

# Dell Partner Lifecycle program

## Partner Benefits

Dell Distribution marketing  
Feb 2016



# Summary

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# Dell PartnerDirect Program for Registered Partners incl. Loyalty - Program Overview

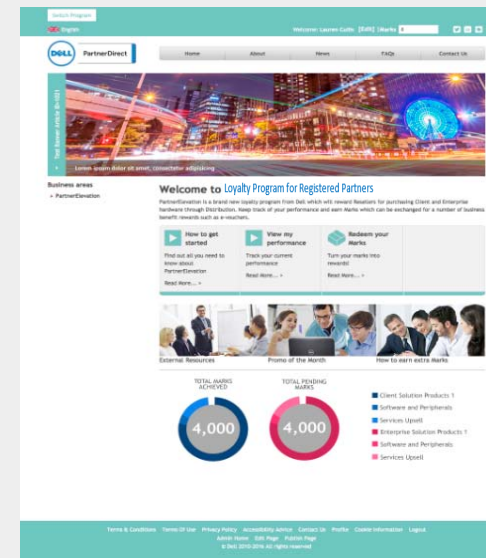
## Program Goals

Help you grow your business by:

- Making more margin selling Dell Solutions
- Making it easier to select the right Dell product
- Making it easier to select the correct service packs and upgrades
- Providing you market leading training modules for free.

## Program Overview

- It is a PartnerDirect program designed for Registered Partners, that rewards **purchases of selected Dell products through Distribution**
- Benefits :
  - New easy onboarding into the PartnerDirect program
  - Opportunity to increase margin through financial rewards from the Loyalty Program
  - Gain access to Dell marketing and sales resources
  - Receive the latest news and offers from Dell



# Benefits of the program to the T2 reseller

## Simplified registration process

Simplified registration process to join the Dell PartnerDirect program and Loyalty program for Registered Resellers, with D&B risk assessment free of charge. In case additional vetting is required, incremental fees apply. In this case you will be given the choice to continue or stop the process.

## Opportunity to increase margin

Incentives and rewards through the Loyalty program for Registered Resellers (*see next page for more info*)

## Latest news updates from Dell

Latest Dell product and solutions news delivered directly through e-mail and the PartnerDirect portal

## Access to Dell marketing and sales resources

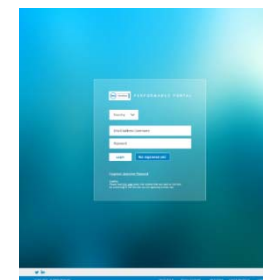
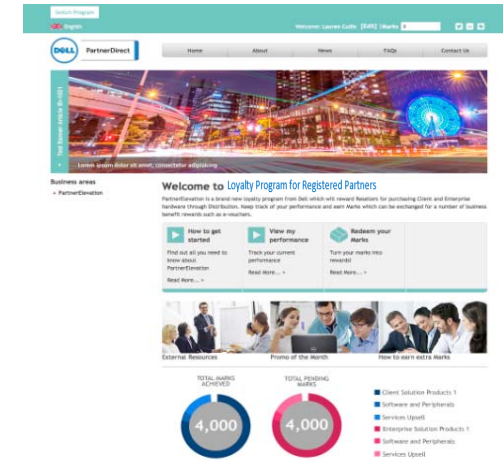
- High-value, No-cost online training.
- Marketing and sales tools
- Sales enablement assets such as spec sheets, FAQs, positioning guides.
- Co-marketing materials, such as e-mail templates, marketing implementation guides, social media content and product imagery.
- Preconfigured, customer-ready solutions that help you be more efficient
- Protect your customer relationship investments thru deal registration

