DELLTechnologies
PARTNER PROGRAM

Insert Logo Here

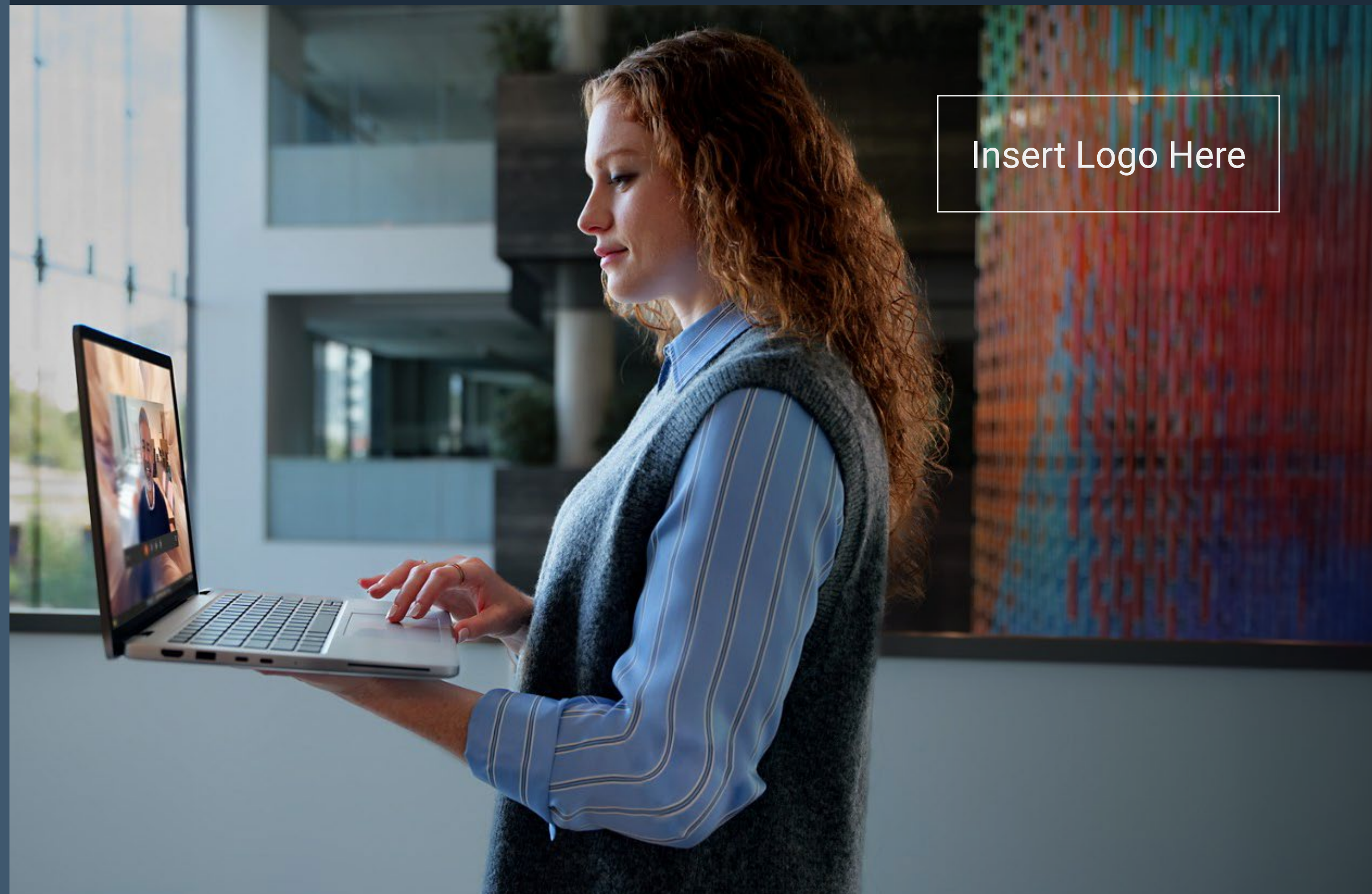# Redefining efficiency with smart solutions

Commercial Client Solutions Portfolio - CSG

August 2025 – October 2025

INDIA

intel.

AI solutions designed for the future of work

Artificial intelligence is driving a powerful shift in the modern workplace, reshaping how we work, make decisions, and manage daily tasks with greater speed and intelligence.

Designed for modern AI-driven workflows

Built to enhance efficiency

High-performance laptops and intelligent accessories

Boost connectivity, and drive innovation with Dell Technologies' solutions

Table of **Contents**

Why Dell?

Innovate for a better tomorrow

Dell Technologies powers one of IT's most trusted partner ecosystems, built on decades of collaboration and innovation. Our end-to-end solutions make tech accessible and impactful for businesses of all sizes, helping customers stay ahead as the landscape evolves.

