

# EMEA Channel Competitive Swap

Storage  
FY21

**DELL**Technologies

# Partner Overview

# Competitive Swap Program

- The Competitive Swap program incentivises partners via back-end rebates to replace competitor equipment at customer sites, with Dell storage.
- Gold, Platinum, Titanium & Titanium Black reseller storage Competitive Swap rebate: 8%
- Authorized Reseller storage Competitive Swap rebate: 6%
- Competitor product eligible for swap-out:
  - Hardware: IBM; HPE; Huawei; Nutanix; NetApp; Pure; Rubrik; Cohesity; Quantum; Hitachi.
  - Software: IBM; HPE; Veeam; Commvault; Veritas.
  - For those not listed, email your region's email alias for exception approval: [EMEARegistrationTeam@emc.com](mailto:EMEARegistrationTeam@emc.com)
- Replacement product eligible for storage Competitive Swap rebate:
  - Storage, CI/HCI, and Data Protection.
  - Rebate payable on Hardware and Software only.
  - Rebate is stackable with Dell Partner Program Base rebates.
  - Rebate is capped at \$160k per customer per quarter.
- An approved deal registration is required, flagged as "Competitive Swap". The approved deal registration must also be linked to the eventual order.
- Signed documentation must be provided to [EMEARegistrationTeam@emc.com](mailto:EMEARegistrationTeam@emc.com) within 30 days after the end of the quarter in which the deal is booked: customer signed decommission letter and partner/rep certification letter, or, a Return Material Authorization (RMA) #.

## PARTNER COMPETITIVE SWAP REBATE:

**8% METAL-TIER RESELLER REBATE**

6% AUTHORIZED RESELLER REBATE



**STORAGE COMPETITIVE SWAP**

**PAID TO COMPANY**

[EMEARegistrationTeam@emc.com](mailto:EMEARegistrationTeam@emc.com)

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- Authorized Reseller storage Competitive Swap rebate: 6%
  - 2% storage Competitive Swap rebate for Distributors on eligible Authorized Reseller deals.
- Competitor product eligible for swap-out:
  - Hardware: IBM; HPE; Huawei; Nutanix; NetApp; Pure; Rubrik; Cohesity; Quantum; Hitachi.
  - Software: IBM; HPE; Veeam; Commvault; Veritas.
  - For those not listed, email your region's email alias for exception approval: [EMEARegistrationTeam@emc.com](mailto:EMEARegistrationTeam@emc.com)
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## PARTNER COMPETITIVE SWAP REBATE:

**2% DISTRIBUTOR REBATE**  
**6% AUTHORIZED RESELLER REBATE**



**STORAGE COMPETITIVE SWAP**

**PAID TO COMPANY**

[EMEARegistrationTeam@emc.com](mailto:EMEARegistrationTeam@emc.com)

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# Acquisition Initiatives

Differentiated Sales Motions to jointly win business

1

Target List from Dell Technologies  
New Business Incentive

**Up to 8%**  
Rebate

(Client, Server, Storage, Data Protection)

Gold, Platinum, Titanium

2

Partner Identified Accounts  
Storage Competitive Swap

**8%**  
Rebate  
(Titanium, Platinum, Gold)

**6%**  
Rebate  
(Authorized)

Authorized, Gold, Platinum, Titanium

3

Strategic Account Planning  
\*Partner Preferred

**4-6% discount**  
Storage Preferred

Expanding to other  
LoBs, **utilizing the  
same naming and  
structural elements**

*\*Partner Preferred incremental front end discount varies based on product and deal size*

*Competitive Swap Incentives are not stackable with New Business Incentives for the initial Eligible Product sale. If a Competitive Swap sale occurs on a listed New Business account, the partner will be eligible for Competitive Swap Incentive on the initial Eligible Product sale and partner will be eligible to receive NBI rebates on any additional sales of storage and/or data protection eligible products to the same account for a period of 6 months following the initial sale. Where a Competitive Swap initial sale rebate is higher than NBI, the differential only will also be paid through Competitive Swap process. Competitive Swap rebate capped at \$160K per end user each quarter. Competitive Swap signed documentation must be received within 30 days after the end of the quarter in which the deal is booked*

# Product by Category: STORAGE+

Certain Exclusions Apply

Link to full document:  
[ELIGIBLE PRODUCT CATEGORIES](#)

