



PartnerDirect

Why PartnerDirect

Choice, flexibility, simplicity

What you will **learn today**

Dell's Channel
business

Performance

PartnerDirect
program

Experience

Journey, success,
analysts and
beyond

Action





PartnerDirect

Dell's Channel business

Aligning to support partners like you

Bringing it all together - Dell strategy

Our
purpose

Delivering technology solutions that enable people everywhere to grow, thrive and reach their full potential

Our
differentiated
strategy

A leading provider of end-to-end scalable solutions

**Practical
innovation**

**Efficient, simple
and affordable**

**Superior
relationship model**

Our
customers'
imperatives



Our
end-to-end
portfolio

Connecting
END USERS

Integrating and
optimizing the
ENTERPRISE

Simplifying and
securing through
SOFTWARE

Accelerating
innovation with
SERVICES



"Our partners are a very important part of Dell's overall growth strategy. We're committed to these relationships, and we value our channel partners' unique insights into what customers want and need from IT solutions. When our customers grow and succeed, so do our partners, and so do we."

Michael Dell



Global Channels and Alliances

4 Commercial channel businesses

Value-Added Resellers
OEM Solutions
Distribution
System Integrators

Channel represents about $\frac{1}{3}$ of Dell's global commercial business¹

9 competency areas, covering both hardware and software products

30% Business growth for Certified partners

140k global partners⁵

4,229 certified partners⁹

135k registered partners



2-3X market growth⁸

75%⁴ deal registration approval rate

2012 Best companies to partner with²

1 Partner Program
6 years strong



Industry Awards

Over 43 industry awards and recognition in FY13

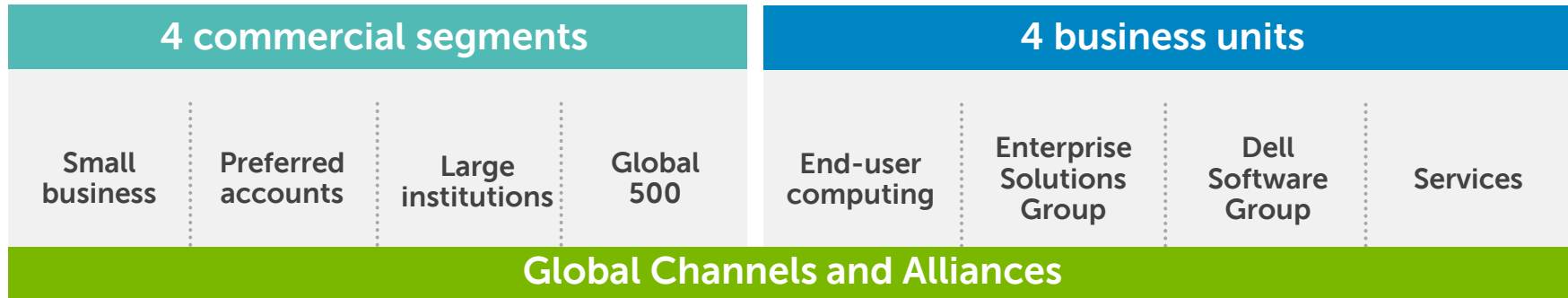
#1 vendor of choice for Flash/SSD deployment⁶ & mid-range storage arrays⁷

33% Increase in courses available
101 courses now offered³



Channel fit within Dell

Channel operates as an integrated, horizontal organization across commercial segments with positive position in all business units:



Purpose:

1

To enable **customers** to **choose Dell** as their route to market **choice**



Channel fit within Dell

Four Customer Imperatives



Transform



Connect



Inform



Protect

4 Commercial Channel Businesses

Value-Added
Resellers, direct to
Partner

OEM
Solutions

Distribution

System
Integrators

Our Partner Community¹

140,000+

Global Channel
Partners

4,200+

Certified Partners³



Over **2,000** Dell Channel employees across the globe are committed to your success

