

RISE

INCENTIVE PROGRAM

Getting started

Dell Technologies Authorized Partners

What is RISE?

RISE is our way of celebrating Dell Technologies Authorized Partners! It's an exciting rewards program that makes earning simple and rewarding. Just focus on purchasing RISE-eligible products, and we'll take care of all the reporting for you!

With competitive core "\$ per box" values, multipliers, and bonuses, you can unlock rewards of up to **\$15,000 per incentive period**. The best part? It's seamless, straightforward, and built to help you thrive.

Let's rise together!

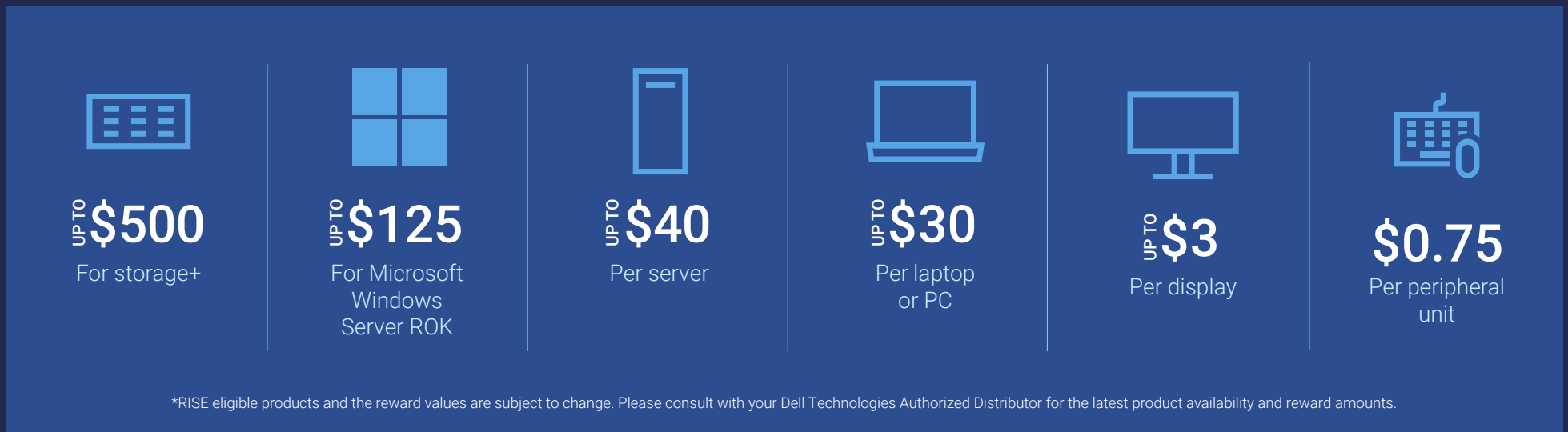
How RISE works:



Earn rewards

Core rewards are earned and logged automatically the moment you purchase a RISE eligible product from a Dell Technologies Authorized Distributor—no reporting needed, we take care of the details for you!

Rewards value*:

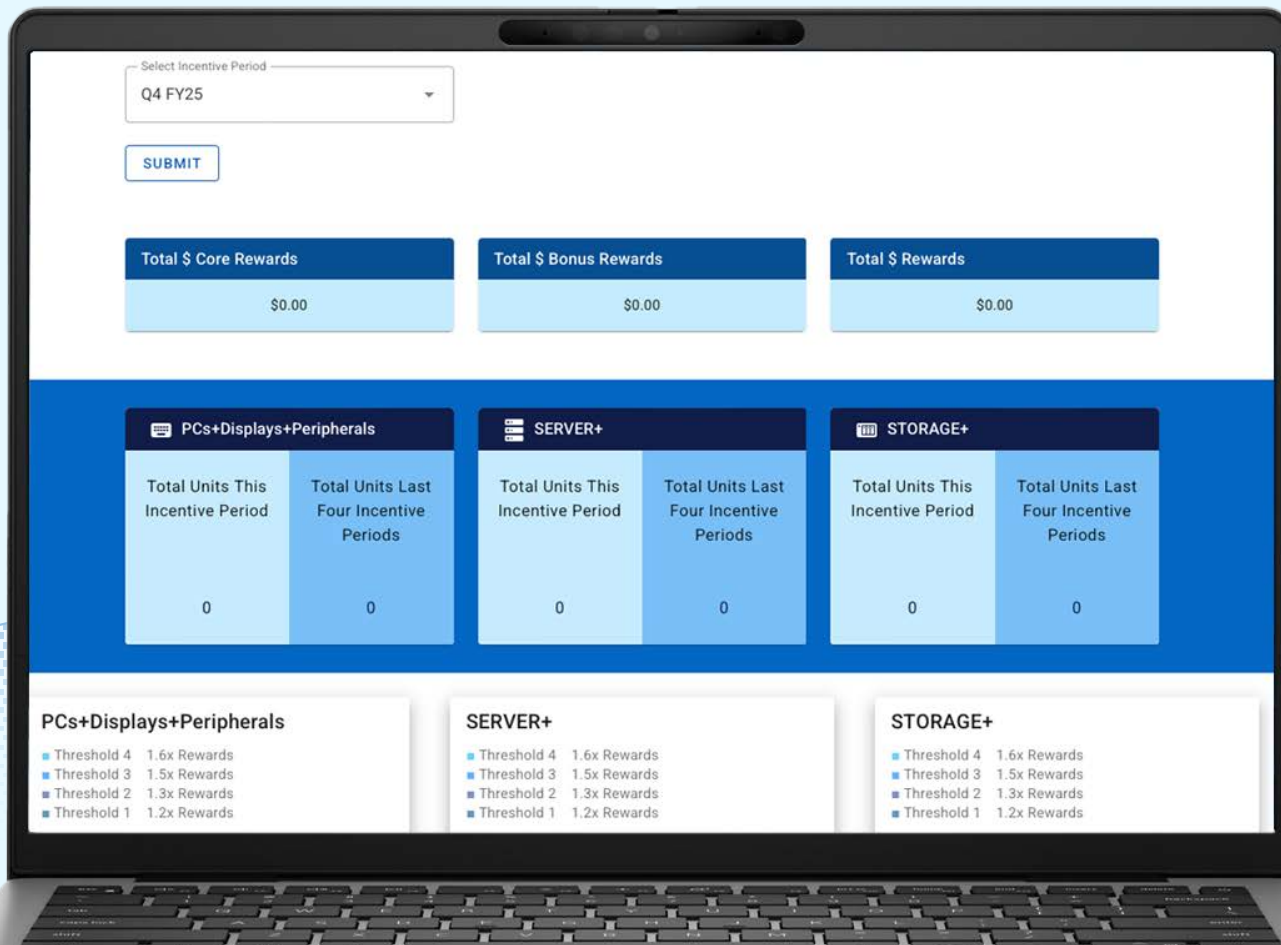


Whether you're already part of RISE or just getting started, signing up for the [RISE Portal](#) gives you access to powerful tools—like the [Rewards Calculator](#)—to instantly estimate your potential earnings per incentive period.

[Login](#) or [register](#) to explore the full list of Dell Technologies [RISE Eligible Products](#) and reward values.

Track your reward progress

The [My Performance](#) page on the [RISE Portal](#) is updated biweekly, providing valuable insights to track rewards across all eligible product categories. Whether you're already participating in RISE or considering joining, this page helps you stay informed and monitor your progress with ease.



The portal's progress bars help you track how many units you need to unlock reward multipliers—boosting your payout by up to 1.6x. More details on the next page.

Multipliers and bonuses






1.6x

Core rewards will be multiplied by up to 1.6x when specific unit thresholds are reached across PCs+Displays+Peripherals, Server+, and Storage+ categories.

You can also maximise your earnings with RISE bonuses, updated each incentive period.

