2018 PARTNER TRAINING GUIDE

WHERE EXTROARDINARY HAPPENS

SIMPLE. PREDICTABLE. PROFITABLE.™
REALIZE EXTRAORDINARY

GO BIG

Gain the skills you need to differentiate yourself and build industry credibility with your customers.

WIN BIG

Learn techniques and best practices that open the doors to new business opportunities and cross-selling capabilities with both new and existing customers.
 WHAT’S NEW

At Dell EMC, we are dedicated to accelerating your business with a first class training framework. While our main learning requirements remain consistent in 2018, we are bringing you some exciting improvements:

**Maintenance Learning Path:** Returning students that acquired a 2017 Credential are eligible to take the associated Maintenance Learning Path to earn the corresponding 2018 Credential. This protects a learner’s training investments and equates to a significant reduction in total training hours required.

**Expanded Selection of Solutions:** To better serve our Partners’ business needs, we are offering a greater selection of Solutions Competencies and Credentials throughout the program year. We have replaced the IT Transformation and Digital Transformation Competencies with broader Hybrid Cloud Credentials, including Azure Stack. These broader Competencies will enable your team to help your customers transform their businesses - from the edge to the core to the cloud.

**More Intuitive Navigation:** The Partner Academy now includes learning journeys aligned to key areas of focus, resulting in less time searching and more time learning.

Through the Dell EMC Partner Academy, you’ll experience:

**PARTNER REPS**

- A single source of training enablement for Competency, skills and efficiencies.
- Enablement designed for your specific role across Sales, System Engineer, Technology Architect, Services and Marketing.
- Credentials and Certifications earned at the individual’s level, carried by individuals from company to company.
- Optimized Learning Paths that equate to time saved on training, including new Maintenance tracks for returning students.
- The new Journey to Enablement section offering a seamless transition between Competency training, advanced learning and quarterly updates.

**BUSINESS**

- Ability to increase and enhance your team’s capabilities across the industry’s broadest portfolio.
- Point of differentiation for your company via unique Competencies in Infrastructure and Client Portfolios, Services and newly expanded Solutions areas.
- New OEM Solutions Competency offering sets your company apart as a leader in OEM solution selling capabilities.
- Additional benefits such as rebates, special pricing and MDF, all of which can be unlocked by achieving Competencies.
- Engagement in the same training and tools as Dell EMC Teams.
The right knowledge can propel your sales into new territories and Dell EMC wants to help get you there. Through the Partner Academy, you’ll find the Credentials and Certifications needed to take your sales potential to the next level.

As Partner individuals earn their recognition for Sales, System Engineer, Technology Architect, Services and Marketing, they qualify their company for Competency compliance, opening up even more opportunities to sell.

2018 OEM COMPETENCIES RELATIONSHIPS

<table>
<thead>
<tr>
<th>COMPETENCIES</th>
<th>PORTFOLIO</th>
<th>SOLUTION</th>
<th>SERVICE DELIVERY</th>
</tr>
</thead>
</table>
| CLIENT SOLUTIONS | • Core Client Solutions  
                   • Workstations  
                   • Cloud Client-Computing  
                   • Client Data Security |         | • Client Services |
| INFRASTRUCTURE SOLUTIONS | • Storage  
                           • Server  
                           • Data Protection  
                           • Networking  
                           • Converged/Hyper-Converged Infrastructure | • Software Defined Infrastructure  
                                                                 • Hybrid Cloud  
                                                                 • Connected Workforce (with more to come in the first half of 2018) | • Storage Services  
                                                                                • Server Services  
                                                                                • Data Protection Services  
                                                                                • Networking Services  
                                                                                • Converged/Hyper-Converged Infrastructure Services |
| OEM SOLUTIONS | • OEM Strategy  
                • OEM Portfolio Overview  
                • OEM Appliance Model Sales Positioning  
                • OEM Buying Cycle  
                • Edge IoT Portfolio Overview | • The Edge: Gateway 3000 vs HPE EL10  
                                          • OEM Vertical: Digital Security and Surveillance | • OEM Services |

For more details on the program structure and requirements, please refer to the Partner Program Guide and Benefits and Requirements document.