# Loyalty Program for Registered Partners - Summary



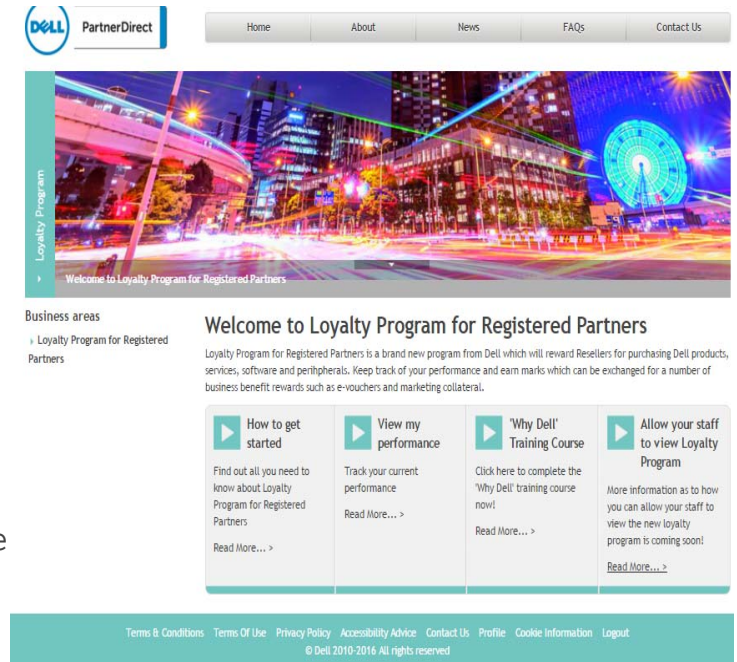
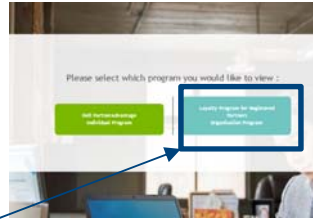
The Loyalty Program for Registered Partners is a brand new loyalty program from Dell rewarding registered partners for purchasing selected Dell products, services, software and peripherals through distribution.

- It is a company level program with specific T&Cs to be signed by GM
- Registered partners will be able to earn points in Quarter n and redeem them in Quarter n+1
- Points redeem can be used as a discount on next Dell purchase through distributor of your choice or to purchase co-brandable collaterals.
- A new Performance Portal with all incentives programs starting Q2/Q3FY17
  - Customizable 'Quick links'
  - 'Quick Claim' slider
  - KPI & Rewards Carousel (Rewards shown in example)
  - Latest News
  - Messages and Notifications
  - Ability to change language