STORAGE	DATA PROTECTION	CI/ HCI
<ul style="list-style-type: none"><li>• Cloud Partner Connect</li><li>• Elastic Cloud Storage (ECS) *</li><li>• Isilon *</li><li>• PowerPath</li><li>• PowerMax <i>(prior gen: VMAX, VMAX AFA, VMAX3 and Symmetrix)</i></li><li>• PowerVault ME4 Series <i>(prior gen: PowerVault)</i></li><li>• SC Series *</li><li>• Virtustream Enterprise Cloud<sup>1</sup></li><li>• UnityXT * <i>(prior gen: Unity x00/x50 &amp; Unity AFAx00/x50)</i></li><li>• XtremIO *</li></ul>	<ul style="list-style-type: none"><li>• Data Domain *</li><li>• Data Protection Suite</li><li>• Integrated Data Protection Appliance (IDPA) *</li><li>• PowerProtect Appliance + Software</li><li>• RecoverPoint *</li></ul>	<ul style="list-style-type: none"><li>• PowerOne</li><li>• VxBlock<sup>2</sup></li><li>• VxFlex * (inc. VxFlex Integrated Rack)</li><li>• VxRail *</li><li>• VxRail *</li></ul>

***\*Product eligibility for current generation products only and excludes all prior generation products.***

- <sup>1</sup>Virtustream Enterprise Cloud paid on billings (quarterly in arrears) and are not eligible for MDF. Virtustream Enterprise Cloud rebates are only paid to partners authorized to sell Virtustream Enterprise Cloud.
- <sup>2</sup>VxBlock and VxFlex Integrated Rack follows the respective product eligibility and categorizations as defined by Dell EMC. Rebates are paid on billings at the end of the quarter and are eligible for base rebates and MDF only to partners authorized to resell VxBlock and VxFlex Integrated Rack.
- The value of the ELA/TLA rebate will be based on the Dell EMC product it is sold with for Rebates and is excluded for MDF.
- Non-Tied VMware offerings are reflected as standalone VMware SKUs and are not eligible for rebates or incentives.
- Product exclusions for incentives include but are not limited to: All attached or non-attached Services, Avamar, NetWorker, DLM, ProtectPoint Storage Resource Management, ScaleIO, VNX, Storage Virtualization, Data Protection Advisor, Third Party Products, Connectrix, EMC Select, Subscriptions and storage renewals. (Note: VxBlock, VxRail, XC Series, Cloud Partner Connect and Virtustream Enterprise Cloud are excluded from NBI).

# When is revenue recognized for the rebates?

Products	Rebate timing
<b>All products placed through Dell tools including Solutions Configurator (OSC)</b>	<i>Shipment*</i>
<b>All products placed through MyQuotes tools</b>	<i>Booking</i>
<b>*Exceptions</b> <ul style="list-style-type: none"><li>• Legacy VCE products VxBlock and VxFlex Integrated</li><li>• All orders for <b>Tech Refresh and Competitive Swap</b></li></ul>	<i>Booking</i>
<b>*Exception</b> <ul style="list-style-type: none"><li>• Virtustream Enterprise Cloud</li></ul>	<i>Usage</i>

# Operational Process



# Operational Process

1. Deal register the opportunity: an approved deal registration is required for Competitive Swap rebate eligibility.
2. Link the approved deal registration to the eventual order.
3. To be eligible for rebate, the following needs to provided to [EMEARegistrationTeam@emc.com](mailto:EMEARegistrationTeam@emc.com) within 30 days of the end of the quarter in which the deal is placed to order:
  - The Dell RMA#(s) for the equipment being returned  
OR
  - 2 x signed letters:
    - Customer Decommission Letter
    - Dell Rep and Partner Certification Letter
  - The approved deal registration number(s).
  - The Dell sales order number(s).
4. Rebates for approved deals will be payed in the next quarterly rebate payment cycle.
  - Authorized Resellers will receive their rebate via their Dell EMC Distributor.

# Competitive Swap: Deal Registration

- The partner user must flag their Deal Registration as “Competitive Swap” in the “Engagement Type” field:

The screenshot displays the 'Opportunity Edit' interface for a 'Test Opportunity'. The form is divided into sections: 'Submission Status' and 'Opportunity Details'. The 'Submission Status' section indicates the deal is ready for approval. The 'Opportunity Details' section contains various fields, with the 'Engagement Type' dropdown menu open, showing 'Competitive swap' as the selected option. Other fields include Opportunity Name, Total Expected Revenue, Book Date, Fulfilment Path, and Justification Statement.

