

RISE Incentive Program

Stock & Sell loyalty program for Authorized Partners – Q2 update

RISE: Accelerate your Business

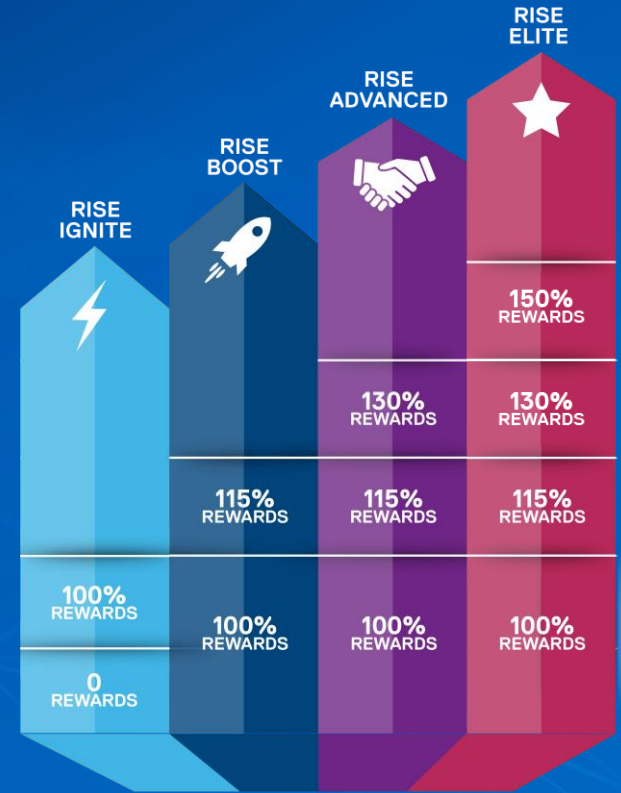


The advertisement features a dark blue background with a glowing horizon over a landscape. At the top, the Dell Technologies Partner Program logo is enclosed in a white box. Below it, the word 'RISE' is written in large, white, sans-serif font, followed by the text 'For Authorized Dell Technologies partners'. At the bottom, there are logos for Intel, Windows 10 Pro, and Microsoft. Below the Intel logo is the text 'Windows 10 Pro means business.' Below the Microsoft logo is the text 'Windows Server 2019: The operating system that bridges on-premises and cloud.'

- Enhance your frequency of purchase
- Increase your average revenue per quarter
- Accelerate your business through distribution with a targeted journey framework
- **‘do more, get more’**