**Competency**
Company awarded recognition for having a defined number of individual Credentials and/or Certifications. Available for Portfolio, Solutions and Service Delivery.

**Portfolio Competencies**
Company awarded recognition that is foundational, multi-product focused and across defined lines of business. Eligible for Program compliance.

**Solution Competencies**
Company awarded recognition that is cross lines of business focused to enable partners to accelerate and transform business for their customers. Eligible for Program compliance.

**Service Delivery Competencies**
Recognition of a partner’s capability and authorization to deliver services on specific Dell and Dell EMC products. NOT required for Program compliance.

**Individual Certification**
Individually awarded recognition for completing a Proctored exam(s) aligned to Dell EMC training for a Technology Architect (TA) or a Services Implementation Engineer (IE).

**Individual Credential**
Individually awarded recognition for completing a Learning Path aligned to Dell EMC training for Sales (S), Systems Engineer (SE) and Marketing (M) roles. Credentials count towards a company earning a Competency.

**Learning Path (a.k.a Curriculum)**
A series of training courses with low-stakes exams that cover a particular area of focus and are grouped together in the learning management system. For Credentials, an individual that successfully completes each of the required courses within a particular Learning Path will earn their Credential provided that all prerequisites are met. For Certification, the Learning Paths are optional and are designed to prepare a learner to sit for a high-stakes Proctored exam to become Certified.

**Module**
The individual courses that make up a Learning Path.
Within the Partner Academy, you’ll find learning paths that lead you to proficiency based on your role, Line of Business and Portfolio. Choose from Sales, System Engineer, Technology Architect, Services (Implementation Engineer) and Marketing. These clearly defined paths provide fast, easy routes to increased sales potential for both the individual and the partner company.

### CREDENTIALS, CERTIFICATIONS & COMPETENCY TABLE

<table>
<thead>
<tr>
<th>Role Types</th>
<th>SALES</th>
<th>SYSTEM ENGINEER</th>
<th>TECHNOLOGY ARCHITECT</th>
<th>MARKETING</th>
<th>IMPLEMENTATION ENGINEER</th>
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<td>Server</td>
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<td>MidRange Storage Credential or High-end Storage Credential</td>
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| 1 Requires Hyper-Converged Credential as a prerequisite |
| 2 Requires Core Client Credential as a prerequisite |

*To get a complete list of all Learning Paths and associated Modules, visit the “Competencies” section on Partner Academy.
*Service Delivery Competencies are required to deliver services on select products but are not a requirement for Tier compliance. For more information, please visit the Service Delivery Enablement Matrix page.
*Merged cells mean that those Credentials or Certifications earned can count towards the Sales, Technical Architect and Marketing requirement for multiple competencies.
NAVIGATE CREDENTIAL LEARNING PATHS

FOLLOW STEPS BELOW TO START LEARNING

Example: I am a Systems Engineer with a 2017 MidRange Storage Credential and my company is a Platinum Partner that focuses on Storage. What training do I need for my company to obtain a Storage Portfolio Competency?

1) Select a Competency your company is already pursuing. In this example: Storage.
2) Refer to Benefits and Requirements document to identify # of Credentials required for each role type.
3) Select a Credential associated with your company's Competency. In this example: MidRange Storage.
4) Log onto the Partner Academy and select the role “System Engineer – Technical”. Click on the Data Center tile within the Competency training row and select MidRange Storage. Since you hold the SE: MidRange Storage Credential 2017 and are therefore eligible for Maintenance, you should select Option 2 to launch the Maintenance track.

(For detailed step-by-step guidance to access a Credential Learning Path on Partner Academy, please refer to the Training Navigation Guide.)