Opportunity Edit	
Submission Status	
Submission Status	Deal is ready to be submitted- please click the [Submit for Approval] button. Please Note: Product
Opportunity Details	
Opportunity Name	Test Opportunity
Total Expected Revenue	10,000
Book Date	5/31/2019 [ 4/19/2019 ]
Fulfilment Path	Distribution
Distributor /Reseller Account Name	
Engagement Type	Collaboration
Region	Collaboration
Primary Competitor	Competitive swap
Competitor Not Listed	Invited to Bid by Customer Public Tender / RFP / RFQ
Sales Comments	
Next Step	
Justification Statement	Test

# Competitive Swap: SFDC

- Engagement Type field with “Competitive Swap” selectable in Dell SFDC:

Opportunity Details			
Opportunity Name	Test - US 2016 Enterprise - test comp	Partner Sales Rep Name	Test US Dist Contact
Total Expected Revenue	USD 23,432.00	Partner Sales Rep Email	<a href="mailto:test_us_dist_contact@techgoa.com">test_us_dist_contact@techgoa.com</a>
Total Expected Revenue USD	23,432.00	Partner Sales Rep Phone	
Book Date	5/4/2019	Partner Opportunity Stage	Plan - 1%
Fiscal Book Date	FY20 Q2W01	Solution Domain	Basic Hardware/Software Sale
Fulfilment Path	Distribution	Solution Type	Datacenter- Hardware Refresh
Distributor /Reseller Account Name	<u>Bank United</u>	Solution Name	Networking
Distributor/Reseller Sales Motion	Resell	Serial No/Asset Tag	
Secondary Partner Relationship	Authorized	Solution Scope	Consulting or Managed Services
Engagement Type	Competitive swap	Region	All
Next Step		Sales Comments	
Justification Statement	test	Associated Opportunity	
		Engage Channel Opportunity	<input type="checkbox"/>

# Competitive Swap: Decommission & Certification Letters

Decommission/Certification Letters embedded below, are obtainable from your Dell Account Manager, and are available at the links below:

Dell **internal** link: <https://inside.dell.com/docs/DOC-393993>

Partner links:

- Partner letter: <https://www.dellemc.com/resources/en-us/auth/asset/quick-reference-guides/partner/DT-Competitive-Swap-Program-Partner-Letter.docx>
- Customer letter: <https://www.dellemc.com/resources/en-us/auth/asset/quick-reference-guides/partner/DT-Customer-Decommission-Letter.docx>



## Channel Partner / Dell Sales Rep Letter:

PARTNER DECO  
M\_LETTER

**Dell Technologies Competitive Swap Incentive Program Certification Letter**  
Channel Partner and Dell Technologies Representative Version

Date: **[Please Insert Date]**

Subject: Dell Technologies Competitive Swap Incentive Program

The Dell Technologies Competitive Swap Incentive Program ("Incentive Program") offers certain incentives and benefits to partners enrolled in the Dell Technologies Partner Program ("Partners"). The Incentive Program is subject to and governed by the [Dell Technologies Partner Program Agreement](#), the [Dell EMC Partner Incentive Terms and Conditions](#), and applicable business rules, together with any attachments thereto (collectively, the "Agreement"). If you are participating in the Incentive Program as an Authorized-status Partner, your participation and incentives are subject to additional terms and conditions set forth by your distributor.

By signing below, Partner and Dell Technologies sales representative agree that Partner holds an approved deal registration # **[insert approved DR number]** and that the Partner's current order **[insert quote or Dell Technologies sales order number]** for Dell EMC products for the end-user customer **[INSERT CUSTOMER NAME]** ("Customer") will replace the following competitive products which are located at Customer's location:

Quantity	Manufacturer	Model	Capacity	Location
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.

Partner and Dell Technologies sales representative agree that any false or misleading information on this form will affect Partner's ability to receive incentives and benefits, and Partner's participation in the Dell Technologies Partner Program.