[1]Based on Dell internal analysis, October 2024. Applicable to PCs on Intel processors. Not all features available with all PCs. Additional purchase required for some features. Validated by Principled Technologies. A comparison of security features, April 2024.

Empowering modern workplaces
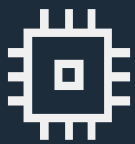
Delighting end users
AI PCs designed for personalized workspaces

Simplifying IT
Improved security with simplified device oversight

Advancing Sustainability
Supporting sustainability initiatives

Enhancing security and resilience

Work from anywhere with the world's most secure commercial PCs[1]

Infrastructure solutions built on security and zero trust principles

Accelerate business growth with **financial benefits**

Unlock new **market potential**

Access the right tools and resources to **grow your pipeline**

Dell AI PCs

Transforming the PC experience with intelligence

Designed to keep pace with modern workstyles, Dell AI PCs offer a powerful blend of performance and versatility, from ultra-portable laptops to high-performance workstations and adaptable desktops.

Built with durable materials and engineered for reliability, they are made to power through your most demanding days.

A simplified product lineup

Effortless device management

AI-powered efficiency

Hassle-free accessory integration

Best-in-class security

AI-powered PCs for modern business

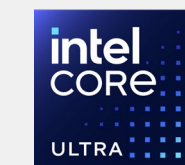Unlock smarter performance with Intel vPro® and Intel® Core™ Ultra processors

Performance that powers AI workloads and creativity

Unique out-of-the-box security capabilities

Hardware-based modern manageability

intel CORE ULTRA | intel vPRO

PCs for any workstyle in the AI era

Dell
Designed for play, school & work

AI-powered performance that adapts to you

Embedded with crisp visuals and immersive audio

Quick start-up and smooth multitasking

Dell Pro
Designed for professional-grade productivity

Built-in AI for smarter performance

Pro-level collaboration with smart touchpad access

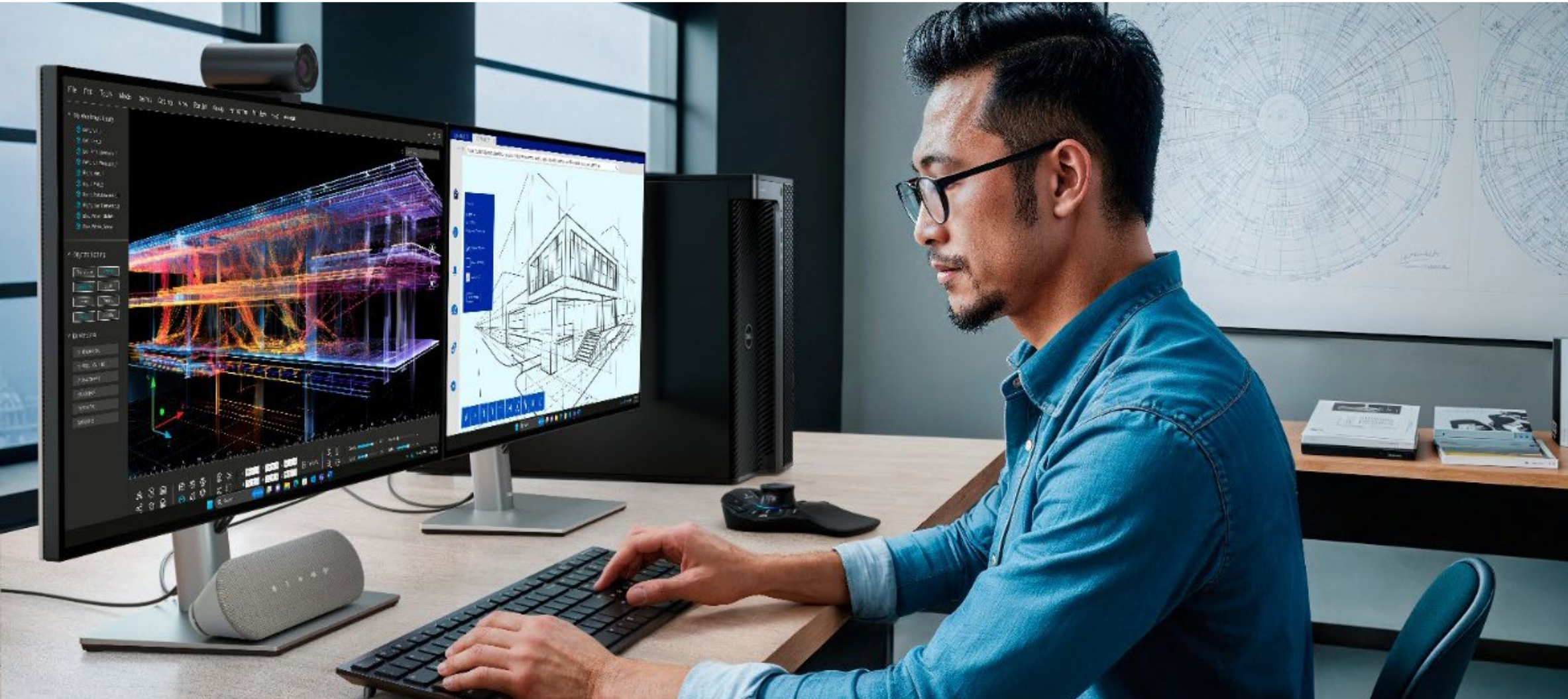High-quality visuals with Tandem OLED option

