

TOGETHER WE'RE
Winning

Join a community that is flexible, collaborative and innovative.



Ideas are critical to driving business change and accelerating innovation. With the Dell Technologies Partner Program, your ideas don't just flourish. They thrive.

As a member of our partner community, you gain access to a diverse portfolio of solutions and unrivaled expertise, which provide you with the flexibility to deliver on your business ambitions and grow on your terms in whatever direction you choose.

Delivering Lasting Value in Three Essential Ways

We're committed to helping all the organizations in the Partner Program succeed on their own terms and continually look at how we can build deep relationships with them so they can achieve their true potential.

For all our Authorized Partners, we focus on three core ways to make this possible.

1

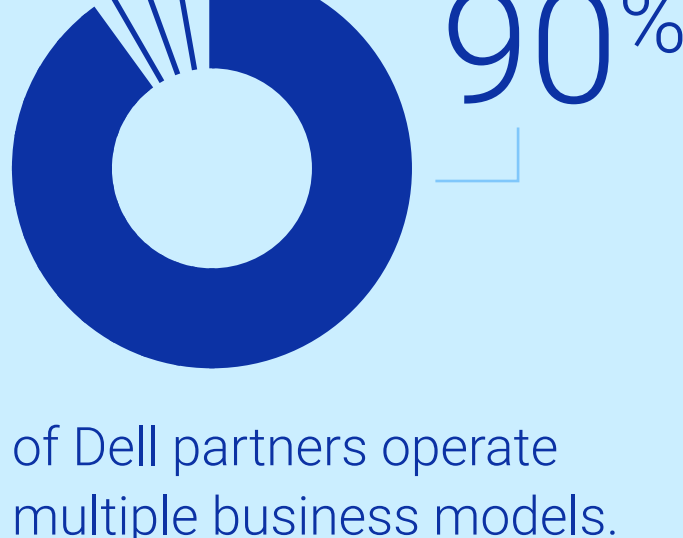
Flexible routes to market to help you build your way

Build with Flexibility

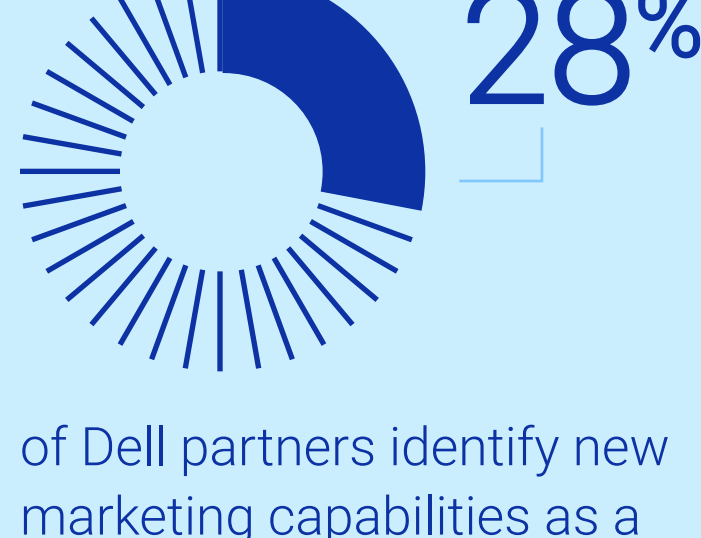
With one of the largest partner ecosystems in the IT industry, you can make the best choices to suit your customers' needs and expand your business your way.

With the Dell Technologies Partner Program we provide you with the flexibility to determine the best route to market for your customers, with an expanded range of options for whatever strategy you choose.

No matter how you choose to transact, we have options to suit your business, whether that's a traditional transactional model or consumption based through Dell APEX.



of Dell partners operate multiple business models.



of Dell partners identify new marketing capabilities as a TOP 3 investment priority.

2

Collaborating together to meet and achieve goals faster

Empower Impact Through Collaboration

Human connections are vitally important to us. That's why we stand by your vision and collaborate with you to identify the right opportunities to connect you with the right audience.

With the Dell Technologies Partner Program can reap the benefits of Dell Technologies and Intel unified partnership and feel part of a community that drives success and a more inclusive future.

We'll stand by your vision and amplify your market position through strong human connections focused on your goals.



view demand generation by distribution / aggregation partners as the most important factor for driving business.



of workers say their jobs are reliant on collaboration.¹



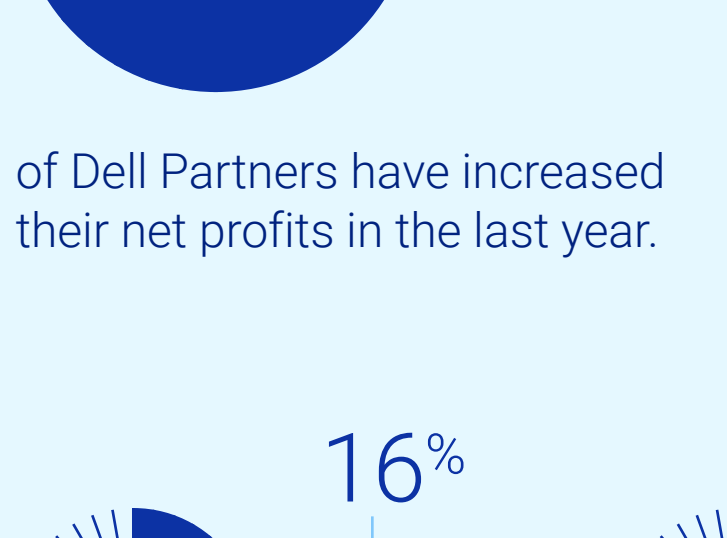
of employees rate teamwork and collaboration as being very important.²

