



Introduction to RISE

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For Dell Technologies EMEA Partner
Program Authorized Tier Partners
FY25Q3 (3rd August – 1st November 2024)

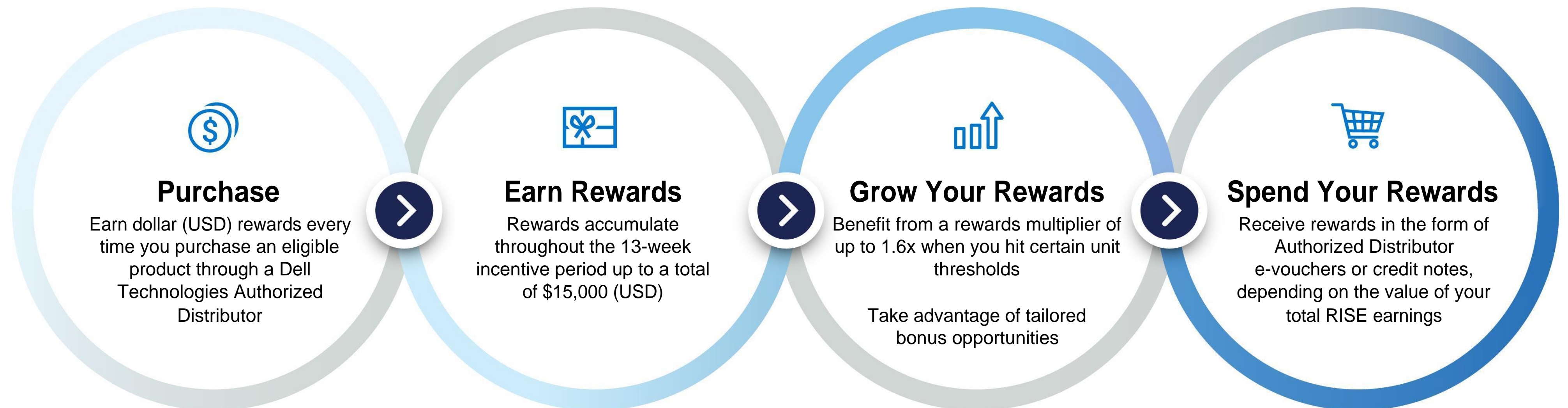
This document introduces
the RISE Incentive Program
for Dell Technologies Partner
Program Authorized Tier
Partners

