

## **Dell Partner AdvantEdge U.S. Program Rules**

June 2014

The Dell Partner AdvantEdge Program Rules (“Rules”) are set forth below pursuant to the Dell Partner AdvantEdge Program Terms & Conditions (“Terms & Conditions”). All terms and phrases used in the Rules shall have the meanings ascribed to them in the Terms & Conditions unless otherwise defined herein.

**Program Duration:** Dell reserves the right to change or discontinue the Partner AdvantEdge Program and the Participant’s participation at any time without prior notice. All product and training promotions are eligible while funding lasts.

### **Eligible Participants:**

- Sales representatives of all U.S. Dell PartnerDirect Preferred and Premier Partners (“Sales Representatives”); and
- Technical representatives of all U.S. Dell PartnerDirect Preferred and Premier Partners (“Technical Representatives”).

The Partner AdvantEdge Program is a rep-level incentive program. Eligible participants must be an employee of either a U.S. Dell PartnerDirect Preferred or Premier Partner that allows rep-level incentives. Dell PartnerDirect Preferred and Premier Partners who are eligible to participate in Dell DMR programs shall not be eligible to participate in the Dell Partner AdvantEdge Program. It is the partner’s responsibility to disclose to their end user customer that they are participating in this program.

### **How the Program Works:**

1. Participant successfully completes Dell required training (see Program Training and AwardperQs).
2. Participant sells an eligible product or products (see Program Products and AwardperQs) to a Dell approved customer during the program effective dates (as stated above).
3. Participant submits a completed sales claim form within eligible date posted on the claim page.
4. Participants may also receive AwardperQs for completing certain additional activities (see Program Activities and AwardperQs).

If you have any program questions, contact [incentive@dell.com](mailto:incentive@dell.com).

## Program Training and AwardperQs

All online training can be found on Dell's PartnerDirect site: [www.dell.com/partner](http://www.dell.com/partner) | Training & Certification | Enroll in eLearning

Course Name	Course Code	AwardperQs <sup>1,2,3</sup>
<b>SERVERS</b>		
Dell Server Basics	DSB0109WBTS	75
Dell Blade Server Solutions Sales <sup>2</sup>	DBSS0109WBTS	75
Dell Tower and Rack Server <sup>TM</sup> Sales <sup>2</sup>	DTRSS0309WBTS	75
Blades Technical Training	DBSSTT0409WBTT	150
PowerEdge Server Technical	DPES0909WBTT	150
PowerEdge VRTX Sales Overview <b>DOUBLE POINTS PROMO</b>	VRTX0613WBTS	150*
PowerEdge VRTX Technical Overview <b>DOUBLE POINTS PROMO</b>	VRTXT0613WBTT	300**
<b>STORAGE</b>		
Storage Overview	ISO1208WBTS	60
PS Series Sales Training <sup>2</sup>	PSSS0908WBTS	90
EqualLogic Technical (also called PS Series Technical Training)	PSST1108WBTT	250
Compellent Top Gun Storage Architect Technical	CSSAT0211WBTT	200
Compellent Top Gun Sales	CSS0211WBTS	90
Compellent Storage Quick Connect	CSQC0911WBTT	200
Compellent Quote Center	CQCS0211WBTS	60
Fluid Cache for SAN Sales Overview <b>NEW + DOUBLE POINTS PROMO</b>	FCFS0414WBTS	200***
Dell Partner Sales Excellence Selling Storage <sup>2</sup> <a href="http://www.dell.com/partner">www.dell.com/partner</a>   Training & Certification   Enroll in Instructor Led Courses	SES0511ILTS	350
<b>NETWORKING</b>		
Dell Data Center and Campus Networking Overview	DDCN0613WBTS	125
Dell Force10 S-Series Technical	FSTO1111WBTT	180
Dell Force10 FTOS Technical Highlights	FTOS1111WBTT	125
Dell Force10 C-Series Technical Overview	FCTO1111WBTT	180
Dell Force10 E-Series Technical	FETO1111WBTT	180
Dell Force10 Z-Series Technical Overview Networking	FZTO1111WBTT	180
<b>CLOUD</b>		
Dell Cloud Overview	DCO0913WBTS	90
<b>DESKTOP VIRTUALIZATION SOLUTIONS</b>		
Dell Wyse Technology Overview	WOS0712WBTS	90
Dell Wyse Software and Management Technical	WSMT0912WBTT	200
Dell Wyse Hardware and Firmware Technical as well	WHFT0812WBTT	200
Selling DVS Solutions	SDVS1012WBTS	90
Dell and Citrix – Desktop Virtualization for Small and Medium Business <b>NEW</b>	CTXS0114WBTS	120
Dell DVS Solutions Technical	TDVS1112WBTT	200
Dell End User Computing Domain Strategy	EUC0612WBTS	90
Delivering VDI Effectively with VMware and Dell	VMWT0813WBTT	180

