

2HFY25 - Consumer & SMB

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CSB

[Small Business REV IC FLM NEW](#)

[Small Business REV SLM COUNTRY LEADER New](#)

[ARTM IC FLM SLM COUNTRY LEADER](#)

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[ARTM US](#)

[SB TSR](#)

[SB PSW Specialists](#)

[SB SNP Specialists](#)

[GLOBAL CCOE](#)

[CCOE ARTM](#)

[GLOBAL CCOE HYBRID](#)

[Global CCOE Premium](#)

[Channel/Retail Total Notebook Revenue](#)

[CSB Retail](#)

[Channel/Retail Total Revenue](#)

[APJC Channel/Retail \(Sell out/Sell Thru\)](#)

[GDO Recovery3](#)

[CSB Online](#)

[CSB Exec SCP](#)

[CSB AE ISR](#)

Medium Business

[MB Inside Sales](#)

[MB Inside Sales ACQ](#)

[MB Territory Account Executive \(TAE\)](#)

[MB Client Bid Manager \(CBM\)](#)

[MB Inside Sales - LATAM](#)

Region specific

[AEM Consumer PAM iPAM SI & ST plan](#)

[AEM Consumer PAM iPAM ST Plan](#)

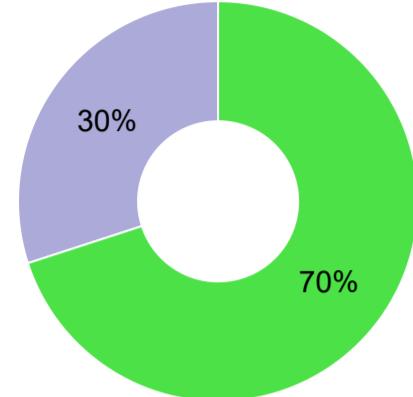
[AEM Consumer PAM iPAM SI Plan](#)

[Great China Consumer Inbound](#)

[Great China Channel/Retail \(Sell in/Sell Thru\)](#)

MB Inside Sales : IC**Metric Bucket Weightings**

Revenue and Margin (where applicable) accelerate independent of each other



Revenue		
ISG Revenue	30%	
CSG	70%	

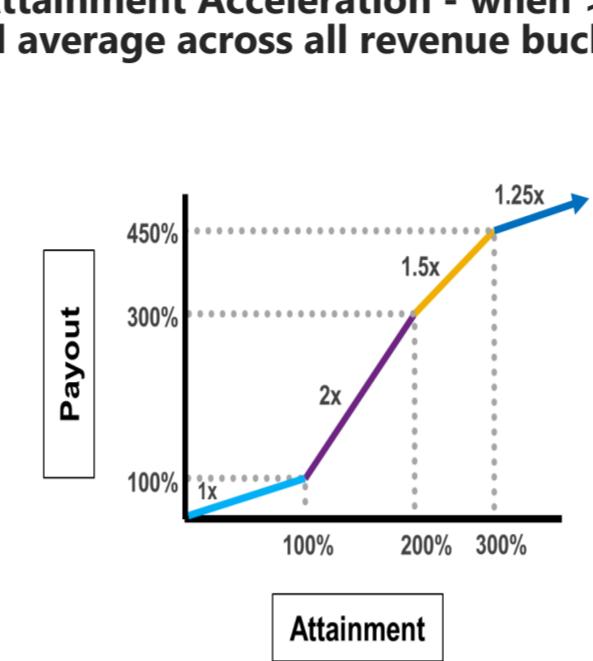
Attainment Modifiers

ISG Revenue	
APEX	
APEX Data Center Utility	ACV-2.5x CCV-1x IMS-1x
APEX AI Ops APEX Backup Services APEX Block Storage for Public Cloud APEX Cloud Platforms & Navigator APEX File Storage for AWS APEX Protection for Public Cloud APEX Subscriptions	1.3x
Other as a Service (aaS)	
DPaaS NativeEdge Software	1.3x
Expand Buyer Base	
DPS LOB Acquisition Server LOB Acquisition Storage (Excl. DPS) LOB Acquisition	1.25x
Product	
Partner Storage	1.1x

PayCurve

Revenue and Margin (where applicable) accelerate independent of each other

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	2x
200%-300%	1.5x
300%+	1.25x

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or ISG Revenue < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

- MB Plans will combine Storage and Sever+ Quotas into a single ISG Rev bucket
- Commercial PC Direct Eligible Countries: United States, Canada, United Kingdom, France, Netherlands, Switzerland, China, Japan, India, Australia, Mexico and Brazil

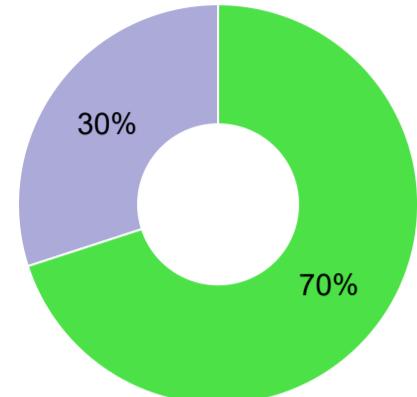
Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

CSG	
Expand Buyer Base	
CSG LOB Acquisition	1.25x
CSG	
CSG Direct Bounty List	
Product	2x
Dell Branded Client Peripherals (Excl. Docks)	5x
Commercial PC Direct	
Direct-1.2x Channel Above Floor-1x Channel Below Floor-.8x	

MB Inside Sales : MGR-L1**Metric Bucket Weightings**

Revenue and Margin (where applicable) accelerate independent of each other

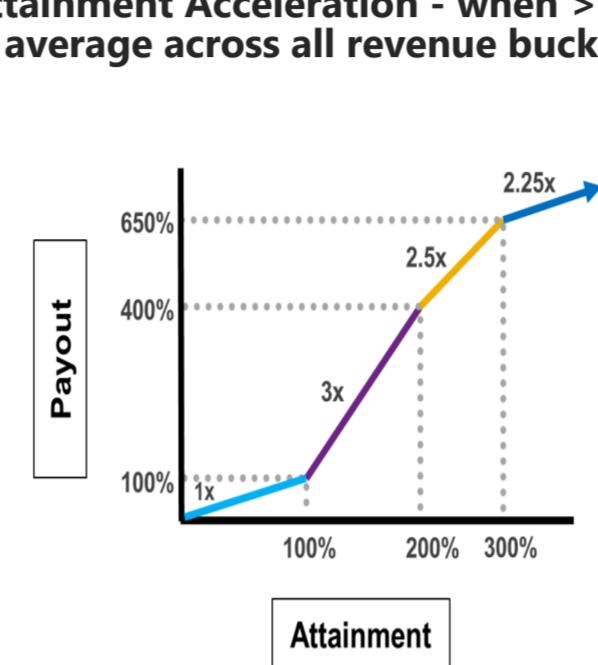


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Attainment Modifiers

ISG Revenue		CSG	
APEX		Expand Buyer Base	
APEX Data Center Utility	ACV-2.5x CCV-1x IMS-1x	CSG LOB Acquisition	1.25x
APEX AI Ops APEX Backup Services APEX Block Storage for Public Cloud APEX Cloud Platforms & Navigator APEX File Storage for AWS APEX Protection for Public Cloud APEX Subscriptions	1.3x	CSG Direct Bounty List	2x
Other as a Service (aaS)		Product	
DPaaS NativeEdge Software	1.3x	Dell Branded Client Peripherals (Excl. Docks)	5x
Expand Buyer Base		Commercial PC Direct	Direct-1.2x Channel Above Floor-1x Channel Below Floor-.8x
DPS LOB Acquisition Server LOB Acquisition Storage (Excl. DPS) LOB Acquisition	1.25x		
Product			
Partner Storage	1.1x		

Quota Cadence

Quarterly

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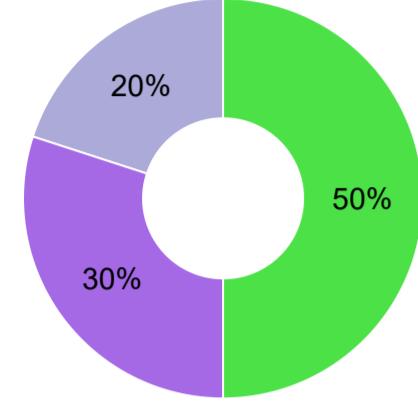
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Pricing Modifiers

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MB Inside Sales : MGR-L2**Metric Bucket Weightings**

Revenue and Margin (where applicable) accelerate independent of each other



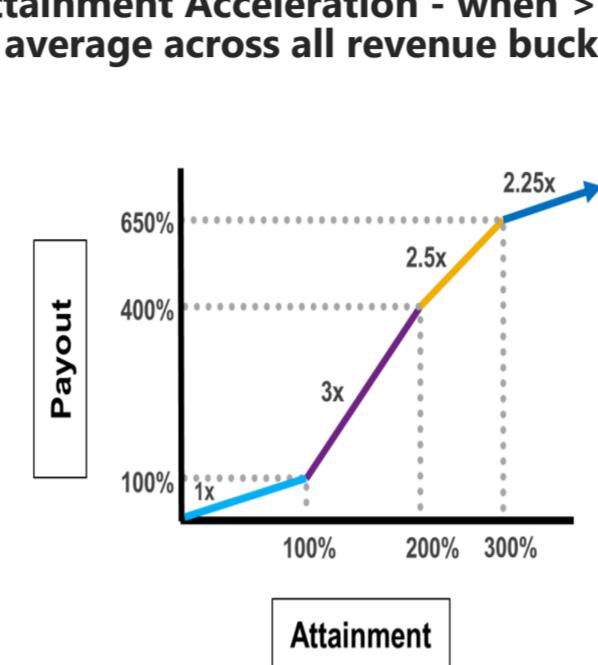
Revenue	
ISG Revenue	20%
CSG	50%

Margin	
Total Margin	30%

PayCurve

Revenue and Margin (where applicable) accelerate independent of each other

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0%-100%	1x
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Attainment Modifiers

ISG Revenue		CSG	
APEX			
APEX Data Center Utility	ACV-2.5x CCV-1x IMS-1x	CSG LOB Acquisition	1.25x
APEX AI Ops APEX Backup Services APEX Block Storage for Public Cloud APEX Cloud Platforms & Navigator APEX File Storage for AWS APEX Protection for Public Cloud APEX Subscriptions	1.3x	CSG Direct Bounty List	2x
Other as a Service (aaS)			
DPaaS NativeEdge Software	1.3x	Dell Branded Client Peripherals (Excl. Docks)	5x
Expand Buyer Base			
DPS LOB Acquisition Server LOB Acquisition Storage (Excl. DPS) LOB Acquisition	1.25x	Commercial PC Direct	Direct-1.2x Channel Above Floor-1x Channel Below Floor-.8x
Product			
Partner Storage	1.1x		

Quota Cadence

Quarterly

Unbalanced

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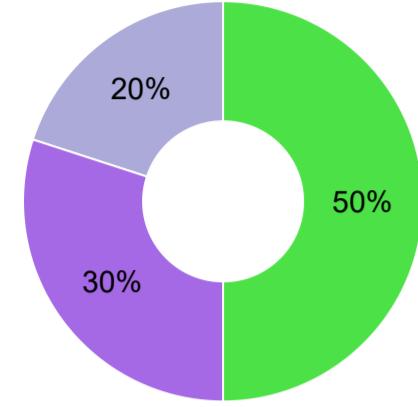
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Pricing Modifiers

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MB Inside Sales : EXEC**Metric Bucket Weightings**

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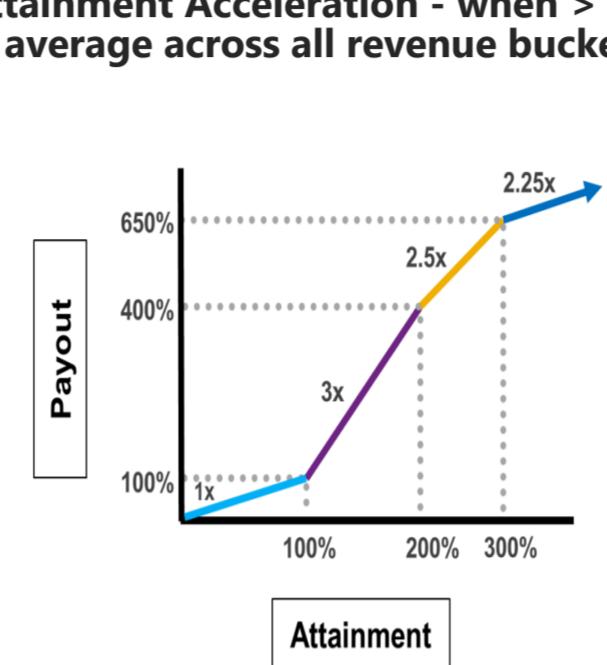
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Total Margin	30%

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DPaaS NativeEdge Software	1.3x	Dell Branded Client Peripherals (Excl. Docks)	5x
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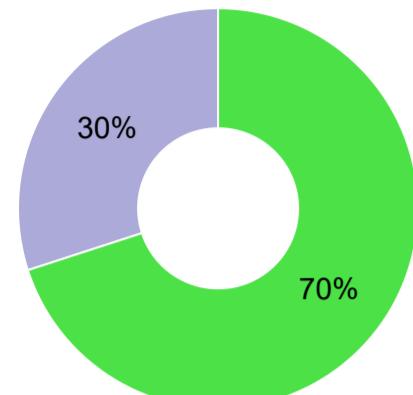
Product Eligibility

Click on Metric names to see Product drilldown till L

- Deploy Services: ProDeploy Suite ISG, Complex Deploy, Data Center Solutions, Enterprise and Remote Installation, ISG Residency
- Support Services: ProSupport Suite, Asset and Data Protection Services, Account Management Services
- ESG Other Services: Select ESG Consulting services (Enterprise, HCI consulting, ProConsult Advisory)
- Managed Services: Patch Management Implementation

MB Inside Sales ACQ : IC**Metric Bucket Weightings**

Revenue and Margin (where applicable) accelerate independent of each other

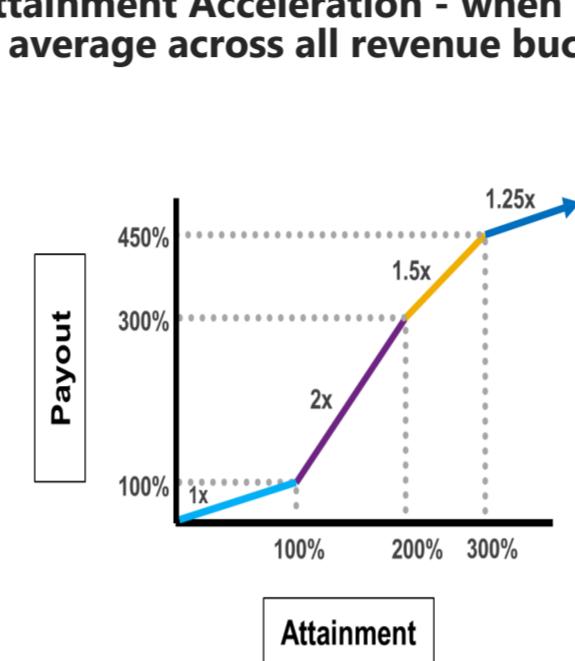


Revenue	
ISG Revenue	30%
CSG	70%

PayCurve

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Attainment Modifiers

ISG Revenue		CSG	
APEX		CSG	
APEX Data Center Utility	ACV-2.5x CCV-1x IMS-1x	CSG Direct Bounty List	2x
APEX AI Ops APEX Backup Services APEX Block Storage for Public Cloud APEX Cloud Platforms & Navigator APEX File Storage for AWS APEX Protection for Public Cloud APEX Subscriptions	1.3x	Dell Branded Client Peripherals (Excl. Docks)	5x
Other as a Service (aaS)		Commercial PC Direct	
DPaaS NativeEdge Software	1.3x	Direct-1.2x Channel Above Floor-1x Channel Below Floor-.8x	
Product			
Partner Storage	1.1x		