Check the [Bonus Dashboard](#) for details.

| | | | | | | |
|---|--|--------------|---------------|----------------|-----------------|--------------|
|  | PCS+ DISPLAYS+ PERIPHERALS PCs, Displays and Client Peripheral units bought as SnS | 0 - 29 Units | 30 - 79 Units | 80 - 249 Units | 250 - 399 Units | 400 Units |
| | | 1x REWARD | 1.2x REWARDS | 1.3x REWARDS | 1.5x REWARDS | 1.6x REWARDS |
| OR | | | | | | |
|  | SERVER+ Server units bought as SnS or B2B Smart Selection Offers | 0 - 4 Units | 5 - 9 Units | 10 - 14 Units | 15 - 19 Units | 20 Units |
| | | 1x REWARD | 1.2x REWARDS | 1.3x REWARDS | 1.5x REWARDS | 1.6x REWARDS |
| OR | | | | | | |
|  | STORAGE+ Storage B2B Smart Selection Offers | 1 Unit | 2 - 3 Units | 4 - 7 Units | 8 - 11 Units | 12 Units |
| | | 1x REWARD | 1.2x REWARDS | 1.3x REWARDS | 1.5x REWARDS | 1.6x REWARDS |

Only PC hardware units count towards your PCs+Displays+Peripherals reward multiplier thresholds. Once thresholds have been achieved, the rewards multiplier is applied to all products purchased within this category, including accessories.

Claiming your rewards

At the end of each incentive period, your rewards will be calculated and paid out.



If you earned between \$50 and \$15,000

Rewards must be redeemed as e-vouchers to spend with your Dell Technologies Authorized Distributor on a wide range of **Dell Technologies products**.

If you earned under \$50

Rewards **under \$50** will roll over to the next incentive period, allowing you to accumulate them over time and put them toward larger purchases.

RISE redemption timeline

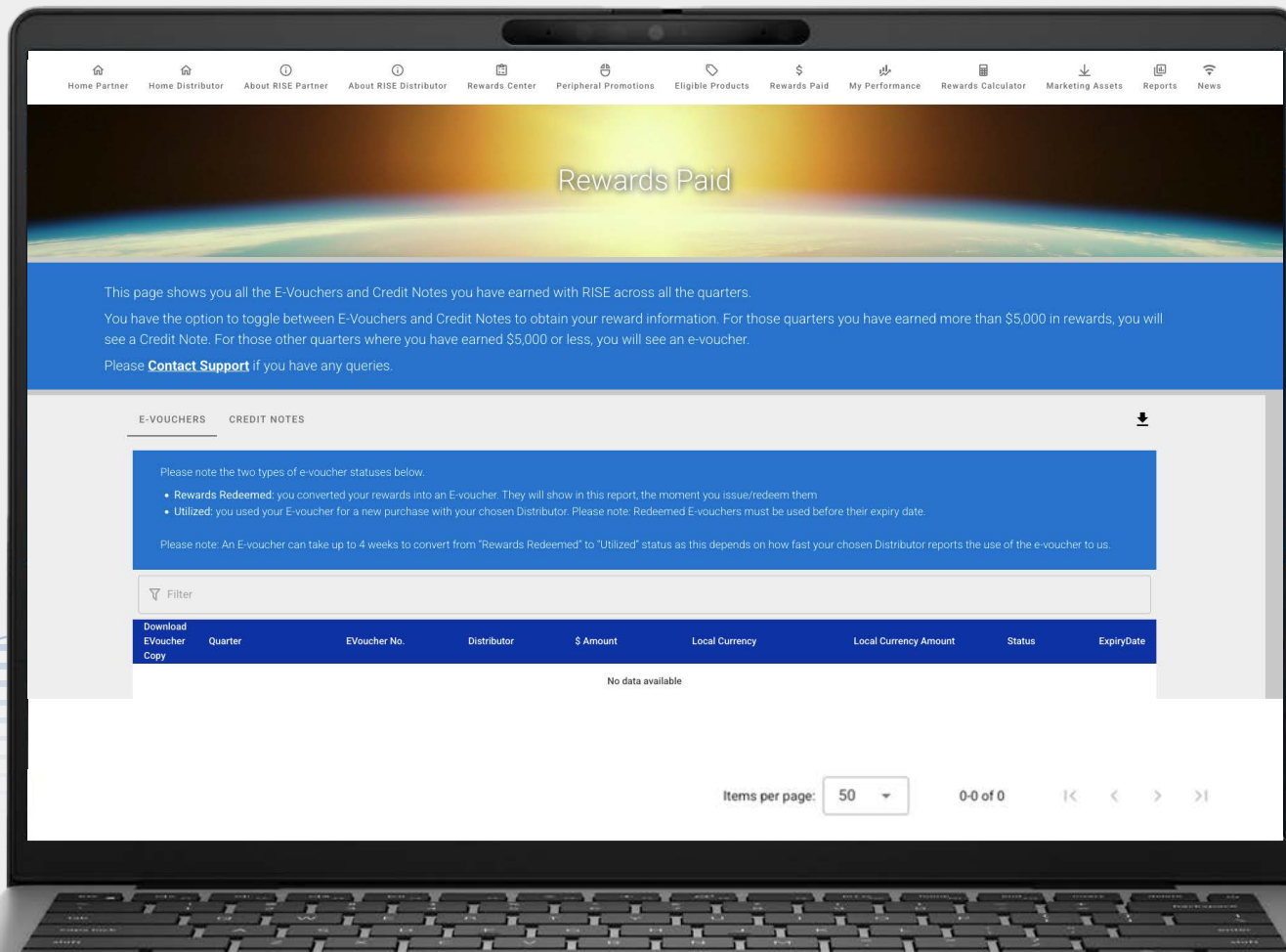
You can manually redeem your e-vouchers between **Weeks 4–12**, giving you full control to choose your preferred distributor.

