

## Dell Pushes Cross-Selling at Partner Summit

Written by Marco Attard  
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The Dell Technologies World 2019 Global Partner Summit sees the company unveil an update on the Dell EMC Partner Program-- the Dell Technologies Partner Program, a means to make cross-selling easier for partners.



“Our partners asked us to make it easier to do business across our full Dell Technologies portfolio, so we made it a top priority,” the company says. “By providing our partners with a clear roadmap and investing in training and development, partners will win even more deals and grow their business.”

The Dell Technologies Partner Program follows on the February announcement of VMware solutions counting towards Dell EMC Partner Program tier requirements if acquired through Dell. Now all sales from "strategically aligned businesses," including VMware, Pivotal, Virtustream and, of course, Dell EMC, count towards the program.

The new program retains the four-tier structure (Gold, Platinum, Titanium and Titanium Black) and partners will retain the same tier statuses. It also promises no impact on independent programs from the aforementioned "strategically aligned businesses," and all revenues and certifications will be credited towards the tier requirements of the new program.

The Global Partner Summit follows a couple of announcements bringing together products from multiple vendors-- Dell Cloud Platform, a cloud portfolio integrating Dell EMC and VMware infrastructure, and Dell Technologies Unified Workspace, an end-user computing framework spanning the Dell portfolio based on VMware Workspace One.

Dell Cloud Platform also brings a cloud competency program composed of a Cloud Platform

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Badge and certifications including Services Competency on VxRail. Full certification requirements will be announced on Q3 2019.

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