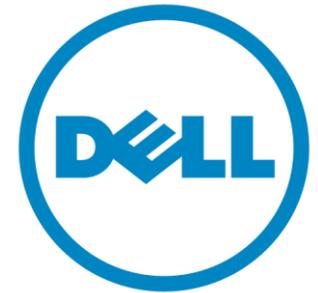

How to become channel partner - User Guide



Prepared : Partner Operations Org.
Dated : OCT 2016

External Use Only

How to submit Partner Registration via Portal



How to Submit Partner Registration via Portal

- Go to :
<http://partnerdirect.dell.com/sites/channel/pages/index.html>
- Select your country / partner location

Select your country

Simplified for more benefits more growth and more profit.
Dell PartnerDirect, designed by feedback from an
international network of partners



How to Submit Partner Registration via Portal

- Select “Value Added Resellers”, or any commercial Partner Program .

DELL Products Support Partner Account

Keyword or E-Value Code Search Search

Deal Registration Solutions Configurator Training & Competencies Document Library

Home > For Partner

For Partner

Get to know Windows 10 Intel® Core™ Processors Compare

Become a Dell Partner

Learn more about Dell's Commercial Partner Program:

- Value Added Resellers
- Technology Partner Programs
- Global Alliances
- Service Providers
- Find a Distributor

Partner Resources

Check out Dell's unique resources that enable your business to grow:

- Training and Competencies
- Marketing and Sales tools
- Incentives and Rebates
- Account Settings

Login to Dell PartnerDirect portal.

Login Now >



How to Submit Partner Registration via Portal

- Read Dell PartnerDirect Program overview
- Click “Join the PartnerDirect program now”.

Value Added Reseller

FAQ Print Share

> Dell Partner Programs

- Value Added Reseller
- Technology Partner
- Global Alliances
- Service Providers
- Global Systems Integrators

> Find a Partner

> PartnerDirect Support

Dell PartnerDirect Program overview.

Learn how you can become part of our partner program.

Overview Requirements Benefits Competencies Register

When you become a partner in our reseller program, you will see that teaming up with Dell is an easy and smart move for your business. Dell offers many tools and resources to help VARs raise profits and provide the flexibility and expertise your customers deserve. From business development to sales and marketing to support, the Dell PartnerDirect program recognizes and rewards our most committed and qualified Partners with the tools and resources that directly meet their needs as a Dell reseller.

Dell PartnerDirect Program requirements are simple:

-  A valid reseller certificate
-  An active company website
-  An active email account tied to the company domain

[Join the PartnerDirect program now >](#)



How to Submit Partner Registration via Portal

- Partner Vetting – Dun & Bradstreets Vetting

On-Demand Account Management

Virtual, self-service account management is available when you need it.



If you would like to participate in Dell PartnerDirect program, you will need to fill out the below registration form. Before you start, please make sure you have your D&B D-U-N-S Number at hand as it will be required during the application.

1. Please fill out the form below.
2. Your application will be reviewed by our internal teams.
3. After you have been accepted into the Dell PartnerDirect Program, you will receive login credentials and granted access to your PartnerDirect Portal.

We are constantly looking for excellent partners to add to our PartnerDirect team who have the same expectations of integrity and high standards of excellent. It is who we are. It is how we do business. In order to protect our customers, enable us to meet our global compliance obligations and ensure high standards of excellence, we use the Dun & Bradstreet vetting program to vet each of our new PartnerDirect members. The initial vetting process is free of charge with Dun & Bradstreet. Additional vetting with further information and payment of a vetting fee may be required by Dun & Bradstreet as part of our partner vetting process.

Important Note!

*Please use your company domain e-mail address for your registration. Registrations with non-corporate domains (such as: Gmail/Hotmail/Yahoo for example) may be rejected.

For assistance with your registration, please contact us at

Country	Email Addresses
Australia, China, Hong Kong, India & New Zealand	APJ_Partner_Experience@Dell.com
Japan	Japan_Partner_Registration@Dell.com
Korea	KR_Partner_Registration@dell.com
South Asia	SAT_Partner_Registration@Dell.com



How to Submit Partner Registration via Portal

- Partner Selection
 - Select country.
 - Select Program that register with Dell.
 - Select PartnerDirect Program (select one or not applicable)

Partner Selection (1) Contact (2) Company (3) Focus (4) Segment (5) Service Complete

Mandatory Field

Select your country to get started:

What type of business relationship would you like to have with Dell?:

Are you requesting to join the Dell PartnerDirect program as part of a recent Dell acquisition?:

Available

EMC
Other
Not Applicable

Chosen

AUSTRALIA

Value Added Reseller

Continue



How to Submit Partner Registration via Portal

- (1) "Contact" fill in mandatory field.
- Click 'Continue' after complete detail .