Course Name	Course Code	AwardperQs <sup>1,2,3</sup>
<b>DATA PROTECTION</b>		
AppAssure Sales	APP0412WBTS	90
AppAssure Technical Overview	APPT0512WBTT	180
Data Protection Competency Overview	DAPR0913WBTS	60
NetVault Sales Training	NETS0913WBTS	75
NetVault Backup Technical Training	NETT0913WBTT	250
vRanger Sales Training	VRANS0913WBTS	90
vRanger Presales Value Proposition Technical Training	VRANT0913WBTT	180
vRanger User Interface Navigation and Usage	VRUN0913WBTT	180
<b>SECURITY - NETWORK SECURITY</b>		
Security Competency Overview	SECC0913WBTS	90
SonicWall Sales Training	DSWS0512WBTS	180
SonicWALL Technical	DSWT0512WBTT	200
<b>SYSTEM MANAGEMENT – CLIENT MANAGEMENT</b>		
Desktop Authority Technical Training	DAUT0913WBTT	180
Introduction to User Workspace Management Products	DAUS0913WBTS	50
KACE Sales Course	KST0410WBTS	90
KACE Technical Course	KTT0510WBTT	180
KACE Demo	DKMS0611WBTS	100
Systems Management Competency Overview	SYSM0913WBTS	90
<b>MISCELLANEOUS</b>		
Partner Sales Excellence Selling Dell Servers and Networking	SDSN0613ILTS	350
Enterprise Deployment & Consulting Services <b>NEW</b>	DECD0514WBTS	120
Window 8 Pro and Dell Devices Overview	WEDD1212WBTS	75
Microsoft XP Migration with Dell <b>NEW</b>	EUXP1013WBTS	75
DPACK Overview and Sales Motion <b>NEW</b>	DOSM1111WBTT	75
DPACK Analyzing and Interpreting the Reports <b>NEW</b>	DROC1111WBTT	75
Dell ProSupport Services <b>NEW</b>	DSS1113WBTS	75

1. Successful completion of the Dell SonicWALL Sales or Technical training will qualify you to earn AwardperQs for eligible Dell SonicWALL sales.
2. Eligible training (listed above) must have been completed since January 1, 2011 in order to get credit.
3. Each Participant can complete any of these trainings; however, AwardperQs will only be awarded one time for the first successful completion of that training.

\* Normal points value is 75 points. Double points promotion for this course is running for a limited time.

\*\* Normal points value is 150 points. Double points promotion for this course is running for a limited time.

\*\*\* Normal points value is 100 points. Double points promotion for this course is running for a limited time.

## **Dell Software Group Competency Bonus Promotion**

Now through **August 2, 2014**, the first two sales and first two technical reps at your company to complete the required training courses to achieve one or more of the eligible Software Competencies will receive bonus points in Partner AdvantEdge! To receive the points, each rep will need to be enrolled in Partner AdvantEdge and your company will need to have completed all competency requirements. The bonus point breakdown is below:

Competency <sup>1-4</sup>	Audience	Bonus AwardperQs
Security; Systems Management; or Information Management Competencies	Sales & Technical	175
Data Protection	Sales	175
Data Protection	Technical	350

1. A Participant qualifies to earn these bonus AwardperQs after they complete the competency training requirements AND the Company achieves the Competency within the program effective dates stated above.
2. Only the first two sales and first two technical reps to complete the Competency training requirements will qualify for the bonus points.
3. Eligible to earn bonus points for more than one competency, as long as the requirements in #1 above are met for each competency.
4. AwardperQs will be deposited into the Participant's account within 14 business days after the Partner Company achieves the Competency.

**Program Product Sales and AwardperQs**

AwardperQs will be deposited in your account once a product sale is verified and the claim is approved.

<b>Dell ProSupport NEW</b>	<b>AwardperQs<sup>1,2,3,4</sup></b>
Dell ProSupport License	25

1. AwardperQs will be deposited in your account once a product sale is verified and the claim is approved.
2. Multiple Sales Representatives cannot earn AwardperQs for the same sale.
3. Only new ProSupport orders qualify. ProSupport renewals/upgrades do not qualify.
4. Orders must be placed after April 15, 2014 to qualify.
5. Promotion runs while funds are available and could result in early termination of the promotion

<b>Servers – NEW</b> <b>Claims submitted through Monday, June 9 will be honored with original points value per May rules</b>	<b>AwardperQs<sup>1,2,3,4,5,6,7,8</sup></b>
M420: Two (2) Intel Xeon E5 2420 v2 or higher	250
M520, M620, M820: Two (2) Intel® Xeon® E5 2620 v2 and higher	250
R620, T620, R720, R720xd, R820: Two (2) Intel® Xeon® E5 2620 v2 and higher	175
R920: Two (2) Intel® Xeon® E74800 v2 and higher	275
R920: Two (4) Intel® Xeon® E74800 v2 and higher	300
<b>Dell PowerEdge VRTX</b> Minimum order amount per unit must be >=\$30,000	350