Please sign and return this letter to Dell Technologies by e-mail to the applicable address for your region:

Americas: [AmericasRegistrationTeam@emc.com](mailto:AmericasRegistrationTeam@emc.com)  
 EMEA: [EMEARegistrationTeam@emc.com](mailto:EMEARegistrationTeam@emc.com)  
 APJ: [APJRegistrationTeam@emc.com](mailto:APJRegistrationTeam@emc.com)

Agreed to and accepted by:

Partner name:	Dell Technologies Representative Name:
Signature:	Signature:
Printed name:	Printed name:
Title:	Title:
Date:	Date:



## Customer Decommission Letter:

CUSTOMER DEC  
OM\_LETTER

**Dell Technologies Decommission Letter**  
End-User Customer

Date: **[Insert Date]**

**CUSTOMER'S FULL ENTITY NAME**  
**CUSTOMER'S ADDRESS**  
**CUSTOMER'S ADDRESS**

Subject: Product (storage, CI/HCI and/or data protection) Decommission Letter

This letter confirms that **[CUSTOMER NAME]** (the "Customer") will discontinue and remove the following products from Customer's data processing or production environment no later than the date that Customer completes the migration to Dell Technologies products (the "Swap Date"):

Quantity	Manufacturer	Model	Capacity	Location
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.

Customer is responsible for disposing of any products removed from Customer's data processing or production environment. Dell Technologies is not required to accept the discontinued products from Customer's data processing or production environment unless otherwise mutually agreed to by the parties in writing and subject to Dell Technologies then-current fees and standard RMA terms and conditions.

Customer must sign and return this letter to Dell Technologies by e-mail to the applicable address for your region:

Americas: [AmericasRegistrationTeam@emc.com](mailto:AmericasRegistrationTeam@emc.com)  
 EMEA: [EMEARegistrationTeam@emc.com](mailto:EMEARegistrationTeam@emc.com)  
 APJ: [APJRegistrationTeam@emc.com](mailto:APJRegistrationTeam@emc.com)

IN WITNESS WHEREOF, Customer has caused this letter to be signed and delivered by its duly authorized representative as of the date of signature below (the "Effective Date").

