

CHANNEL PARTNER ONBOARDING KIT



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Dell EMC Distribution Capabilities

Carahsoft is proud to serve Dell EMC as its US Public Sector Distributor supporting partners selling to federal, state, local governments, and higher education customers. Our model is based on combining traditional distribution services with proactive sales and marketing capabilities to enable Dell EMC's channel partners to solve the unique and mission critical needs faced by customers in the US Public Sector. As EMC's master government distribution partner for the four years and now Dell EMC's master government distributor, Carahsoft has built the largest team of experts who assist our partners in positioning Dell EMC products and solutions through the unique distribution program outlined below. The benefits of the Dell EMC Program via Carahsoft include:

SALES SUPPORT

- 20+ Dell EMC certified sales and technical pre-sales professionals
- U.S. Federal state and local dedicated sales teams
- Proactive lead generation and telemarketing expertise
- Quote efficiency, cross-sell & upsell recommendation
- For immediate quote assistance contact the Dell EMC Team at emcgroup@carahsoft.com

TECHNICAL RESOURCES

- On-demand access to certified Dell EMC technical pre-sales engineers dedicated to public sector
- EMC TA certified reps in house
- Technical support and VxRail demos are available any time by contacting VxRaildemos@carahsoft.com

MARKETING SUPPORT

- Expert marketing support to help plan & execute end-user / customer marketing events
- Support for partner hosted events including demand generation & follow up
- On-site support for customer tradeshows & industry conferences

TRAINING

- Pre- & post-sales boot camps offered quarterly
- Personalized, on-demand sales & technical training courses
- Dedicated resources to help recommended certifications to optimize partner margin potential

CONTRACT MANAGEMENT

- Carahsoft holds numerous federal, state, and local procurement contracts, available for partners to access via sales agent and dealer / teaming agreements

FEDERAL	STATE AND LOCAL
GSA Schedule 70 GS-35F-0119Y	<i>California CMAS</i>
DoD ESI BPA	<i>Ohio STS</i>
DoD SmartBUY	<i>Florida COTS</i>
	<i>NASPO (Vistustream only)</i>
	<i>TCPN - Orange County</i>
	<i>New Mexico</i>
	<i>VASCUPP</i>
	<i>Seattle GSA Agreement</i>
	<i>Maryland COTS</i>

Maryam Emdadi Smith, Sales Director
703.871.8569

CIVILIAN SALES TEAM

Erica Raymond, Civilian Team Lead
703.230.7420

DHS, DOJ, NIH, HHS, DOI	FAA, DOT, Treasury, IRS, NASA, GSA, EPA	DOS, DOE, DHA, SEC, USDA, & US Courts
Patrick Spinosa Account Lead 703.673.3501	Erica Raymond Account Lead 703.230.7420	Seamus Bergen Account Lead 703.889.9849

Civilian BD

Sean Harding
Business Development
703.673.3530

Shannon Redmon
Business Development
703.673.3663

RENEWALS UPSELL TEAM

Whitney Cregan, CIV Renewals Account Manager
703.889.9722

Mindy Brix, CIV Renewals Account Representative
703.871.8553

DOD, FSI, & IC SALES TEAM

Dean Smith, DoD, FSI, and IC Team Lead
703.230.7444

Navy, USMC, IC, FSI	Army, Air Force	COCOMs, D-Agencies	DOD Business Development
Mark Demerse Account Lead 703.871.8626	Mattie Mayes Account Lead 703.230.7415	Melanny Lopez Account Representative 703.889.9766	Lorenz Cruz Account Representative 703.889.7583

RENEWALS UPSELL TEAM

Ryan Dunnigan
Renewals Account Manager, 703.230.7526

SLED

Ashley Bautista
Account Lead

FEDERATION TEAM ORGANIZATION

RSA

Virtustream		Pivotal		
Eric Goycochea Account Lead 703.889.9853	Alex Apostolou Federal Support Rep 703.673.3580	Michael Morris SELD Support Rep 703.673.3614	SLED Support Rep 703.581.6624	Micky Bezuayehu Acct. Rep 703.871.8688
Mark Demerse Account Lead 703.871.8626	Dane Carlisle Acct. Rep 703.673.3606	Seamus Bergen Account Lead 703.889.9849	Rus Khamzayev Acct. Rep - CIV 703.889.9865	Andrew Lauchengco Acct. Rep - DOD 703.230.7583