1. AwardperQs will be deposited in your account once a product sale is verified and the claim is approved.
2. Multiple Sales Representatives cannot earn AwardperQs for the same sale.
3. Orders must be placed in between March 1, 2014 and August 1, 2014 to qualify.
4. Order may not be combined with any other Intel promotion, including the Q4 Server Trade-In Program and the Federal Channel Incentive Program.
5. Claims must be made by August 15, 2014. There will be no exceptions.
6. Complete VRTX systems with revenue of \$30,000 or more are eligible for rewards.
7. Promotion runs while funds are available and could result in early termination of the promotion.
8. Orders placed through the Dell Outlet do not qualify for this promotion.

<b>EqualLogic &amp; Compellent Storage Promotion - EXTENDED</b>	<b>AwardperQs<sup>1,2,3,4,5,6,7</sup></b>
EqualLogic or Compellent storage, per unit Qualifying orders are placed in between March 1, 2014 and August 1, 2014 to qualify. Minimum order amount per unit must be >=\$20,000	715

1. AwardperQs will be deposited in your account once a product sale is verified and the claim is approved.
2. Multiple Sales Representatives cannot earn AwardperQs for the same sale.
3. Orders must be placed in between March 1, 2014 and August 1, 2014 to qualify.
4. Minimum order amount per unit must be equal to or greater than \$20,000.
5. Dell Compellent upgrades do not qualify for rewards. Complete Compellent systems with revenue of \$20,000 or more are eligible for rewards.
6. Claims must be made by August 15, 2014. There will be no exceptions.
7. Promotion runs while funds are available and could result in early termination of the promotion

<b>Virtual Desktop Infrastructure: Dell 12G + VMware Horizon View</b>	<b>AwardperQs<sup>1,2</sup></b>
Any 12G Server + 1-99 OEM VMware Horizon View Licenses	600
Any 12G Server + 100-299 OEM VMware Horizon View Licenses	3000
Any 12G Server + 300-499 OEM VMware Horizon View Licenses	5000
Any 12G Server + 500 OEM VMware Horizon View Licenses	14000

1. AwardperQs will be deposited in your account once a product sale is verified and the claim is approved.
2. Multiple representatives cannot earn AwardperQs for the same sale.

<b>Dell Data Protection</b>	<b>AwardperQs<sup>1,2</sup></b>
AppAssure	160
DL4000	715
DR4100	770
vRanger	85
NetVault	140

1. AwardperQs will be deposited in your account once a product sale is verified and the claim is approved.
2. Multiple Sales Representatives cannot earn AwardperQs for the same sale.

<b>Systems Management: Dell KACE Appliance</b>	<b>AwardperQs<sup>1,2</sup></b>
K1200	6,355
K2200	2,300
K3200	2,300
K1100/VK1100 or K1100-ADV	635
K2100/VK2100 or K2100-ADV	320
K3100/K3100 or VK3100-ADV	250

1. AwardperQs will be deposited in your account once a product sale is verified and the claim is approved.
2. Multiple Sales Representatives cannot earn AwardperQs for the same sale.

<b>End Point Security</b>	<b>AwardperQs<sup>1,2,3,4</sup></b>
Dell Data Protection   Encryption (Credant) – bundles of 50 licenses	160

1. AwardperQs will be deposited in your account once a product sale is verified and the claim is approved.
2. Multiple Sales Representatives cannot earn AwardperQs for the same sale.
3. Must sell a minimum quantity of 50 licenses to one customer, associated with one order number, to qualify.
4. Additional bundles of 50 can be claimed by increasing the quantity of the products in the claim. Example: 150 licenses equal 3 bundles. This translates into a quantity of 3 that can be claimed.

<b>Eligible Servers (See minimum qualifier)*</b>	<b>AwardperQs<sup>1,2</sup></b>
<b>Dell Quickstart Data Warehouse Appliance 1000</b> (One price includes Dell PowerEdge 12 <sup>th</sup> server, MS SQL Server 2012 Data Warehouse Appliance Edition, MS Windows® 2008R2 SP1 Enterprise Edition, Dell Boomi cloud-based data integration service, Foundation services including DW boot camp, Support Services)	775

1. AwardperQs will be deposited in your account once a product sale is verified and the claim is approved.
2. Multiple Sales Representatives cannot earn AwardperQs for the same sale.