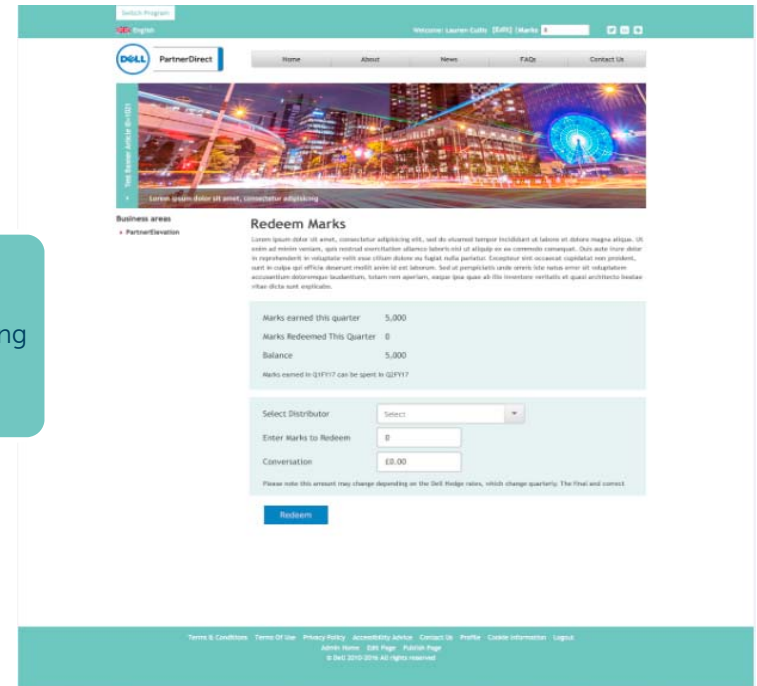
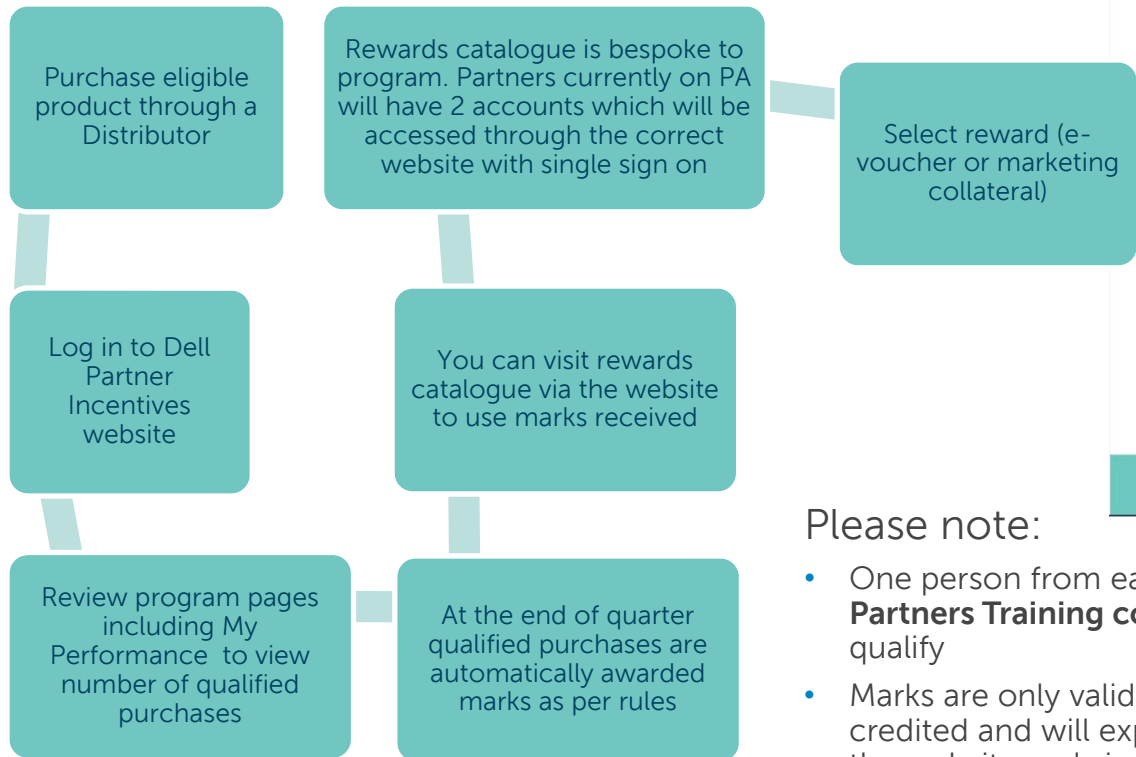


# Loyalty Program for Registered Partners – Register now (GM)

- Visit [www.dellpartnerincentives.com](http://www.dellpartnerincentives.com)
  - Select 'Not registered yet?'
  - Complete the registration form
  - Select the Organization program: Loyalty Program for Registered Program
  - Accept the dedicated Terms & Conditions
  - Complete the Training for Dell Partners CTD1215WBTS
- 
- Upon accepting the Terms and Conditions you will also be given the option to allow sales staff members to view the Loyalty Program for Registered Partners website, however this will not allow the staff member to participate to earn Marks.\*
  - Register now, and familiarise yourself with the rules and eligible products that can be purchased and rewarded for!
- \*This will be available for you to select very soon! Keep an eye out when you login over the next couple of weeks as we will prompt you to decide whether or not you would like your sales staff to view the program