Channel represents about **one third** of Dell's Global commercial business



1/3



2-3X

market growth²



PartnerDirect

PartnerDirect Program

Our commitment, why certify, benefits

Our commitment to you

Simplicity

Make it **easy** to work with Dell

Training and enablement

FY09

FY14

FY16

Win in the data center

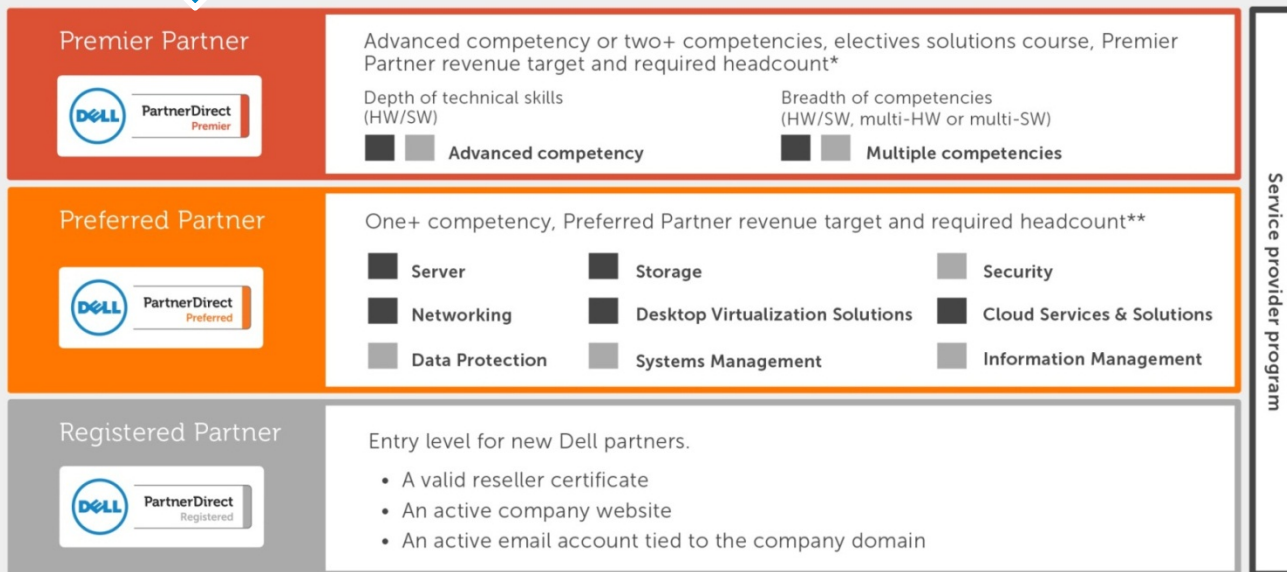
with Dell solutions

Partner opportunities



Program levels and overview

2013



Service provider program

*Premier Partners: Eight unique individuals (four Sales and four Technical)

**Preferred Partners: Four unique individuals (two Sales and two Technical)

■ Hardware (HW)

■ Software (SW)



Why Certify



Financial benefits

Additional discounts.
Partner AdvantEdge points.
Rebates.



Marketing support
through
centralized
programs

Additional Support

Named Account Team
and /or CDM.
Partner Resource Desk.



Partner Experience

Deal Registration
Free online training
Priority access to events
and webinars



Growth & Success

Extended portfolio.
Find a Partner.



Access to the Dell
Solutions
Configurator

Please refer to the [Partner Program Guide](#) for a complete list of competency benefits in your region.



Certification is Free!



You can complete
competency training
requirements
for free.

The higher your status,
the more...



Nine Competencies ... your choice!





