



2024 Competitive Swap

Solution Provider, & OEM Solutions

EMEA

FEB 3, 2024 – JAN 31, 2025 (*Published: February 5, 2024*)

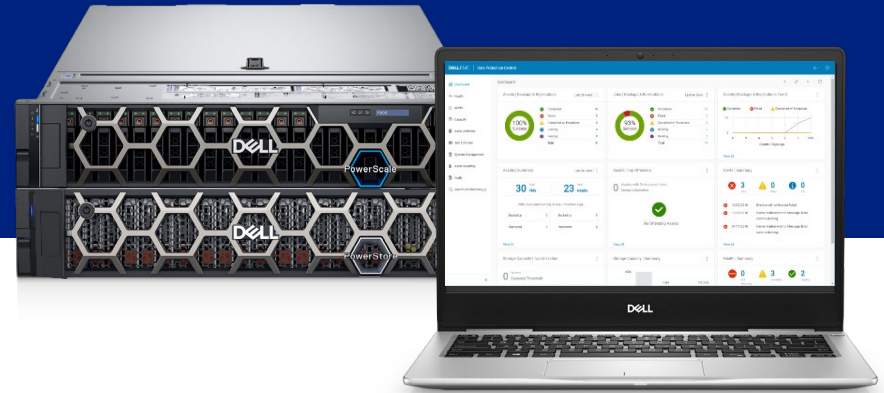
DELLTechnologies
PARTNER PROGRAM

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Storage+ Competitive Swap

Partner incentive for replacing competitor equipment with Dell Storage solutions

9.5%
REBATE
for Metal-Tier
Solution Providers



Storage Swap Details

- Includes current generation Storage+ incentive Eligible Products* including Storage, Hyperconverged Infrastructure, Data Protection software/hardware products and storage-based Dell APEX offerings.
- An approved Deal Registration linked to order is required.
- Not stackable with NBI.
- Includes product revenue only and excludes attached services with the exception of Dell APEX Infrastructure (paid on CCV).
- Excludes all previous generation Storage+ products, product upgrades and Server to Storage swaps.

Eligible Competitor Products

HARDWARE

IBM, HPE, Huawei, Nutanix, NetApp, Pure, Rubrik, Cohesity, Quantum, Hitachi.

SOFTWARE

IBM, HPE, Veeam, Commvault, Veritas.

For those not listed, email the program email alias for exception approval:

EMEARegistrationTeam@dell.com

Additional Requirements

- Approved Deal Registration linked to order
- Eligible claims are to be accompanied by either a:
 - [Certification form](#) signed by the partner, DT Account Representative and DT Sales Manager signed **OR**
 - Return Merchandise Authorization (RMA) #.

This documentation must be received within 21 days after the end of the Quarter in which the deal is booked.

- Rebate is capped at \$160k per partner, per customer, per quarter.

* Please see the full list of eligible incentive products [here](#)

Channel Competitive Swap: Operational Process

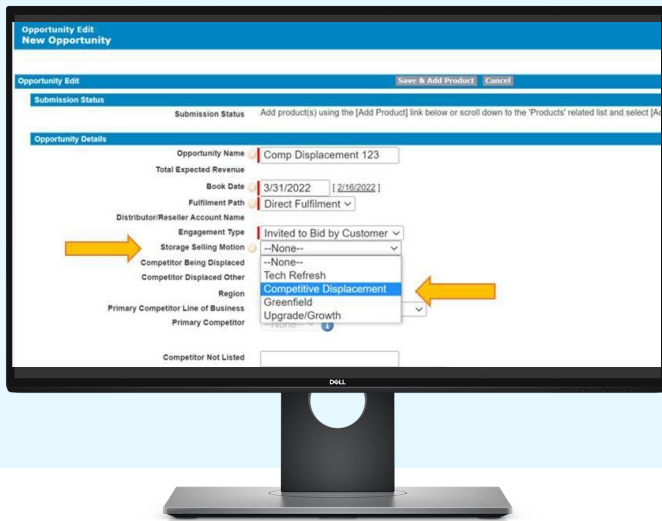
1 Deal register the opportunity.
An approved deal registration is required for Competitive Swap rebate eligibility.

2 Link the approved deal registration to the order.

3 Submit documentation.

PARTNER DEAL REGISTRATION PROCESS

The partner user must select “Competitive Displacement” under their Storage Selling motion in the Deal Registration



To capture all eligible discounts, ensure you have linked your approved Deal to the quote by selecting “associate deal” in Dell Solutions Configurator (DSC)

Signed documentation must be provided within 21 days of the end of the quarter in which the deal is booked:

- Certification form signed by the partner, DT Account Representative and DT Sales Manager

OR

- (for Storage) a Return Material Authorization (RMA) #.*

*If a trade-in is taking place, and the competitor equipment is being returned to Dell Technologies, an RMA# will be issued and there is no requirement for the [certification form](#). In this scenario work with your Dell Technologies Account Manager to obtain a Transfer of Title letter, signed by the end user. Once signed and returned, your Account Manager will obtain the RMA#.

Storage Competitive Swap: Trade-in

Trade-In Program Details

Trade-in value is based on returning equipment.

Trade-in value is capped at 100% of the new deal value.

Trade-in values subject to approval

Approved trade-in values are reflected in your approved pricing at time of quote through Special Pricing.

Equipment must be returned within 18 months of sales order book date.

Program valid until January 31, 2025.

HIGH LEVEL TRADE-IN PROCESS



1

Plan Early

Contact your Dell Technologies Account Manager

NOTE: Ensure you have your trade-in value approved prior to communicating to your customer



2

Register Your Opportunity

Register your opportunity selecting Competitive Displacement in your Deal Registration



3

Quote & Pricing Approval

Submit for Special Pricing Approval notating competitive swap trade in value to be applied per the approval received (include approval)



4

Book the deal

Obtain Transfer of Title (TOT) letter as part of closing the deal & start the RMA process ASAP



5

Payment Competitive Swap Company Rebate per DTPP **

Approved trade in values are reflected in your approved pricing (Step 3) provided at time of quote

**Trade-in values applied to pricing are separate from Storage Competitive Swap Rebates, For Storage Competitive Swap rebate eligibility, deal register your opportunity and submit the RMA# provided by your Dell Technologies Account Manager.