Quota Cadence

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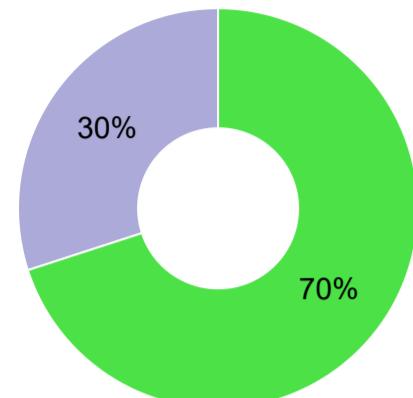
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MB Inside Sales ACQ : MGR-L1**Metric Bucket Weightings**

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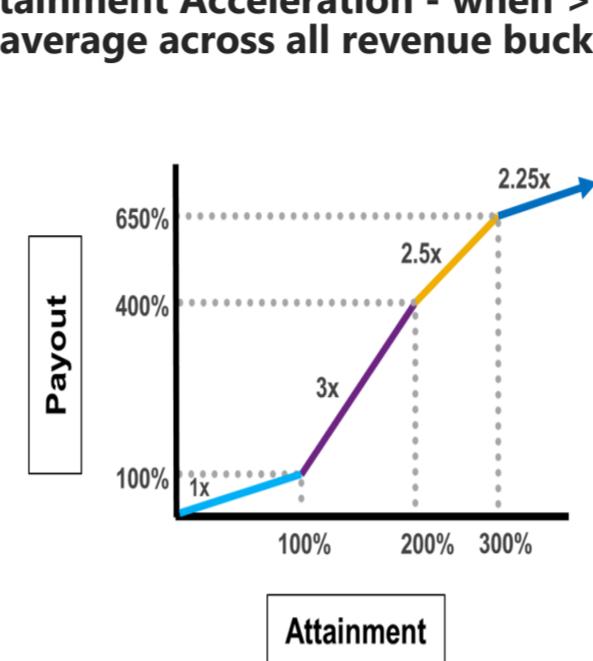


Revenue		
ISG Revenue	30%	
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APEX Data Center Utility	ACV-2.5x CCV-1x IMS-1x	CSG Direct Bounty List	2x
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Other as a Service (aaS)		Commercial PC Direct	
DPaaS NativeEdge Software	1.3x	Direct-1.2x Channel Above Floor-1x Channel Below Floor-.8x	
Product			
Partner Storage	1.1x		

Quota Cadence

Quarterly

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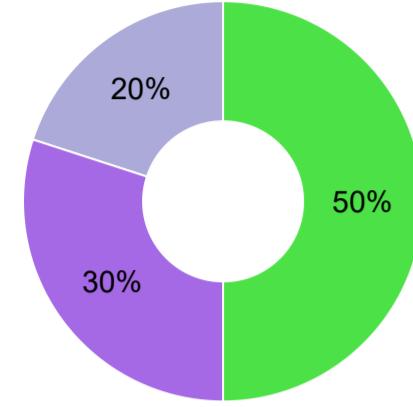
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Pricing Modifiers

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MB Inside Sales ACQ : MGR-L2**Metric Bucket Weightings**

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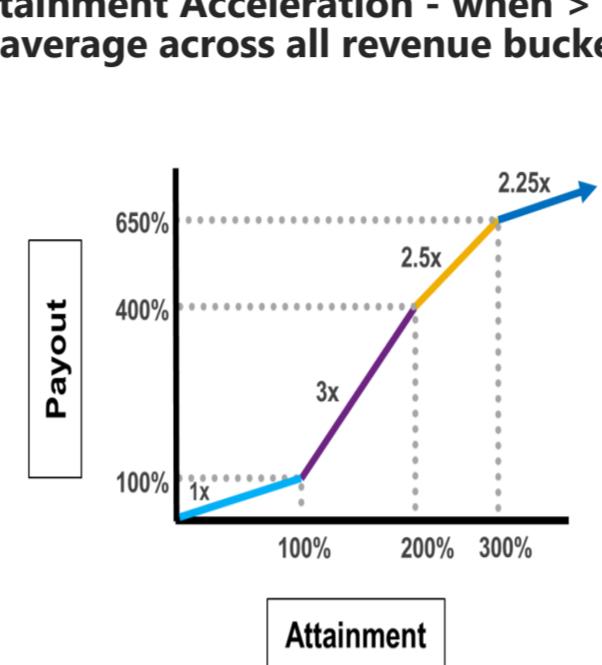
Revenue	
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Margin	
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Attainment Modifiers

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Other as a Service (aaS)		Commercial PC Direct	
DPaaS NativeEdge Software	1.3x	Direct-1.2x Channel Above Floor-1x Channel Below Floor-.8x	
Product			
Partner Storage	1.1x		

Quota Cadence

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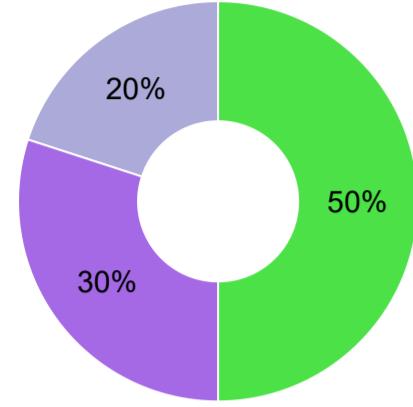
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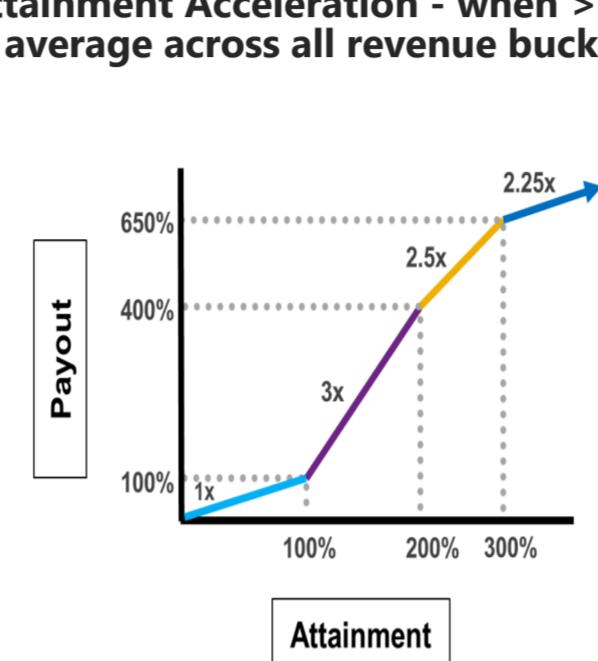
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Other as a Service (aaS)		Commercial PC Direct	
DPaaS NativeEdge Software	1.3x	Direct-1.2x Channel Above Floor-1x Channel Below Floor-.8x	
Product			
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Product Eligibility

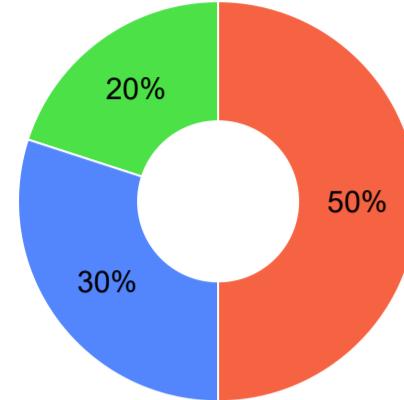
Click on Metric names to see Product drilldown till L1

ISG Rev			CSG MB Rev			Total MB Mgn	
L1 Type Desc	L2 Group	L3 LOB	L1 Type Desc	L2 Group	L3 LOB	• Product eligibility same as revenue at 1x	
CLIENT SOLUTIONS PBU	CS OTHER SERVICE	CS CONSULTING SERVICES	CLIENT SOLUTIONS PBU	COMMERCIAL	LATITUDE	Other Information	
	CLOUD SERVERS	CLOUD PRODUCTS			OPTIPLEX DESKTOPS	Enterprise Peripherals : Extended Technologies Partners (incl EMC Select) . (For a list of ETC Partners click here)	
	CONVERGED INFRASTRUCTURE	CONVERGED INFRASTRUCTURE			PRECISION DESKTOPS		
	DATA PROTECTION STORAGE	DATA PROTECTION APP TRANS			PRECISION NOTEBOOKS		
	DPC (SAAS)	DPC (SAAS)		CONSUMER	ALIENWARE DESKTOPS		
	EDGE	EDGE SOFTWARE			ALIENWARE NOTEBOOKS		
	ESG OTHER SERVICE	ESG CONSULTING SERVICES			INSPIRON DESKTOPS		
	ESG SOFTWARE AND PERIPHERALS	ENTERPRISE PERIPHERALS			INSPIRON NOTEBOOKS		
	ESG SUPPORT AND DEPLOYMENT	ESG 3RD PARTY SOFTWARE		CS OTHER SERVICE	MOBILE ELECTRONICS		
	HYPERCONVERGED INFRASTRUCTURE	ESG DEPLOYMENT SERVICES			VOSTRO DESKTOPS		
	MULTICLOUD BUSINESS	HYPERCONVERGED INFRAS TRANS			VOSTRO NOTEBOOKS		
	NETWORKING	HYPERCONVERGED INFRASTRUCTURE			XPS DESKTOPS		
	POWEREDGE SERVERS	MULTICLOUD	ENTERPRISE SOLUTION GROUP PBU		XPS NOTEBOOKS		
	SERVER	DELL NETWORKING			CS CONSULTING SERVICES		
		NETWORKING			CLIENT PERIPHERALS		
		OEM NETWORKING			DISPLAYS		
	POWEREDGE SERVERS	POWEREDGE	CS SOFTWARE AND PERIPHERALS	IMAGING			
	SERVER	SERVER		OTHER ELECTRONICS			
		DATA MANAGEMENT		CS SUPPORT AND DEPLOYMENT			
		DATA PROTECTION		CS DEPLOYMENT SERVICES			
ENTERPRISE SOLUTION GROUP PBU	DELL STORAGE OEM	DELL STORAGE OEM		COMMERCIAL CHROME			
	DELL STORAGE PS	DELL STORAGE PS	ECOSYSTEM PRODUCTS	INTERNET OF THINGS			
	DELL STORAGE SC	DELL STORAGE SC		TABLETS			
	EMC	EMC		WYSE			
	EMERGING	EMERGING		ENTERPRISE SOLUTION GROUP PBU		ESG CONSULTING SERVICES	
	HIGH END	HIGH END				ESG 3RD PARTY SOFTWARE	
	MIDRANGE	MIDRANGE				ESG SUPPORT SERVICES	
	OTHER STORAGE	OTHER STORAGE				DEPLOYMENT SERVICES	
STORAGE	RACK ORDERS	RACK ORDERS	SERVICES PBU	SUPPORT AND DEPLOYMENT	MANAGED SERVICES		
	STORAGE HIGH END	STORAGE HIGH END			SUPPORT SERVICES		
	STORAGE INTEGRATED OFFER	STORAGE INTEGRATED OFFER			VMWARE OEM		
	STORAGE MID RANGE	STORAGE MID RANGE					
	STORAGE UNSTRUCTURED	STORAGE UNSTRUCTURED	VMWARE PBU				
	TRIDENT	TRIDENT					
	VBLOCKS REMAINING (NETWORK/COMPUTE)	VBLOCKS REMAINING (NETWORK/COMPUTE)					
	VXFLEX APP	VXFLEX APP					
	VXRACK AS	VXRACK AS					
	VXRACK FLEX	VXRACK FLEX					
TELECOM BUSINESS	VXRACK/SDDC	VXRACK/SDDC	Notes	<ul style="list-style-type: none"> • CS 3RD PARTY SOFTWARE Excludes 3rd Party Software Partner (3PSW) - Except metrics paid on MSFT (CSB and MB eligible for 3PSW) • Deploy Services: ProDeploy Client & ISG Suite, Asset Resale and Recycling, Configuration, End User Deploy, Managed Deployment, Client Residency • Support Services: ProSupport Suite, Asset and Data Protection Services, Account Management Services • CS Other Services: CS Consulting services (Modern Workforce) • Managed Services: Custom Managed Services 			
	VXRAIL	VXRAIL					
	TELECOM	TELECOM					
SECURITY SERVICES PBU	SECURITY SERVICES	SECURITY SERVICES					
SERVICES PBU	SUPPORT AND DEPLOYMENT	DEPLOYMENT SERVICES					
SOFTWARE PBU	SECURITY SOFTWARE	MANAGED SERVICES					
VMWARE PBU	VMWARE	SUPPORT SERVICES					
Notes	VMWARE Attached to VXRAIL or VCF-Others is eligible for credit						
	• Deploy Services: ProDeploy Suite ISG, Enterprise and Remote Installation, APEX Deploy, Storage/HCI/DP Residency						
	• Support Services: TAM for Storage/DPS/UDS, SAM, Optimize						
	• ESG Other Services: Select ESG Consulting services (Multi-cloud, Apps & Data, Security, CI Consulting & Residency)						
	• Managed Services: Infrastructure Managed Services						

- Deploy Services: ProDeploy Suite ISG, Complex Deploy, Data Center Solutions, Enterprise and Remote Installation, ISG Residency
- Support Services: ProSupport Suite, Asset and Data Protection Services, Account Management Services
- ESG Other Services: Select ESG Consulting services (Enterprise, HCI consulting, ProConsult Advisory)
- Managed Services: Patch Management Implementation

MB Territory Account Executive (TAE) : IC**Metric Bucket Weightings**

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Revenue	
Storage	50%
Server	30%
CSG Direct Rev	20%