# Partner Journey \_ Process

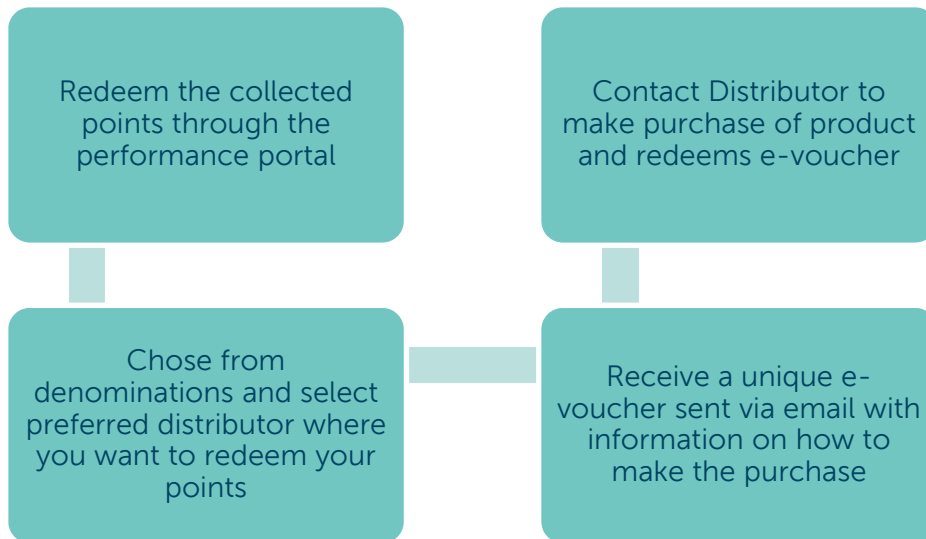


Please note:

- One person from each organisation has to complete the **Dell Partners Training course** CTD1215WBTS within the quarter to qualify
- Marks are only valid for one quarter from when they are credited and will expire if not redeemed. You will be promoted on the website and via email of your Marks that are due to expire, so keep an eye out!

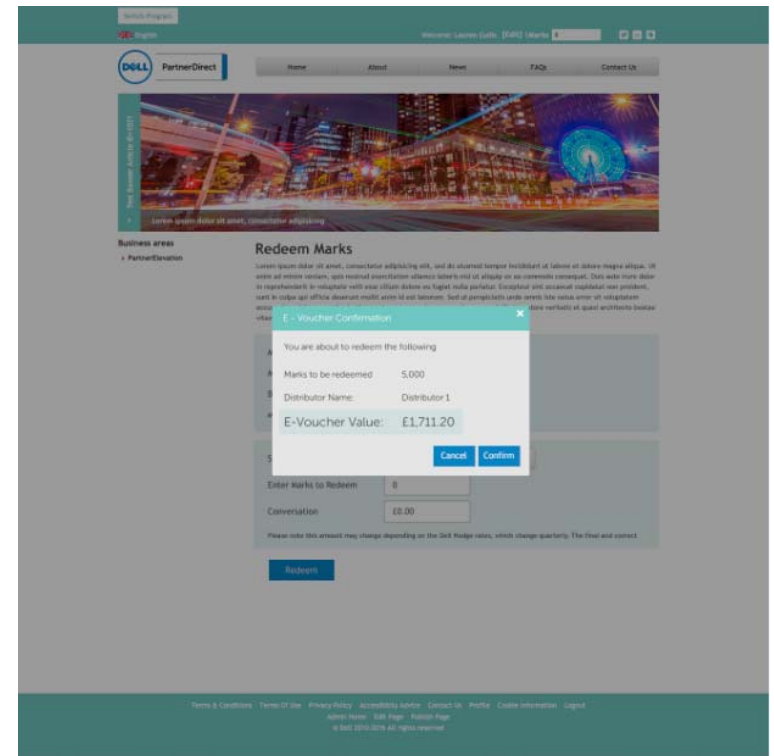


# Partner Journey \_ Process : Voucher reward selected



Please note:

- Total value of the voucher does have to be redeemed in one transaction





# Loyalty Program for Registered Partners - Reporting

- Keep an eye on your 'My Performance' page, here you will see the number of Marks you are due to be rewarded\* and how many eligible products you have purchased so far.
- You will also have a report that shows you exactly how many Marks you have redeemed and what these Marks have converted to in your local currency\*\*

\* Marks will only be rewarded if the threshold has been met. Please see the overview pages on the website to remind yourself of these

\*\* Marks will be converted into your local currency at the rate of the current Dell Hedge Rate for the current quarter

# FAQ

- **Who can participate?** All registered Partners can participate on an organization level and will need a General Manager to sign the program's Terms and Conditions.
- **Can I nominate a member of my team to represent our organization?** Yes, please email your nomination to [questions@dellpartnerincentives.co.uk](mailto:questions@dellpartnerincentives.co.uk). This person will be able to redeem the points on behalf of your organization. Please note Terms and Conditions must be accepted by the General Manager.
- **How do I qualify?** In H1FY17, one member of your organization will need to complete the "Why Dell?" training course by the end of the quarter to qualify and start earning Marks for sales. The training mandatory course will be renewed on a regular basis, and is necessary to be achieved to become eligible within the new period. You can access the CTD1215WBTS - Compliance Training for Dell Partners via Netexam.
- **Do I need to claim?** No claiming is necessary; your Marks for the purchases made will be rewarded at the beginning of the following quarter. You will then be able to use these Marks until the end of that quarter (week 11 of the quarter). Please note your Marks will be reset to 0 each quarter. Marks that are not used within the quarter they are issued will expire.
- **What can I win?** Participants can win Marks which they redeem against a number of business benefit rewards such as e-vouchers to redeem on Dell products at a Distributor and co-brandable items etc...
- **Who can I contact if I have a query?** Please contact the team at Dell Partner Performance Program HQ at [questions@dellpartnerincentives.com](mailto:questions@dellpartnerincentives.com)
- **How does my "Why Dell" training course get confirmed to qualify for our organization for this incentive?** Simply login to the Dell Partner portal and the Learning center (under the menu Trainings and Certifications). You will find there a 'PartnerAdvantage' folder with all trainings related to one of the PartnerAdvantage campaigns. Take one of the eligible online courses for your campaign and pass the exam. If you cannot see the Learning Center in the Training and Certification section, you are probably not set up yet for the tool. Your set up for the Learning Center will occur automatically within the 30 days after your registration to PartnerAdvantage. If you need to be set up faster, please request access from your Dell Account Executive.
- **Once I have placed a co-brandable product order via the Rewards catalogue, when will my order to arrive?** Most items will be delivered within 28 days.
- **Once I have placed an order for a voucher via the Rewards catalogue, when will the voucher arrive?** Your unique voucher code and instructions on how to use the voucher will be sent direct to your email address within 24 hours.





The power to do more

# Go Further and find out more about PartnerAdvantage Program



# PartnerAdvantage program – Your program for your salesrep

## Program overview

The Dell PartnerAdvantage program is exclusively for **Dell Partners team-members** (GM's, Sales and technical sales) and, as the name suggests, has been introduced to give our Partners every possible advantage when selling eligible Dell products and taking eligible trainings according to the specific campaign rules.

## How does that work ?

1. Select the program when you login to the website by selecting PartnerAdvantage program Individual program
2. Accept the dedicated Terms & Conditions (GM to activate the program, individuals to participate)
3. Participate in campaigns by claiming eligible sales and taking training
4. Earn Advantage points when campaign targets are reached and as long as budget is available.
5. Exchange Advantage points for rewards
6. You will be able to switch between both programs by using the switch button at the top of the page