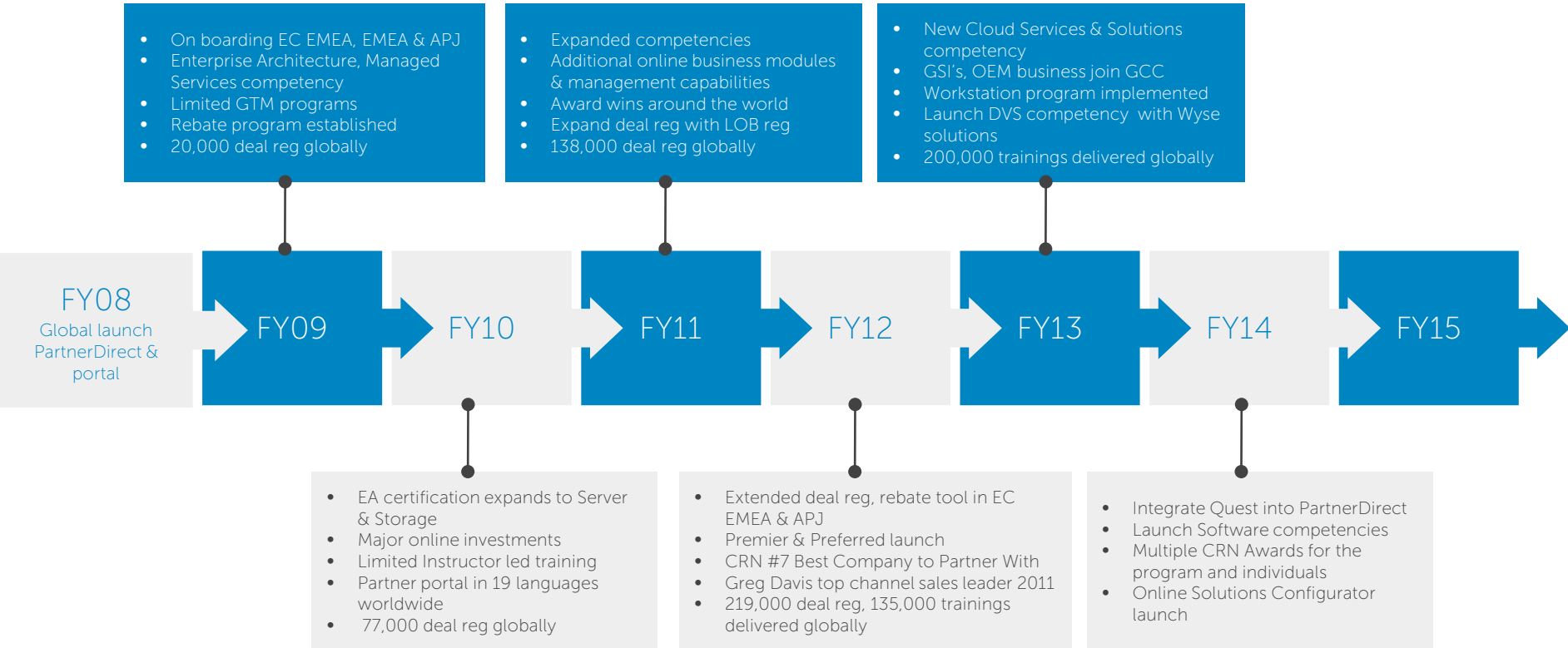
PartnerDirect

Our Journey and Beyond

Analysts, press

PartnerDirect Journey

Mergers and Acquisitions



Analysts, industry reports

See what analysts and influencers are saying about Dell and the IT industry

Gartner Magic Quadrant Dell in "Leaders Quadrant" (2011–2013)

- [Application Performance Monitoring](#)
- [Unified Threat Management, North America](#)
- [End-User Outsourcing Services, North America](#)
- [Global Enterprise Desktops and Notebooks](#)
- [Data Center Outsourcing and Infrastructure Utility Services, North America](#)
- [Managed Security Service Providers \(MSSP\), North America](#)
- [General-Purpose Disk Arrays](#)
- [Blade Servers, North America](#)
- [Information Technology Asset Disposition \(ITAD\), North America](#)
- [User Administration and Provisioning](#)

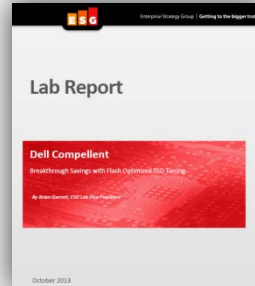
[Gartner reports](#)

Latest research and reports

Industry analyst firms provide independent third-party opinion about Dell strategy, products and services.

You may browse through the reports or purchase additional reports directly from the analyst firms.

[Reports about Dell](#)



The 25 Most Influential Executives Of 2013

By Steven Burke CRN
11:00 AM ET Mon, Oct. 28, 2013



3. Michael Dell
Chairman, CEO, Dell

Michael Dell says he feels liberated and energized now that he has completed the \$24.9 billion buyout of the company. Liberated and energized indeed. Dell is calling the \$27 billion company he founded his college dorm room the world's largest startup.

Competitors should be worried. Dell has a crystal-clear vision on where he wants to take the company with an arm-tossed raising Dell as unapologetic entrepreneur commanding power with a big channel footprint. Dell, in fact, regards the company, which owns \$15 billion in a vast channel sales, to make significant investments to grow that channel business. In fact, he said the channel could grow from about one-third of the company's sales to as much as 60 percent.