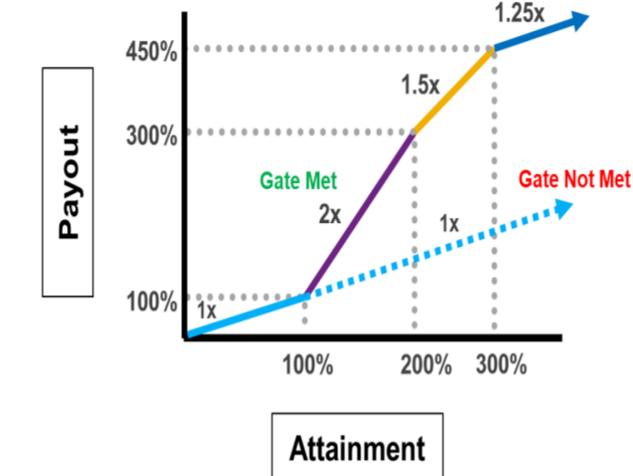
Attainment Modifiers

Storage		Server		CSG Direct Rev	
APEX		APEX		Expand Buyer Base	
APEX Data Center Utility	ACV-2.5x CCV-1x IMS-1x	APEX Data Center Utility	ACV-2.5x CCV-1x IMS-1x	CSG LOB Acquisition Product	1.25x
APEX AI Ops APEX Backup Services APEX Block Storage for Public Cloud APEX Cloud Platforms & Navigator APEX File Storage for AWS APEX Protection for Public Cloud APEX Subscriptions	1.3x	APEX Subscriptions	1.3x	Dell Branded Client Peripherals (Excl. Docks)	5x
Other as a Service (aaS)		Expand Buyer Base			
DPaaS NativeEdge Software	1.3x	Server LOB Acquisition	1.25x		
Expand Buyer Base					
DPS LOB Acquisition Storage (Excl. DPS) LOB Acquisition	1.25x				
Product					
Partner Storage	1.1x				

PayCurve

Revenue and Margin (where applicable) accelerate independent of each other

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	2x
200%-300%	1.5x
300%+	1.25x

Gate Text

Must hit 90% of Storage - Revenue to qualify for REV acceleration above 100%

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

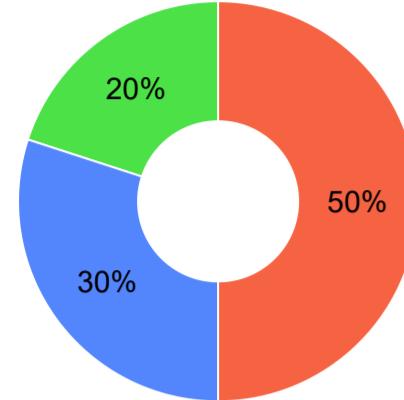
None

Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

MB Territory Account Executive (TAE) : MGR-L1**Metric Bucket Weightings**

Revenue and Margin (where applicable) accelerate independent of each other

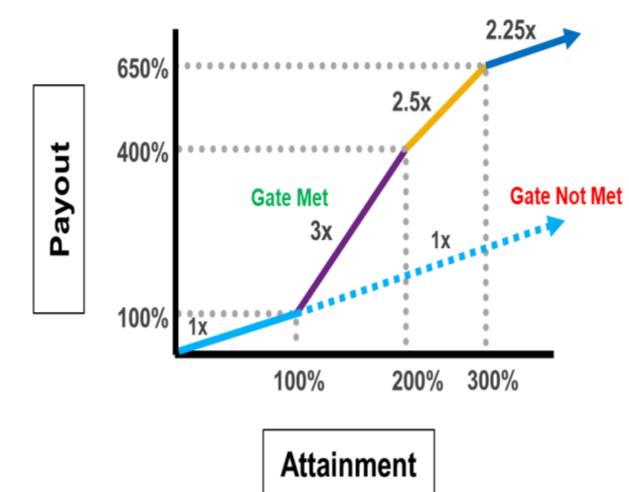


Revenue	
Storage	50%
Server	30%
CSG Direct Rev	20%

PayCurve

Revenue and Margin (where applicable) accelerate independent of each other

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Gate Text

Must hit 100% of Storage - Margin to qualify for REV acceleration above 100%

Attainment Modifiers

Storage		Server		CSG Direct Rev	
APEX		APEX		Expand Buyer Base	
APEX Data Center Utility	ACV-2.5x CCV-1x IMS-1x	APEX Data Center Utility	ACV-2.5x CCV-1x IMS-1x	CSG LOB Acquisition Product	1.25x
APEX AI Ops APEX Backup Services APEX Block Storage for Public Cloud APEX Cloud Platforms & Navigator APEX File Storage for AWS APEX Protection for Public Cloud APEX Subscriptions	1.3x	APEX Subscriptions	1.3x	Dell Branded Client Peripherals (Excl. Docks)	5x
Other as a Service (aaS)		Expand Buyer Base			
DPaaS NativeEdge Software	1.3x	DPS LOB Acquisition Storage (Excl. DPS) LOB Acquisition	1.25x		
Expand Buyer Base		Product			
Partner Storage	1.1x				

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

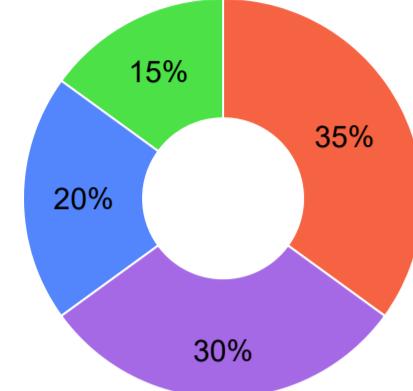
None

Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

MB Territory Account Executive (TAE) : MGR-L2**Metric Bucket Weightings**

Revenue and Margin (where applicable) accelerate independent of each other



Revenue	
Storage	35%
Server	20%
CSG Direct Rev	15%

Margin	
Total Margin	30%

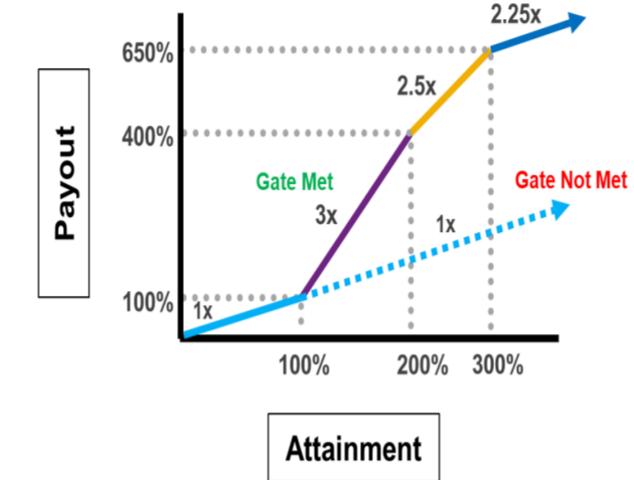
Attainment Modifiers

Storage		Server		CSG Direct Rev	
APEX		APEX		Expand Buyer Base	
APEX Data Center Utility	ACV-2.5x CCV-1x IMS-1x	APEX Data Center Utility	ACV-2.5x CCV-1x IMS-1x	CSG LOB Acquisition Product	1.25x
APEX AI Ops APEX Backup Services APEX Block Storage for Public Cloud APEX Cloud Platforms & Navigator APEX File Storage for AWS APEX Protection for Public Cloud APEX Subscriptions	1.3x	APEX Subscriptions	1.3x	Dell Branded Client Peripherals (Excl. Docks)	5x
Other as a Service (aaS)		Expand Buyer Base		Product	
DPaaS NativeEdge Software	1.3x	DPS LOB Acquisition Storage (Excl. DPS) LOB Acquisition	1.25x	Product	
Partner Storage	1.1x				

PayCurve

Revenue and Margin (where applicable) accelerate independent of each other

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Gate Text

Must hit 100% of Storage - Margin to qualify for REV acceleration above 100%

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

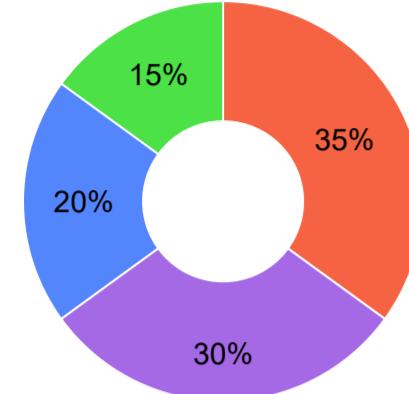
Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

MB Territory Account Executive (TAE) : EXEC

Metric Bucket Weightings

Revenue and Margin (where applicable) accelerate independent of each other



Revenue	
Storage	35%
Server	20%
CSG Direct Rev	15%

Margin	
Total Margin	30%

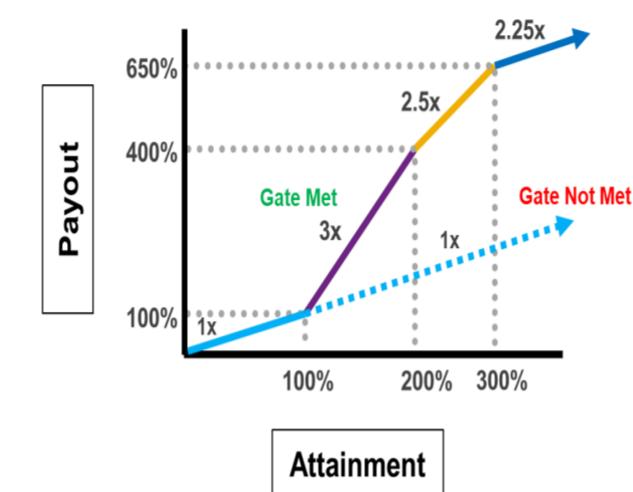
Attainment Modifiers

Storage		Server		CSG Direct Rev	
APEX		APEX		Expand Buyer Base	
APEX Data Center Utility	ACV-2.5x CCV-1x IMS-1x	APEX Data Center Utility	ACV-2.5x CCV-1x IMS-1x	CSG LOB Acquisition Product	1.25x
APEX AI Ops APEX Backup Services APEX Block Storage for Public Cloud APEX Cloud Platforms & Navigator APEX File Storage for AWS APEX Protection for Public Cloud APEX Subscriptions	1.3x	APEX Subscriptions	1.3x	Dell Branded Client Peripherals (Excl. Docks)	5x
Other as a Service (aaS)		Expand Buyer Base		Product	
DPaaS NativeEdge Software	1.3x	DPS LOB Acquisition Storage (Excl. DPS) LOB Acquisition	1.25x	Product	
Expand Buyer Base		Partner Storage	1.1x		

PayCurve

Revenue and Margin (where applicable) accelerate independent of each other

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Gate Text	
Must hit 100% of Storage - Margin to qualify for REV acceleration above 100%	

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

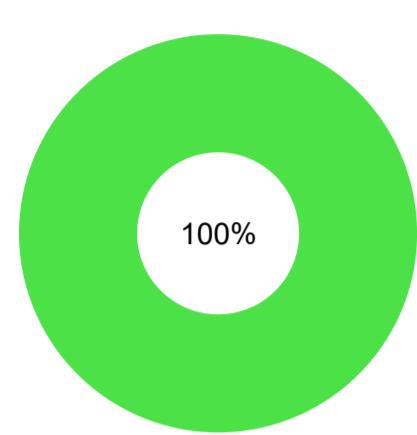
Product Eligibility

Click on Metric names to see Product drilldown till L7

Storage Rev			Svr Plus Rev			CSG Direct Rev			Storage Mgn / Total Direct Mgn	
L1 Type Desc	L2 Group	L3 LOB	L1 Type Desc	L2 Group	L3 LOB	L1 Type Desc	L2 Group	L3 LOB	• Product eligibility same as revenue at 1x	
ENTERPRISE SOLUTION GROUP PBU	CONVERGED INFRASTRUCTURE	CONVERGED INFRASTRUCTURE	CLIENT SOLUTIONS PBU	CS OTHER SERVICE	CS CONSULTING SERVICES	COMMERCIAL	CLIENT SOLUTIONS PBU	LATITUDE OPTIPLEX DESKTOPS PRECISION DESKTOPS PRECISION NOTEBOOKS ALIENWARE DESKTOPS ALIENWARE NOTEBOOKS INSPIRON DESKTOPS INSPIRON NOTEBOOKS MOBILE ELECTRONICS VOSTRO DESKTOPS VOSTRO NOTEBOOKS XPS DESKTOPS XPS NOTEBOOKS	Other Information	
	DATA PROTECTION STORAGE	DATA PROTECTION APP TRANS DATA PROTECTION SW TRANS		CLOUD SERVERS	CLOUD PRODUCTS			ENTERPRISE PERIPHERALS ESG CONSULTING SERVICES ENTERPRISE PERIPHERALS ESG SUPPORT AND DEPLOYMENT ESG DEPLOYMENT SERVICES DELL NETWORKING NETWORKING OEM NETWORKING POWEREDGE SERVERS POWEREDGE SERVER TELECOM BUSINESS TELECOM	Enterprise Peripherals : Extended Technologies Partners (incl EMC Select) . (For a list of ETC Partners click here)	
	DPC (SAAS)	DPC (SAAS)		ESG OTHER SERVICE	ESG CONSULTING SERVICES			ALIENWARE DESKTOPS ALIENWARE NOTEBOOKS INSPIRON DESKTOPS INSPIRON NOTEBOOKS MOBILE ELECTRONICS VOSTRO DESKTOPS VOSTRO NOTEBOOKS XPS DESKTOPS XPS NOTEBOOKS		
	EDGE	EDGE SOFTWARE		ESG SOFTWARE AND PERIPHERALS	ENTERPRISE PERIPHERALS ESG 3RD PARTY SOFTWARE			CS OTHER SERVICE		
	ESG OTHER SERVICE	ESG CONSULTING SERVICES		ESG SUPPORT AND DEPLOYMENT	ESG DEPLOYMENT SERVICES			CS CONSULTING SERVICES		
	ESG SOFTWARE AND PERIPHERALS	ENTERPRISE PERIPHERALS ESG 3RD PARTY SOFTWARE		NETWORKING	NETWORKING			CLIENT PERIPHERALS		
	HYPERCONVERGED INFRASTRUCTURE	HYPERCONVERGED INFRAS TRANS HYPERCONVERGED INFRASTRUCTURE		POWEREDGE SERVERS	POWEREDGE			DISPLAYS IMAGING		
	MULTICLOUD BUSINESS	MULTICLOUD		SERVER	SERVER			OTHER ELECTRONICS		
	DATA MANAGEMENT DATA PROTECTION DELL STORAGE OEM DELL STORAGE PS DELL STORAGE SC EMC EMERGING HIGH END MIDRANGE OTHER STORAGE RACK ORDERS STORAGE HIGH END STORAGE INTEGRATED OFFER STORAGE MID RANGE STORAGE UNSTRUCTURED TRIDENT VBLOCKS REMAINING (NETWORK/COMPUTE) VXFLEX APP VXRACK AS VXRACK FLEX VXRACK/SDDC VXRAIL			TELECOM BUSINESS	TELECOM			CS DEPLOYMENT SERVICES COMMERCIAL CHROME INTERNET OF THINGS TABLETS WYSE		
	Notes			SECURITY SERVICES PBU	SECURITY SERVICES			ECOSYSTEM PRODUCTS		
	Notes			SUPPORT AND DEPLOYMENT SERVICES PBU	SUPPORT AND DEPLOYMENT	CS SOFTWARE AND PERIPHERALS	ENTERPRISE SOLUTION GROUP PBU	ESG CONSULTING SERVICES ESG 3RD PARTY SOFTWARE ESG SUPPORT AND DEPLOYMENT		
	Notes			SUPPORT SERVICES	SUPPORT SERVICES			DEPLOYMENT SERVICES		
	Notes			SECURITY SOFTWARE PBU	SECURITY SOFTWARE			SUPPORT AND DEPLOYMENT		
	Notes			• Deploy Services: ProDeploy Suite ISG, Complex Deploy, Data Center Solutions, Enterprise and Remote Installation, ISG Residency • Support Services: ProSupport Suite, Asset and Data Protection Services, Account Management Services • ESG Other Services: Select ESG Consulting services (Enterprise, HCI consulting, ProConsult Advisory) • Managed Services: Patch Management Implementation	MANAGED SERVICES SUPPORT SERVICES					
	Notes			VMWARE PBU	VMWARE			VMWARE OEM		
	Notes			VMWARE	VMWARE OEM			• CS 3RD PARTY SOFTWARE Excludes 3rd Party Software Partner (3PSW) - Except metrics paid on MSFT (CSB and MB eligible for 3PSW) • Deploy Services: ProDeploy Client & ISG Suite, Asset Resale and Recycling, Configuration, End User Deploy, Managed Deployment, Client Residency • Support Services: ProSupport Suite, Asset and Data Protection Services, Account Management Services • CS Other Services: CS Consulting services (Modern Workforce) • Managed Services: Custom Managed Services		
	Notes			SUPPORT AND DEPLOYMENT SERVICES PBU	MANAGED SERVICES			CLOUD SUBSCRIPTION - MICROSOFT - CSP - M365 (NCE) Paid at 12x for monthly cadence with 12 as duration, Paid at 36x for Monthly cadence with 36 as duration Paid at 12x for annual cadence with 12 as duration Paid at 3x for annual cadence with 36 duration Paid at 1x for full term cadence		
	Notes			SUPPORT SERVICES PBU	SUPPORT SERVICES					
	Notes			VMWARE PBU	VMWARE					
	Notes			SUPPORT AND DEPLOYMENT	DEPLOYMENT SERVICES					
	Notes			SUPPORT SERVICES	SUPPORT SERVICES					
	Notes			VMWARE OEM	VMWARE OEM					
	Notes			VMWARE	VMWARE OEM					
	Notes			SUPPORT AND DEPLOYMENT SERVICES	MANAGED SERVICES					
	Notes			MANAGED SERVICES	SUPPORT SERVICES					
	Notes			SUPPORT SERVICES	SUPPORT SERVICES					
	Notes			SUPPORT SERVICES	SUPPORT SERVICES					
	Notes			VMWARE OEM	VMWARE OEM					
	Notes			VMWARE	VMWARE OEM					
	Notes			SUPPORT AND DEPLOYMENT	MANAGED SERVICES					
	Notes			MANAGED SERVICES	SUPPORT SERVICES					
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	Notes			SUPPORT SERVICES	SUPPORT SERVICES					

