



1. Primary Velocity ² Benefits and Rewards by Tier			
Performance-Based Rebates	Not Available	Available	Available
Deal Registration	Supported through distribution	5%	5%
Co-op*	Supported through distribution	2.00%	3.00%
EMC Technical Conference	Discounted passes	Discounted passes	Discounted passes
EMC Global Financial Services	Available	Available	Available
EMC Demo Program and Not-for-Resale Program	Supported through distribution	Available	Available

2. Primary Velocity ² Requirements by Tier			
Minimum Revenue Attainment**	\$50,000	\$500,000	\$5,000,000
ASN Membership	Not required	Not required	Signature level
Solution Center for Demonstrating EMC Solutions	Not required	Not required	Required
Application Practice Certificate for Microsoft, Cisco, Oracle, or SAP	Not required	Not required	Required
Minimum EMC Proven™ Professional Sales Representatives per Region	Not required	2	4
Minimum EMC Proven Professional Solution Engineers or Technology Architects per Region	Not required	2	4
Technology Architects	Not required	Not required	2

*For eligible products **Revenue for Non-Platform software will be calculated with a multiplier of five

3. Additional Velocity ² Benefits by Tier			
New Product-Launch Information	At general availability	Minimum of 2 weeks prior to launch	Minimum of 2 weeks prior to launch
Joint Business Planning	Through distributor	Channel Account Plan (CAP)	Channel Account Plan (CAP)
Business Plan and Review Cycle	Through distributor	By semester	Quarterly
Logo Usage	Upon Request	Velocity ² Premier Solution Partner logo	Velocity ² Signature Solution Center logo
Partner Campaign Builder - Access to EMC Built Partner Campaigns	Velocity ² access	Velocity ² access	Velocity ² access
EMC Showcase	Available	Available	Available
Velocity ² Snapshot	Available	Available	Available
Partner Support Center	Through distributor	Available	Available
EMC Executive Briefing Center	Through distributor	Available	Available
EMC Partner Council Membership	By invitation	By invitation	Member

4. Additional Velocity ² Requirements by Tier			
Accredited Alliance Manager to Interface with EMC	Not required	Required	Required
Participation in EMC's Annual Partner Satisfaction Survey	Not required	Required	Required

Velocity² Compliancy

ACT NOW

Formal EMC Velocity² Partner compliancy reviews are conducted every 6 months (January and July). Compliancy reviews are based on the 'Primary Velocity² Requirements by Tier' (as shown within Fig 2).

Your Velocity² status will directly affect the Primary Velocity² Benefits and Rewards you are entitled to as a Velocity² partner (see Fig 1).

Act now - review your revenue targets and ensure that you have the right level of EMC Proven sales and technical personnel accredited, a month prior to your review, to achieve your required Velocity² level for the next 6 months.

Velocity² Partner Snapshot

Velocity² Snapshot is a new partner enablement tool designed to provide partners with the ability to track and measure performance against compliance in EMC's Velocity² program. Velocity² Snapshot is a centralised source of management for Velocity² Partner Accounts providing a clear description of compliance, accreditation, and Co-op status. Velocity² Snapshot will allow you to easily identify ways to increase profitability.

Snapshot is available through the EMC COOP website:
www.aas.com/emcemea



Frequently Asked Questions (FAQs)

To answer all of your questions relating to the modified Velocity² Partner Program, we have prepared a comprehensive FAQ document which you can access via Powerlink.

POWERLINK

[Home](#) > [Tools/Resources](#) > [Velocity Partner Programs](#) > [Velocity Solution Provider Program](#) > [Frequently Asked Questions](#) > [EMEA](#)



Summary

The enhanced EMEA Velocity² Program has been designed specifically with our partners' business needs in mind. Our Velocity² Partners are world-class leaders in providing comprehensive EMC solutions to meet customer needs and we remain committed to providing the programs and resources to support their success.

For further information regarding the modified Velocity² Program, please refer to Powerlink or speak directly to your EMC Partner Account Manager or EMC Channel Marketing Manager.