Learn how you can benefit

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RISE: An Overview

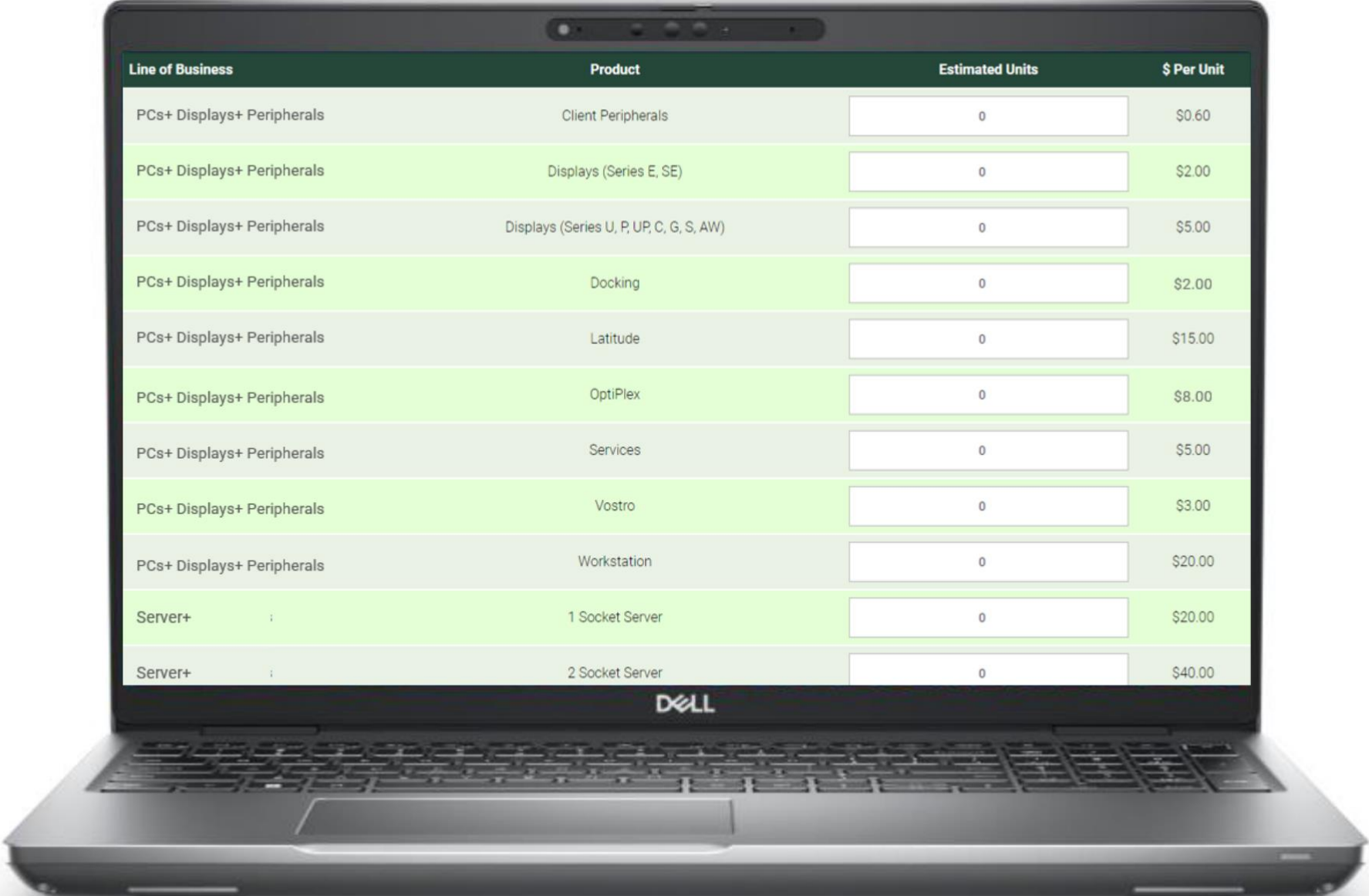


Purchase

Benefiting from RISE is easy as there's no need to report your purchases. Simply order, and we'll take care of the rest!

You will receive RISE rewards every time you purchase eligible products from Dell Technologies Authorized Distributors.

Use the Rewards Calculator on the RISE Incentive Portal to calculate how much you could earn each incentive period. Enter the number of units you intend to purchase to see how many \$ (USD) rewards they will earn you.



Line of Business	Product	Estimated Units	\$ Per Unit
PCs+ Displays+ Peripherals	Client Peripherals	<input type="text" value="0"/>	\$0.60
PCs+ Displays+ Peripherals	Displays (Series E, SE)	<input type="text" value="0"/>	\$2.00
PCs+ Displays+ Peripherals	Displays (Series U, P, UP, C, G, S, AW)	<input type="text" value="0"/>	\$5.00
PCs+ Displays+ Peripherals	Docking	<input type="text" value="0"/>	\$2.00
PCs+ Displays+ Peripherals	Latitude	<input type="text" value="0"/>	\$15.00
PCs+ Displays+ Peripherals	OptiPlex	<input type="text" value="0"/>	\$8.00
PCs+ Displays+ Peripherals	Services	<input type="text" value="0"/>	\$5.00
PCs+ Displays+ Peripherals	Vostro	<input type="text" value="0"/>	\$3.00
PCs+ Displays+ Peripherals	Workstation	<input type="text" value="0"/>	\$20.00
Server+	1 Socket Server	<input type="text" value="0"/>	\$20.00
Server+	2 Socket Server	<input type="text" value="0"/>	\$40.00

Earn Rewards

You can earn up to **\$15,000 (USD)** in RISE rewards every incentive period.