In Week 13, manual redemption closes and any unredeemed rewards will be automatically redeemed with the Authorized Distributor you spent the most with in the previous quarter.

Please note that partners in certain countries are paid via credit note only for local legislative reasons. The full list of countries can be found [here](#).

View your rewards

The **Rewards Paid** page shows you all the e-vouchers you have earned with RISE across all the incentive periods. You have the option to toggle between quarters to obtain your reward information.



Spending your rewards: E-voucher redemption

- 1 Click **“Redeem Rewards Here”** in the email you receive confirming the value of your \$ rewards.
- 2 Alternatively, visit the **“Redeem My Rewards”** page on the RISE Incentive Portal. **Then:**

A Select your **Authorized Distributor** from the dropdown.

B Specify the **Reward amount** to exchange, and

C Click **Redeem** to claim your e-voucher.

- 3 Once redeemed, your e-voucher will be emailed to you and your chosen Authorized Distributor.



Please note

- RISE e-vouchers must be applied via email at the point of order, not on Authorized Distributor web shops.
- The order value must exceed the e-voucher value.
- **RISE e-vouchers can be applied to Dell Technologies products*.**
- Rewards can be distributed and redeemed across up to five different e-vouchers.
- Rewards below \$50 can be accumulated over two incentive periods. Contact your preferred distributor for more details.

* Refer to **spend product list (products that you earn on may differ to products you can spend on).**

Redeeming rewards:



Window for earning RISE rewards.

Redemption of e-vouchers opens for rewards to the value of \$50 or more.

Manual redemption of e-vouchers ends

Auto-redemption of e-vouchers



Incentive
Period
Week 1

Incentive
Period
Week 13

4 weeks after
incentive
period end

12 weeks
after incentive
period end

13 weeks
after incentive
period end

Staying updated



To receive news about the RISE Incentive Program and important updates about your organisation's performance and rewards: opt-in to receive emails from us regularly.

This experience can be tailored by visiting the Dell [Communication Preference Center](#) or the "Preferred Communication" section of your RISE [Profile](#).



To learn more about RISE, visit our [Help Center](#) for a range of useful guides, videos, and FAQs.



For any other queries, please contact support@dellpartnerincentives.com.

The Incentive is governed by and subject to meeting the requirements under applicable Dell Technologies [RISE Partner Program Incentive Terms and Conditions](#). The Incentive will only be available during a limited program period, except to the extent the offer is earlier modified or terminated by Dell Technologies at its sole discretion. The information contained in this offer is proprietary and considered Dell Technologies confidential information. The information presented may contain errors and inaccuracies, and is provided "as is", without express or implied warranties or guarantee of any kind. Incentive period refers to Dell's fiscal quarter.

The logo for the Dell Technologies Partner Program is centered on a dark blue background. It consists of the Dell logo (a stylized 'E' with three horizontal bars) followed by the word 'Technologies' in a sans-serif font. Below this, the words 'PARTNER PROGRAM' are written in a smaller, all-caps, sans-serif font. The entire logo is enclosed in a thin white rectangular border.

DELLTechnologies
PARTNER PROGRAM