

Dear Partner,

This is an exciting time for Dell PartnerDirect Partners.

As a member of the Dell Partner community, you are part of an elite group that has demonstrated outstanding revenue growth, profitability and customer satisfaction. Your focus on the success of our mutual customers has enabled impressive sales growth, both for Dell and our Partners.

I am proud to announce that Dell is expanding our award-winning Dell PartnerDirect program with new levels and certifications designed to reward our most loyal and committed Partners. We have made these changes based on our Partners' needs—strong field support, improved Partner relationships and greater opportunities for Partners who develop skills around Dell solutions. We believe this new structure meets these needs, while maintaining the program simplicity that our Partners appreciate.

- **Dell Registered Partners.** This will remain the entry level for new Dell Partners. Dell Registered Partners receive strong foundation benefits, including opportunity registration, Dell sales team support and a core set of sales and marketing support materials from Dell. Existing and new Partners will continue to see the benefits of building a relationship with Dell and selling our award-winning products.
- **Dell Preferred Partners.** Dell Preferred Partners have completed certification requirements in one or more areas and are recognized as experts in key Dell offerings. In addition to Dell Registered Partner benefits, Dell Preferred Partners enjoy enhanced opportunity registration terms, individual and corporate sales incentives, field-based support and expanded access to Dell marketing materials and programs.
- **Dell Premier Partners.** For Partners who demonstrate the highest level of commitment to their customers and to Dell solutions, we have created a new level to recognize their excellence and expertise. Dell Premier Partner benefits include opportunities for rebates and rewards in certified areas, priority access to seed units, potential end customer leads and so much more. These Partners will receive the highest level of service from Dell.

Your regional Channel Team will be working with you over the coming quarter to help you understand the changes—and how they will benefit your business. Existing Certified Partners that had attained certifications in one or more areas will maintain their certification credentials in the new program. To learn more about the enhanced Dell PartnerDirect program, [visit the Partner Portal](#) and/or speak to your Channel representative, **866-670-4411**. If you have any questions, please do not hesitate to email the Partner Resource Desk at [Certified\\_PRD@dell.com](mailto:Certified_PRD@dell.com)

There has never been a better time to partner with Dell. We work every day to earn the loyalty, trust and support of you and your customers. We look forward to working with you as we enter this new phase in our development. Thank you for your continued support of our program.

Sincerely,

A handwritten signature in black ink, appearing to be 'GD' or similar initials, written in a cursive style.

**Greg Davis**  
*Vice President and General Manager*  
Dell Global Commercial Channels