

“The EMC Velocity² Partner Program has allowed our organisation to demonstrate our value against other solution providers. For example, our Velocity² Specialty status helps us to differentiate our skill set and offerings and with our Velocity² Signature Solution Center, we’re able to demonstrate EMC Proven Solutions along with our own helping our customers to understand the power and efficiencies possible through an integrated offering.”

—Avi Goldstein,
Director of the Integration and Infrastructure Division at Matrix

Working together to achieve greater success

The EMC[®] Velocity² Partner Program is designed to make your partnership with EMC as productive—and profitable—as possible.

As our valued partner, we are deeply committed to helping you satisfy the needs of your end-user customers. Our comprehensive program provides all the tools, training, support, and resources you need to increase your profitability and advance your business. The program also offers a rich incentive system that rewards your performance as your sales continue to grow.*

Partnership benefits

- Gain access to the market’s broadest portfolio of industry-leading storage hardware, software, and services.
- Earn progressive financial rewards, including performance rebates and co-op funds.
- Extend your market reach and opportunity development with EMC’s market leadership.
- Experience the ease and simplicity of doing business with EMC.

At EMC, our success is founded on continual innovation and the unending quest for broader market reach. The Velocity² Partner Program leverages these strengths to create unique opportunities for you and your business. Together, we can offer a winning combination for greater achievement.

Guiding principals

1. Provide a global partner program, tailored to your business model, which meets your financial needs and business objectives.
2. Enable you to extend the advantage of information lifecycle management (ILM) solutions to your customers through the sale of EMC’s best-of-breed products, solutions, and services.
3. Grow your partner opportunities through new solutions, integrated planning, and go-to-market programs that drive incremental revenue and profit.
4. Achieve the highest levels of customer satisfaction through the support of a tightly integrated, cooperative sales model.
5. Streamline your business interactions with EMC through advanced tools, consistent interface, and support infrastructures.

Our partnership, your program

The Velocity² Partner Program is designed to help you succeed – no matter what your partner-type. We’ve tailored the Velocity² Program to support the specific needs and business objectives of its members:

- **Velocity² Solution Partners** purchase EMC solutions directly from EMC or an EMC Velocity² Distributor and resell those solutions to end users.
- **Velocity² Distributors** are companies that market and sell EMC products and services to their own channel of resellers, providing front-line sales, marketing, training and support.

EMC Velocity² Partner Types

Solution Providers

Direct Tier 1 VARS:

- Signature Solution Center Partners

Indirect Tier 2 VARS:

- Premier Solution Partners
- Affiliate Partners

Distributors

- Value-Add Distributors

Specialty growth path

Velocity² Specialties help partners differentiate their offerings by enabling the partner to deliver complete end-to-end EMC solutions combining hardware, software and most importantly - services. A Velocity² Partner’s Specialty status indicates a partner’s advanced proficiency in marketing, selling and delivering solutions to their customers.



Accelerated rewards

The EMC Velocity² Partner Program comprises tiers that provide you with incremental business benefits and rewards based on your revenue, training, and accreditation achievements. The tiers, with graduated benefits, are:

1. **Affiliate Partner**—\$50,000 minimum revenue attainment
2. **Premier Solution Partner** —\$500,000 minimum revenue attainment
3. **Signature Solution Center Partner** —\$5,000,000 minimum revenue attainment

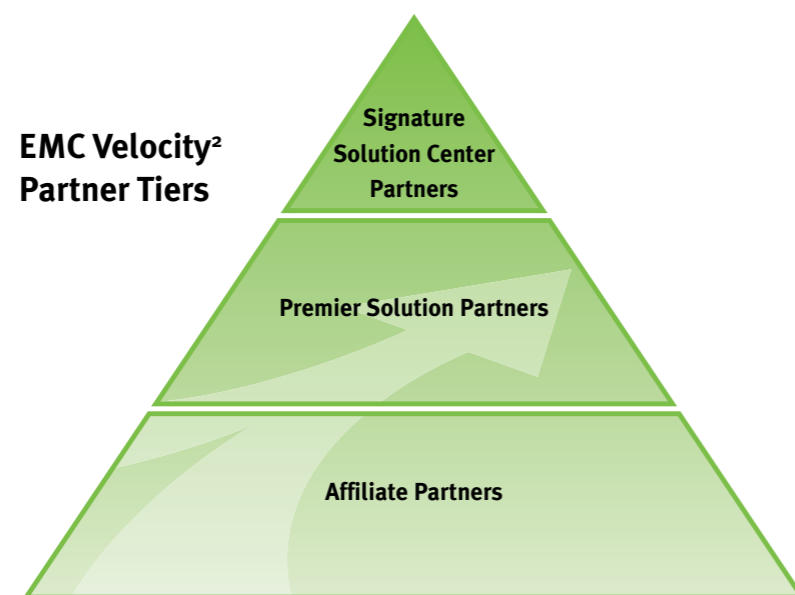
Your investment and performance are directly linked to the size of your financial rewards: when you achieve higher levels of proficiency and increase your EMC revenue, you move up within the tier structure.