MB Client Bid Manager (CBM) : IC**Metric Bucket Weightings**

Revenue and Margin (where applicable) accelerate independent of each other



Revenue	
CSG Direct Rev	100%

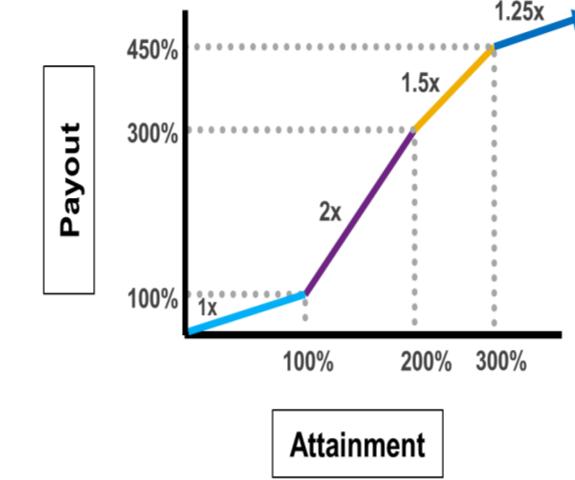
Attainment Modifiers

CSG Direct Rev	
Expand Buyer Base	
CSG LOB Acquisition	1.25x
Product	
Dell Branded Client Peripherals (Excl. Docks)	5x

PayCurve

Revenue and Margin (where applicable) accelerate independent of each other

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)

**Quota Cadence**

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

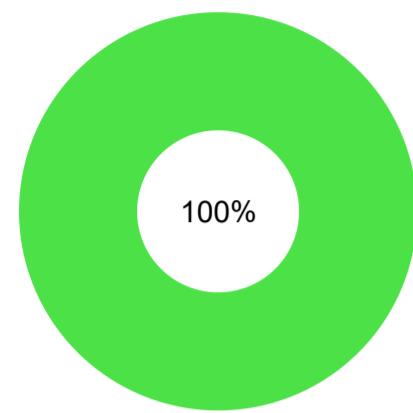
None

Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

MB Client Bid Manager (CBM) : MGR-L1**Metric Bucket Weightings**

Revenue and Margin (where applicable) accelerate independent of each other



Revenue	
CSG Direct Rev	100%

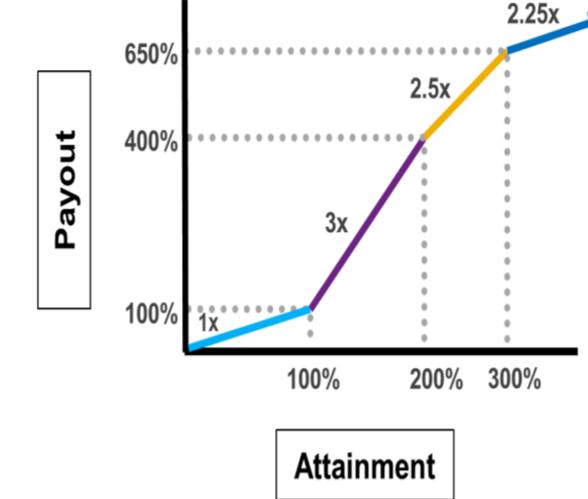
Attainment Modifiers

CSG Direct Rev	
Expand Buyer Base	
CSG LOB Acquisition	1.25x
Product	
Dell Branded Client Peripherals (Excl. Docks)	5x

PayCurve

Revenue and Margin (where applicable) accelerate independent of each other

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

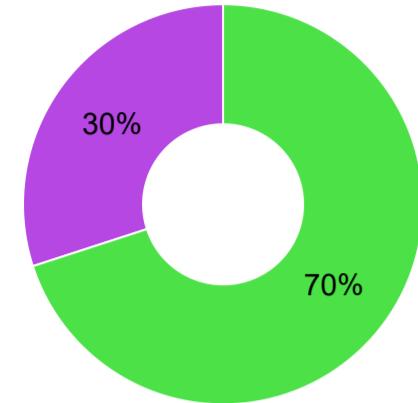
None

Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

MB Client Bid Manager (CBM) : MGR-L2**Metric Bucket Weightings**

Revenue and Margin (where applicable) accelerate independent of each other



Revenue	
CSG Direct Rev	70%

Margin	
CSG Margin	30%

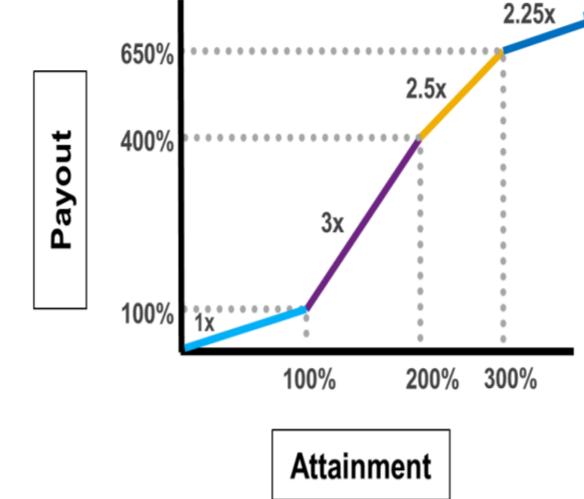
Attainment Modifiers

CSG Direct Rev	
Expand Buyer Base	
CSG LOB Acquisition	1.25x
Product	
Dell Branded Client Peripherals (Excl. Docks)	5x

PayCurve

Revenue and Margin (where applicable) accelerate independent of each other

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

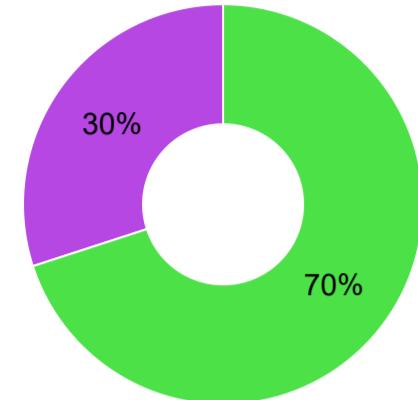
None

Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

MB Client Bid Manager (CBM) : EXEC**Metric Bucket Weightings**

Revenue and Margin (where applicable) accelerate independent of each other



Revenue	
CSG Direct Rev	70%
Margin	
CSG Margin	30%

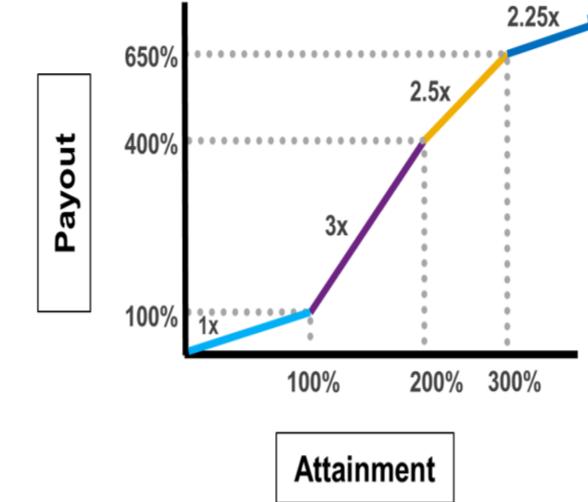
Attainment Modifiers

CSG Direct Rev	
Expand Buyer Base	
CSG LOB Acquisition	1.25x
Product	
Dell Branded Client Peripherals (Excl. Docks)	5x

PayCurve

Revenue and Margin (where applicable) accelerate independent of each other

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

Product Eligibility

Click on Metric names to see Product drilldown till L7

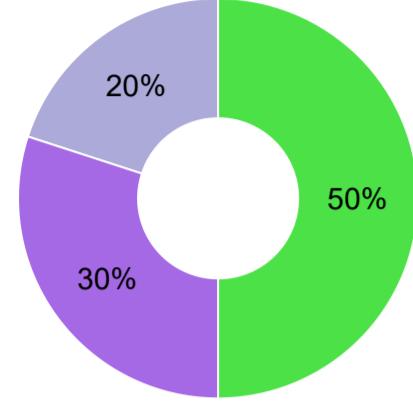
L1 Type Desc	L2 Group	CSG Direct Rev	L3 LOB
CLIENT SOLUTIONS PBU	COMMERCIAL		LATITUDE OPTIPLEX DESKTOPS PRECISION DESKTOPS PRECISION NOTEBOOKS ALIENWARE DESKTOPS ALIENWARE NOTEBOOKS INSPIRON DESKTOPS INSPIRON NOTEBOOKS MOBILE ELECTRONICS VOSTRO DESKTOPS VOSTRO NOTEBOOKS XPS DESKTOPS XPS NOTEBOOKS
	CONSUMER		CS CONSULTING SERVICES CLIENT PERIPHERALS DISPLAYS IMAGING OTHER ELECTRONICS CS DEPLOYMENT SERVICES COMMERCIAL CHROME INTERNET OF THINGS TABLETS WYSE
	CS OTHER SERVICE		ESG CONSULTING SERVICES ESG 3RD PARTY SOFTWARE ESG SUPPORT SERVICES
	CS SOFTWARE AND PERIPHERALS		DEPLOYMENT SERVICES MANAGED SERVICES SUPPORT SERVICES
	CS SUPPORT AND DEPLOYMENT		VMWARE OEM
	ECOSYSTEM PRODUCTS		
ENTERPRISE SOLUTION GROUP PBU	ESG OTHER SERVICE		
	ESG SOFTWARE AND PERIPHERALS		
	ESG SUPPORT AND DEPLOYMENT		
SERVICES PBU	SUPPORT AND DEPLOYMENT		
VMWARE PBU	VMWARE		
Notes		<ul style="list-style-type: none"> • CS 3RD PARTY SOFTWARE Excludes 3rd Party Software Partner (3PSW) - Except metrics paid on MSFT (CSB and MB eligible for 3PSW) • <u>Deploy Services</u>: ProDeploy Client & ISG Suite, Asset Resale and Recycling, Configuration, End User Deploy, Managed Deployment, Client Residency • <u>Support Services</u>: ProSupport Suite, Asset and Data Protection Services, Account Management Services • <u>CS Other Services</u>: CS Consulting services (Modern Workforce) • <u>Managed Services</u>: Custom Managed Services <p>CLOUD SUBSCRIPTION - MICROSOFT - CSP - M365 (NCE) Paid at 12x for monthly cadence with 12 as duration, Paid at 36x for Monthly cadence with 36 as duration Paid at 12x for annual cadence with 12 as duration Paid at 3x for annual cadence with 36 duration Paid at 1x for full term cadence</p>	

CSG Mgn
• Product eligibility same as revenue at 1x

Other InformationEnterprise Peripherals : [Extended Technologies Partners \(incl EMC Select\)](#) ([For a list of EI ETC Partners click here](#))

MB Inside Sales - LATAM : IC**Metric Bucket Weightings**

Revenue and Margin (where applicable) accelerate independent of each other



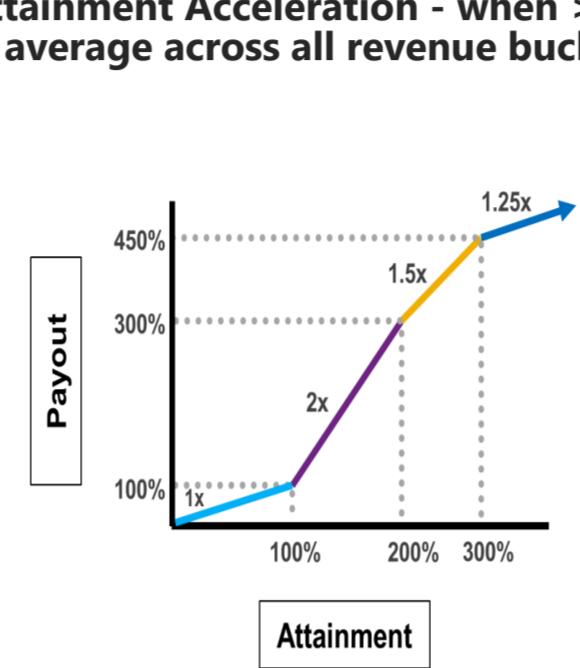
Revenue	
ISG Revenue	20%
CSG	50%

Margin	
Total Margin	30%

PayCurve

Revenue and Margin (where applicable) accelerate independent of each other

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	2x
200%-300%	1.5x
300%+	1.25x

