

APJ Regional Incentive Programs 2025 Q3 - Distributor

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Distributor Acquisition Accelerator Program - Storage



Eligibility

Authorized Storage
Distributors in APJ



Rewards

4%
Rebate on Eligible Revenue of
Sales against 2025 New Business
List Accounts only



Product Eligibility

All Storage+ Products
as aligned to DTPP
eligibility document



Reward Platform

Rebate

Terms & Conditions:

- Eligible Products: All Storage+ Products as aligned to DTPP eligibility document; Sales against 2025 Storage New Business List Accounts only.
- Partner Type: Open to all Storage Authorized Distributors, authorized to sell Storage in APJ
- Program duration: Valid for orders shipped from Aug 2, 2025 till Oct 31, 2025, unless terminated earlier by Dell Technologies, or until funds expire, whichever comes first.
- Refer to Incentive Centre for detailed list of program terms & conditions.

Distributor Acquisition Accelerator Program - Server



Eligibility

Distributors authorized to sell Servers under DTPP Program



Rewards

2%

Rebate on Eligible Revenue of Sales against 2025 New Business List Accounts only



Product Eligibility

Dell PowerEdge servers
R470, R570, R660, R660XS,
R6615, R6625, R670, R6715,
R6725, R760, R760XS,
R7615, R7625, R770, R7715,
R7725.



Reward Platform

Rebate

Terms & Conditions:

- Eligible Products: All Dell PowerEdge servers R470, R570, R660, R660XS, R6615, R6625, R670, R6715, R6725, R760, R760XS, R7615, R7625, R770, R7715, R7725.
- Approved Deal Registration is required.
- From \$1 with DR sold, while funds last.
- CAP at \$5K payout per partner per End User per quarter
- Exclude sales through Titanium partners.
- Partner Type: Open to all Server Authorized Distributors, authorized to sell Server in APJ.
- Program duration: Valid for orders shipped from Aug 2, 2025 till Oct 31, 2025, unless terminated earlier by Dell Technologies, or until funds expire, whichever comes first.
- Refer to Incentive Centre for detailed list of program terms & conditions.

DELLTechnologies

PARTNER PROGRAM