Dell Pro Max
Designed for maximum performance

Get enterprise-grade security

Handle complex, compute-heavy tasks seamlessly

Up to 36% faster than before[1]

[1]Based on internal evaluation of the new Dell Pro Max 14 and the previous generation, Precision 3490. February 2025

Dell Pro & UltraSharp Monitors

Available in different form factors and connectivity options, designed to boost workday productivity and make collaboration seamless.

Dell Ultrasharp

Design-forward monitors with cutting-edge technology delivering unparalleled color accuracy and the best eye-comfort solutions.

Dell UltraSharp, 27/32 4K | Thunderbolt Hub

Dell Pro Plus

Monitors offering enhanced performance, connectivity, and collaboration.

Dell Pro 14 Plus | Dell Pro 24/27/32/34 Plus
Dell Pro 75 Plus

Dell Pro

Essential and reliable monitors that effortlessly connect with your PCs for business productivity.

Dell Pro 22/24/27 | Dell Pro 22/24 Adjustable Stand

Dell PC Accessories

End-to-end solutions to support Dell PCs, boost productivity and accelerate AI

Manage your entire PC ecosystem - locally or remotely

Only Dell offers a singular application to manage and customize the broadest range of PC accessory categories for end users and the industry's first holistic AI PC & peripheral management solution for ITDMs.[10]

Keyboards, Mice, Active Pens
Industry-leading battery life of up to 36[7] months on Dell wireless keyboards and advanced drop-in-box options.

Power
Dell is industry-leading in the use of 98% recycled aluminum in the new power adapters.[11]

Bags, Cables & Travel Hubs
Work everywhere with the smallest and lightest 7-in-1 connectivity adapter[1] and Dell Pro Plus EcoLoop backpacks, that offer 30% more recycled materials than the previous series.[6]

Audio
Connect and collaborate with the largest portfolio of AI-enabled[8] collaboration headsets with the longest battery life at 80 hours of listening time.[9]

Webcams
Dell webcams deliver best-in-class resolution vs competitors in its class.[2]

PC Upgrades and Spare Parts
Extend the PC lifecycle with Dell spare parts and upgrade your PC for optimized performance across memory, graphics and storage.

Dell Pro Docks
Dell Pro Docks are the industry's most manageable commercial docks[3] and offer the highest percentage of post-consumer recycled plastic in the industry, at 65%.[4]

Arms & Stands
Dell's exclusive Quick Release feature lets monitor panels snap on or off effortlessly, streamlining setups and especially when deploying multiple Dell monitors.
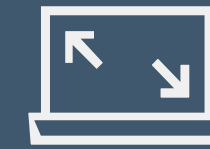
Dell Display and Peripheral Manager

The industry's first singular application to optimize the performance of the entire desk

Effortless Collaboration

DDPM enables touch controls on Dell Keyboards for Zoom and Microsoft Teams, ensuring smooth, efficient meetings.

Productive at every level

Easy Arrange for Displays simplifies multitasking by organizing multiple applications across screens and saves layouts with Easy Arrange Memory.

Easy to setup and share accessories

Enhance productivity by programming short-cut keys for repetitive tasks.
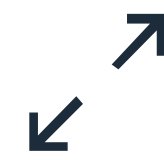
Optimize collaboration experiences