Partner Selection (1) Contact (2) Company (3) Focus (4) Segment (5) Service Complete

Mandatory Field

Salutation: --None-- ▾

First Name: Alex

Last Name: White

Job Category: IT ▾

Job Title: Database Manager ▾

Please enter a physical address

Address 1: 123 St

Address 2:

Address 3:

City: Sydney

State / Province: NSW

Postal Code: 2011

Phone Number: 145547658791

Mobile Phone:

Fax Number:

Email: Alex@Tech.com

Would you like to receive News from Dell PartnerDirect e.g. events, special offers, product news and tools?

Are you the primary contact aligned to Dell? No ▾

Primary Contact First Name: Test

Primary Contact Last Name: White

Primary Contact Job Category: Executives ▾

Primary Contact Job Title: CEO ▾

Primary Contact Phone Number: 145547658791

Primary Contact Mobile Phone: 145547658791

Primary Contact Email: Test@Tech.com

Primary Contact Address 1: 123 St

Primary Contact Address 2:

Primary Contact Address 3:

Primary Contact City: Sydney

Primary Contact State / Province: NSW

Primary Contact Postal Code: 2011 x

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If Applicant is not primary contact, select 'No' and fill in Primary contact information



How to Submit Partner Registration via Portal

- (2) "Company" fill in mandatory field.
- Fill in D-U-N-S Number if your company have

Partner Selection (1) Contact (2) Company (3) Focus (4) Segment (5) Service Complete

Mandatory Field

Company: Technology

Doing Business As:

Number of Branches/Subsidiaries:

Please provide your Dun & Bradstreet (D-U-N-S) Number if known: 690853815

Principle Name: Test White

Principle Title: President

Use Contact address

Please enter a physical address

Organization Address 1: 123 St

Organization Address 2:

Organization Address 3:

Organization City: Sydney

Organization State / Province: NSW

Organization Postal Code: 2011

Organization Country: AUSTRALIA

Organization Phone Number: 145547658791

Organization Fax:

Company Website / URL:

Form of Organization: --None--

Number of years in business?: --None--

Please provide your Dell primary customer number if you have one:

How to Submit Partner Registration via Portal

- Chosen one of best description of Application Company.

Partner Selection	(1) Contact	(2) Company	(3) Focus	(4) Segment	(5) Service	Complete
Hardware Reseller		We focus on filling hardware orders for our customers				<input checked="" type="radio"/>
Software Reseller		We focus on filling software orders for our customers				<input type="radio"/>
Referral Partner		We focus on providing solutions to partners as a 3rd party agent reseller				<input type="radio"/>
Distributor		We focus on distributing HW/SW & Solutions via our tier 2 of network providers				<input type="radio"/>
System Integrator (GSI)		We specialize in bringing component subsystems into a whole and ensuring that those subsystems function together				<input type="radio"/>
Service Provider (MSP)		We focus on services to our customers				<input type="radio"/>
Technology Partner		We focus on evaluating businesses and positioning complex technology solutions				<input type="radio"/>
OEM		Original Equipment Manufacturer. We manufacture products or components that are purchased by another company and retailed under that purchasing company's name				<input type="radio"/>
Telco		We are telecom operators selling PCs alone or bundled with an internet subscription				<input type="radio"/>
ISV		We specialize in making or selling software designed for mass or niche markets				<input type="radio"/>
Other		We sell through utilities or financial institutions or other outlets not described above; including sales by vendors without a fixed outlet (SIM for phones, semi-professional PC assembler)				<input type="radio"/>

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How to Submit Partner Registration via Portal

- (3) "Focus" fill in mandatory field.