Willem Hendrickx
EMEA Vice President
Channel & Mid-Market

EMC Velocity² Partner Program for Solution Providers in EMEA

Modified Program Overview - July 2007



The following pages describe the key highlights of the modified EMC Velocity² Partner Program launching 1st July 2007

EMC Launches Enhanced Velocity² Partner Program in EMEA

Modified Program Drives Partner Enablement and Supports Customer Solutions Sales

On July 1st 2007, EMC will formally launch the new-look Velocity² Partner Program across EMEA. The enhanced program highlights EMC's commitment to accelerating Partner profitability and improving 'Ease of Doing Business' for our Velocity² Partners.

The program changes are designed to simplify the Velocity² Program through a streamlined tier system, simplified accreditation requirements, enhanced training and sales support, and a new revenue-based reward program. A major component of the program is the establishment of the Velocity² Signature Solution Center Partners, uniquely positioned to provide integrated solutions to meet customer demands.

The EMC Velocity² Partner Program - Accelerating Partner Profitability

The EMC Velocity² Partner Program is designed to make your partnership with EMC as productive and profitable as possible. We know that our Velocity² Partners play a critical role in satisfying our customers' needs, and we are deeply committed to their success. Our Velocity² Partner Program provides all the tools, training, support and resources that you need to increase your profitability and advance your business; as well as a rich system of incentives that reward your loyalty as you continue to invest in our relationship.

As an EMC Velocity² Partner, you will:

- Gain access to the market's broadest portfolio of industry-leading storage hardware, software, and services for building and managing intelligent, flexible, and secure information infrastructures.
- Earn financial rewards as you increase revenue attainment and your investment in our partnership, including performance rebates and co-op funds.
- Extend your market reach and opportunity development with EMC's market leadership in enterprise and commercial market segments, marketing programs and brand recognition.
- Simplify the process of doing business with EMC through sophisticated tools tailored to your business model.



New Velocity Tiers NEW FROM JULY

The existing Velocity² Partner Program tier structure has been consolidated from five tiers to three tiers that align a partner's investments with program rewards:

- Signature Solution Center Partners**
ASN Signature Partners with a certified alliance and expertise in Microsoft®, Oracle®, SAP® or Cisco® and who own a specialist EMC Signature Solution Center.
- Premier Solution Partners**
Partners focused on selling EMC Proven™ Solutions and that access the Velocity² Program through the EMC distribution network.
- Affiliate Partners**
Partners selling a limited number of EMC products with easy access to EMC's Velocity² Program via a simple web-based contract. Supporting streamlined access to EMC products via EMC's distribution network.

These three tiers ensure every level of partner need is addressed, from a reseller that occasionally sells EMC solutions, through to partners that offer a complete EMC experience through dedicated EMC demonstrations at Velocity² Signature Solution Centers.

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[Home](#) > [Tools/Resources](#) > [Velocity Partner Programs](#) > [Velocity Solution Provider Program](#) > [Program Benefits and Requirements](#)

Velocity² Signature Solution Center Partner

At the peak of our unique Velocity² Partner Program roadmap is our highest tier – Velocity² Signature Solution Center Partners (SCP). Based on the immense success of EMC's own Global Solution Centers, we have designed a framework of hardware and software specifically for Velocity² SCPs to replicate in their facilities. The solution centers will clearly illustrate the value partners can bring to their customers' businesses by demonstrating integrated EMC Proven™ solutions, reducing customer risk and ensuring faster deployment.

All Solution Centers are equipped with state-of-the-art briefing rooms and are designed to host a number of activities including:

- Customer briefings, seminars, workshops
- Live hardware and software demonstrations
- Training and EMC Proven Professional Accreditation
- Execution of complex proofs of concept
- Migration planning
- Benchmark and performance testing

The customer's need for comprehensive services to successfully implement integrated solutions offers our Velocity² SCPs rich revenue opportunities. By engaging in planning and implementation services, Velocity² SCPs add value to their customers and leverage the services opportunities provided to Velocity² SCPs. To receive the proper training to deliver these services, Velocity² SCPs are required to become EMC Authorized Services Network (ASN) partners at the Signature level. Members of the EMC Authorized Services Network (ASN) are part of a strategic family of services partners delivering a range of information infrastructure services, including; consulting, implementation, integration, and support.



