

Welcome to
Partner AdvantEdge
from Dell™, Intel™
and Microsoft™

Grow your business. Motivate your sales representatives. And provide your customers with the solutions they need to succeed.

Get all the advantages you deserve.

Dear Valued Partner,

I'm pleased to welcome you to the bigger, better Partner AdvantEdge program from Dell and Intel. We built this program with genuine benefits to boost your business:

- **Sales incentives** to motivate your reps to provide your customers with the server solutions they need
- **Dell server training** to teach your reps how to sell server solutions with a minimal time investment
- **Onsite training** for your technical support staff

In the new program, your sales representatives can earn rewards for sales of **eligible Dell server solutions and Microsoft solutions bundles to all accounts, plus sales of EqualLogic storage arrays to SMB accounts**. These sales incentives are designed to boost your Enterprise Architecture sales.

Sales representatives can also earn rewards for online training and educational activities designed to enhance their solution selling knowledge with a minimal time investment. And technical support staff can earn rewards for training as well.

In short, participating in this program can help your organization sell more, serve your customers better, and build your Dell business.

If your organization participated in the previous program, I'm pleased to welcome you back. Your sales representatives can access the new Partner AdvantEdge program at <http://dell.performnet.com>.

If you're joining Partner AdvantEdge for the first time, I'm glad to welcome you aboard. Your sales representatives can register for the program at <http://dell.performnet.com>, using the Partner ID number provided to you via email.

If you have any questions, I encourage you to ask your Dell CAM. With more ways to earn rewards, Partner AdvantEdge gives you more advantages than ever. Make the most of it!

Best,



Bob Skelley
Global Director, Enterprise Architecture Channel

Partner AdvantEdge April 5 – September 30, 2010

PROGRAM OVERVIEW

Sales Incentives

Sales representatives earn rewards for sales of eligible Dell server solutions and Microsoft solutions bundles to all accounts, plus sales of EqualLogic storage arrays to SMB accounts. Representatives must sell a minimum of 10 eligible servers to qualify for rewards. Once the qualifier is met, the sales representative will earn rewards for the initial 10 servers sold plus every eligible server sold thereafter.

Training Incentives

Sales representatives and technical representatives earn rewards for online training and educational activities.

Eligible servers, solutions bundles, storage arrays, and training opportunities are detailed in the Partner AdvantEdge Program Rules.

AwardperQs

Participants earn AwardperQs redeemable for their choice among thousands of top-quality, name-brand awards. The Partner AdvantEdge online catalog features electronics, sporting goods, outdoor gear, home furnishings, essentials for cooking and entertaining, jewelry and more. AwardperQs may be redeemed for airline tickets and hotel stays. Participants can also choose to redeem their earnings for tickets to concerts, playoff games, or Broadway shows. Or they can bid on treasures offered through online auctions.

The advantage is yours.

With training to enhance your sales representatives' whole-solution selling knowledge, plus sales incentives on more products, this program has been optimized to help you sell the best server and storage solutions to your customers. Encourage your sales representatives to take advantage of Partner AdvantEdge today!

Partner **AdvantEdge**
Program



Microsoft

<http://dell.performnet.com>

Welcome to Partner AdvantEdge

Grow your knowledge. Provide your customers with the server solutions they need to succeed. And get the rewards you deserve.

Get all the advantages you deserve—from Dell™, Intel™ and Microsoft™.

Dear Representative,

Because your organization is one of our valued partners, you are eligible to participate in the Partner AdvantEdge program from Dell and Intel. We built this program to reward you for providing your customers with the server solutions they need.

You will earn rewards for sales of **eligible Dell server solutions and Microsoft solutions bundles to all accounts, plus sales of EqualLogic storage arrays to SMB accounts**. You can also earn rewards for online training and educational activities designed to enhance your solution selling knowledge with a minimal time investment.

You can register for the program at <http://dell.performnet.com>, using the Partner ID number provided to you via email.

If you have any questions, I encourage you to ask your Dell CAM. With so many great ways to earn rewards, Partner AdvantEdge is the opportunity you deserve. Make the most of it!