EMC SUPPORT TEAM

Partner Support	Marketing		
Isabella Thorp Partner Channel Manager 703.871.8612	Alicia Urquhart Marketing Manager 703.230.7574	Aileen Smith Marketing Coordinator 703.871.8575	Averie George Marketing Coordinator 703.673.3538

Dell EMC Federal Partner Program

OVERVIEW

The challenges in IT have never been greater. The Dell EMC Federal Partner Program is built to enable partners to profit from these opportunities. No matter what your go-to-market strategy, you'll find the range of solutions and support you need to help your clients adapt to and succeed in this rapidly evolving environment. With flexibility and choice from across the Dell EMC portfolio - the broadest portfolio in the industry- you can deliver the solutions that best meet the needs of your client.

GETTING STARTED

Partners join the program at the registered level, allowing you to have access to Dell EMC tools and training materials to gain a basic understanding of the Dell EMC Portfolio, IT customer use cases, and technical installation procedures.

Requirements	REGISTERED	CERTIFIED	GSA AUTHORIZED
Federal Resale Agreement	•	•	•
Federal Sales and Contracting Experience	Demonstrable	Extensive	
Master Services Agreement		Optional	Optional
Credit Requirements Must Qualify for \$100k Limit or Floor Planning	•		
Contracts		GWAC contract	At least one Fed Gov't GWAC contract
3rd Party Certification		At least One	At least One
# of Employees Supporting the Fed Gov't		10+	20+
Security Clearance		•	
Facility Clearance		•	
Available Credit > \$1M or Floor Planning		•	
Small Business and Socio Economic Status			•
Competitive Install Base			•
Dell EMC Letter of Supply			•
Training Requirements	One Client and One Infrastructure Solution Competency	All Client and Infrastructure Solution Competencies	All Client and Infrastructure Solution Competencies
Business Practices	None	• Joint Quarterly Business Reviews	• Joint Quarterly Business Reviews
Revenue Thresholds (Products and Services)	\$250K in FY17 Revenue	\$3M in FY17 Revenue	<ul style="list-style-type: none"> • \$5M in FY17 Revenue or \$2M in FY17 Software Revenue • OR \$1.5M in Close to the box services Annual Fed Gov't revenues of \$50M in Hardware/Software and Close to the Box Services • OR Maintain \$5M Revenue or \$2M in Software in FY18.
*Partners have until Q2 to complete training requirements			


Dell EMC Federal Partner Program Benefits

As an Dell EMC Business Partner, you have greater profit potential, choice and flexibility to grow your business, sell the world's largest portfolio, sell into new business and drive more services.

Dell EMC Federal Business Partners have the;

- Opportunity to differentiate your company's expertise
- Quantifiable returns on training investments
- Increased eligibility for Dell EMC partner network

Benefits	REGISTERED	CERTIFIED	GSA AUTHORIZED
Dell EMC Account Team		•	•
Deal Registration (90 – 180 Days)	•	•	•
Finance Terms	Net 30	Up to Net 45	Up to Net 45
Discounts	Standard	Contract Specific	Contract Specific
Returns		•	•
Tag Transfer	•	•	•
Partner Program Logo Usage	•	•	•
Partner portal access including enablement tools, sales aids and marketing campaigns & tools	•	•	•
Resell Services	•	•	•
Access to Dell EMC Solution and Briefing Centers	•	•	•
Partner Advisory Board			•



The reseller application process is fairly simple. Please click on the EMC Reseller Application link below and fill it out.

[Dell EMC Reseller Application](#)

The region you are applying for is the "Americas" and your EMC Sponsoring Distributor is Carahsoft Technology

*You will then be notified by EMC that your application process is complete

*EMC will notify Carahsoft about your application at which point I will contact you to complete your on boarding process

*Please fill out The Carahsoft Credit Application

**The Carahsoft Credit Application can be found at the end of this document

COMPANY INFORMATION

Company Trade Name (DBA):		Month/Year Company Formed:			
Company Legal Name (If Different from Above):			Type of Business:		
Principal Place of Business: Street:			State of Corporation:		
City:	State:	Zip:			
Main Phone:	Main Fax:	Website URL:			
# of Employees:	Annual Sales for 2016:	2015:	2014:	2013:	2012:
Dun & Bradstreet #:		Federal Employer ID:			
Officer/Owner Name:	Title:	Phone:	Email:		
Officer/Owner Name:	Title:	Phone:	Email:		
Purchasing Contact:		Phone:	Email:		
Accounts Payable Contact:		Phone:	Email:		

FINANCIAL INFORMATION

Financials included for (Year):	Audited:	Yes	No
Requested Credit Amount:	Tax ID #:		

Please attach Financial Statements for the past two years with the submission of your credit application.