Partner Selection (1) Contact (2) Company (3) Focus (4) Segment (5) Service Complete

Mandatory Field

Countries doing business in?:

Aruba
Austria
Azerbaijan

Chosen
Australia

What is the total number of employees in your company?: 11-49

What percentage of these employees are technical professionals?: 11%-25%

What percentage of these employees work in the sales force?: 26%-50%

What is the percentage of employees that are marketing professionals?: 0%-10%

Organization annual revenues for last FY?: \$1 Million - \$2.5 Million USD

Software Revenue %?: 0-10%

Service Revenue %?: 0-10%

Hardware - Laptop/Desktop/Tablet Revenue %?: 0-10%

Hardware - Server/Storage/Networking Revenue %?: 11-20%

Cloud Services Revenue %?: 0-10%

Is your Organization currently selling Dell products and solutions?:

Primary Route to Market: Other

Specify other value

Reseller Tax ID / Registered Business Number:

Please attach your required State Reseller Certificate before submitting your application by using the upload tool below

You may optionally add attachments to support your registration such as Tax Documents, etc. To do this, select a file below and press Upload.

Optionally upload a file here (5MB maximum):

Upload File Browse...

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How to Submit Partner Registration via Portal

- (4) 'Segment' fill in mandatory field.

Partner Selection (1) Contact (2) Company (3) Focus (4) Segment (5) Service Complete

Mandatory Field

Area of Interest: Cloud

What Dell products do you focus on selling to your customers?:

Available	Chosen
Storage	Servers
Networking & Security	

What is your primary customer segment?: Midsize Companies (100-499)

Specify other value

What is your secondary customer segment?: Small Medium Business (1-99 employees)

Which is your primary vertical market segment?: --None--

Which is your secondary vertical market segment?: --None--

Which is your tertiary vertical market segment?: --None--

Tertiary Practice Area?: --None--

What other customer segments do you target?:

Available	Chosen
Consumer (home)	
Small Medium Business (1-99 employees)	

I have read the Partner Program Guide?:

Preferred Dell Distribution Partner?:

Resale Revenue %: --None--

Who are your top 3 vendors of choice?:

Available	Chosen
Acer	
ASUS	
Cisco	

What industry certifications does your organization have?:

Available	Chosen
Cisco	
EMC Storage	
HP Server	

I want to submit Sales Deals & Leads:

I want access to Dell Partner Training:

I want to be published to the Dell Partner Finder directory:

I AGREE to the Dell PartnerDirect Program [Terms and Conditions](#):

I UNDERSTAND that to receive the benefits of the Dell PartnerDirect Program and to maintain my Partner status, I must maintain an active buying relationship with Dell and fulfill a basic certification program:

Enter additional information or comments here (Maximum 2000 characters):

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How to Submit Partner Registration via Portal

1. (5) Services , chosen one of best description of Application Company.

Partner Selection (1) Contact (2) Company (3) Focus (4) Segment (5) Service Complete

Mandatory Field

Do you?:

Available	Chosen
Deliver	
Co-Deliver	
Resell Services	

Do you provide these services for your customers?:

Available	Chosen
Regionally	
Nationally	
Globally	

Do you provide services?:

Available	Chosen
Remote	
Onsite	

Please indicate how you deliver the following services to your customers

a. Hardware warranty (break/fix support):

Available	Chosen
Deliver	
Resell	

b. Software technical support:

Available	Chosen
Deliver	
Resell	



How to Submit Partner Registration via Portal

- Chosen one of best description of Application Company.

Partner Selection (1) Contact (2) Company (3) Focus (4) Segment (5) Service Complete

i. Consulting Market:

Available	Chosen
Client	
Enterprise	

j. Education/Training:

Available	Chosen
Deliver	
Resell	

k. Managed deployment:

Available	Chosen
Deliver	
Resell	

l. Custom enterprise/data center services:

Available	Chosen
Deliver	
Resell	

Do you use any of Dell's tools to enable you to provide services?:

Available	Chosen
Tech Direct	
Support Assist	

How familiar are you with the Dell services portfolio?: --None--

Contact information for the Services lead in your company

First Name: Test

Last Name: Test

Job Title: Service Delivery

Phone Number:

Email: Test@Technology.com

Previous Submit Registration



How to Submit Partner Registration via Portal

- After complete with Partner Application, a Partner Registration Number will be auto generate with show on below.

Partner Selection (1) Contact (2) Company (3) Focus (4) Segment (5) Service Complete

Thank you for submitting your application to participate in the Dell partner program. Your Registration Number is:

PR001716324

An email confirming receipt of your application will be sent to the email address provided in the application. The email will come from the following email address: anz_partner_registration@dell.com. Please add this email address to your "safe senders" list in your address book.

Thank you for choosing Dell!

Sincerely,

Dell Partner Program Administrative Team