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NEW! MAINTENANCE LEARNING PATH

Starting in 2018, we are introducing the option of Maintenance Learning Paths as a fast track for returning students to earn their 2018 Credentials. Maintenance Paths take only about one third of the time investment of the corresponding full Learning Path to get the same Credential. Maintenance options are only eligible to Partner individuals that completed the associated 2017 Credential and it’s designed to offer learning investment protection in the Dell EMC Partner Program.

How do I know if I have completed an associated Credential in the previous Fiscal Year?

Login to your CertTracker Account and verify the 2017 Credentials you hold.

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<thead>
<tr>
<th>CREDENTIALS, CERTIFICATIONS &amp; COMPETENCY TABLE</th>
<th>Role Types</th>
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<tbody>
<tr>
<td></td>
<td>SALES</td>
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<tr>
<td>COMPETENCIES</td>
<td>CREDENTIALS</td>
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<tr>
<td>ISG PORTFOLIO COMPETENCIES</td>
<td>1 Storage Data Center Portfolio Credential or MidRange Storage Credential</td>
</tr>
</tbody>
</table>

Storage Competency = 2 Sales Credentials + 2 SE Credentials + 1 TA Certification + 1 Marketing Credential (Tier requirements vary by region and zone. Please refer to Benefit and Requirement document for applicable requirements for your company)
NAVIGATE CERTIFICATION TRAINING

FOLLOW STEPS BELOW TO START LEARNING

Example: My company is a Titanium Partner with focus on Storage. As a Technology Architect, what Storage training do I need to complete to gain MidRange Storage Certification for my company to obtain Storage Competency?

Select a TA Certification associated with your company’s Competency and appropriate level to work on.

Identify the prerequisite Certification you need. To earn an Expert level Certification, you will first need to earn the Associate, then the Specialist.

Locate TA Certifications on the Partner Academy.

On the search results page, find the Certification and level you want to achieve.

Take training (recommended).

Take practice tests (recommended).

Schedule your exam through Pearson VUE at your discounted price.

Pass the exam to receive your Certification.

CREDENTIALS, CERTIFICATIONS & COMPETENCY TABLE

<table>
<thead>
<tr>
<th>Certification Programs</th>
<th>Role Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Protection</td>
<td>TECHNOLOGY ARCHITECT</td>
</tr>
<tr>
<td>Storage</td>
<td>VMAX3 Solutions</td>
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<tr>
<td>• XtremlO Solutions</td>
<td>Isilon Solutions</td>
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<tr>
<td>• Isilon Solutions</td>
<td>Backup &amp; Recovery Solutions</td>
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<tr>
<td>• MidRange Storage</td>
<td>Converged Infrastructure</td>
</tr>
<tr>
<td>Hyper-Converged/</td>
<td>Any of the above. Minimum Specialist level Certification required</td>
</tr>
<tr>
<td>Converged Infrastructure</td>
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</tr>
</tbody>
</table>

TA Certification Framework

ASSOCIATE | SPECIALIST | EXPERT

- Information Storage and Management (ISM)
- Data Protection and Management -ISM
- Converged Systems and Hybrid Cloud

- XtremlO Solutions
- VMAX3 Solutions
- Isilon Solutions
- MidRange Storage

- Backup Recovery Solutions
- VMAX3
- Converged Infrastructure

Training is recommended but not required. Click the name of Certification under “Specialty” column in the TA Certification search results page (above), and a page of recommended training will populate. Add the training module of your choice to the cart.

While not required, practice tests are recommended as a helpful preparation step. You can access practice tests via the results table in the TA Certifications search results page (above).

Click the “Resources >” link on the page that contains the table of exams and navigate to the section that says “Schedule an Exam.” Click “Dell EMC Proven Professional or VCE Certified Professional exam.” As a Dell EMC partner, you can also qualify for discounted vouchers to pay for exams. To acquire a voucher, go to “Resources” under “Certification” in the top navigation of the Portal Page. Scroll down to “Exam Vouchers,” then “Dell EMC Proven Professional Exam Voucher.”

