

What RISE Means to Your Resellers.

Welcome to RISE!

The RISE program incentivizes your authorized resellers with \$ rewards on all eligible stock and sell products they purchase through distribution.

In the Q1 incentive period running from 29th January to 29th April 2022, **eligible products** are:

Client Solutions	Displays	Infrastructure Solutions	Other Products
Vostro OptiPlex Latitude XPS Precision Workstations	All Displays	PowerEdge Servers Microsoft ROK NPOS Networking	Dell Branded Client Peripherals Dell Branded Docking Stations

Please note built to order products are not eligible for RISE rewards.

Resellers are placed into three different RISE groups, based on their Dell Technologies revenue performance:



**RISE
Boost**



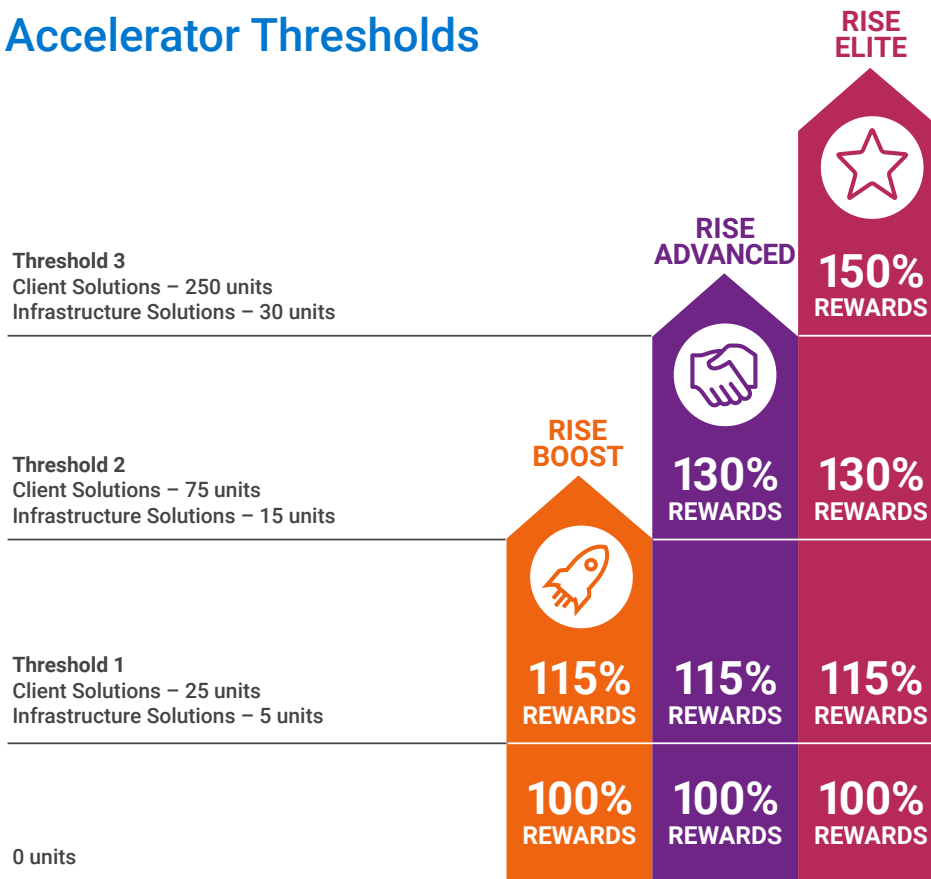
**RISE
Advanced**



**RISE
Elite**

As resellers move up the performance groups, their rewards will accelerate as they reach certain accelerator thresholds. **The thresholds for each RISE group can be seen in the below graph.**

Accelerator Thresholds






Client Solutions:

All eligible Latitude, Vostro, OptiPlex, XPS and Precision Workstations count towards your Client Solutions threshold. Once you have reached your threshold, the accelerator will apply across all eligible CSG purchases.

Infrastructure Solutions:

PowerEdge 1 Socket (exc T30/T40) & 2 Socket Servers count towards your Infrastructure Solutions threshold. Once you have reached your threshold, the accelerator will apply across all eligible ISG purchases.

Resellers will receive their rewards in different ways depending on their group.

 RISE Boost	Reward Method e-voucher Maximum Accelerator 15% Maximum Reward Value (Per Quarter) \$10,000	 RISE Advanced	Reward Method Credit note Maximum Accelerator 30% Maximum Reward Value (Per Quarter) \$12,000	 RISE Elite	Reward Method Credit note Maximum Accelerator 50% Maximum Reward Value (Per Quarter) \$15,000
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Benefits to Your Resellers

Simply put, your resellers will be able to save money on their future Dell Technologies purchases with the rewards that they have accumulated.