Stay centered on screen irrespective of your movement with AI auto framing.
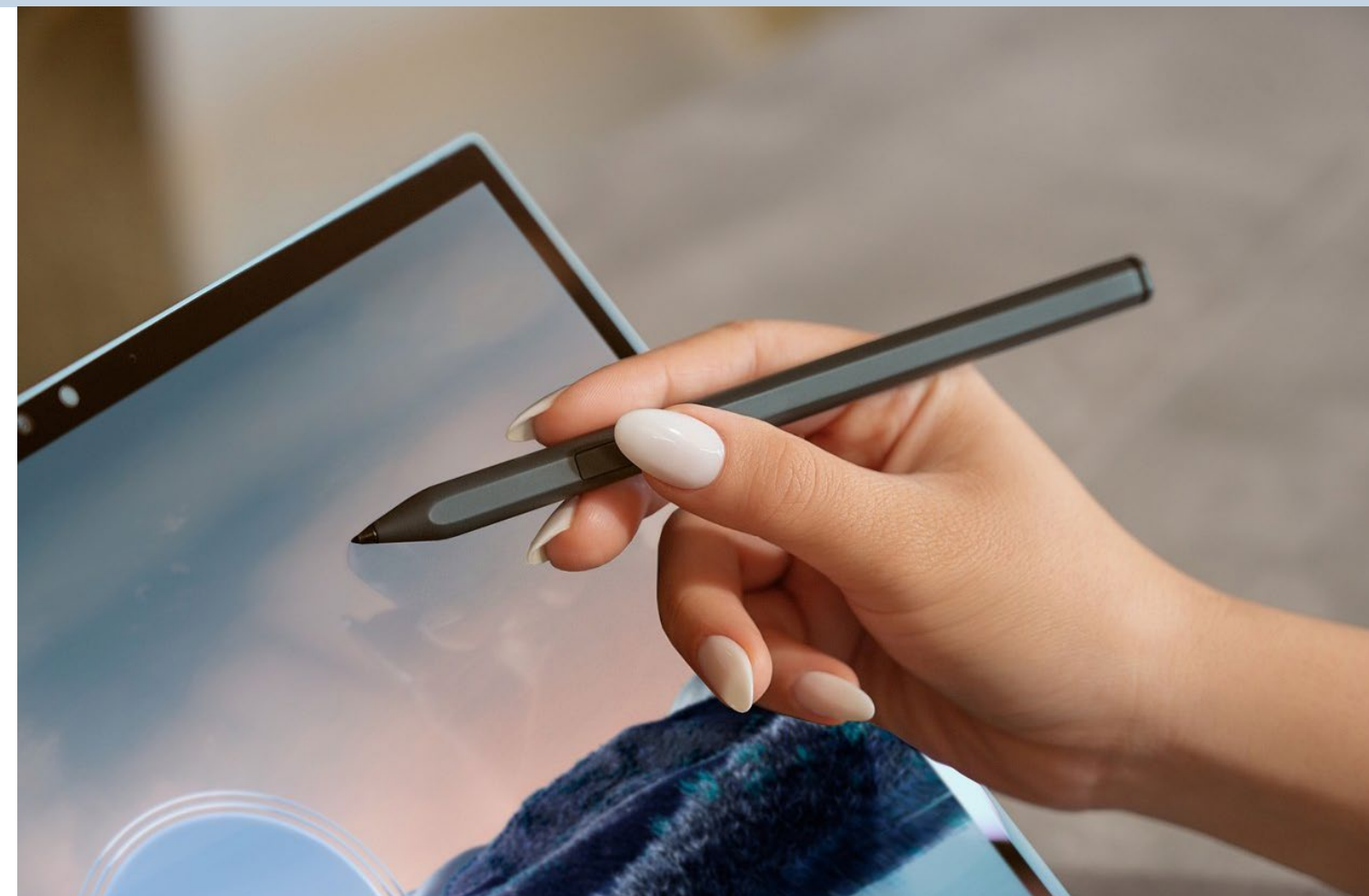
Fine-tune audio

Choose collaboration or multimedia presets or customize your audio with manual equalizer adjustments.

Scale up manageability

DDPM offers IT admin tools to streamline device deployment, configuration and updates for your fleet - all in one place.

SnS Distribution Promotions.
Client Systems

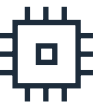## Inspiron 14 5440
Powered by productivity

Enjoy a comfortable viewing experience on a compact 35.56 cm laptop

Bring your connections to life with up to FHD camera

Adaptive thermals keep your device cool

MOC: INDINSP5440i3U-S1

Intel Core i3-1305U	8GB DDR5	512GB SSD	Ubuntu OS
14" FHD+ 300 NITS NT	EcoLoop Backpack	Hardware TPM	1Yr NBD + 1yr ADP

This product is also available under RISE Hero Offers.

Kindly reach out to the distributor for further details.

Latitude 3450
Bringing work closer to you

Ready to handle the next generation of AI workloads

Enjoy smoother collaboration with AI-boosts

Fast response time and improved performance

MOC: INDLATI3450i5WBlit8GB-S1

Intel i5-1335	8GB DDR5	512GB SSD	Windows 11 Pro
Essential Backpack	No FPR	Backlit KB	

This product is also available under RISE Hero Offers.

Kindly reach out to the distributor for further details.

Precision 3590

Built for creative pros

| Built to handle complex workloads with ease | Designed for mobility without compromising performance | Delivers consistent reliability for creative tasks |

MOC: INDM3590U7HWNV4G3NBD-S2
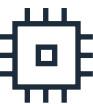
| Intel Core Ultra 7 155H | 16GB | Windows 11 Pro | 15.6" FHD 1920x1080, 60Hz, 250 nits, |
| EcoLoop Backpack | Non-Touch | 3yrs NBD | Intel Graphics or Intel Arc Pro Graphics |

This product is also available under RISE Hero Offers.