Attainment Modifiers

ISG Revenue		CSG	
APEX		Expand Buyer Base	
APEX Data Center Utility	ACV-2.5x CCV-1x IMS-1x	CSG LOB Acquisition	1.25x
APEX AI Ops APEX Backup Services APEX Block Storage for Public Cloud APEX Cloud Platforms & Navigator APEX File Storage for AWS APEX Protection for Public Cloud APEX Subscriptions	1.3x	CSG	2x
Other as a Service (aaS)		Product	
DPaaS NativeEdge Software	1.3x	Dell Branded Client Peripherals (Excl. Docks)	5x
Expand Buyer Base		Commercial PC Direct	Direct-1.2x Channel Above Floor-1x Channel Below Floor-.8x
DPS LOB Acquisition Server LOB Acquisition Storage (Excl. DPS) LOB Acquisition	1.25x		
Product			
Partner Storage	1.1x		

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or ISG Revenue < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

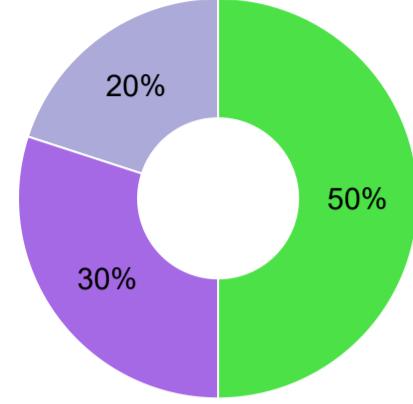
- MB Plans will combine Storage and Sever+ Quotas into a single ISG Rev bucket
- Commercial PC Direct Eligible Countries: Mexico and Brazil

Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

MB Inside Sales - LATAM : MGR**Metric Bucket Weightings**

Revenue and Margin (where applicable) accelerate independent of each other



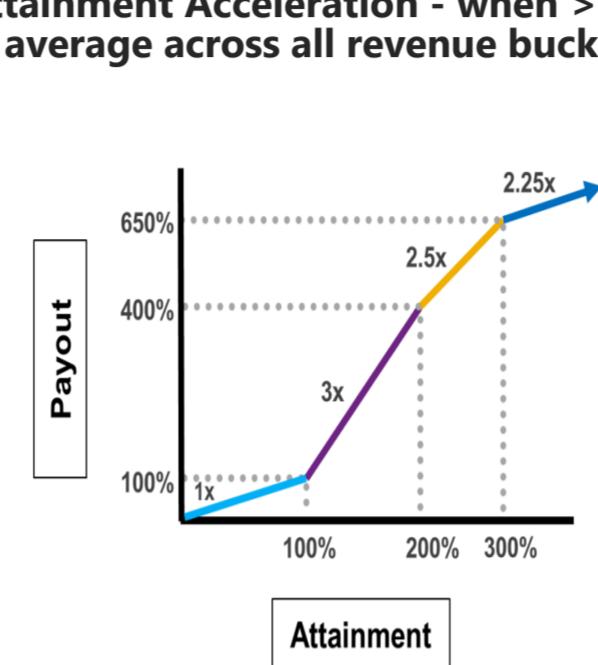
Revenue	
ISG Revenue	20%
CSG	50%

Margin	
Total Margin	30%

PayCurve

Revenue and Margin (where applicable) accelerate independent of each other

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Attainment Modifiers

ISG Revenue		CSG	
APEX		Expand Buyer Base	
APEX Data Center Utility	ACV-2.5x CCV-1x IMS-1x	CSG LOB Acquisition	1.25x
APEX AI Ops APEX Backup Services APEX Block Storage for Public Cloud APEX Cloud Platforms & Navigator APEX File Storage for AWS APEX Protection for Public Cloud APEX Subscriptions	1.3x	CSG Direct Bounty List	2x
Other as a Service (aaS)		Product	
DPaaS NativeEdge Software	1.3x	Dell Branded Client Peripherals (Excl. Docks)	5x
Expand Buyer Base		Commercial PC Direct	Direct-1.2x Channel Above Floor-1x Channel Below Floor-.8x
DPS LOB Acquisition Server LOB Acquisition Storage (Excl. DPS) LOB Acquisition	1.25x		
Product			
Partner Storage	1.1x		

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or ISG Revenue < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

- MB Plans will combine Storage and Sever+ Quotas into a single ISG Rev bucket
- Commercial PC Direct Eligible Countries: Mexico and Brazil

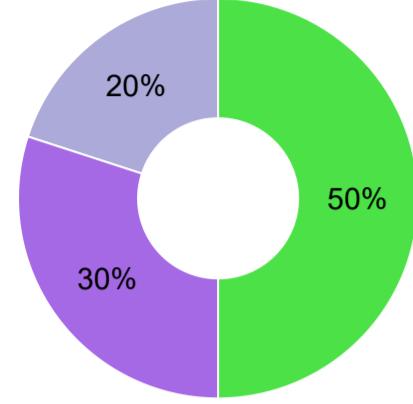
Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

MB Inside Sales - LATAM : EXEC

Metric Bucket Weightings

Revenue and Margin (where applicable) accelerate independent of each other



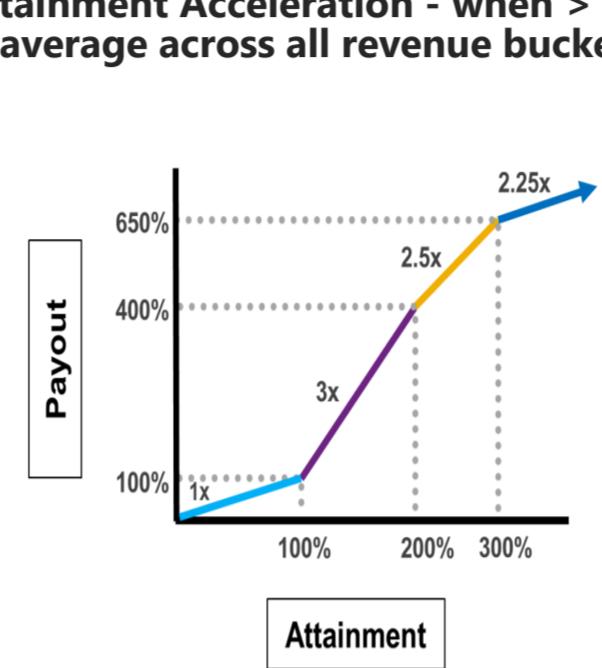
Revenue	
ISG Revenue	20%
CSG	50%

Margin	
Total Margin	30%

PayCurve

Revenue and Margin (where applicable) accelerate independent of each other

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Attainment Modifiers

ISG Revenue		CSG	
APEX		Expand Buyer Base	
APEX Data Center Utility	ACV-2.5x CCV-1x IMS-1x	CSG LOB Acquisition	1.25x
APEX AI Ops APEX Backup Services APEX Block Storage for Public Cloud APEX Cloud Platforms & Navigator APEX File Storage for AWS APEX Protection for Public Cloud APEX Subscriptions	1.3x	CSG Direct Bounty List	2x
Other as a Service (aaS)		Product	
DPaaS NativeEdge Software	1.3x	Dell Branded Client Peripherals (Excl. Docks)	5x
Expand Buyer Base		Commercial PC Direct	Direct-1.2x Channel Above Floor-1x Channel Below Floor-.8x
DPS LOB Acquisition Server LOB Acquisition Storage (Excl. DPS) LOB Acquisition	1.25x		
Product			
Partner Storage	1.1x		

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or ISG Revenue < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

- MB Plans will combine Storage and Sever+ Quotas into a single ISG Rev bucket
- Commercial PC Direct Eligible Countries: Mexico and Brazil

Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

Product Eligibility

Click on Metric names to see Product drilldown till L

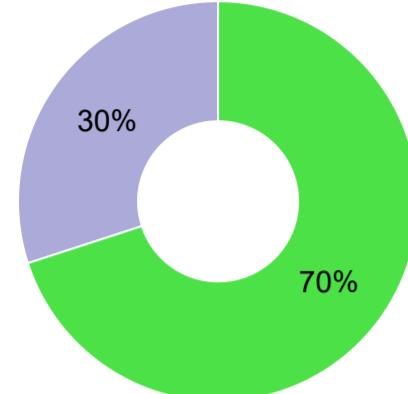
ISG Rev			CSG MB Rev			Total MB Mgn
L1 Type Desc	L2 Group	L3 LOB	L1 Type Desc	L2 Group	L3 LOB	• Product eligibility same as revenue at 1x
CLIENT SOLUTIONS PBU	CS OTHER SERVICE	CS CONSULTING SERVICES	CLIENT SOLUTIONS PBU	COMMERCIAL	LATITUDE OPTIPLEX DESKTOPS PRECISION DESKTOPS PRECISION NOTEBOOKS	Other Information
	CLOUD SERVERS	CLOUD PRODUCTS			ALIENWARE DESKTOPS ALIENWARE NOTEBOOKS	Enterprise Peripherals : Extended Technologies Partners (incl EMC Select) . (For a list of ETC Partners click here)
	CONVERGED INFRASTRUCTURE	CONVERGED INFRASTRUCTURE			INSPIRON DESKTOPS INSPIRON NOTEBOOKS	
	DATA PROTECTION STORAGE	DATA PROTECTION APP TRANS		CONSUMER	MOBILE ELECTRONICS VOSTRO DESKTOPS VOSTRO NOTEBOOKS	
	DPC (SAAS)	DPC (SAAS)			XPS DESKTOPS XPS NOTEBOOKS	
	EDGE	EDGE SOFTWARE			CS CONSULTING SERVICES CLIENT PERIPHERALS	
	ESG OTHER SERVICE	ESG CONSULTING SERVICES			DISPLAYS IMAGING	
	ESG SOFTWARE AND PERIPHERALS	ENTERPRISE PERIPHERALS ESG 3RD PARTY SOFTWARE	CS OTHER SERVICE	CS SOFTWARE AND PERIPHERALS	OTHER ELECTRONICS	
	ESG SUPPORT AND DEPLOYMENT	ESG DEPLOYMENT SERVICES			CS DEPLOYMENT SERVICES	
	HYPERCONVERGED INFRASTRUCTURE	HYPERCONVERGED INFRAS TRANS			COMMERCIAL CHROME INTERNET OF THINGS	
	MULTICLOUD BUSINESS	MULTICLOUD			TABLETS WYSE	
ENTERPRISE SOLUTION GROUP PBU	NETWORKING	DELL NETWORKING	ECOSYSTEM PRODUCTS	CS SUPPORT AND DEPLOYMENT	ESG CONSULTING SERVICES	• CS 3RD PARTY SOFTWARE Excludes 3rd Party Software Partner (3PSW) - Except metrics paid on MSFT (CSB and MB eligible for 3PSW) • Deploy Services: ProDeploy Client & ISG Suite, Asset Resale and Recycling, Configuration, End User Deploy, Managed Deployment, Client Residency • Support Services: ProSupport Suite, Asset and Data Protection Services, Account Management Services • CS Other Services: CS Consulting services (Modern Workforce) • Managed Services: Custom Managed Services
	POWEREDGE SERVERS	POWEREDGE			ESG 3RD PARTY SOFTWARE	
	SERVER	SERVER			ESG SUPPORT SERVICES	
		DATA MANAGEMENT			DEPLOYMENT SERVICES	
		DATA PROTECTION	ENTERPRISE SOLUTION GROUP PBU	SUPPORT AND DEPLOYMENT	MANAGED SERVICES	
		DELL STORAGE OEM			SUPPORT SERVICES	
		DELL STORAGE PS			VMWARE OEM	
		DELL STORAGE SC				
		EMC	SERVICES PBU	VMWARE PBU		
		EMERGING				
		HIGH END				
		MIDRANGE				
		OTHER STORAGE	NOTES			
		RACK ORDERS				
		STORAGE HIGH END				
		STORAGE INTEGRATED OFFER				
		STORAGE MID RANGE				
		STORAGE UNSTRUCTURED				
		TRIDENT				
		VBLOCKS REMAINING (NETWORK/COMPUTE)				
		VXFLEX APP				
		VXRACK AS				
		VXRACK FLEX				
		VXRACK/SDDC				
		VXRAIL				
	TELECOM BUSINESS	TELECOM				
SECURITY SERVICES PBU	SECURITY SERVICES	SECURITY SERVICES				
SERVICES PBU	SUPPORT AND DEPLOYMENT	DEPLOYMENT SERVICES MANAGED SERVICES SUPPORT SERVICES				
SOFTWARE PBU	SECURITY SOFTWARE	SECURITY AND THREAT MANAGEMENT				
VMWARE PBU	VMWARE	VMWARE OEM				
Notes	<ul style="list-style-type: none"> VMWARE Attached to VXRAIL or VCF-Others is eligible for credit Deploy Services: ProDeploy Suite ISG, Enterprise and Remote Installation, APEX Deploy, Storage/HCI/DP Residency Support Services: TAM for Storage/DPS/UDS, SAM, Optimize ESG Other Services: Select ESG Consulting services (Multi-cloud, Apps & Data, Security, CI Consulting & Residency) Managed Services: Infrastructure Managed Services 					

- Deploy Services: ProDeploy Suite ISG, Complex Deploy, Data Center Solutions, Enterprise and Remote Installation, ISG Residency
- Support Services: ProSupport Suite, Asset and Data Protection Services, Account Management Services
- ESG Other Services: Select ESG Consulting services (Enterprise, HCI consulting, ProConsult Advisory)
- Managed Services: Patch Management Implementation

Small Business REV IC FLM NEW : IC

Metric Bucket Weightings

Quota Bucket Structure and Weighting.

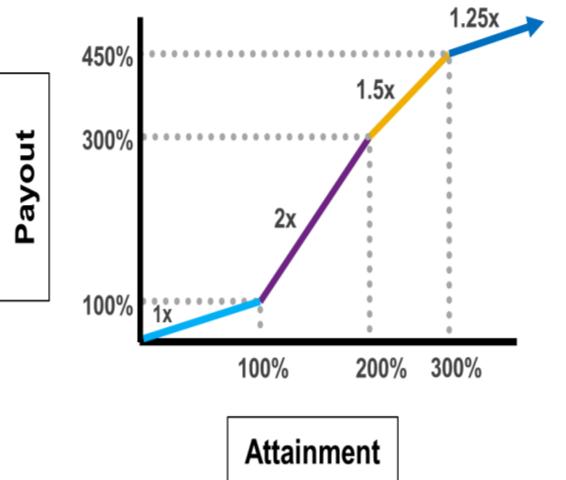


Revenue		
ISG Revenue	30%	
CSG Rev	70%	

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	2x
200%-300%	1.5x
300%+	1.25x

Attainment Modifiers

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

- Hardware Credit includes Tied/Attached Software Services and Peripherals
- All standalone SABs (incl VMW), FCM, ELA, Custom PS, Vblock/VxBlock, VxRack paid on Booking. All other products paid on ship complete. except Germany based BU orders which will credit on Booking
- Global Rev/Mgn exceptions apply to certain products
- Pricing Modifiers: Commission Modifier, does not affect attainment
- Smartprice 4x/-2.5x, capped at 1.25, floored at 0.75
- APEX Managed Device Service credited at 36x first month invoice
- Displays & Client Peripherals modifiers applies to Dell Branded products only

Commission Modifiers

ISG Revenue	
Product	
Partner Storage	1.1x
CSB DFS	1.25x
CSG Rev	
Dell Branded Client Peripherals Excl Displays & Docks	5x
Dell Branded Displays & Docks	1.5x
CSB DFS	1.25x

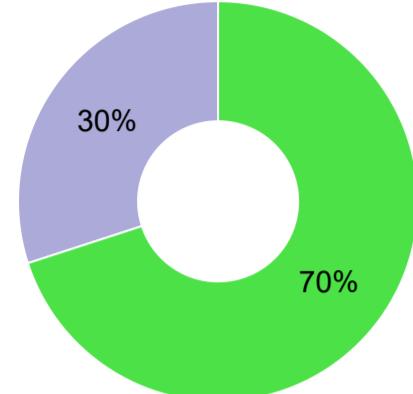
Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

Small Business REV IC FLM NEW : MGR-L1

Metric Bucket Weightings

Quota Bucket Structure and Weighting.