The RISE Incentive Program offers generous core \$ per box values when you purchase eligible products from Dell Technologies Authorized Distributors.



Up to \$30 for every laptop or PC purchase



Up to \$1,000 for Storage+ purchases



Up to \$2 for every display purchase



Up to \$60 for every server purchase



\$0.50 for every peripheral unit purchase



Up to \$125 for every Microsoft Windows Server ROK purchase

For more details and the full list of RISE eligible products, visit the [Eligible Products](#) page.



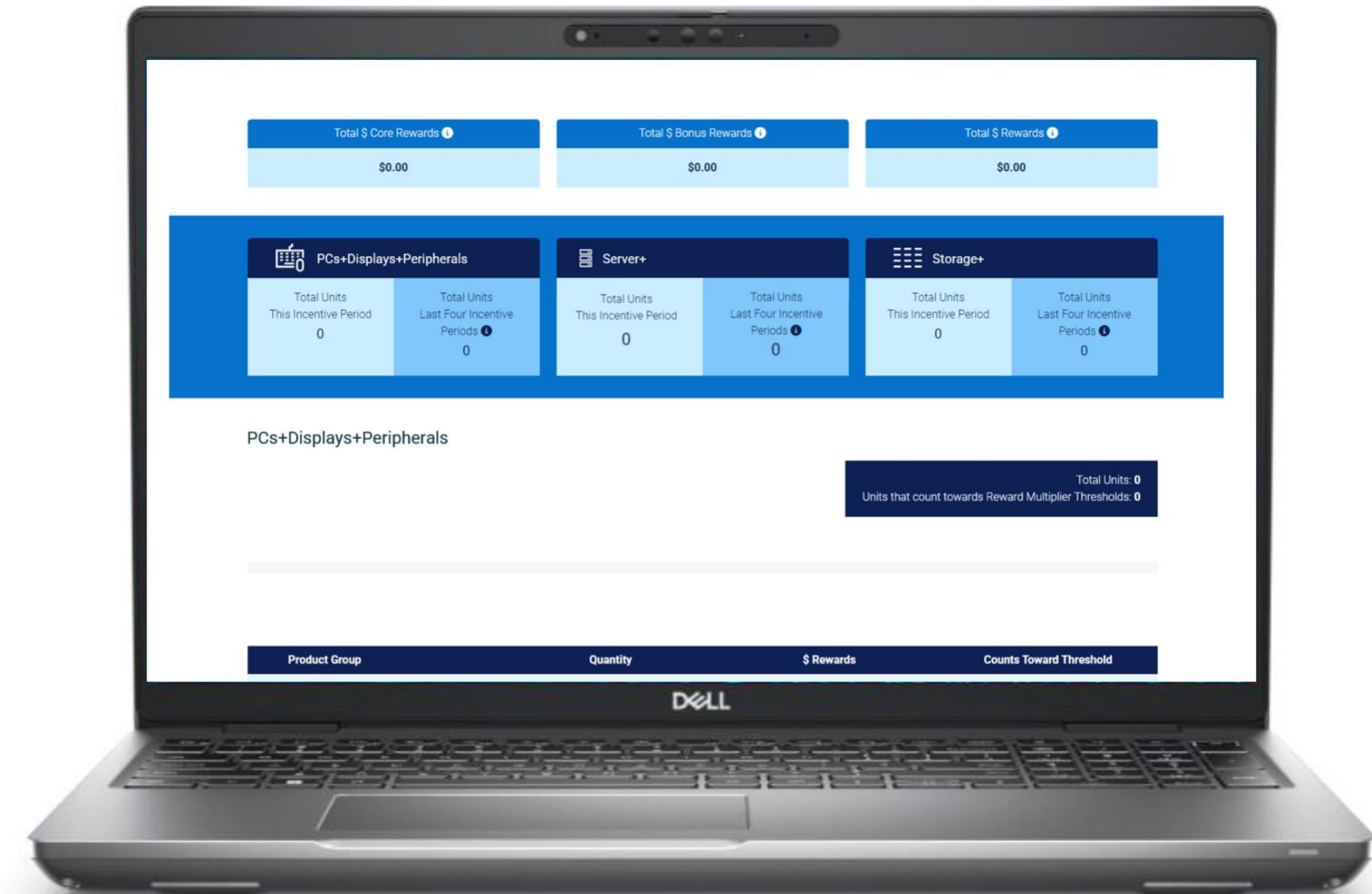
Earn Rewards

Keep track of your performance by visiting the [My Performance](#) page on the RISE Incentive Portal. Purchase information is updated two weeks in arrears.

You can view your performance across the three product groups:

- PCs+Displays+Peripherals
- Server+
- Storage+

Use the progress bars to see how many additional units you need to purchase to hit your reward multiplier thresholds. Your rewards will be multiplied by the amount stated, right back to the very first unit you purchased in the incentive period.



Grow Your Rewards

On top of great '\$ per box' values, the RISE Incentive Program offers impressive reward multipliers and generous bonuses.

Multiply your core rewards by up to 1.6x when you reach certain unit thresholds for each product group:

- PCs+Displays+Peripherals*
- Server+
- Storage+

**Only PC hardware units count towards your PCs+Displays+Peripherals reward multiplier thresholds. Once thresholds have been achieved, the rewards multiplier is applied to all products purchased within this category, including accessories.*