This means improved profitability and an opportunity to grow their business.



Benefits to You

Resellers receive rewards to apply to their next Dell Technologies purchase/s, so they are encouraged to spend more with you as their preferred distributor.

- ◆ If Boost resellers spend their e-vouchers with you, Dell Technologies will calculate the total value of the e-vouchers used and will make this payment to you at the end of the redemption period. It is essential you report e-voucher usage correctly within Zyme to ensure prompt payment.
- ◆ If a reseller is rewarded with a credit note, Dell Technologies will pay this to you at the start of the new quarter so it can be applied to the reseller's account.

You will receive more sales, at no additional cost to you, meaning greater profitability for you.

To learn more about the RISE Redemption process, view the comprehensive [redemption guide](#).

How Resellers Use RISE

The Dell Partner Incentives portal is a great place for resellers to keep up to date with the RISE program and monitor their progress. Resellers can use the Dell Partner Incentives portal to:

- ◆ Determine which products they will be rewarded for
- ◆ Discover new promotions that allow for greater rewards
- ◆ Track their performance
- ◆ Claim their e-vouchers (if in RISE Boost)
- ◆ Review Terms and Conditions
- ◆ Access FAQs

All your resellers need to do to access this information is log in to the dellpartnerincentives.com portal.

Sales data is uploaded on a weekly basis two weeks in arrears. Your resellers will have access to a graphical 'My Performance' report that shows them how they are performing, how close they are to achieving accelerator thresholds, what bonuses they have earned and the value of the rewards they have accumulated. Rewards are shown in USD throughout the incentive period, but are exchanged for e-vouchers or passthrough credit notes in local currency for redemption purposes.

RISE Boost resellers will need to redeem their rewards for e-vouchers using the portal, and can do this by following the redemption guide found on the [Overview page](#).

Resellers in RISE Advanced and RISE Elite will not need to redeem their rewards; this will be done automatically. A credit note will be sent to you to apply against each Advanced/Elite reseller's account.

How Your Resellers Can Maximise Rewards

1. Move to a higher RISE group

Resellers can move between RISE performance groups depending on their Dell Technologies revenue.

Every six months, reseller revenue and performance is reviewed over the past two quarters. At this stage, resellers may be moved to a higher or lower RISE group. If a reseller moves up, they will have the opportunity to earn greater rewards corresponding to their new performance group. If a reseller moves down, they will be subject to their new group's maximum reward amount.

Each performance group has increasing accelerators. This means that resellers in higher performance groups can achieve greater rewards. The maximum rewards value that a reseller can earn also increases depending on their performance group.

2. Achieve accelerators

Resellers will increase the rewards they earn when they hit their accelerator targets. Encourage them to do so!

3. Earn special bonuses

New resellers receive a \$100 Welcome Bonus when they sign RISE Terms and Conditions and make an eligible purchase in the same quarter.

4. Purchase new products

If resellers buy from a new product group, that they haven't purchased from within the previous four quarters, they will be eligible for a special bonus.

Line of Business	\$ Bonus
Server	\$250
Client Solutions	\$50
Displays	\$25
Client Peripherals Bundle	\$20
Docks	\$15

5. Redeem Rewards

Boost resellers will receive email updates stating when they can exchange their \$ rewards for e-vouchers. Advanced and Elite resellers will receive emails from their preferred distributors confirming the value of their credit note which will be given to preferred distributors by Dell directly.

Resellers will only receive these important updates if they are signed up for marketing communications. If they aren't, they can do so by following the instructions [found here](#)



How You Can Gain The Most From RISE

1. Encourage your resellers to join RISE

Check if your resellers have accepted RISE program T&Cs. If not they could be missing out on their rewards. If they sign within the Q1 29th January to 29th April 2022 incentive period, they will receive \$100 as soon as they make a purchase of an eligible product.

2. Help your resellers to understand how they can earn more

Achieving accelerator thresholds can have a huge impact on how much a reseller earns. Encourage them to hit their next threshold so you both benefit.

There are special ways to earn extra reward \$ every quarter. You can see what's available on the Promotions page on dellpartnerincentives.com.

3. Promote RISE to encourage more purchases

Please make use of the marketing assets found on the [RISE portal](#). These include website banners and social media banners.

4. Ensure you are signed up for RISE emails

Don't miss out on updates on when promotions are running or when resellers can redeem their rewards. If you aren't signed up for marketing preferences, please [click here](#) to do so.

5. Ask questions

Visit the [FAQs](#) on the portal, speak to your Dell Technologies account manager or email us at questions@dellpartnerincentives.co.uk