Kindly reach out to the distributor for further details.

OptiPlex Tower 7020

Engineered for business-grade productivity

Get ultimate desktop configurability with expansion options

Experience 5K resolution with optional DisplayPort

Next generation discrete graphics

MOC: INDOPTIMTI312U8512WIFI-S2
MOC: INDOPTIMTi312U8512WIFI-S1

i3-12100	8GB DDR 5	512GB	Ubuntu	3 Yrs
WIFI + BT	CISwitch	No ODD	Internal Speakers	

This product is also available under RISE Hero Offers.

Kindly reach out to the distributor for further details.

Precision 3680

Scalable performance in an entry tower design

Configure up to 450W professional graphics with dual graphics options available

Tested to ensure applications run smoothly

Get secure and accessible data storage

MOC: INDFWS3680i7147008UIG-S3

i7-14700 (12 core 25MB cache)	8GB 4400 MT/s	512GB SSD	Ubuntu
No Monitor	3yrs NBD	DVDRW	500W

This product is also available under RISE Hero Offers.

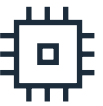Kindly reach out to the distributor for further details.

|	Basic	ProSupport	ProSupport Plus		ProSupport Flex
Self-healing automations via SupportAssist AI technology					
Library of Dell-authored scripts to automate tasks and remediate issues			✓		✓
Automated PC optimizations			✓		✓
Custom catalogs for remote BIOS, driver and firmware updates			✓		✓
Proactive monitoring via SupportAssist AI technology					
Customizable dashboard in TechDirect portal	✓	✓	✓		✓
Fleetwide view of security, health and application experience scores	✓	✓	✓		✓
Proactive and predictive hardware alerts with auto dispatch		✓	✓		✓
System-level performance and utilization metrics		✓	✓		✓
BIOS, driver, firmware and application version tracking for compliance		✓	✓		✓
PC inventory with sites and grouping for asset management		✓	✓		✓
Support essentials					
Technical support with AI-driven troubleshooting tools	Business hours only	24X7	24X7		24X7
In-region Pro Support expert assistance for hardware and software issues		✓	Priority access		✓
Next business day onsite repair1		✓	✓		✓
International travel support	✓	✓	✓		✓
Technical Customer Success Manager			500 system minimum		✓
Keep Your Hard Drive Service			✓		Optional
Accidental damage coverage2			✓		Optional
Extended Battery Service			Optional		Optional
Term-based subscription			US and Canada		US and Canada

ProSupport Suite for PCs

Simplify PC management and save IT admin time

641 hours
of admin time saved per year on recurring tasks for a 1,000-device fleet*

37 seconds
Time to initiate device driver and firmware updates for an entire fleet*

*Based on a Principled Technologies report, "ProSupport Plus vs manual approach comparison report" November 2023. Testing commissioned by Dell, conducted in the United States.
Actual results may vary. Full report: (https://facts.pt/PELu7lm)

Upgrade to Microsoft Windows 11 Pro

Is your data encrypted and secure

Security

- Designed with multiple layers of protection
- Keep apps and data secure
- Reduce the attack surface
- Improve cyber resilience

Simplicity

- Dell Management Portal for easy device management and BIOS updates
- Reduce costs and streamline operations

Productivity

- Improve user experiences
- Boost efficiency
- Streamline workflows with AI-fueled capabilities
- Access to Copilot* in Windows

Windows 10 support ends October 14, 2025

This means devices will no longer get security and feature updates, which may put your business at risk.

Learn More

Grow & modernize core business

- Earn rewards by growing and modernizing your core business.
- Unlock incentives through Storage+, Client+, and New Compete Select programs.
- Boost your earnings with multipliers on focus products.

Build a new market opportunity

- Explore new market potential through rising AI adoption.
- Earn more with expanded AI networking incentives.
- Strengthen your expertise with focused training in AI, sustainability, and ESG.

Strengthen collaboration & streamline experience

- Streamlined partner experience through digital platforms and automation.
- Smarter quoting tools for faster and more efficient deal closure.
- Boost your earnings with enhanced rebate opportunities.