Check out how you can maximize your training budget through ValuePak and much more by downloading Partner Certification Guide on Partner Academy.
Dell EMC Services enables OEM Partners in the Dell EMC Partner Program to provide Deployment, Support and Consulting Services on several products and solutions. Services Competencies provide great benefits to Partners that invest in developing their own services capabilities. We encourage Partners to start with the product technology that most closely aligns with their business strategy and build from there. [1]

[1] OEM Partners must be at the Gold tier or above to obtain a Services Competency, which is required in order to deliver services for most Dell EMC products. Services Competencies are not a requirement for Tier compliance. For more information, please visit the Service Delivery Enablement Matrix page.
COMPLETE, COMPREHENSIVE TRAINING

INCREASE YOUR VALUE BY GOING BEYOND CORE COMPETENCIES

Dell EMC offers the unique opportunity to extend your learning beyond what’s required for Credentials, Certifications and Competencies. Elevate your knowledge via elective learning areas and live training events near you.

The new Journey to Enablement section of the Partner Academy guides you through different stages of learning based on particular areas of focus and desired outcomes, so you can spend less time searching and more time learning.

After choosing your areas of interest, you will have access to the below learning resources, all hosted in one place:

**Competency Training**
- Foundational training to earn your Credential and help your Company attain a Competency.

**Build upon Competency**
- Elective on-demand training and instructor-led courses designed to take your learning to the next level, provide deeper knowledge and give you a competitive edge.

**Recent Updates**
- Stay current with the quarterly accreditation that Dell EMC’s internal team members consume and the latest product launches.

**More...**
- Sales: access a host of Sales Collateral and Tools to further develop your skills and knowledge
- SE: Apply knowledge via Virtual Labs and get Certified.

Explore additional features on Partner Academy to obtain even greater sales capabilities:

**FAST START:**
An on-boarding resource center designed to accelerate time to productivity in successfully selling Dell EMC products and solutions. Fast Start also provides guides to navigate the Partner Program and Partner Academy.

**ELEVATE YOUR KNOWLEDGE**
Learning resources to accelerate knowledge around Services, Displays and Client Peripherals, Dell Financial Services and Guided Solutions Training.

**EDUTUBE:**
On-demand video library with a range of channels and searchable video content, including best practice sales pitches, product and solution specific learning content and more.

Don’t forget

**HEROES EXCHANGE EVENTS**
Heroes Exchange events are available to partner System Engineers who are engaged in presales and/or implementation responsibilities in North America, Latin America, Asia, Europe, Middle East and Africa.
- Get face-to-face with Dell EMC technology experts in a live training event near you.
- Learn about the latest technology, product roadmap and competitive positioning and more.
- Network with Dell EMC badged System Engineers with whom you can jointly go to market.

Visit the **Heroes Program page** on the Partner Portal to register for an event near you and find out what everybody is raving about.
For Partner Individuals

Track progress of a Learning Path
When a learner assigns themselves a particular Learning Path, a progress bar in the top right hand side of their screen will move from 0 to 100% as a student successfully completes the required modules of that Learning Path. Access the Learning Path Progress by clicking on ‘My Account’ at the top navigation of the Partner Academy.

Track completion of a Credential or Certification
Once a learner has met all the requirements to earn either a Credential or Certification, within 5 days they can login to their CertTracker account to view and print out the affiliated certificate.
The Dell EMC Partner Academy is a single, easy-to-use interface that helps you find, start and complete your training journey as quickly as possible.

**GET STARTED TODAY**

**IT'S QUICK, EASY AND INTUITIVE**

When you create your partner account on the Partner Academy portal, you’ll be able to:

- Find your core competency path based on your role, area of focus and Portfolio.
- Access the training you need in a prescribed order, optimized for your success.
- View your progress and completed courseware.
- Find suggested supplemental education to further your professional opportunities.