Security: Dell SonicWALL	Sales <sup>1,2,3</sup>	
	AwardperQs	Bonus AwardperQs <sup>2</sup> for training
SonicWALL SuperMassive™ E10000 Series	2500	2500
SonicWALL SuperMassive™ E9000 Series	2000	2000
SonicWALL NSA E6600 TotalSecure Bundle	914	914
SonicWALL NSA E5600 TotalSecure Bundle	581	581
SonicWALL NSA E4600 TotalSecure Bundle	355	355
SonicWALL NSA E3600 TotalSecure Bundle	253	253
Email Security Total Secure Bundles - Appliances	160	160
Email Security Total Secure Bundles - Software	77	77
Total Secure Email Subscriptions	123	123
Total Secure Email Competitive Upgrades	343	343
SonicWALL WXA 4000 with 1 Year of Dynamic Support 24x7	175	175
SonicWALL WXA 2000 with 1 Year of Dynamic Support 24x7	90	90
SonicWALL Aventail E-Class SRA EX9000 Base Appliance	1250	1250
SonicWALL SRA 4600 Base Appliance with 25 User License <b>NEW</b>	125	125
SonicWALL SRA 4600 Add 25 User <b>NEW</b>	63	63
SonicWALL SRA 4600 Add 100 User <b>NEW</b>	180	180
SonicWALL SRA EX6000 Base Appliance	280	280
SonicWALL SRA EX7000 Base Appliance	1400	1400
SonicWALL GMS	143	143
SonicWALL E-Class Universal Management Appliance (UMA) EM5000	215	215

1. Multiple Sales Representatives cannot earn AwardperQs for bonus AwardQs (related to training).
2. Successful completion of the Dell SonicWALL Sales or Technical Overview will qualify you to earn bonus AwardperQs for eligible Dell SonicWALL sales. You will not be eligible to receive bonus AwardperQs until AwardperQs for the qualifying courses have been deposited in your account.
3. AwardperQs will be deposited within (30) thirty business days of successful completion of eligible training course. Any product sales claims submitted prior to that time will not be eligible for bonus AwardperQs.

End User Computing: Dell Wyse – <b>DOUBLE / TRIPLE POINTS PROMO</b>	AwardperQs <sup>1,2,3,4</sup>
Dell Wyse C10LE – Thin Client	30
Dell Wyse C90LEW – Windows	80*
Dell Wyse C90LE7 – Windows	100*
Dell Wyse Xenith Pro 2 (D00DX) – Zero Client	40
Dell Wyse Xenith Pro 2 (D00DX) – Zero Client with Wireless <b>NEW</b>	45
Dell Wyse D10D – Thin Client	40
Dell Wyse D50D – Linux	45
Dell Wyse D90D7 – Windows	90*
Dell Wyse D90D8 – Windows	100*
Dell Wyse D90Q7 – Windows	135**
Dell Wyse D90Q8 – Windows	135**
Dell Wyse P25 – Zero Client	35
Dell Wyse P45 – Zero Client	80
Dell Wyse Xenith 2 (T00X) – Zero Client	30
Dell Wyse Xenith 2 (T00X) - Zero Client with Wireless	35
Dell Wyse T10 – Thin Client	30
Dell Wyse X90M7 – Mobile Thin Client	85
Dell Wyse X50M – Mobile Thin Client	75
Dell Wyse Z00D – Cloud PC	60
Dell Wyse Z50S – Linux	40
Dell Wyse Z90D7 – Windows	120*
Dell Wyse Z90D8 – Windows	120*
Dell Wyse Z90Q7 – Windows <b>NEW</b>	180**
Dell Wyse Z90Q8 – Windows <b>NEW</b>	180**
Dell Wyse Z90S7 – Windows	120*

1. AwardperQs will be deposited in your account once a product sale is verified and the claim is approved.
2. Multiple Sales Representatives cannot earn AwardperQs for the same sale.
3. \* Value shown is double the normal value. Double points promotion for this product is running through June 30, 2014.
4. \*\*Value shown is triple the normal value. Triple points promotion for this product is running through June 30, 2014.

### **Program Enablement Activities and AwardperQs**

Activities and points rewards will be added throughout the program. Examples include:

Activity <sup>1-3</sup>	AwardperQs <sup>4</sup>
First SonicWALL Sale Bonus	300
Bonus for every 5 approved claimed SonicWALL	150 for every 5 units
Dell Social Media Live Partner Training, register at <a href="http://partnerdirect.dell.com/sites/channel/en_us/Pages/community.aspx">http://partnerdirect.dell.com/sites/channel/en_us/Pages/community.aspx</a>	90

1. A Participant qualifies to earn AwardperQs for these activities if they are completed within the program effective dates stated above.
2. Each Participant can complete as many activities as desired.
3. Each Participant can complete any of these activities; however, AwardperQs will only be awarded one time for the first successful completion of that activity.
4. AwardperQs will be deposited into the Participant's account within 5 to 7 business days of activity completion.