Customer Entity Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

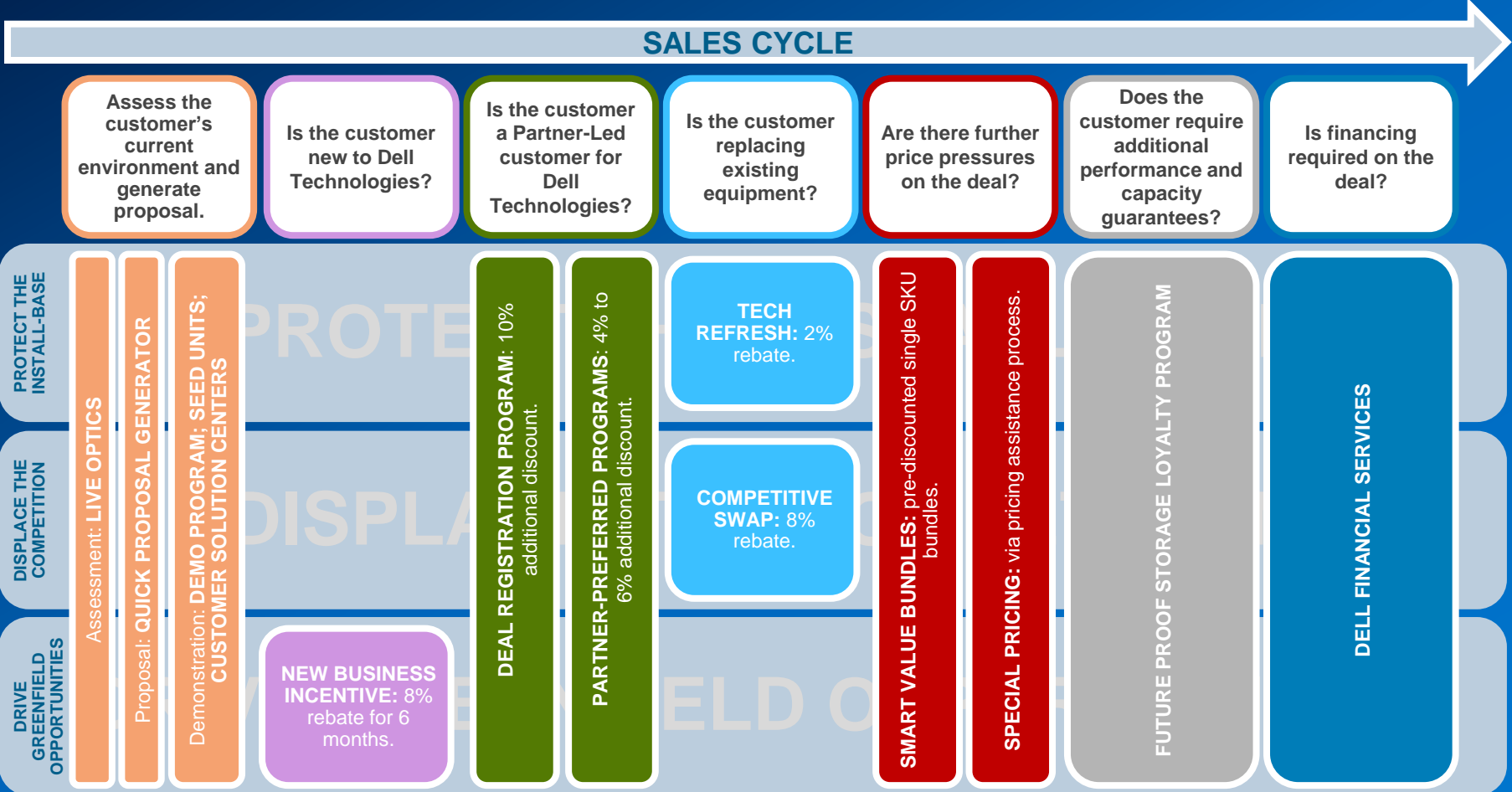
Title: \_\_\_\_\_

# Competitive Swap: Frequently Asked Questions

- **Who is eligible to participate in the Dell EMC Competitive Swap Program?**
  - Dell Solution Provider Partner Program metal-tier resellers.
  - Dell Authorized Resellers, and their Dell storage Distributors.
- **What products are eligible for rebate?**
  - All current generation Dell Storage, CI/HCI, and Data Protection. Hardware and Software only, as per the Dell EMC Partner Program terms and conditions.
    - Excluded: Nutanix, EqualLogic, PowerVault (except for ME4 which is eligible), EMC Select, and Third-Party Products.
  - Upgrades are excluded.
  - Server to storage swaps are not eligible.
  - Rebate is not payable on services, shipping, tax or freight.
  - Rebate is capped at \$160k per customer per quarter.
- **Who do I contact for exception approval on eligibility of competitive product that is not listed?**
  - [EMEARegistrationTeam@emc.com](mailto:EMEARegistrationTeam@emc.com)
- **What are the rebate rates, and when will rebates be paid?**
  - 8% to metal-tier reseller.
  - 2% to Distributor and 6% to Authorized Reseller, on eligible Authorized Reseller deals.
  - Authorized Resellers will receive their rebates via their Dell EMC Distributor.
  - Rebate is capped at \$160k per customer per quarter.
  - Competitive Swap rebates are paid in the usual quarterly rebate payment cycle.
- **What is required to be eligible?**
  - Dell approved deal registration number and sales order number.
  - (AND) 2 x signed letters (must be received within 30 days of end of quarter in which the deal books).
  - (OR) RMA #: Work with your local Dell EMC Sales Rep for RMA# (competitive equipment being returned to Dell EMC).
- **Where can I direct questions and send signed letters / RMA Numbers to?**
  - [EMEARegistrationteam@emc.com](mailto:EMEARegistrationteam@emc.com)
- **What happens if a deal is eligible for Competitive Swap AND New Business Incentive?**
  - Competitive Swap rebate is not stackable with New Business rebate for the initial eligible product sale.
  - If a Competitive Swap sale occurs on a listed New Business account, the partner will be eligible for the Competitive Swap rebate on the initial eligible product sale, and partner will be eligible to receive NBI rebates on any additional sales of Storage and/or Data Protection eligible products made to the same account for a period of six (6) months following the initial sale.
  - Where a Comp Swap initial sale rebate is higher than NBI, the differential only will also be paid through the Comp Swap process.

# Appendix

# EMEA STORAGE PROGRAMS IN THE RESELLER SALES CYCLE



**DELL**Technologies