Tier assignments

Velocity Partners' tier assignments are reviewed bi-annually and are based primarily on:

- Revenue attainment
- Number of trained sales people and system engineers per region

With its tiered structure, the Velocity² Partner Program better meets your specific needs and provides the tools you need for continuous advancement and market growth.



Better benefits by design

A rich system of financial rewards

As an EMC Velocity² Partner, we want to help you realize the highest possible return on your investment. Financial rewards available to you include:

- **Value-Based Pricing (VBP)** aligns your discounting benefits with our Velocity² tiers. As your investment in EMC grows, you receive more profitable terms.
- **Performance-Based Rebates** give you the opportunity to earn cash rebates by meeting predefined revenue goals.
- **Co-op Funds** provide financial assistance for the implementation of joint marketing and business development activities that help drive mutual revenue.
- **Deal Registration** enables you to realize additional discount benefits by registering active sales campaigns, strengthening your control over sales opportunities, and protecting you from competitive poaching.
- **Velocity² Incentive Programs** qualify you for higher levels of financial reward for selling key EMC products and solutions.

Best-of-breed solutions

One of the biggest advantages you gain as a Velocity² Partner is access to our industry-leading products and solutions. Your ability to deliver complete, integrated EMC solutions to your customers quickly becomes a critical competitive differentiator. As a Velocity² Partner you will enjoy:

- **The broadest array of industry-leading hardware, software, solutions, and services** across EMC product lines and service offerings.
- **Early access to EMC product information and pre-launch technical training**, ensuring that you are fully prepared to sell as soon as the products become generally available to the market.
- **Access to EMC product Application Programming Interfaces (APIs)**, giving you a technological advantage in delivering products that can expand your market, differentiate your offerings, and deliver more value to customers.

“The EMC Velocity² Partner Program provides our partners with the training, tools, and programs that they need to be successful in selling and delivering business value to their customers with EMC solutions. As partners invest in their EMC capabilities, they are rewarded with Velocity² Program incentives to support consistent profitability and ROI.”

—Gregg Ambulos
VP, Americas Channels
EMC Corporation

Streamlined operational support and alignment

In today's fast-moving market, we know that conducting business efficiently is essential. The EMC Velocity² Partner Program streamlines your access to EMC resources and support so you can stay focused on generating new opportunities. Resources include:

- A secure partner extranet that enables you to tap into extensive information on EMC programs, products, services, and training—24/7
- Productivity tools to reduce the learning curve for your sales force
- A single point of contact for EMC product management, customer service, and corporate systems engineering teams to ensure a seamless support experience for your team
- Faster, more efficient support on technical issues during pre-sales activities
- An online ordering tool for configuring, pricing, quotes, and submission of sales orders directly to EMC, ensuring order fulfillment accuracy and on-time delivery
- Fast, flexible leasing solutions for your customers, at competitive rates

Expand opportunity development and market reach

At EMC, we look to you to drive our expansion into new market segments. To support your efforts, we offer a comprehensive suite of marketing tools and resources designed to maximize your market exposure and opportunity development.

- Participate in EMC-sponsored activities, in both mature and emerging markets, to drive market development in strategic segments, verticals, and geographies.
- Engage EMC subject matter experts and partner peers outside of live events on our social network community.
- Get important business news in a timely manner with our regular e-newsletter and e-communications.
- Leverage EMC marketing tools and resources, and access mission-critical information on market conditions, demand-generation campaigns, and promotions and incentives online through a single, centralized location.
- Gain exposure to potential customers in our EMC.com online directory.
- Give your customers the latest information on EMC products and solutions—on your company's website—with our free, automated republishing and lead-generation tool.
- Download source files for customizable, co-branded marketing templates.

Advance your company's technical expertise

Velocity² Partners are known for their technical proficiency and knowledge of EMC's products and solutions. As part of the Velocity² Partner Program, you can maintain, and even expand, your company's sales and technical skills through our extensive selection of training resources and opportunities.

- Get the latest EMC product and solution information, promotions, tools, and initiatives, and accelerate the development of your sales and technical competencies at exclusive partner workshops.
- Stay up to date on recent EMC product and solution announcements as well as training, education, and relevant messaging with consistent and timely partner webcasts.
- Get help articulating a specific message or exercise a particular skill set with video-on-demand—available in three categories: products/architecture, strategy, and solutions.
- Quickly generate a customized sales proposal, which includes the added value your EMC partnership will deliver to your customer, with the help of our useful development guide.
- Get the knowledge you need to accelerate the process of solving customer information infrastructure challenges and to deliver more value during the pre-sales consultative process with world-class training, accreditation, and certification.



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Take the next step

For more information on the EMC Velocity Partner Program in EMEA,
visit us online at www.EMC.co.uk/Velocity.

The information provided is intended to serve only as a guide. All options and terms described herein are subject to credit approval and conditions may change without notice.

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