

Dell EMC Partner Advantage

Grow your sales. Earn more



What is Dell EMC Partner Advantage?

Partner Advantage is a rep level, points-based incentive program for Dell EMC **Gold and Platinum Partners**. Sales and technical representatives are rewarded for a variety of activities, including: selling eligible products, successfully completing eligible training courses, and other enablement activities.

What is Dell EMC Partner Advantage Lite?

Partner Advantage Lite is a rep level, points-based incentive program for Dell EMC **Authorized Partners**. Sales and technical representatives are rewarded for selling and claiming eligible products.

Who can participate?

Sales and technical sales representatives from Dell EMC Gold, Platinum and Authorized partners are eligible to participate. Both programs **exclude** National Solution Providers (NSPs), Premier Plus partners, Distribution, Global System Integrators (GSI), OEM and Federal partners.

How it works



1) Sign Up / Login

Visit the Partner Advantage Portal page by [clicking here](#). Click on the Login button or the Register Today button to sign up. Email us at incentive@dell.com for more information.

2) Sell and Learn

Sell eligible products and solutions within Partner Advantage and Partner Advantage Lite to earn points. Visit the Dell EMC Partner portal for a complete list.

Gold and Platinum partners can also earn points for successfully completing eligible training courses. Training rewards are automatically deposited into your account within 7 to 10 business days after successfully completing the course.

3) Claim your sales

Participants have 60-days from date of order to submit eligible product claims in the program, except as noted in certain promotion rules (see program rules document).

Eligible products must be purchased through Dell EMC or an authorized Dell EMC distributor. To submit a claim, you will need the following information:












- 1) Dell 9-digit order number OR Distribution Invoice number
- 2) Product description/name
- 3) Quantity ordered
- 4) Order date

Claims are reviewed daily; however, please allow 10 - 15 business days from date of submission for review. If your claim is put "on hold" or "denied", you will immediately receive an email from dell@biworldwide.com with additional details and next steps. If your claim is put "on hold" you will have 3 weeks to update it with the correct information before it is automatically denied.

Redeem your points for thousands of rewards!



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Category	Eligible Products	Rewards	Partner Advantage (Gold & Platinum)	Partner Advantage Lite (Authorized)
Client 	Fixed configuration OptiPlex, and Latitude systems; Latitude Rugged; Precision Workstations	Earn up to \$39 in points per system	✓	✓
Cloud Client Computing 	Dell Wyse thin clients	Earn up to \$22 in points per system	✓	✓
Microsoft 	Windows server attached to servers (sponsored by Microsoft) & Windows 10 Promotion	Earn up to \$392 in points per product	✓	✓
New Business Incentive 	Dell NBI Account Bonus: register and close a deal with a Greenfield New Customer Account for client.	Earn up to \$250 in points per closed deal	✓	✓
Peripherals 	Dell monitors, projectors, docking stations, input/output solutions, carrying cases and bags as well as audio solutions	Earn up to \$28 in points per solution	✓	✓
Printers 	Performance, Advanced, Main Stream and Entry printers	Earn up to \$200 in points per printer	✓	✓
Servers 	Any fully-populated, 2-socket or 4-socket 14G Server	Earn up \$35 in points per server	✓	✓
Services 	ProDeploy and ProDeploy Plus for enterprise	Earn up to \$56 in points per license	✓	✓
Storage 	NEW! #GetModern, IDPA, Clean Sweep & Competitive Swap	Earn up to \$30,000 in points	✓	✓
Training 	First successful completion of eligible training courses	Earn up to \$50 in points per course	✓	
VMware 	Dell VMware OEM software	Earn up to \$420 in points per solution	✓	✓