The BoB CEO Interview: Michael Dell

Dell Chairman and CEO Michael Dell hit the stage at the 2013 BoB Conference and said now that his company is private he's dead serious about growing his channel business. [more](#)

The Top 25 Channel Sales Leaders Of 2013

By Rob Wright CRN
10:00 AM ET Thu, Oct. 29, 2013



3. Greg Davis
VP, GM, Global Commercial Channels, Dell

Davis has accomplished some tough feats since getting Dell's first channel program off the ground, helping the computer maker shift toward indirect sales and winning over skeptical providers as a trusted vendor partner. Now he'll be charged with taking Dell's channel strategy to the next level as it becomes a complete IT player. [Next Slide >](#)

The Top 25 Channel Sales Leaders Of 2013

By Rob Wright CRN
10:00 AM ET Thu, Oct. 29, 2013



9. Frank Vitagliano
VP, Channel Sales, Dell

A veteran channel executive, Vitagliano worked at IBM and Juniper for many years before joining Dell as Dell transitions from a public entity to a private one and wants to integrate newly acquired companies and technology. Vitagliano will be on the ground working closely with partners. [Next Slide >](#)

The Top 25 Innovators Of 2013

By Kristin Bentz CRN
10:00 PM ET Tue, Oct. 29, 2013



2. George Reese
Executive Director, Cloud Management, Dell

Reese is going to Dell this time through the acquisition of Revolution (formerly CloudMinder), which is the new CTO. Reese, Executive Director of Cloud Management, will lead to propel Dell's transformation from a PC maker to a cloud and services provider. [Next Slide >](#)



Partners Hail Dell \$24.9 Billion-Buyout Completion As Channel Game Changer

By Steven Burke
October 29, 2013 4:22 PM ET

2013 Annual Report Card: 19 Category Winners

By Rick Whitting CRN
10:00 AM ET Mon, Oct. 21, 2013



Volume Servers: Dell
CEO: Michael Dell

Dell took the top spot in this product category with an overall score of 70.9 versus Hewlett-Packard's 68.5. This was the only product category in this year's Report Card survey in which the highest score product innovation, support and partnership with different companies. HP generated the highest product innovation, beating second-place Dell 79.6. But Dell came out on top in support with a score of 64.2 to second-place Lenovo's 61.6. And Lenovo generated the highest score for partnership, 75 beating Dell's 68.3.

CRN's 2013 Annual Report Card Winners

By Kristin Bentz CRN
10:00 AM ET Fri, Aug. 23, 2013



Dell

Dell has made big inroads in the worldwide server market recently, and its channel partners seem to be praising those gains. Dell was this year's winner of the hotly contested Volume Servers category, with the company securing both the overall win and a win in the support subcategory.

Frank Vitagliano, vice president, channel sales at Dell accepted the award from CRN's Steve Burke.

Best in Show: 2013 CRN Channel Champions Awards

By Kristin Bentz CRN
6:00 PM ET Thu, Mar. 14, 2013



SonicWall/Dell

In one of the night's most hotly contested categories, SonicWall/Dell clinched a financial satisfaction category win in Network Security Software. According to the award from CRN's Steve Burke is John Keenan, director of North America Sales for Dell Security (middle) and Bob Dinsley, executive director, Global Centres Partner Program and Channel (left).

Michael Dell primes channel for growth following takeover

Dell founder outlines five key investment priorities for his firm as it gets set to return to private ownership
By Doug Woodburn in Paris 23 Oct 2013

10 Questions For Michael Dell About Going Private

By Tom Spring CRN
3:51 PM ET Wed, Oct. 16, 2013

2013 Channel Chiefs

Greg Davis, Vice President and General Manager, Dell Global Commercial Channel

2013 Channel Chiefs

Jim DeFoe, Vice President North America Global Commercial Channel Sales, Dell Global Commercial Channel

2013 Women of the Channel

2013 Products Of The Year

By Edward J. Correia CRN
12:00 PM ET Thu, Dec. 05, 2013

Where we go from here

Invest
with Dell



Sell Dell's end-to-end solution



That helps enable your customers to:

Turn data into insights

Overcome the evolving security threat & ensure compliance

Accelerate adoption: virtualization, convergence, cloud

Take part
and benefit
from this
exciting
time at Dell



ありがとう

Danke

Grazie

Go raibh maith agat

शुक्रिया

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谢谢

σας ευχαριστώ

Obrigado

Thank you

감사합니다

Děkuji

Gracias

MERCI

Tack

cảm ơn bạn

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dank u

Спасибо

teşekkür ederim