3

Innovating together for a brighter future that fuels growth

Fuel Growth Through Innovation

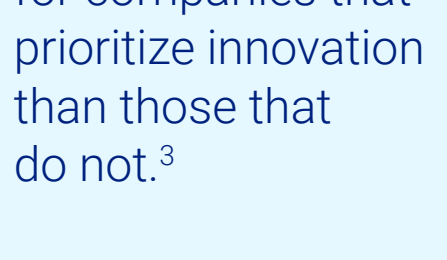
From Client to Data Center to Cloud to the Edge, Dell Technologies and Intel are driving next-generation capabilities with a comprehensive portfolio of trusted solutions.



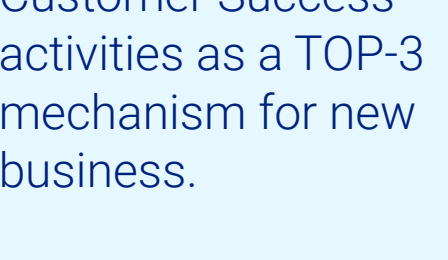
of Dell Partners have increased their net profits in the last year.

With the Dell Technologies Partner Program you can grow your business now and elevate your business journey with solutions powered by Intel.

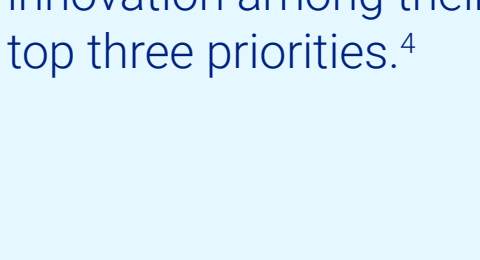
As a member of our community when you invest a little, you get a lot back and can identify new opportunities and implement them faster with greater precision.



higher rate of growth for companies that prioritize innovation than those that do not.³



of Dell partners cite Customer Success activities as a TOP-3 mechanism for new business.



of companies ranked innovation among their top three priorities.⁴

A Unified Approach That Goes Even Further

We believe winners work together. As a member of the Dell Technologies Partner Program you don't just benefit from our flexible models, collaborative style and commitment to innovation. You join a trusted community which establishes credibility, bolsters growth, stands by your side while helping you meet your sustainability targets.



Gain industry-leader credibility with your customers by leveraging Dell Services ProConsult, ProDeploy, and ProSupport for expansion.



Amplify your market position with Dell Technologies' reputation as a globally recognized and trusted entity.



Leverage our ecolabel certified product portfolio to create, sustainable solutions for growth and success which helps us all to reduce our impact.



Provide sustainable choices to customers, aligned to their business and environmental goals as part of a shared commitment to advancing sustainability.

Meet the Partners Who Are Already Thriving

Dell Technologies Partners are technology experts with businesses that are committed to driving and impacting change in our communities.

Flexible Routes to Market⁵

24%

Increase in revenue through growth in solution sales

DG Technology needed to meet its customers' high expectations quickly. As a partner, it found easy ways to get solutions to market faster.

Collaborating on a Shared Vision⁶

0-80

Clients in two years

As a member of our community, **Lifecycle IT** tapped into a wide range of expertise to meet emerging customer needs and fulfill its vision for sustainability.

Innovating to Deliver Solutions Faster⁷

Gold Partner

Status achieved in two years

Spotting an opportunity in the Telco sector, **Stylus Networks** worked with us to solve complex challenges quickly, which helped it drive record growth.

A Partnership You Can Trust

Our world-class Partner Program can help you and your customers thrive.

We provide the training, sales support and marketing resources you need to succeed. Expect faster sales cycles, profitable revenue growth and more opportunities to capture new markets.

A truly global community⁸

240,000+

strong global partner community.

Independent accreditation

5 stars

2023 CRN Partner Program Guide rating.

Find your local distribution partner

Our distribution partners form an essential part of the Dell Technologies partner ecosystem, helping newly authorised Dell Technologies partners grow their business successfully.

When you sign up to the Dell Technologies Partner Program you'll be asked to choose your preferred distributor.

Why Ingram



Serving 90% of the world's population Ingram Micro helps accelerate growth and value for members of the Dell Technologies Partner Program with the primary goal of finding ways help them run their businesses better and more profitably. By harnessing the powerful combination of Dell Technologies and Intel's solutions and services, you can build with flexibility, deliver impact through collaborative working and fuel growth through innovation.

Next Steps

Organizations like yours are already reaping the benefits of the Dell Technologies Partner Program. Discover the transformational impact that being part of our community could have on your business.

Find Out More About the Dell Technologies Partner Program