To find out more and create your account, visit the Partner Academy from the Training & Competency page on [Partner Portal](#).

1. Log on to the Academy

2. Select partner type and role

3. Choose your area of focus and view all the Learning Paths available

4. Select a Learning Path and view the courses/modules available for that path

5. Click on a course and start your learning right away.

If you have any questions regarding the Dell EMC Partner Academy or your eligibility for training, contact your Dell EMC Account Manager.
What are the differences between Credentials, Certifications and Competencies?

Credentials/Certifications are for individuals while Competencies are for companies. Individual Credentials/Certifications count towards a company completing Competencies.

- **Individual Certification** – Individually awarded recognition for completing a Proctored exam(s) for a Technology Architect (TA) or a Services Implementation Engineer (IE).
- **Individual Credential** – Individually awarded recognition for completing a learning path along with any other associated prerequisites when applicable. They are aligned to Dell EMC training for Sales, Systems Engineer (SE) and Marketing (M) roles. Credentials count towards a company earning a Competency.

Can a partner have the same individual(s) complete Sales, Technical and Marketing tracks to meet the Competency requirements?

Sales and System Engineer (SE) within the portfolio Competency have to be unique individuals. However, between the portfolio Competencies and for Marketing and Technology Architect (TA) roles, a partner can use the same individuals that earned Sales or SE Competencies. If an individual holds both Sales and SE Credentials, Dell EMC will count either their SE Credential or their Sales credential towards the Competency requirement but not both. If a partner chooses the path of having 2 portfolio Competencies (eg. Storage and Data Protection) and have 2 Sales complete Datacenter Portfolio Credential and 1 TA complete MidRange Storage Certification, the Credential and Certification can count towards both Storage and Data Protection Competencies.

Are there any prerequisites to earn any of the Credentials or Certifications?

Yes. Sales and System Engineers who wish to earn a 2018 VMware Ready Systems, Pivotal Ready Systems, Dell EMC Cloud for MS Azure Stack or VDI Credential are required to have earned a Hyper-Converged Credential 2018 as a prerequisite. To earn a PC as a Service Credential, you must also have earned a Core Client 2018 Credential as a prerequisite. In order to be eligible to take one of the available Maintenance Learning Paths, you must have previously earned the corresponding 2017 Credential.

For TA Certifications, there are three levels (Associate, Specialist, Expert). All TA Certifications begin by earning the Associate level. For example: to earn an Expert level Certification, you will first need to earn the Associate, then the Specialist. For Services Certifications, the Certification level requirements vary by product type. Please visit Partner Academy for the most current information.

Are courses free of cost to partners?

Credential courses are e-learning based and are free to all Partners. Certification courses have an associated class fee plus an exam fee. For details, please refer to each learning path on the Partner Academy.
When is the deadline to complete Competency trainings? What will happen if a Partner loses an individual with a Credential or Certification tied to a Competency?

For a partner to qualify for the 2019 Dell EMC Partner Program, all Competency trainings must be completed by February 1, 2019.

If a Partner loses a resource that held a Credential or Certification tied to a Portfolio or Solutions Competency, they would need to replace and train the new resource for those roles by Feb 1, 2019 or risk losing a Competency and, if applicable, moving down in Tier status.

How much time should I reserve to earn Credentials and Certifications?

• Sales Credentials vary from as short as 2 hours to a max of 7 hours*.

• SE Credentials range from 3 hours to a max of 12 hours*.

• Certifications are typically earned in 40 hour blocks (Associate, Specialist, Expert). Example: to earn a Specialist level Certification, you should plan for about 80 hours.

*Maintenance Learning Paths run approximately one-third of the time as full Learning Paths.

How long is my Credential valid for?

A Credential is valid through the end of Dell EMC current Fiscal Year when annual Competency requirements are updated for next Fiscal Year. For example, when an individual obtains a Credential in March 1, 2018, the Credential is valid until Feb 1, 2019.

Do I need to be re-certified once I get my TA Certifications?