BANK INFORMATION

Bank Name, City & State:	Balance:	Account #:
Account Officer:	Phone:	Acct. Type:
Line of Credit Information:		
Bank Name, City & State:	Balance:	Account #:
Account Officer:	Phone:	Acct. Type:
Line of Credit Information:		

NOTE: This credit application needs to represent your most up-to-date information and needs to be updated annually.

Please return all completed pages of this form to Carahsoft Technology Corporation by fax (703-871-8505) or email (credit@carahsoft.com).

TRADE REFERENCES

Company Name:	Contact:	Account #:
Email:	Phone/Fax:	Credit Line:
Company Name:	Contact:	Account #:
Email:	Phone/Fax:	Credit Line:
Company Name:	Contact:	Account #:
Email:	Phone/Fax:	Credit Line:
Company Name:	Contact:	Account #:
Email:	Phone/Fax:	Credit Line:

AGREEMENT

This Credit Application and Agreement is submitted by Customer to Carahsoft Technology Corporation (Carahsoft) to obtain trade credit. Customer agrees to make payment in full to Carahsoft for all amounts due according to Carahsoft invoice(s). Customer also agrees to pay Carahsoft, as interest, an amount equal to 1.5% per month or the maximum permitted by law, for invoice amounts which are past due. Should Customer default in any such payment(s), Carahsoft shall have the right, without notice to Customer, to declare all invoice amounts immediately due and payable. In the event Carahsoft should commence any action or actions, or otherwise seek to enforce this agreement against Customer, Customer agrees to pay reasonable attorney(s) fees, court costs, and other expenses incurred by Carahsoft whether or not a suit is filed. Carahsoft may require Customer to use an instrument of assignment for contracts that the Customer fulfills.

This agreement is strictly confidential, and may not be transferred or assigned. Customer agrees that in the event its corporate form is changed, it shall immediately notify Carahsoft of such change, and that the new entity shall be bound by the terms of this agreement. Customer grants Carahsoft a purchase money security interest in any software, goods or products purchased from Carahsoft, and all proceeds arising from the sale, leasing or licensing thereof, to secure the obligation of Customer to pay for such software goods or products, and authorizes Carahsoft to file UCC-1 financing statements in all appropriate jurisdictions, and agrees that if Customer does not pay for such software, goods or products when due, a default shall have occurred hereunder and Carahsoft shall have the right to exercise all of the rights and remedies of a secured party under the Uniform Commercial Code of Virginia. Customer warrants that its principal place of business is as stated above. This agreement is entered into, and shall be governed by and construed in accordance with the laws of the State of Virginia. By execution hereof, Customer agrees to be subject to the jurisdiction of the courts of Virginia. By signing this agreement, Customer authorizes the release of credit and banking information to Carahsoft by the references listed below.

_____	_____	_____	_____
Officer/Owner Signature	Printed Name	Title	Date
_____	_____	_____	_____
Officer/Owner Signature	Printed Name	Title	Date

MANUAL OR ELECTRONIC SIGNATURES ARE REQUIRED

NOTE: This credit application needs to represent your most up-to-date information and needs to be updated annually.

Please return all completed pages of this form to Carahsoft Technology Corporation by fax (703-871-8505) or email (credit@carahsoft.com).

AUTHORIZATION to CHECK BANK and TRADE REFERENCES

Carahsoft Technology Corporation is hereby authorized to request bank and trade reference information from the contacts I have provided on this credit application.

Company Name

Authorized Signature

Title

Printed Name

Date

MANUAL OR ELECTRONIC SIGNATURES ARE REQUIRED

NOTE: This credit application needs to represent your most up-to-date information and needs to be updated annually.

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