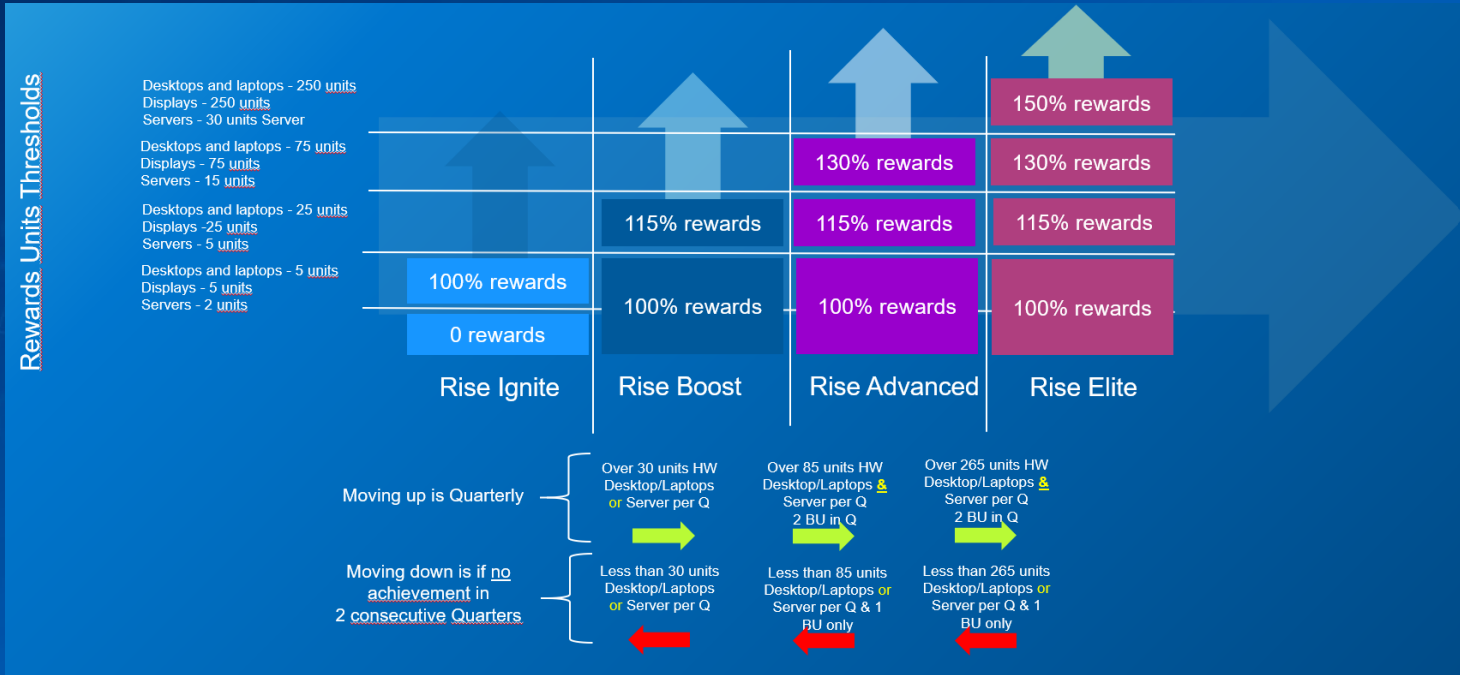
Program Structure to earn \$/box

- 4 Reseller performance groups based on BI / L4Q business revenue all LOB
- Dollar rewards on all eligible purchases
- Rewards accumulate throughout quarterly incentive period
- Ignite/Boost: Rewards exchanged for e-vouchers (in local currency) to spend at chosen Distribution Partner
- Advanced/Elite: Credit Notes through Distribution Partner
- Scale up through RISE groups to increase earnings



SnS Rewards Mechanics to Groups per Q

Meet your unit threshold and receive maximum rewards from unit 1



Desktops and laptops units thresholds are looking at Latitude, OptiPlex, Precision, XPS, Vostro only
 Displays units thresholds are looking at Displays only (these units are not eligible in the units count to move up or down groups.
 Servers units thresholds are looking at PowerEdge Server only
 Partners can move only one step at a time per quarter



Q2 Rewards per box SnS

CSG: Displays, Latitude, OptiPlex, Precision, Vostro, XPS & Services

Line of Business	Details	\$/box
Displays	Monitor 21-23	2
Displays	Monitor 24-above	3
Latitude	3	5
Latitude	5	10
Latitude	7, 9	20
Optiplex	3	2
Optiplex	5	5
Optiplex	7	7,5
Precision	all	20
Vostro	3	2
Vostro	5	4
Vostro	7	6
XPS Desktop	8	7,5
XPS Notebook	13, 15, 17	15
Services APOS/NPOS		5

ISG: PowerEdge, ROK, Networking, Services

UK FR DE MERAT CEE CNE		
Line of Business	Details	\$/box
PowerEdge Server	1 Socket T30, T40	0
PowerEdge Server	1 Socket exc T30, T40	15
PowerEdge Server	2 Sockets	35
Networking	all	5
NPOS	HDD, RAM, SSD	5 to 25
Microsoft ROK		10 to 75
New to Server bonus		Amount TBC

WER (IT, ES, BEL, NL, PT)		
Line of Business	Details	\$/box
PowerEdge Server	1 Socket T30, T40	0
PowerEdge Server	1 Socket exc T30, T40	50
PowerEdge Server	2 Sockets	100
Networking	all	5
NPOS	HDD, RAM, SSD	10 to 50
Microsoft ROK		20 to 200
New to Server buyers		+500 bonus

Rewards examples

Example: Purchase 4 x Latitude 3 series laptops (5\$ per box)

Ignite group partner earnings : \$0 (minimum threshold is 5)

Boost, Advanced and Elite groups partner earnings : \$20

Example: Purchasing 30 x Latitude 9 series laptops (20\$ per box)

Ignite group partner earnings : \$600 (30x20)

Boost, Advanced and Elite groups partner earnings: \$690 (30x20x1.15)

Next steps

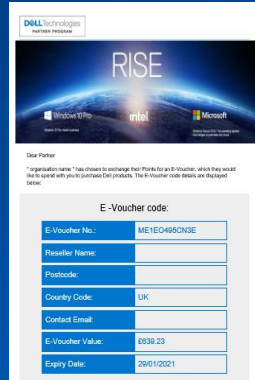
Sign up via the Performance Portal:
www.dellpartnerincentives.com

- Prompt to sign program terms and conditions at your first visit
- Full program rules posted on the portal
- For more information, please refer to our [How to guide](#)
- Escalation support : questions@dellpartnerincentives.co.uk

Reward Redemption & Payment

IGNITE & BOOST

1. Reseller redeems earned \$ with an evoucher on the Performance Portal in the following quarter
2. Reseller selects their preferred Distribution Partner
3. Reseller & chosen Distribution Partner receives confirmation email - Email confirms value and expiry date of voucher
4. Voucher can be applied at the point of next order of Dell Technologies products in the following quarter
5. Distributor reports back on evoucher usage on orders in the Sell out report
6. Recap of evoucher is reimbursed through credit note processed for total value claimed



Dell Technologies
Partner Portal

RISE

Windows | Intel | Microsoft

Dear Partner

*Registration card - has closed to exchange their PIRs for an E-Voucher, which they will be able to spend with you to purchase Dell products. The E-Voucher code details are displayed below.

E-Voucher code:

E-Voucher No.:	ME1E049CNDSE
Reseller Name:	
Postcode:	
Country Code:	UK
Contact Email:	
E-Voucher Value:	8538.23
Expiry Date:	28/01/2021

ADVANCED & ELITE

1. Reseller earned \$ will be paid directly in a format of a credit note through Distributor beginning of the following quarter
2. Reseller will use these credit notes on a new Dell order through Distribution
3. Distributor will be receiving pass-through credit notes and details on who to pass them on to at the beginning of the following quarter

The Dell Technologies logo is centered within a white rectangular border. It features the word "DELL" in a bold, sans-serif font, where the "E" is stylized with three diagonal lines. To the right of "DELL" is the word "Technologies" in a lighter, sans-serif font.

DELLTechnologies

PARTNER PROGRAM