PCS+DISPLAYS+PERIPHERALS

PCs, Displays and Client Peripheral units bought as SnS

0 Units	30 Units	80 Units	250 Units	400 Units
1x REWARDS	1.2x	1.3x	1.5x	1.6x

Or

SERVER+

Server units bought as SnS or B2B Smart Selection Offers

0 Units	5 Units	10 Units	15 Units	20 Units
1x REWARDS	1.2x	1.3x	1.5x	1.6x

Or

STORAGE+

Storage B2B Smart Selection Offers

0 Units	2 Units	4 Units	8 Units	12 Units
1x REWARDS	1.2x	1.3x	1.5x	1.6x

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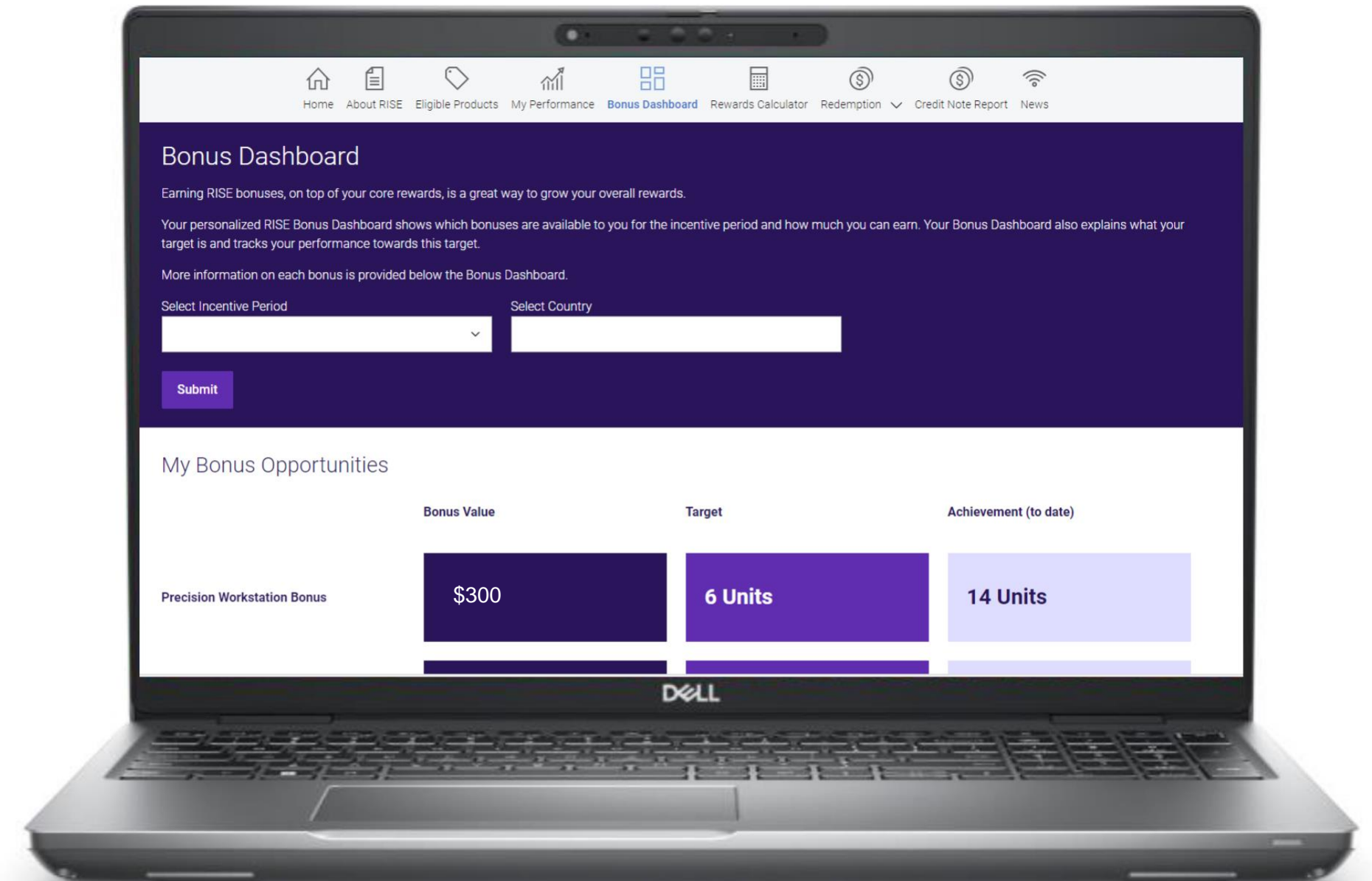
Grow Your Rewards

Maximize your rewards by earning additional RISE bonuses on top of core rewards when you meet the bonus criteria.

Bonuses vary every incentive period.

Expect to be rewarded for purchasing new product lines for the first time or for achieving unit targets.

Visit the [Bonus Dashboard](#) on the RISE Incentive Portal to view your eligibility and progress towards each bonus.