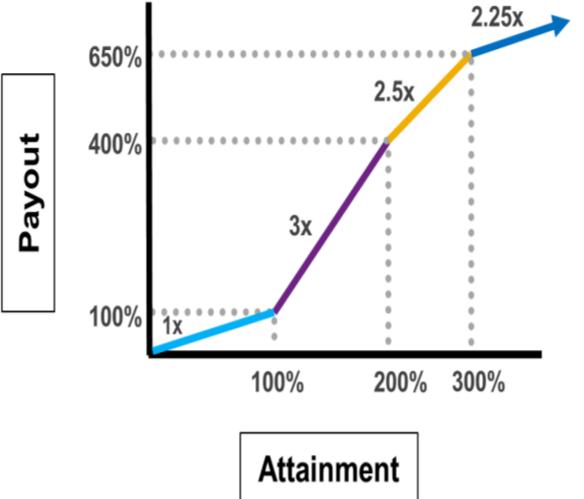


Revenue		
ISG Revenue	30%	
CSG Rev	70%	

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Attainment Modifiers

Quota Cadence

Quarterly

Unbalanced

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- Displays & Client Peripherals modifiers applies to Dell Branded products only

Commission Modifiers

ISG Revenue	
Product	
Partner Storage	1.1x
CSB DFS	1.25x
CSG Rev	
Dell Branded Client Peripherals Excl Displays & Docks	5x
Dell Branded Displays & Docks	1.5x
CSB DFS	1.25x

Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

Product Eligibility

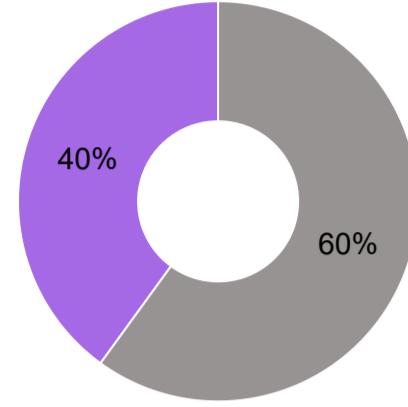
Click on Metric names to see Product drilldown till L1

CSB ISG Rev			CSB CSG Rev			Other Information	
L1 Type Desc	L2 Group	L3 LOB	L1 Type Desc	L2 Group	L3 LOB		
CLIENT SOLUTIONS PBU	CS OTHER SERVICE	CS CONSULTING SERVICES	CLIENT SOLUTIONS PBU	COMMERCIAL	LATITUDE	Enterprise Peripherals : Extended Technologies Partners (incl EMC Select) . (For a list of ETC Partners click here)	
	CLOUD SERVERS	CLOUD PRODUCTS			OPTIPLEX DESKTOPS		
	CONVERGED INFRASTRUCTURE	CONVERGED INFRASTRUCTURE			PRECISION DESKTOPS		
	DATA PROTECTION STORAGE	DATA PROTECTION APP TRANS			PRECISION NOTEBOOKS		
	DPC (SAAS)	DPC (SAAS)		CONSUMER	ALIENWARE DESKTOPS		
	EDGE	EDGE SOFTWARE			ALIENWARE NOTEBOOKS		
	ESG OTHER SERVICE	ESG CONSULTING SERVICES			INSPIRON DESKTOPS		
	ESG SOFTWARE AND PERIPHERALS	ENTERPRISE PERIPHERALS			INSPIRON NOTEBOOKS		
	ESG SUPPORT AND DEPLOYMENT	ESG 3RD PARTY SOFTWARE			MOBILE ELECTRONICS		
	HYPERCONVERGED INFRASTRUCTURE	ESG DEPLOYMENT SERVICES			VOSTRO DESKTOPS		
	MULTICLOUD BUSINESS	HYPERCONVERGED INFRAS TRANS			VOSTRO NOTEBOOKS		
	NETWORKING	HYPERCONVERGED INFRASTRUCTURE			XPS DESKTOPS		
	POWEREDGE SERVERS	MULTICLOUD			XPS NOTEBOOKS		
	SERVER	DELL NETWORKING			CS CONSULTING SERVICES		
		NETWORKING			CLIENT PERIPHERALS		
ENTERPRISE SOLUTION GROUP PBU		OEM NETWORKING			DISPLAYS		
		POWEREDGE			IMAGING		
		SERVER			OTHER ELECTRONICS		
		DATA MANAGEMENT	ECOSYSTEM PRODUCTS		CS DEPLOYMENT SERVICES		
		DATA PROTECTION			COMMERCIAL CHROME		
		DELL STORAGE OEM			INTERNET OF THINGS		
		DELL STORAGE PS			TABLETS		
		DELL STORAGE SC			WYSE		
		EMC			ESG CONSULTING SERVICES		
		EMERGING	ENTERPRISE SOLUTION GROUP PBU		ESG 3RD PARTY SOFTWARE		
		HIGH END			ESG SUPPORT SERVICES		
		MIDRANGE			DEPLOYMENT SERVICES		
STORAGE		OTHER STORAGE	SERVICES PBU		MANAGED SERVICES		
		RACK ORDERS			SUPPORT SERVICES		
		STORAGE HIGH END			VMWARE OEM		
		STORAGE INTEGRATED OFFER	VMWARE PBU		CLOUD SUBSCRIPTION - MICROSOFT - CSP - M365 (NCE)		
		STORAGE MID RANGE			Paid at 30x for monthly cadence with 12 as duration,		
		STORAGE UNSTRUCTURED			Paid at 36x for Monthly cadence with 36 as duration		
		TRIDENT			Paid at 2.5x for annual cadence with 12 as duration		
		VBLOCKS REMAINING (NETWORK/COMPUTE)			Paid at 3x for annual cadence with 36 duration		
		VXFLEX APP			Paid at 1x for full term cadence		
		VXRACK AS					
		VXRACK FLEX			<ul style="list-style-type: none">• CS 3RD PARTY SOFTWARE Excludes 3rd Party Software Partner (3PSW) - Except metrics paid on MSFT (CSB and MB eligible for 3PSW)• Deploy Services: ProDeploy Client & ISG Suite, Asset Resale and Recycling, Configuration, End User Deploy, Managed Deployment, Client Residency• Support Services: ProSupport Suite, Asset and Data Protection Services, Account Management Services• CS Other Services: CS Consulting services (Modern Workforce)• Managed Services: Custom Managed Services		
		VXRACK/SDDC					
		VXRAIL					
SECURITY SERVICES PBU	TELECOM BUSINESS	TELECOM					
	SECURITY SERVICES	SECURITY SERVICES					
SERVICES PBU		DEPLOYMENT SERVICES	Notes				
	SUPPORT AND DEPLOYMENT	MANAGED SERVICES					
		SUPPORT SERVICES					
SOFTWARE PBU	SECURITY SOFTWARE	SECURITY AND THREAT MANAGEMENT					
VMWARE PBU	VMWARE	VMWARE OEM					
Notes	<ul style="list-style-type: none"> • VMWARE Attached to VXRAIL or VCF-Others is eligible for credit • Deploy Services: ProDeploy Suite ISG, Enterprise and Remote Installation, APEX Deploy, Storage/HCI/DP Residency • Support Services: TAM for Storage/DPS/UDS, SAM, Optimize • ESG Other Services: Select ESG Consulting services (Multi-cloud, Apps & Data, Security, CI Consulting & Residency) • Managed Services: Infrastructure Managed Services 						

- Deploy Services: ProDeploy Suite ISG, Complex Deploy, Data Center Solutions, Enterprise and Remote Installation, ISG Residency
- Support Services: ProSupport Suite, Asset and Data Protection Services, Account Management Services
- ESG Other Services: Select ESG Consulting services (Enterprise, HCI consulting, ProConsult Advisory)
- Managed Services: Patch Management Implementation

Small Business REV SLM COUNTRY LEADER New : MGR**Metric Bucket Weightings**

Quota Bucket Structure and Weighting.

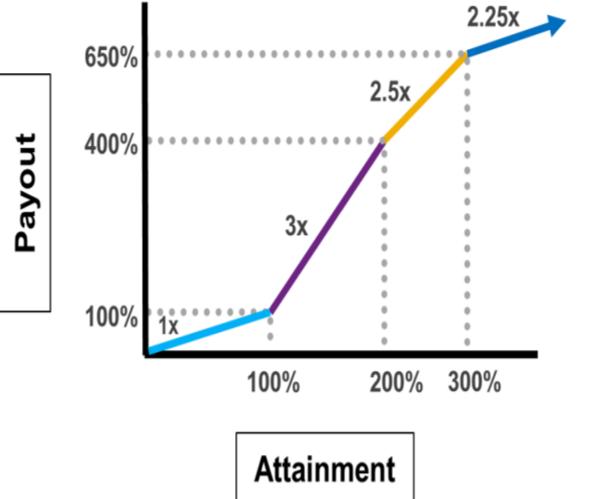


Revenue	
Total Revenue	60%
Margin	
Total Margin	40%

Attainment Modifiers**PayCurve**

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

- Hardware Credit includes Tied/Attached Software Services and Peripherals
- All standalone SABs (incl VMW), FCM, ELA, Custom PS, Vblock/VxBlock, VxRack paid on Booking. All other products paid on ship complete. except Germany based BU orders which will credit on Booking
- Global Rev/Mgn exceptions apply to certain products
- Pricing Modifiers: Commission Modifier, does not affect attainment
- Smartprice4x/-2.5x, capped at 1.25, floored at 0.75
- APEX Managed Device Service credited at 36x first month invoice
- Displays & Client Peripherals modifiers applies to Dell Branded products only

Commission Modifiers

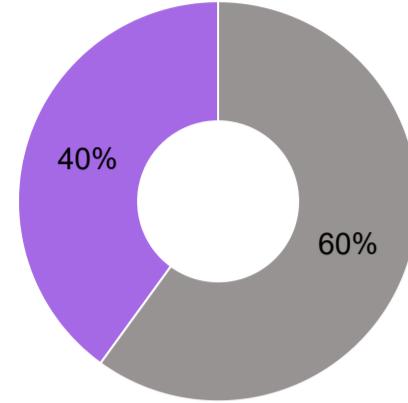
Total Revenue	
Product	
Partner Storage	1.1x
Dell Branded Client Peripherals Excl Displays & Docks	5x
Dell Branded Displays & Docks	1.5x
CSB DFS	1.25x

Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

Small Business REV SLM COUNTRY LEADER New : MGR-L2**Metric Bucket Weightings**

Quota Bucket Structure and Weighting.

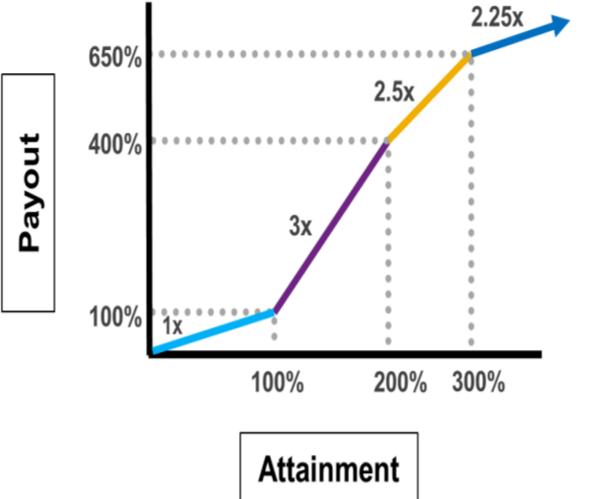


Revenue	
Total Revenue	60%
Margin	
Total Margin	40%

Attainment Modifiers**PayCurve**

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

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- Hardware Credit includes Tied/Attached Software Services and Peripherals
- All standalone SABs (incl VMW), FCM, ELA, Custom PS, Vblock/VxBlock, VxRack paid on Booking. All other products paid on ship complete. except Germany based BU orders which will credit on Booking
- Global Rev/Mgn exceptions apply to certain products
- Pricing Modifiers: Commission Modifier, does not affect attainment
- Smartprice4x/-2.5x, capped at 1.25, floored at 0.75
- APEX Managed Device Service credited at 36x first month invoice
- Displays & Client Peripherals modifiers applies to Dell Branded products only

Commission Modifiers

Total Revenue	
Product	
Partner Storage	1.1x
Dell Branded Client Peripherals Excl Displays & Docks	5x
Dell Branded Displays & Docks	1.5x
CSB DFS	1.25x

Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

Product Eligibility

Click on Metric names to see Product drilldown till L7

Total Rev w 3PSW		
L1 Type Desc	L2 Group	L3 LOB
CLIENT SOLUTIONS PBU	COMMERCIAL	LATITUDE OPTIPLEX DESKTOPS PRECISION DESKTOPS PRECISION NOTEBOOKS
		ALIENWARE DESKTOPS ALIENWARE NOTEBOOKS INSPIRON DESKTOPS INSPIRON NOTEBOOKS
		MOBILE ELECTRONICS VOSTRO DESKTOPS VOSTRO NOTEBOOKS XPS DESKTOPS XPS NOTEBOOKS
		CS CONSULTING SERVICES CLIENT PERIPHERALS DISPLAYS IMAGING OTHER ELECTRONICS
	CS OTHER SERVICE	CS SUPPORT AND DEPLOYMENT
		CS DEPLOYMENT SERVICES COMMERCIAL CHROME
	CS SOFTWARE AND PERIPHERALS	INTERNET OF THINGS TABLETS
		WYSE
	ECOSYSTEM PRODUCTS	CLOUD PRODUCTS
		CONVERGED INFRASTRUCTURE
ENTERPRISE SOLUTION GROUP PBU	CLOUD SERVERS	DATA PROTECTION STORAGE
		DPC (SAAS)
	CONVERGED INFRASTRUCTURE	EDGE
	DATA PROTECTION STORAGE	ESG OTHER SERVICE
	DPC (SAAS)	ESG SOFTWARE AND PERIPHERALS
	EDGE	ESG SUPPORT AND DEPLOYMENT
	ESG OTHER SERVICE	HYPERCONVERGED INFRASTRUCTURE
	ESG SOFTWARE AND PERIPHERALS	MULTICLOUD BUSINESS
	ESG SUPPORT AND DEPLOYMENT	NETWORKING
	HYPERCONVERGED INFRASTRUCTURE	POWEREDGE SERVERS
	MULTICLOUD BUSINESS	SECUREWORKS
	NETWORKING	SERVER
	POWEREDGE SERVERS	STORAGE
	SECUREWORKS	
	SERVER	
	STORAGE	

