Support
		• Premium Support Plus
		• ProDeploy
		• Residency

≥3 year support required for attach and sell in attach options.[5]

*Rebate and MDF includes attached services on Server + and Client + categories, for eligible Client, Server and Networking hardware products only.
[1]Accidental Damage is known as Complete Care in Latin America.
[2]APOS excludes all Storage renewals
[3]The minimum subscription term is one year. The partner billing process is as follows: Invoicing the partner is based on the number of endpoints their customer signed up for. The monthly billing will increase if their customer exceeds the original number of endpoints. Partner is required to provide Dell Technologies with written notice sixty (60) days subject to the terms and conditions in advance of termination of the auto-renewed Term of Service. If billed-in-arrears we'll recognize that revenue in the quarter the partner is invoiced. If billed-in-advance the revenue is deferred and recognized on a quarterly basis. Please refer to the service description for more information.
[4]NPOS/Service cards are categorized as Sell Through Attach for Distributors.
[5]Attached services have different rebate percentage payouts
**Eligible 'Other Services' excludes 'Basic Hardware' support for APOS and NPOS, VMware Consulting, Point of Need. Additional 'Other Services' available for but not included with APEX Cloud Services can be ordered separately including Data Migration, Residency and ProConsult Advisory Services.

Global exclusion list

Additional exclusions may apply

PRODUCT	DETAIL
3rd Party	Purchases of third (3rd) party and refurbished products are not eligible.
APEX Custom	DTPP incentives do not apply to APEX Custom (Flex on Demand and Data Center Utility) resell or referral.
Generational	Dell Technologies Server+ and Client+ base rebates, NBI & MDF product eligibility includes **current generation** and its immediately **preceding generation** product. Excludes all other previous generation products. Dell Technologies Storage+ base rebates, Competitive Swap & Tech Refresh incentives include **current generation** products only. Excludes all previous generation products.
Services	Excludes all attached or non-attached Services including but are not limited to prepaid maintenance, renewals, customer service software and hardware.
Transformational License Agreement (TLA or ELA)	The value of the ELA/TLA rebate will be based on the Dell EMC product it is sold with for Rebates and is excluded for MDF. T-Credits are excluded from all rebates
VMware non-tied OEM	Non-Tied VMware OEM offerings reflected as standalone VMware SKUs and are not eligible for rebates.

Only products and/or categories of products found on the Eligible Products List that a Partner is authorized to resell shall be eligible for the incentives. Dell Technologies may modify the Eligible Products List or any program or Incentives program at any time and in its sole discretion. Dell Technologies reserves the right to exclude certain products from any program or Incentive program at any time in its sole discretion.

When is revenue recognized for rebate?

REVENUE TIMING	PRODUCTS
Shipped	• All products placed through Dell tools including Solutions Configurator (OSC)
Booking	• All products placed through MyQuotes tool • Legacy VCE products VxBlock and PowerFlex rack
Service Activation	Date when the APEX service subscription begins, as specified in the applicable APEX service offering description. Applies to : • All APEX Cloud Services subscriptions placed through APEX Console • APEX Cloud Services referral subscriptions

• When a Solution Provider's purchases from distribution are recognized for incentive, calculations will be based on the distributor's point-of-sale (POS) reported to Dell Technologies.

• Virtustream Enterprise Cloud paid on billings (quarterly in arrears) and are only paid to partners authorized to sell Virtustream Enterprise Cloud