Solutions Focus

As part of the new Velocity² Partner Program, EMC has established an EMEA Solutions Group to address the need for market requirements to provide more customer-focused solutions. This group is committed to delivering a bi-annual roadmap of solutions linked directly to Velocity² training and incentives to better enable our partners to deliver end-to-end solutions. The Solutions Group will bring together both EMC hardware and software in a complete solution to meet the customer's most pressing challenges such as Microsoft® Exchange™, backup and archiving, and information storage and management.

POWERLINK
[Home](#) > [Solutions](#) > [EMC Solutions for Midsize Enterprises](#) > [EMEA Solutions](#) | or at [www.emcemea.com](#)

Revenue Based Velocity² Reward System

NEW FROM JULY

In the enhanced Velocity² Program, a partner's Velocity² tier will be determined by their revenue contribution, replacing the previous points-based system. This allows for a simplified and transparent reward structure.



Minimum Revenue Attainment*
\$50,000

Minimum Revenue Attainment*
\$500,000

Minimum Revenue Attainment*
\$5,000,000

*Revenue for non-platform software will be calculated with a multiplier of five



The current Commercial Solutions include:

- 1) Newly priced EMEA Hardware Bundles
- 2) Exchange Solutions with Service Level Agreements
- 3) File and Email Server Assessments
- 4) File Archiving Solution
- 5) Email Archiving Solution

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Simplified Accreditation Process

2007 heralds a notable evolution from EMC Proven Professional Sales Accreditation to a consolidated Strategies & Solutions Accreditation. Enhancements have been made to include EMC acquisitions, and to align the Accreditation Program with EMC's Information Infrastructure strategy. The accreditation process has been simplified allowing individuals to advance their sales skills across EMC software, hardware, and services practices specialising in particular product areas mapped to the partners' business and market focus. Additionally, the Strategy & Solutions Accreditation Program encompass four key customer strategies: Consolidation, Backup, Archiving, and Protection.

The process of becoming accredited has been simplified by a 5-step process. Start your development with Product Foundations, pass the associated test and you will have completed your first step. Then progress to the four remaining steps, beginning with Consolidation and take the related test for each step.



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[Home](#) > [Training](#)

Dedicated EMEA Rules of Engagement

To leverage the collective strengths of EMC and our Velocity² Partners and minimise sales conflicts, a clearly defined set of EMEA 'Rules of Engagement' have been developed. These Rules of Engagement provide clear and concise guidance on how EMC works with EMC Velocity² Partners to support their customer activities.

The 'Rules of Engagement' address key issues for partners selling with EMC. These include:

- What does EMC expect of a Velocity² Partner in a customer sales situation?
- Do the Rules of Engagement vary by market segment?
- What are the roles and responsibilities of the partner versus any EMC resources?
- Who owns each part of the sales cycle from proposal to pricing to order?
- How do pre-existing relationships with a customer affect engagement rules?
- How would a partner's sales situation change if another partner becomes involved?
- How can issues or problems be escalated?

POWERLINK
[Home](#) > [Tools/Resources](#) > [Velocity Partner Programs](#) > [Velocity Solution Provider Program](#) > [Rules of Engagement](#) > [EMEA](#)

Authorized Services Network Partner Program

NEW FROM JULY



To complement the new Velocity² Program, EMC has enhanced the Authorized Services Network (ASN) Partner Program to help ASN-certified partners realise more services revenue and develop a mutually rewarding partnership with EMC.

There are two categories to the ASN Partner Program:

- ASN Implement Partners** are certified to deliver a comprehensive portfolio of EMC's best in class professional installation and implementation services. ASN Implement Partners are also trained and skilled in pre-sales assessment and architecting the EMC Solution.
- ASN Support Partners** are certified to provide customers with a full range of post-implementation support and maintenance service offerings

EMC is committed to our partners and continues to invest heavily in the ASN Program to provide them with the necessary training, certification specialities, and access to EMC's best practice methodologies, tools and resources.

POWERLINK
[Home](#) > [Services](#) > [Authorized Services Network \(ASN\) Program Overview](#)