Dell EMC TA Certifications never expire and will stay with the learner even if they change companies. For Compliance purposes, however, we do require that our Partner learners stay current and hold either the current version of a particular Certification or one previous version of that same Certification (N-1). To determine which versions of each Certification are accepted, refer to the “Accepted Certifications” link in the Certifications Programs section of the Partner Academy main page.

How many levels of Certifications are available to the Technology Architect role for each learning path?

There are three levels: Associate, Specialist, Expert (from low to high). Individuals need to achieve the previous level(s) Certifications in order to move up.

Are there study guides, practice tests and lab environments for Services Competencies?

Yes. Dell EMC makes study guides, practice tests and lab environments available to Partners to ensure they have the tools and experience to provide the best possible customer result.

What is Marketing Institute?

Marketing Institute is where Dell EMC channel marketers participating in the Dell EMC Partner Program earn their marketing Credential. Marketing Institute empowers our Partners and Distributors to discover our program, tools and processes to effectively manage their Dell EMC marketing initiatives. Learning Paths vary depending on if the individual holds a 2017 Marketing Credential.

How do I access the Marketing Institute?

Once logged into the Partner Academy, select the applicable partner type, choose the role of “Marketing” and hit Go. Scroll down and click the Marketing Institute tile and a new page will load. Select the applicable language and hit Go, then choose from the Marketing Credential options available.

Do I have to complete all the trainings shown in the Marketing Institute?

No. You only need to complete the required number of courses listed within the Learning Path you are pursuing. The Marketing Credential 2018 is applicable for individuals who do not hold a 2017 Marketing Credential and requires 11 total courses to be completed: 6 “required” courses plus the individual chooses 5 “electives” to complete. The Marketing Maintenance 2018 learning path is for individuals that hold a 2017 Marketing Credential and requires 5 total courses to be completed. Elective courses are optional in this learning path. Please reach out to your Partner Marketing Manager or Dell EMC representative with any questions.

Once I have completed my Credentials, what other enablement options are available to me?

Partner Academy offers partner reps the unique opportunity to extend their learning beyond what’s required for individual Credentials and company Competencies. Reps can elevate their knowledge via elective learning areas such as:

• Tech Spotlight: latest product launches
• Backstage Pass: Dell EMC’s internal learning modules
• EduTube: Dell EMC’s video sharing platform
• Fast Start: Onboarding resource center
• DFS: financing options
• D&CP: Displays and Client Peripherals

How will I get notified when new learning and enablement options are made available?

Dell EMC frequently updates the Partner Academy portal with the latest training modules and resources. We encourage Partners to check the site regularly. For important announcements on training and Competencies, we inform the Partners via the Dell EMC Partner Newsletter and via emails from our official Partner Program mailbox.
Where do I start my training?
Partner Academy is Dell EMC’s single training portal which provides easy curriculum navigation, fast training access and individual training status tracking. Follow these easy steps to start your training:
1. Log on to the Partner Academy and select your partner type and role type.
2. Click on the tile that corresponds to your area of focus for your learning: Datacenter, Client and Solutions, and view all the learning paths available in that section.
3. Select a learning path and view the courses/modules available for that path.
4. Click on the course and start your learning right away.

How do I track my own training progress?
When a learner assigns themselves a particular learning path, they can track their progress as they complete the individual courses required for that curriculum. A progress bar in the top right hand side of their screen will move from 0 to 100% as a student successfully completes the required modules of that learning path. A learner can quickly access the Learning Path Progress by clicking on ‘My Account’ at the top navigation of the Partner Academy.

Do I need to create a new account on Partner Academy if I already have an account with the united Dell EMC Partner portal?
Yes, you will still need to create a new account for first-time users. However, the single sign-on with Dell EMC Partner portal will be enabled the next time when you log on.

Who can I contact if I have questions about training and Competencies?
APJ: DellEMC_Partner_Program__support__APJ@dell.com
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