

Partner First Strategy for Storage

An enhanced go-to-market strategy increasing
Dell Storage opportunities for our partners.

OPPORTUNITY

99%

of Dell customers and potential customers are now considered "Partner First" for storage.

Partners have increased earning potential through acquisition incentives, and additional accounts have been added to the Storage+ New Business Incentive (NBI) account list.

PARTNERING

> \$

We will pay Dell sellers more when transacting through a partner.

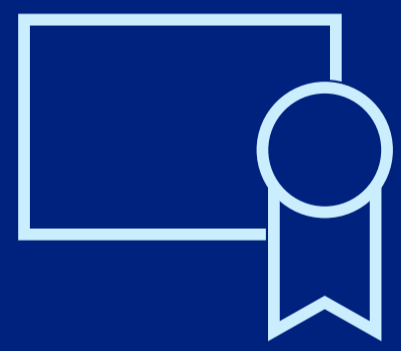
This encourages proactive engagement and collaboration with partners on storage opportunities.

PREDICTABILITY

4x

increase in number of storage Partner of Record (POR) accounts.

When Storage Partner of Record status is held in an account, Dell sales teams will work with that partner on any storage resale opportunity they uncover for that customer.



Deal registration

Standard Deal Registration process and terms continue to apply. All partners, including the Partner of Record should continue to submit Deal Registrations for any new resell opportunities.

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Positions in Storage¹

External RAID

Block, File Object

HCI, AFA, Unstructured

Data Protection

When we unite our Partners' expertise and reach, with Dell's world class storage portfolio and sales team, we can deliver amazing outcomes for our joint customers.

Learn more about
Partner First Strategy for Storage

¹IDC WW Quarterly Server Tracker CY23Q2; External, High End, AFA Storage (Revenue) -IDC WW Quarterly Enterprise Storage Systems Tracker CY23Q2; HCI (Revenue) -IDC WW Quarterly Converged Systems Tracker CY23Q2; #1 in Unstructured External Storage based on Dell's 44% share of the worldwide NAS market in 1HCY23 per IDC Quarterly Enterprise Storage Systems Tracker, 2023Q1 Final Historical, September 7, 2023; Data Protection -IDC WW Data Replication and Protection Software and PBBA HW estimates CY23Q2. "Data Protection" refers to Data Replication & Protection software plus Purpose-Built Backup Appliance (PBBA) revenue.