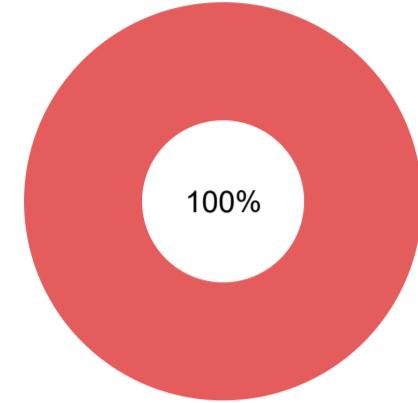
Total Mgn w 3PSW
•Product eligibility same as revenue at 1x

Other Information
Enterprise Peripherals : Extended Technologies Partners (incl EMC Select) . (For a list of EI ETC Partners click here)

		STORAGE MID RANGE
		STORAGE UNSTRUCTURED
		TRIDENT
		VBLOCKS REMAINING (NETWORK/COMPUTE)
		VXFLEX APP
		VXRACK AS
		VXRACK FLEX
		VXRACK/SDDC
		VXRAIL
	TELECOM BUSINESS	TELECOM
SECURITY SERVICES PBU	SECURITY SERVICES	SECURITY SERVICES
SERVICES PBU	SUPPORT AND DEPLOYMENT	DEPLOYMENT SERVICES
SOFTWARE PBU	SECURITY SOFTWARE	MANAGED SERVICES
VMWARE PBU	VMWARE	SUPPORT SERVICES
	CLOUD SUBSCRIPTION - MICROSOFT - CSP - M365 (NCE)	SECURITY AND THREAT MANAGEMENT
Notes	Paid at 30x for monthly cadence with 12 as duration,	VMWARE OEM
	Paid at 36x for Monthly cadence with 36 as duration	
	Paid at 2.5x for annual cadence with 12 as duration	
	Paid at 3x for annual cadence with 36 duration	
	Paid at 1x for full term cadence	

ARTM IC FLM SLM COUNTRY LEADER : IC**Metric Bucket Weightings**

Quota Bucket Structure and Weighting.

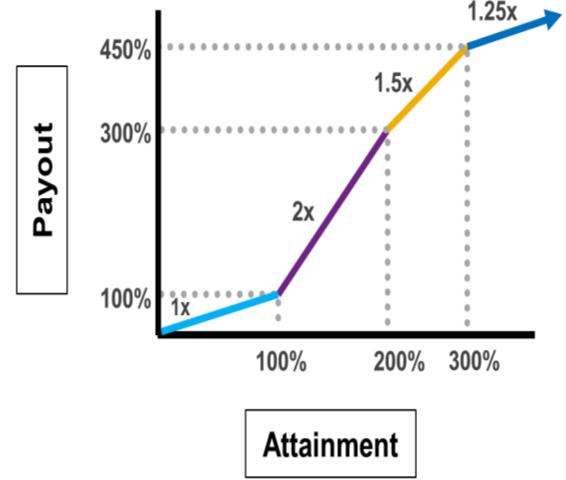


Revenue		
CSB Rev	100%	

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	2x
200%-300%	1.5x
300%+	1.25x

Attainment Modifiers**Quota Cadence**

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

- Hardware Credit includes Tied/Attached Software Services and Peripherals
- All standalone SABs (incl VMW), FCM, ELA, Custom PS, Vblock/VxBlock, VxRack paid on Booking. All other products paid on ship complete. except Germany based BU orders which will credit on Booking
- Pricing Modifiers: Commission Modifier, does not affect attainment
- Smartprice 4x/-2.5x, capped at 1.25, floored at 0.75
- APEX Managed Device Service credited at 12x first month invoice

Commission Modifiers

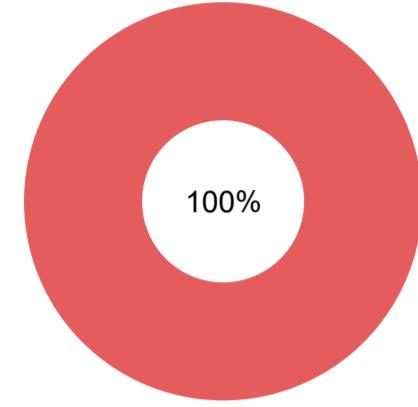
CSB Rev		
CSB DFS		
CSB Optiplex		
CSB Power Edge	1.25x	
CSB Storage		
Latitude		

Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

ARTM IC FLM SLM COUNTRY LEADER : MGR-L1**Metric Bucket Weightings**

Quota Bucket Structure and Weighting.

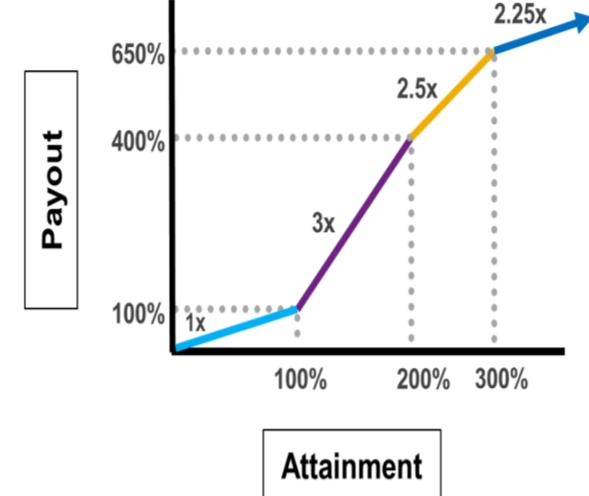


Revenue		
CSB Rev	100%	

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Attainment Modifiers**Quota Cadence**

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

- Hardware Credit includes Tied/Attached Software Services and Peripherals
- All standalone SABs (incl VMW), FCM, ELA, Custom PS, Vblock/VxBlock, VxRack paid on Booking. All other products paid on ship complete. except Germany based BU orders which will credit on Booking
- Pricing Modifiers: Commission Modifier, does not affect attainment
- Smartprice 4x/-2.5x, capped at 1.25, floored at 0.75
- APEX Managed Device Service credited at 12x first month invoice

Commission Modifiers

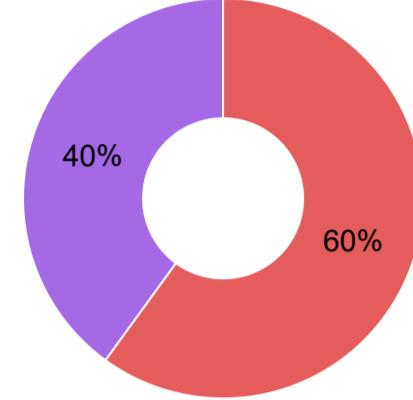
CSB Rev
CSB DFS
CSB Optiplex
CSB Power Edge
CSB Storage Latitude
1.25x

Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

ARTM IC FLM SLM COUNTRY LEADER : MGR-L2**Metric Bucket Weightings**

Quota Bucket Structure and Weighting.

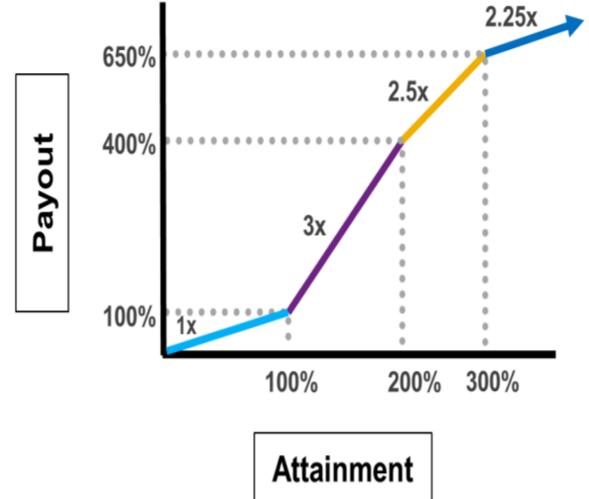


Revenue		
CSB Rev	60%	
Margin		
CSB Mgn	40%	

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Attainment Modifiers**Quota Cadence**

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

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- APEX Managed Device Service credited at 12x first month invoice

Commission Modifiers

CSB Rev
CSB DFS
CSB Optiplex
CSB Power Edge
CSB Storage Latitude
1.25x

Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

Product Eligibility

Click on Metric names to see Product drilldown till L7

Total Rev w 3PSW		
L1 Type Desc	L2 Group	L3 LOB
CLIENT SOLUTIONS PBU	COMMERCIAL	LATITUDE OPTIPLEX DESKTOPS PRECISION DESKTOPS PRECISION NOTEBOOKS
		ALIENWARE DESKTOPS ALIENWARE NOTEBOOKS INSPIRON DESKTOPS INSPIRON NOTEBOOKS
		MOBILE ELECTRONICS VOSTRO DESKTOPS VOSTRO NOTEBOOKS XPS DESKTOPS XPS NOTEBOOKS
		CS CONSULTING SERVICES CLIENT PERIPHERALS DISPLAYS IMAGING OTHER ELECTRONICS
	CS OTHER SERVICE	CS SUPPORT AND DEPLOYMENT
		CS DEPLOYMENT SERVICES COMMERCIAL CHROME
	CS SOFTWARE AND PERIPHERALS	INTERNET OF THINGS TABLETS WYSE
		CLOUD PRODUCTS
ENTERPRISE SOLUTION GROUP PBU	CLOUD SERVERS	CONVERGED INFRASTRUCTURE
	CONVERGED INFRASTRUCTURE	DATA PROTECTION APP TRANS DATA PROTECTION SW TRANS
	DATA PROTECTION STORAGE	DPC (SAAS)
	DPC (SAAS)	EDGE
	EDGE	ESG OTHER SERVICE
	ESG OTHER SERVICE	ESG CONSULTING SERVICES ENTERPRISE PERIPHERALS ESG 3RD PARTY SOFTWARE
	ESG SOFTWARE AND PERIPHERALS	ESG SUPPORT AND DEPLOYMENT
	ESG SUPPORT AND DEPLOYMENT	ESG DEPLOYMENT SERVICES ESG SUPPORT SERVICES
	HYPERCONVERGED INFRASTRUCTURE	HYPERCONVERGED INFRAS TRANS HYPERCONVERGED INFRASTRUCTURE
	MULTICLOUD BUSINESS	MULTICLOUD DELL NETWORKING
	NETWORKING	NETWORKING OEM NETWORKING
	POWEREDGE SERVERS	POWEREDGE
	SECUREWORKS	SECUREWORKS
	SERVER	SERVER
	STORAGE	DATA MANAGEMENT DATA PROTECTION DELL STORAGE OEM DELL STORAGE PS DELL STORAGE SC EMC EMERGING HIGH END MIDRANGE OTHER STORAGE RACK ORDERS STORAGE HIGH END STORAGE INTEGRATED OFFER

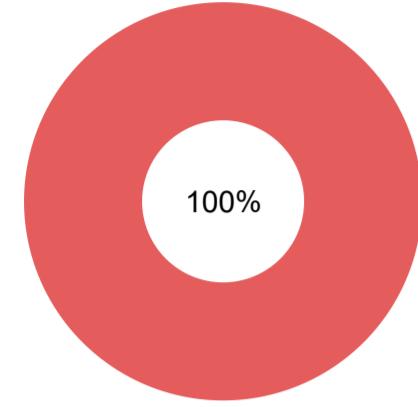
Total Mgn w 3PSW
•Product eligibility same as revenue at 1x
Other Information

Enterprise Peripherals : [Extended Technologies Partners \(incl EMC Select\)](#) ([For a list of EI ETC Partners click here](#))

		STORAGE MID RANGE
		STORAGE UNSTRUCTURED
		TRIDENT
		VBLOCKS REMAINING (NETWORK/COMPUTE)
		VXFLEX APP
		VXRACK AS
		VXRACK FLEX
		VXRACK/SDDC
		VXRAIL
	TELECOM BUSINESS	TELECOM
SECURITY SERVICES PBU	SECURITY SERVICES	SECURITY SERVICES
SERVICES PBU	SUPPORT AND DEPLOYMENT	DEPLOYMENT SERVICES
SOFTWARE PBU	SECURITY SOFTWARE	MANAGED SERVICES
VMWARE PBU	VMWARE	SUPPORT SERVICES
	CLOUD SUBSCRIPTION - MICROSOFT - CSP - M365 (NCE)	SECURITY AND THREAT MANAGEMENT
Notes	Paid at 30x for monthly cadence with 12 as duration,	VMWARE OEM
	Paid at 36x for Monthly cadence with 36 as duration	
	Paid at 2.5x for annual cadence with 12 as duration	
	Paid at 3x for annual cadence with 36 duration	
	Paid at 1x for full term cadence	

ARTM IC FLM SLM COUNTRY LEADER NEW : IC**Metric Bucket Weightings**

Quota Bucket Structure and Weighting.

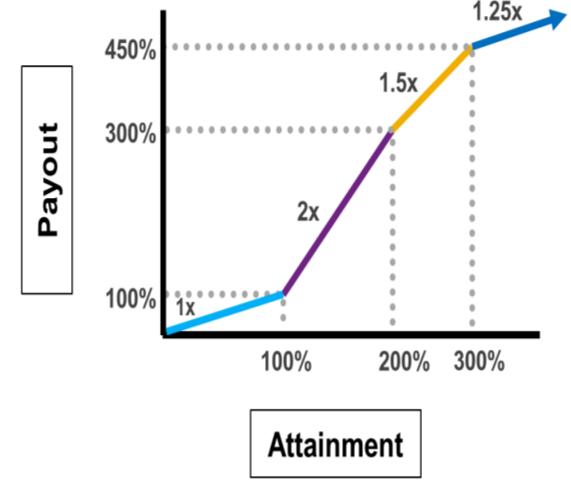


Revenue		
CSB Rev	100%	

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	2x
200%-300%	1.5x
300%+	1.25x

Attainment Modifiers**Quota Cadence**

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

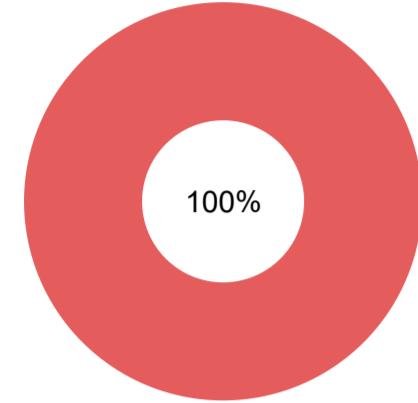
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- Pricing Modifiers: Commission Modifier, does not affect attainment
- Smartprice 4x/-2.5x, capped at 1.25, floored at 0.75
- APEX Managed Device Service credited at 36x first month invoice

Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

ARTM IC FLM SLM COUNTRY LEADER NEW : MGR-L1**Metric Bucket Weightings**

Quota Bucket Structure and Weighting.

