



“At EMC, we strive to make it easy for partners to do business with us. We have the leading technology and we are committed to offering a comprehensive, industry-leading channel partner program that benefits our partners, EMC, and most importantly, our joint customers.”

—John Koury  
EMC Vice President of  
Channel Marketing



## EMC Velocity<sup>2</sup> Partner Program

The EMC<sup>®</sup> Velocity<sup>2</sup> Partner Program is a unique channel program designed to help partners of all types succeed. At EMC, we have tailored our program to the specific needs of our partners, giving them the building blocks for continuous advancement and growth in the market.

### Velocity<sup>2</sup> Program benefits can include:

- World-class competency and skills development programs
- State-of-the-art business development and marketing support tools
- EMC-qualified leads and lead-generation tools to reduce costs and accelerate time to market
- Special performance-based rebates and incentive programs

## Commitment to Excellence

EMC continues to make significant investment in the Velocity<sup>2</sup> Partner Program by offering new and innovative programs and tools that expand the benefits to business partners.

## EMC Industry-leading Partner Tools

### EMC Partner Program Builder:

Online, interactive tool for Velocity<sup>2</sup> partners to customize partner-ready, co-op, pre-approved EMC marketing content to execute campaigns easily, quickly, and at a minimum cost.

### EMC Showcase:

A key focus is placed on helping our partners become more self-sufficient in marketing and servicing EMC products and solutions. EMC Showcase syndicates content from EMC's website, EMC.com directly to a partner's website and embeds it in the partner's container page to not only eliminate the time spent updating product information, but more importantly to accelerate the partner's time to sale.

### Powerlink™:

Powerlink is EMC's extranet that is designed to make it easier for partners to find the information they need through personalization, greatly improved search and navigation capabilities, and local-language integration. The site is the definitive online home for partner training, support, and product information and will provide you with the resources to more effectively sell and support EMC's Information Lifecycle Management solutions.

### Channel Xpress:

An online tool designed to help partners configure, price, quote, and submit orders to EMC. It ensures partners arrive at the customer's site fully prepared to install a solution, possessing all the essential parts.

**EMC<sup>2</sup>**  
where information lives<sup>®</sup>



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**Program Enhancements**

**EMC Velocity<sup>2</sup> ISV Program:**

A best-in-class program that enables technology companies to build solutions integrated with EMC platforms and develop applications that work with EMC technologies. Benefits to program participants include technical support, access to training, application interoperability testing, and certification. EMC Velocity<sup>2</sup> ISV specialties include: Content Management, Content-Addressed Storage (CAS), EMC Smarts™, Network-Attached Storage (NAS), and Storage Area Network (SAN).

**EMC Velocity<sup>2</sup> Authorized Services Network:**

ASN Professional Service Partners help customers assess, design, build, and manage the EMC solution that meets their business needs. To ensure the highest levels of quality in service delivery to our customers, partners must satisfy rigorous criteria for certified resources, service delivery quality metrics, and customer satisfaction metrics. EMC offers partners access to EMC Proven™ Professional Certification training, services methodologies and tools, as well as ongoing technical support.

**Vertical Partners:**

Understanding there are unique partner business models that satisfy high growth verticals, Velocity<sup>2</sup> now has tailored programs:

**EMC Velocity<sup>2</sup> Healthcare Solution Providers** focus on the healthcare industry and have the ability to fulfill the needs of this fast-paced environment while working within regulation guidelines and exceeding industry standards.

**EMC Velocity<sup>2</sup> Federal Solution Providers** specialize in the federal marketplace and have the ability to fulfill the needs of government operations. With Federal Solution Providers subject to rigorous requirements the program has been designed to compliment their skills and aid in their successful transactions.

**EMC Velocity<sup>2</sup> SMB Partner Program:**

Helps partners deliver highly valued IT solutions to small and medium businesses (SMBs). The partner program is built around the EMC Insignia line of software and hardware products, which enable SMBs to store, manage, protect, and share vital business data. EMC Velocity<sup>2</sup> SMB is a two-tiered program that gives channel partners the tools to grow their business and build a strong, long-term relationship with EMC. The qualification requirements are geared for partners that service the SMB market and the benefits are generous. *For more information on becoming an EMC Velocity<sup>2</sup> SMB partner please call 877.204.3267 or e-mail emcinsignia\_partner\_info@emc.com.*

“The EMC Velocity<sup>2</sup> Partner Program is designed for partners who possess strong planning, leadership, and execution qualities to aggressively tackle the storage marketplace and build upon our industry-leading market share.”

—Gregory W. Ambulos  
 EMC Vice President of  
 Americas Channels



To learn more about the  
**EMC Velocity<sup>2</sup> Program,**  
 call 1-877-898-6225.