CSG Rebates & Incentives

Dell Technologies Partner Program

Simple
Clear program requirements & benefits

Predictable
Seller engagement and collaboration

Profitable
Rewarding you for growing and winning new business

5 Global zones | **2** Tier revenue accelerator | Increased benefits

Benefits

Tier	Total revenue	Services revenue	Training	Global tier	Base	Growth
Titanium						
Platinum	$$$	$$$	3 Competencies	✓ Global path Local path	Services	Acquisition
Gold	$$	$$	2 Competencies	✓ Global path Local path	APEX upfront	eMDF
Authorized	$	$	2 Competencies	✗ Local path only	MyRewards* Including Authorized	
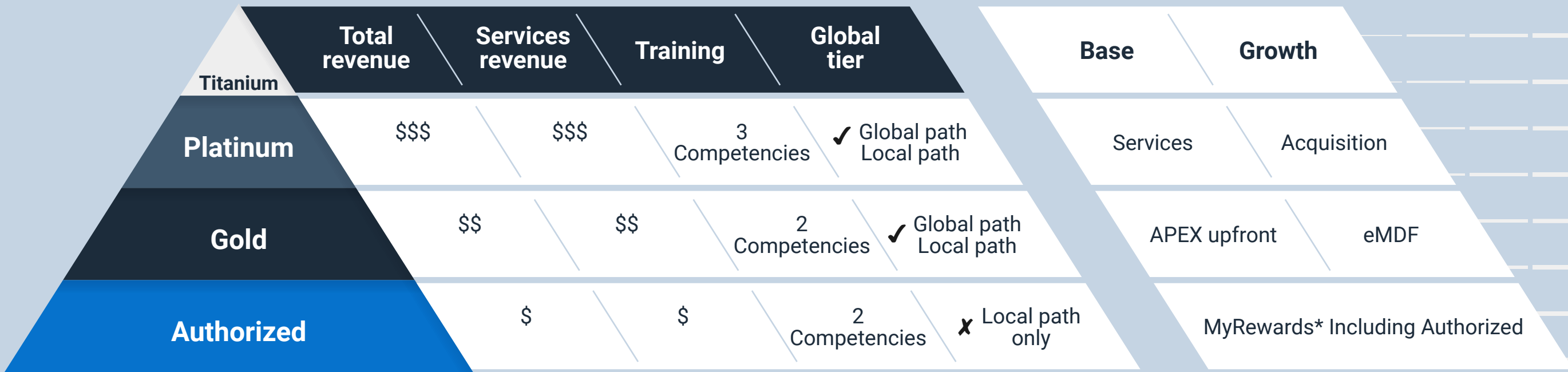
CSG Rebates & Incentives

APJ Solution Providers Incentives Grid

		Base (From $1)			Growth (From $1 when target met)[1]	Dell Services (From $1)[3]			Resale and OEM only Acquisition[4]			APEX Upfront (From $1 – on CCV)[2]	eMDF
		Multiplier		Client Peripherals		ProSupport (≥3yr)	ProSupport Plus (≥3yr)	Professional services	Complete select	Comp swap	New business*		
Client +	T	0.60%	x2	1.20%	5.00%	1.50% (PC only)	0.85%	1.80%	3.50%	4.00%	-	-	-	0.25%
	P													
	G					-						5.00%		-

Client Peripheral Gate [01]		
$1K		< 100% attainment results in a 25% Client+ base rebate reduction
$0.6K		
$0.4K		

01 Quarterly client peripherals gate – visible Q1w8 in incentive center, following quarters (Q2, Q3, Q4) will be available wk4 onwards.

02 Flatten base rate across tiers for Client+. Eligibility expands to consumer

[1]Titanium partner-specific targets are available in the Incentive Center. Target attainment is based on the quarterly shipped eligible Client PC unit count for Client+ and the quarterly shipped revenue of eligible Storage+ products for Storage+. Rebate payable back to $1 when the target is met and capped at 200% target attainment (unit or revenue).

[2]ProSupport & ProSupport Plus attached Services paid on total revenue for Server+ and Client product & Services, excluding De II APEX Subscriptions, Enterprise Upgrades, Displays and Docks, and Client Peripherals. Professional Services paid only on eligible Services revenue.

[3]Acquisition incentives (Compete Select, Competitive Swap, and NBI) are not stackable. If a sale qualifies for Compete Select or NBI in addition to Competitive Swap, the partner will earn only Compete Select or NBI, whichever rate is higher. Titanium partners are ineligible for Client+ and Storage+ NBI and Competitive Swap rebates. Data Protection is independent from Storage+ for Compete Select incentives, and Networking is independent from Server+ when calculating NBI. Enterprise Upgrades (under the Server+ product category) are ineligible for NBI rebates. PowerEdge XE is ineligible for acquisition Incentives.

[4]APEX Upfront incentive and Dell APEX Subscription base rebate amounts are based on the Committed Contract Value (CCV) of the APEX Subscription. Incentives are earned upon shipment of all hardware and delivery of license keys. Reserve usage and any overages exceeding the usage commitment of an existing Dell APEX Subscription are ineligible for incentives. To be APEX Upfront incentive eligible, the APEX Subscription must be ordered under the Dell APEX Subscription Schedule (Partner) terms and conditions, or an agreement Dell deems to be similar, dated May 6, 2024, or later. Orders made under a Dell agreement for the resale of flexible consumption dated before May 6, 2024, are ineligible for APEX Upfront incentives.

[5]Client+ base and associated multiplier rebate rates vary based on attainment of Client Peripheral Gate by tier. Client Peripheral Gates are quarterly, with attainment applied to client+ rebates in the quarter the revenue is recognized.

