



EMPOWER FY27

GOLD & AUTHORISED PARTNER CONTEST

May 25, 2026 - January 29, 2027



Goal: Earn **Sales Miles + Knowledge Miles**, reach the quarterly target and earn rewards on the **EMEA Rewards Hub**!

1

REGISTER

Gold or Authorised Reseller status

EMEA Partner Program membership

Register on the EMEA Rewards Hub

A Decision Maker accepts the campaign Terms & Conditions ("Apply Now")

RISE registration required to receive your reward (Authorised Resellers)

emearewardshub.com

2

EARN KNOWLEDGE MILES

Distributor EMPOWER Day
At least one attendee.

+50 Miles / event

EMPOWER Quiz on the EMEA Rewards Hub, all team members participation counts.

+50 Miles / correct quiz

Client Solutions & Infrastructure Solutions Partner Webinars

+50 Miles / webinar

Dell Technologies Advantage Modules
At least one module.

+50 Miles / quarter

All participants must be registered on EMEA Rewards Hub, for their Knowledge Miles to be counted.

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EARN SALES MILES

Sell eligible Dell solutions:

Core Client
including Workstations

Displays & PC Accessories

Server

Storage & Networking

Dell Automation Platform

Security & Resiliency Platform

HCI

Dell Services

Back-to-Back and Stock-and-Sell applies.

4

SALES MILES EARNED

on purchases from your preferred Authorised Distributor.

INVOICED REVENUE	SALES MILES
< \$10K	5
\$10K - \$20K	10
> \$20K - \$50K	20
> \$50K - \$100K	50
> \$100K - \$500K	100
Over \$500K	500

BONUS: Add Dell AX System for Microsoft Azure Local to the deal **+100 Miles**

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SALES MILES MULTIPLIERS

x2

When you pair **Displays & PC Accessories** with **Core Client**

DOUBLE Miles

x2

When you pair **Storage and Networking**

DOUBLE Miles

x5

4+ Lines of Business on the same invoice

X5 Miles

Only one multiplier may be applied per invoice.

6

QUARTERLY TARGET

1,000 EMPOWER MILES

Sales Miles + Knowledge Miles = Minimum 1,000 Miles / quarter

The counter resets to zero at the end of each quarter.

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FOLLOW THE LEADERBOARD

EMPOWER LEADERBOARD

RANK	PARTNER	MILES	% OF TARGET
1	Partner A	50%	145%
2	Partner B	49%	125%
3	Partner C	40%	105%
4	Partner D	31%	82%
5	Partner E	30%	65%
6	Partner F	28%	28%
7	Partner G	27%	21%
8	Partner H	23%	23%
9	Partner I	21%	21%

Green = Winning position

Only Partners that have a Decision Maker who has accepted the Terms & Conditions on the Rewards Hub are shown on the leaderboard.

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WHAT YOU CAN WIN

Gold Partners \$800 | Authorised Resellers \$500

EMEA REWARDS HUB POINTS
\$ 1 USD = 1 Rewards Hub Point
Rewards are granted quarterly

FY 27 Q2

FY 27 Q3

FY 27 Q4

Rewards must be shared among a minimum of 3 sales or marketing colleagues who must be registered on EMEA Rewards Hub.

STEPS TO SUCCESS

1

Register on the EMEA Rewards Hub

2

Decision Maker to Apply & accept Terms & Conditions

3

Complete Knowledge Miles training and activities

4

Attend webinars

5

Sell eligible Dell solutions

6

Apply multipliers

7

Reach 1,000+ Miles each quarter

8

Finish the Quarter at the top of the leaderboard

9

Earn EMEA Rewards Hub points

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Please refer to the full Terms and Conditions document for complete details.
Dell Technologies reserves the right to modify or withdraw the contest at any time.