

Dell Gold Star Program

Earn your stars!

August 12 – October 28, 2022

Program Inclusions:

- Quarterly incentive
- Deal registration support
- Bucket and bid grid
- Inventory stock list
- Price sheets and offer flyers

Authorized (<\$25K)



- Bucket and bid grid
- Inventory stock list
- Deal reg. pricing

Bronze (+\$25K - \$500K)



- Approval to purchase one demo device up to 50% w/o Deal Reg¹
- Access to Dell Product Sales Champion
- SPL training on the Dell pricing
- Invitation to attend Virtual EBC Presentation

Silver (+\$500K - \$2M)



- Approval to purchase two demo devices up to 50% w/o Deal Reg¹
- Touchpoint access with Dell BDM*
- Included in growth target incentive
- Promotional co-branded item(s)
- Access to Proposed MDF once a Dell Gold Partner²
- Exclusive invitation to private Dell excursion
- One invite to Dell EBC Event
- One company lunch*

Gold (+\$2M - \$4M)



- Approval to purchase two demo devices up to 50% w/o Deal Reg¹
- Monthly Touchpoint calls with Dell BDM*
- Included in growth target incentive
- Promotional co-branded item(s)
- Access to Proposed MDF once a Dell Gold Partner²
- On-site Training*
- End Customer Event*
- One company lunch*
- Exclusive invitation to private Dell excursion
- Offer of second spot based on availability to Dell EBC event

*Please contact [Ahmed Al Azzawi](#), Dell BDM at TD SYNEX to coordinate the various noted activities in advance, including demo device purchase.

¹ Demo offer is limited to qualified customers (first 5 requests) who have demonstrated QOQ growth revenue target achievement, within the Bronze, Silver and Gold Elite category. See attached slide for more details.

² Proposed MDF (PMDF) is available after confirmation by Dell Technologies.

Dell EBC Event invitation is allocated to customers who maintains their Gold Star Program status. TD SYNEX reserves all right to change or end the Dell Gold Star Program at any time without notice.

All discounts, incentive payouts and activities associated with a value (\$) are subject to customer account being in good standing and further discretion of TD SYNEX.

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Demo Purchase Guidelines:

- Available only to customers who maintains their Bronze, Silver and Gold status rating.
- Each customer will receive a credit on account allowance up to 50% of the product cost to a maximum amount of \$1500 to be applied on their demo device(s) purchase order by TD SYNEX's Dell BDM or PSC. All demo device units must be on the same invoice/purchase order (PO) to receive the discount.
- Approvals for demo funding purchase(s) under the Bronz, Silver and Gold class is restricted to the first 5 customers who put in the request.

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Silver and Gold Customers Only

Dell Golden Ticket Invitations:

- A maximum allowance per quarter will accommodate for TD SYNEX's Dell BDM and Dell PAM to host private excursion, such as, but not limited to:
 - A two-foursome golf day
 - A customer dinner with their sales champion
 - Enablement engagement

Co-branded Merchandise/Giveaways:

- All request must be approved by Program Manager of Dell Gold Star Program.
- Quantity per customer location will vary depending on the co-branded item available.

Executive Business Center (EBC) Invitation

- Onsite EBC visit is available to both Silver and Gold partners who maintain their status rating for the next three quarters and bring new opportunities forward. Gold category partner will be offered a second spot based on availability.