To learn more, please visit https://www.delltechnologies.com/partner/en-us/auth/benefits-requirements/benefits.htm

CSG Recommended training for partners

Modern Workplace

Design smart, simple, and impactful work experiences

Client Solutions Strategy and Portfolio Overview

Course ID: MR-8WN-GSTB5326
Roles applicable: Sales, SE

This course offers insights into our client solutions, evolving market trends, key customer challenges, and our strategic perspective.

🕐 **20 min**

Explore More

Dell Client Attach Strategy

Course ID: MR-8WN-SLD02709
Roles applicable: Sales, SE

Gain insights into market trends, customer pain points, and Dell's approach to selling displays and client peripherals, plus, discover how attaching peripherals at point-of-sale adds value for customers.

🕐 **20 min**

Explore More

Dell Desktops Product Line Overview

Course ID: MR-8WN-SLD02706
Roles applicable: Sales

Explore our latest FY26 Q1 desktop lineup, designed to lead the next Performance PC refresh. Get the key insights you need to guide your customers' upgrade journey.

🕐 **20 min**

Explore More

Dell Pro Mobile Product Line Overview

Course ID: MR-8WN-SLD02698
Roles applicable: Sales, SE

Discover how the Dell Pro Mobile portfolio delivers powerful performance, long battery life, and advanced security, built for both users and IT teams.

🕐 **20 min**

Explore More

Endpoint Security Strategy and Portfolio Overview

Course ID: MR-8WN-GSTB5542
Roles applicable: Sales, SE

Explore a high-level portfolio view, dive into key solutions and use cases, and identify upsell opportunities across our offerings.

🕐 **30 min**

Explore More

FY25 2H Client Brand Unification Update

Course ID: MR-8WN-SLD00729
Roles applicable: Sales, SE

Discover how unified engagement simplifies access to our end-to-end solutions, building trust, strengthening collaboration, and empowering IT teams.

🕐 **20 min**

Explore More

Artificial Intelligence

Drive smarter business outcomes

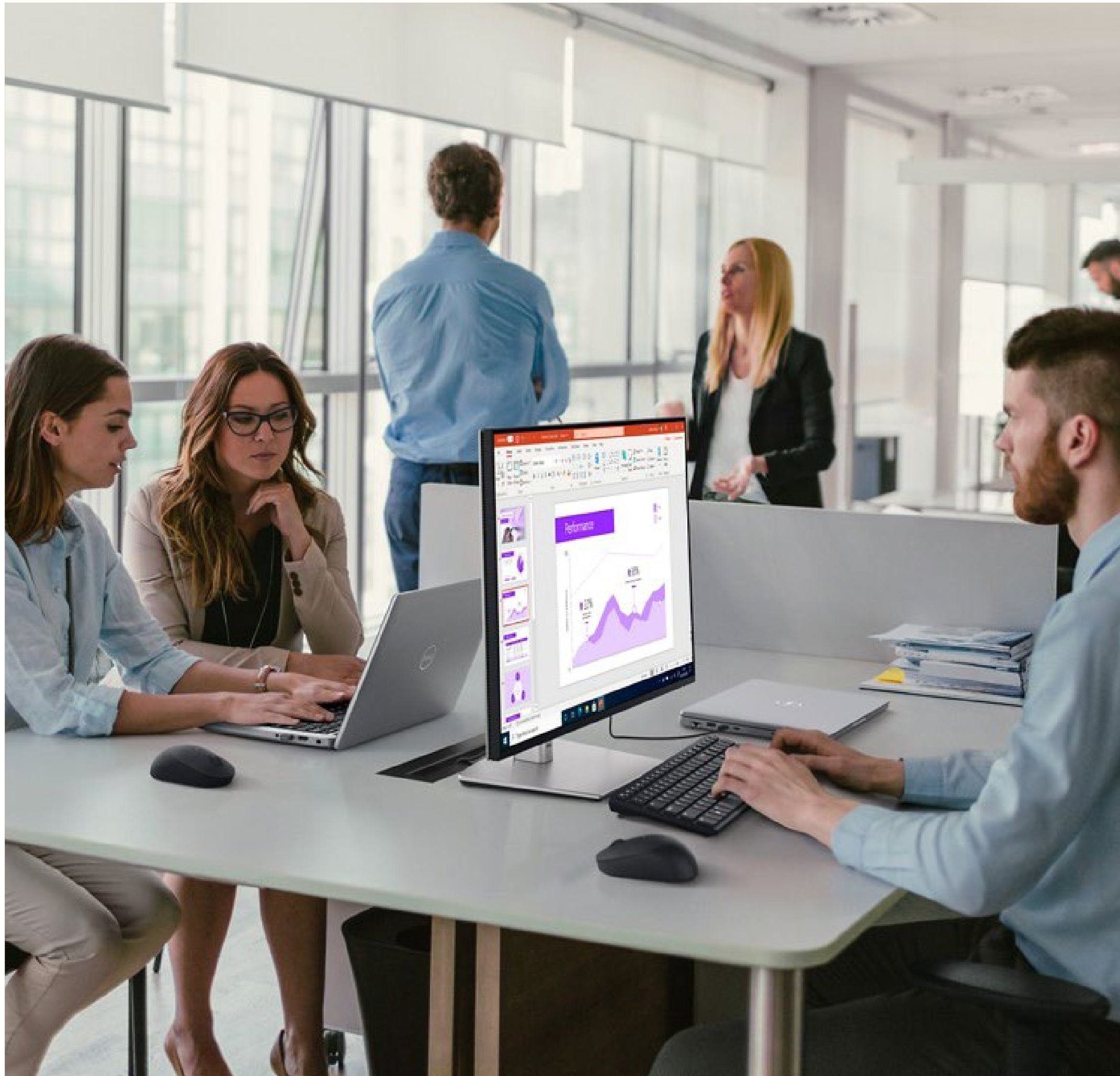## Client Solutions for AI Sales Overview