Best,



Bob Skelley
Director, Global Enterprise Architecture Channel

Partner AdvantEdge April 5 – September 30, 2010

PROGRAM OVERVIEW

Sales Incentives

Earn AwardperQs for sales of eligible Dell server solutions and Microsoft solutions bundles to all accounts, plus sales of EqualLogic storage arrays to SMB accounts. You must sell a minimum of 10 eligible servers to qualify for AwardperQs. Once the qualifier is met, you will earn rewards for the initial 10 servers sold plus every eligible server sold thereafter.

Training Incentives

Sales representatives and technical representatives earn AwardperQs for online training and educational activities.

Eligible servers, solutions bundles, storage arrays, and training opportunities are detailed in the Partner AdvantEdge Program Rules.

How AwardperQs Work

AwardperQs are deposited into your personal online account. Redeem your AwardperQs for your choice among thousands of top-quality, name-brand awards. The Partner AdvantEdge online catalog features electronics, sporting goods, outdoor gear, home furnishings, essentials for cooking and entertaining, jewelry and more. AwardperQs may be redeemed for airline tickets and hotel stays. You can choose to redeem your earnings for tickets to concerts, playoff games, or Broadway shows. Or you can bid on treasures offered through online auctions.

Start Earning Today

You'll earn a Fast Start enrollment bonus of 100 AwardperQs if you sign up by April 30. Recruit a colleague to join the program by April 30 and you'll earn another 100 AwardperQs.

The advantage is yours.

With training to enhance your whole-solution selling knowledge, plus sales incentives on a broad array of products, this program is optimized to help you sell the best solutions to your customers. Take full advantage of Partner AdvantEdge!

Partner **AdvantEdge**
Program



Microsoft

<http://dell.performnet.com>

Welcome back to Partner **AdvantEdge**

Grow your knowledge. Provide your customers with the server solutions they need to succeed. And get the rewards you deserve.

Get all the advantages you deserve—from Dell™, Intel™ and Microsoft™.

Dear Representative,

I'm pleased to announce the return of the Partner AdvantEdge program from Dell and Intel. We've added additional opportunities to reward you for providing your customers with the server solutions they need.

You will earn rewards for sales of **eligible Dell server solutions and Microsoft solutions bundles to all accounts**, plus sales of EqualLogic storage arrays to SMB accounts. You can also earn rewards for online training and educational activities designed to enhance your solution selling knowledge with a minimal time investment.

You can register for the program at <http://dell.performnet.com>, using the Partner ID number provided to you via email.

If you have any questions, I encourage you to ask your Dell CAM. With so many great ways to earn rewards, Partner AdvantEdge is the opportunity you deserve. Make the most of it!

Best,



Bob Skelley
Director, Global Enterprise Architecture Channel

Partner AdvantEdge April 5 – September 30, 2010

PROGRAM OVERVIEW

NEW Eligible Products

Sales of eligible Microsoft solutions bundles to all accounts, and sales of EqualLogic storage arrays to SMB accounts, are now eligible for AwardperQs.

NEW Refer a Friend Bonus

Recruit a new colleague to join the program by April 30 and you'll earn 100 AwardperQs.

NEW Award Options

Check out all the latest merchandise, travel, event, and auction options available through the Partner AdvantEdge online catalog at <http://dell.performnet.com>.

NEW Qualifier

You must sell a minimum of 10 eligible servers to qualify for rewards. Once the qualifier is met, you will earn rewards for the initial 10 servers sold plus every eligible server sold thereafter.

Sales Incentives

Earn rewards for sales of eligible Dell server solutions and Microsoft solutions bundles to all accounts, plus sales of EqualLogic storage arrays to SMB accounts.

Training Incentives

Sales representatives and technical representatives will earn rewards for online training and webinars.

Eligible servers, solutions bundles, storage arrays, and training opportunities are detailed in the Partner AdvantEdge Program Rules.

The advantage is yours.

With training to enhance your whole-solution selling knowledge, plus sales incentives on more products, this program is optimized to help you sell the best solutions to your customers. Take full advantage of Partner AdvantEdge!

Partner **AdvantEdge**
Program



Microsoft

<http://dell.performnet.com>