Spend Rewards

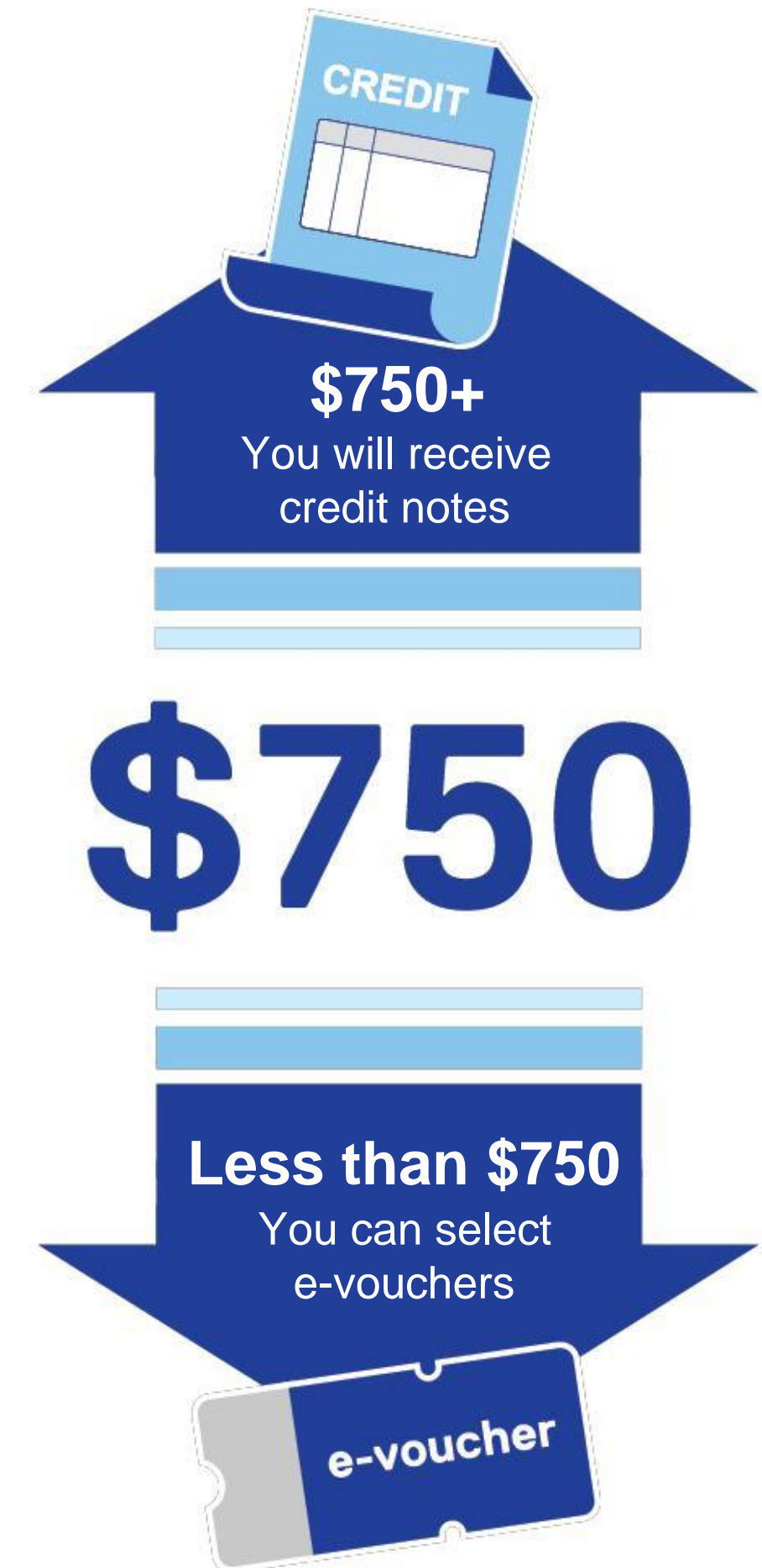
After the close of each incentive period, your total RISE rewards will be calculated.

If you have **earned \$750 (USD) or more**, your RISE rewards will be paid out via a credit note to the Dell Technologies Authorized Distributors you earned rewards with. Credit notes are paid out to your distributors 6-8 weeks after the incentive period has closed. Please contact the distributor directly to claim this credit on an upcoming Dell Technologies order.

If you have **earned less than \$750 (USD)** in the previous incentive period, your rewards will be credited to your RISE Incentive portal account within 4-6 weeks. You will then be able to exchange these rewards into an **e-voucher** to spend with your chosen Dell Technologies Authorized Distributor.*

**Please note: certain countries are paid via credit note only for local legislative reasons. The full list can be found [here](#).*

For more information on the redemption process, please see the [RISE Redemption Guide](#).



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As part of your RISE membership, you will receive up to three different types of RISE system-generated communications.

You can manage these at any time by visiting the 'Preferred Communication' section within your [Profile](#).

You can also invite colleagues to register for RISE using the User Management tool. You can find this under your [Profile](#).

A great way to stay informed about everything to do with Dell Technologies and the RISE Incentive Program is to ensure you opt into Dell Technologies marketing communications. Receive important updates about your organization's performance and rewards directly into your inbox.

Visit Dell's [Communication Preference Center](#) to manage RISE marketing communication preferences.

Looking to learn more about RISE?

Please visit the [Help Center](#) on the RISE Incentive Portal where you can find a suite of useful guides, videos and FAQs.



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