Course ID: MR-8WN-GSTB5931
Roles applicable: Sales

This course showcases how our CSG portfolio empowers data managers and scientists with AI-driven tools, enabling innovation right where the data resides.

🕐 **20 min**

Explore More

RISE

Buy More, Earn More

Maximize your profitability and rewards as you grow your business with RISE incentive program

No need to report your sales

Simply purchase and we'll take care of the rest

Don't miss out

Earn rewards for every eligible purchase. As your revenue grows, so do your RISE earnings

Earn more

Benefit from special promotions and bonuses, in addition to core rewards for eligible purchases, as and when made available

Performance updates

Receive regular performance updates throughout the quarter by email and online

For additional details, please visit apj.dellpartnerincentives.com

Disciaimer

[1]Based on internal analysis, December 2021.

[2]Dell UltraSharpWebcam (4K), Dell Pro Webcam (2K), Dell Webcam (2K) vs competitors within its class. Based on an August 2023 Hot Tech Vision and Analysis study commissioned by Dell Technologies, "The Webcam Competitive Benchmarking Study." Actual results will vary.

[3]Disclaimer: Based on Dell internal analysis, December 2024. Most manageable commercial docks when comparing Dell to similar offers from the other tier 1 PC peripheral OEMs. Key manageability features, including update processes, systems management solution capabilities and integrations with 3rd party management solutions were analyzed, confirming Dell Pro Docks as the most manageable commercial docking stations.

[4]Based on internal analysis, December 2024. 65% post-consumer recycled plastic in the chassis. Applies to docks comparable with the Dell Pro Dock - WD25, Dell Pro Smart Dock - SD25, Dell Pro Thunderbolt 4 Smart Dock - SD25TB4 and Dell Pro Thunderbolt 5 Smart Dock -SD25TB5.

[5]Based on Dell internal analysis, December, 2024. Dell's solution was compared to the (4) known PC accessory management solutions from leading OEMs, finding that Logitech, and HP both support only (2) peripheral categories each, Lenovo supports (5) accessory categories and Jabra supports only (1). Dell offers the ability to manage and customize (8) PC accessory categories including a breadth of purpose-built Dell displays, docks, keyboards, mice, stylus, webcams, headsets, and speakers.

[6]*Data comparison is based on Dell EcoLoopbags launched prior 2025. Based on internal analysis, September 2024. *Applies to Dell Pro 13-14 Plus EcoLoopBackpack (CP5426G).

[7]Based on Dell analysis, January 2025.

[8]Based on internal analysis on commercial collaboration headsets with AI-enabled noise cancellation mics, Jan 2025.

[9]Based on Dell analysis (busy light and ANC off mode) of battery life usage, July 2024. Results vary depending on use, operating conditions and other factors *applies to Dell Pro Premium Wireless Headset – WL7024.

[10]*Based on Dell internal analysis – November 2024 'Solution' refers to a combination of Dell Management Portal's cloud-based PCs management capabilities in Microsoft Intune & Dell Device Management Console's cloud-based peripherals management capabilities.

Dell Device Management Console and its cloud-based peripherals management capabilities planned for activation in March 2025 AI PCs refer to PCs with Intel® Core™ Ultra processors, that handle AI workloads on-device efficiently.

[11]98% recycled aluminum in the thermal shielding. Based on internal analysis, March 2024. 65W USB-C Adapter, 130W SFF Type-C Adapter, 100W SFF Type-C Adapter, 280W Type-C Adapter, 360W Type-C Adapter.

Unleash the Power of AI on your PC

For more information:

Visit the
Dell Technologies Partner Program

Connect with your
Dell Account Manager

DELLTechnologies
PARTNER PROGRAM

intel.