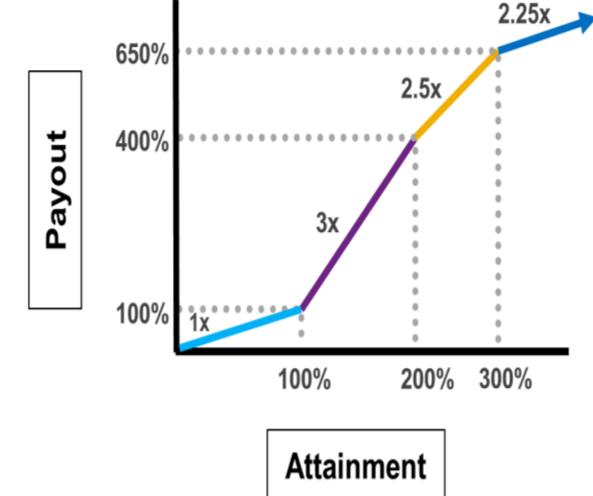


Revenue		
CSB Rev	100%	

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
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Attainment Modifiers**Quota Cadence**

Quarterly

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Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

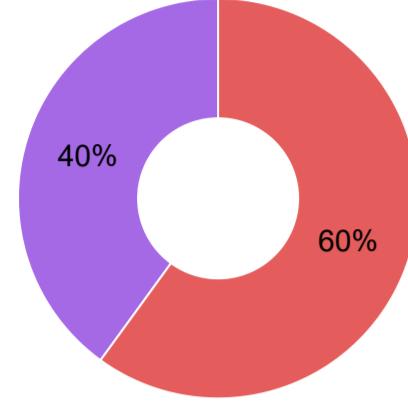
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Pricing Modifiers

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ARTM IC FLM SLM COUNTRY LEADER NEW : MGR-L2**Metric Bucket Weightings**

Quota Bucket Structure and Weighting.

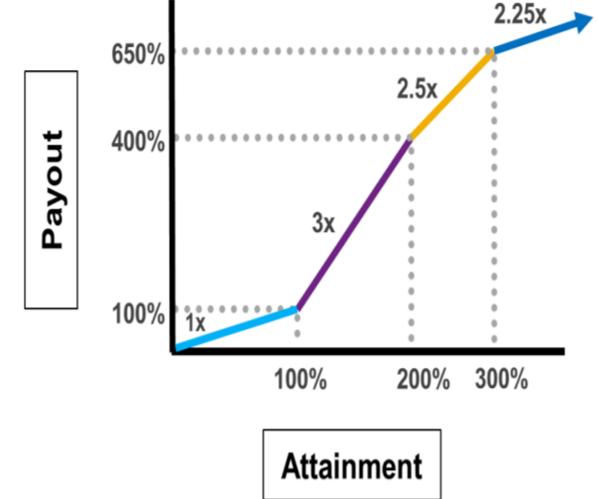


Revenue		
CSB Rev	60%	
Margin		
CSB Mgn	40%	

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
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Attainment Modifiers**Quota Cadence**

Quarterly

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Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

Product Eligibility

Click on Metric names to see Product drilldown till L7

Total Rev w 3PSW		
L1 Type Desc	L2 Group	L3 LOB
CLIENT SOLUTIONS PBU	COMMERCIAL	LATITUDE OPTIPLEX DESKTOPS PRECISION DESKTOPS PRECISION NOTEBOOKS
		ALIENWARE DESKTOPS ALIENWARE NOTEBOOKS INSPIRON DESKTOPS INSPIRON NOTEBOOKS
		MOBILE ELECTRONICS VOSTRO DESKTOPS VOSTRO NOTEBOOKS XPS DESKTOPS XPS NOTEBOOKS
		CS CONSULTING SERVICES CLIENT PERIPHERALS DISPLAYS IMAGING OTHER ELECTRONICS
	CS OTHER SERVICE	CS SUPPORT AND DEPLOYMENT
		CS DEPLOYMENT SERVICES COMMERCIAL CHROME
	CS SOFTWARE AND PERIPHERALS	INTERNET OF THINGS TABLETS WYSE
		CLOUD PRODUCTS
ENTERPRISE SOLUTION GROUP PBU	CLOUD SERVERS	CONVERGED INFRASTRUCTURE
		DATA PROTECTION STORAGE
	DPC (SAAS)	DPC (SAAS)
	EDGE	EDGE SOFTWARE
	ESG OTHER SERVICE	ESG CONSULTING SERVICES
	ESG SOFTWARE AND PERIPHERALS	ENTERPRISE PERIPHERALS ESG 3RD PARTY SOFTWARE
		ESG SUPPORT AND DEPLOYMENT
	HYPERCONVERGED INFRASTRUCTURE	ESG DEPLOYMENT SERVICES ESG SUPPORT SERVICES
		MULTICLOUD BUSINESS
	NETWORKING	MULTICLOUD DELL NETWORKING
		POWEREDGE SERVERS
	SECUREWORKS	SECUREWORKS
	SERVER	SERVER
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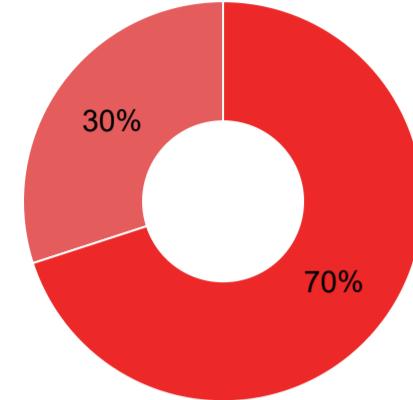
Total Mgn w 3PSW
•Product eligibility same as revenue at 1x

Other Information
Enterprise Peripherals : Extended Technologies Partners (incl EMC Select) . (For a list of EI ETC Partners click here)

		STORAGE MID RANGE
		STORAGE UNSTRUCTURED
		TRIDENT
		VBLOCKS REMAINING (NETWORK/COMPUTE)
		VXFLEX APP
		VXRACK AS
		VXRACK FLEX
		VXRACK/SDDC
		VXRAIL
	TELECOM BUSINESS	TELECOM
SECURITY SERVICES PBU	SECURITY SERVICES	SECURITY SERVICES
SERVICES PBU	SUPPORT AND DEPLOYMENT	DEPLOYMENT SERVICES
SOFTWARE PBU	SECURITY SOFTWARE	MANAGED SERVICES
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	Paid at 1x for full term cadence	

ARTM US : IC**Metric Bucket Weightings**

Quota Bucket Structure and Weighting.

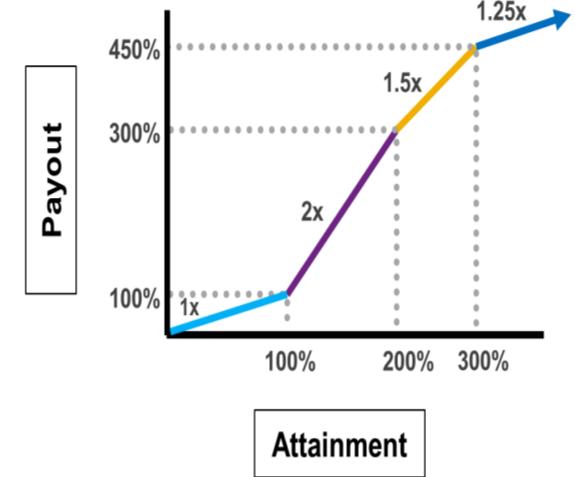


Others	
Buyer Base	70%
Revenue	
CSB Rev	30%

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	2x
200%-300%	1.5x
300%+	1.25x

Attainment Modifiers**Quota Cadence**

Quarterly

Unbalanced

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Other Information

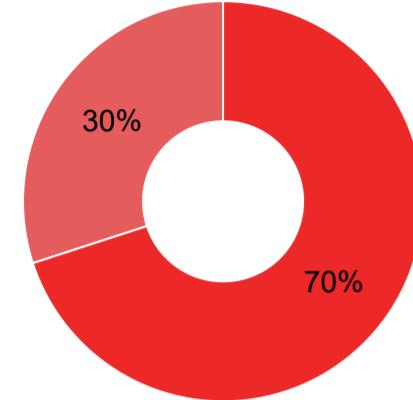
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Pricing Modifiers

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ARTM US : MGR-L1**Metric Bucket Weightings**

Quota Bucket Structure and Weighting.

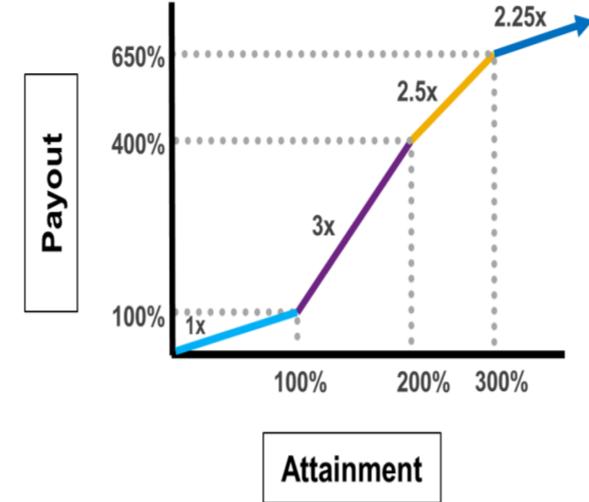


Others	
Buyer Base	70%
Revenue	
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Attainment Modifiers**Quota Cadence**

Quarterly

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Other Information

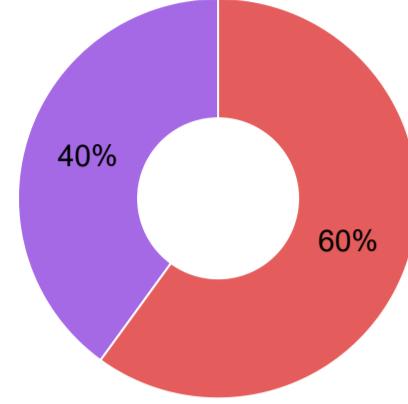
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Pricing Modifiers

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ARTM US : MGR-L2**Metric Bucket Weightings**

Quota Bucket Structure and Weighting.

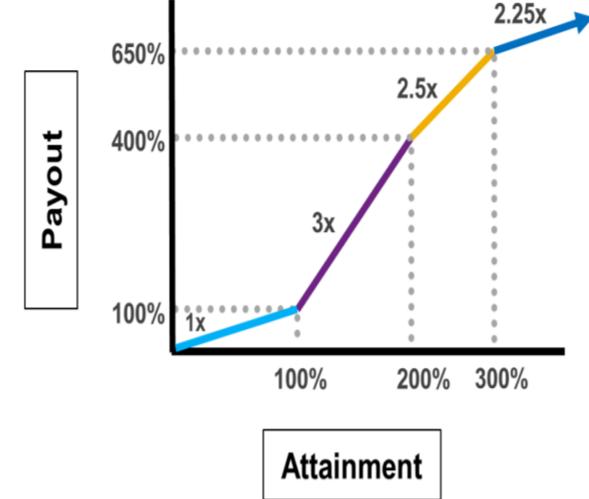


Revenue		
CSB Rev	60%	
Margin		
CSB Mgn	40%	

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Attainment Modifiers**Quota Cadence**

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

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Pricing Modifiers

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Product Eligibility

Click on Metric names to see Product drilldown till L7

Total Rev w 3PSW		
L1 Type Desc	L2 Group	L3 LOB
CLIENT SOLUTIONS PBU	COMMERCIAL	LATITUDE OPTIPLEX DESKTOPS PRECISION DESKTOPS PRECISION NOTEBOOKS
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		CS CONSULTING SERVICES CLIENT PERIPHERALS DISPLAYS IMAGING OTHER ELECTRONICS
	CS OTHER SERVICE	CS SUPPORT AND DEPLOYMENT
		CS DEPLOYMENT SERVICES COMMERCIAL CHROME
	CS SOFTWARE AND PERIPHERALS	INTERNET OF THINGS TABLETS
		WYSE
	ECOSYSTEM PRODUCTS	CLOUD PRODUCTS
		CONVERGED INFRASTRUCTURE
ENTERPRISE SOLUTION GROUP PBU	CLOUD SERVERS	DATA PROTECTION STORAGE
		DPC (SAAS)
	CONVERGED INFRASTRUCTURE	EDGE
	DATA PROTECTION STORAGE	ESG OTHER SERVICE
	DPC (SAAS)	ESG SOFTWARE AND PERIPHERALS
	EDGE	ESG SUPPORT AND DEPLOYMENT
	ESG OTHER SERVICE	HYPERCONVERGED INFRASTRUCTURE
	ESG SOFTWARE AND PERIPHERALS	MULTICLOUD BUSINESS
	ESG SUPPORT AND DEPLOYMENT	NETWORKING
	HYPERCONVERGED INFRASTRUCTURE	POWEREDGE SERVERS
	MULTICLOUD BUSINESS	SECUREWORKS
	NETWORKING	SERVER
	POWEREDGE SERVERS	STORAGE
	SECUREWORKS	DATA MANAGEMENT
	SERVER	DATA PROTECTION
	STORAGE	DELL STORAGE OEM
		DELL STORAGE PS
		DELL STORAGE SC
		EMC
		EMERGING
		HIGH END
		MIDRANGE
		OTHER STORAGE
		RACK ORDERS
		STORAGE HIGH END
		STORAGE INTEGRATED OFFER

Buyer Base Rev
Volume Load/Manual Load Metrics.

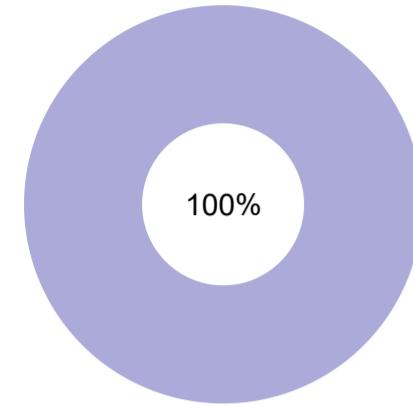
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Other Information
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		STORAGE UNSTRUCTURED
		TRIDENT
		VBLOCKS REMAINING (NETWORK/COMPUTE)
		VXFLEX APP
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		VXRACK FLEX
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		VXRAIL
	TELECOM BUSINESS	TELECOM
SECURITY SERVICES PBU	SECURITY SERVICES	SECURITY SERVICES
SERVICES PBU	SUPPORT AND DEPLOYMENT	DEPLOYMENT SERVICES
SOFTWARE PBU	SECURITY SOFTWARE	MANAGED SERVICES
VMWARE PBU	VMWARE	SUPPORT SERVICES
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	Paid at 36x for Monthly cadence with 36 as duration	
	Paid at 2.5x for annual cadence with 12 as duration	
	Paid at 3x for annual cadence with 36 duration	
	Paid at 1x for full term cadence	

SB TSR : IC**Metric Bucket Weightings**

Must be above 100% of Blended Rev attainment

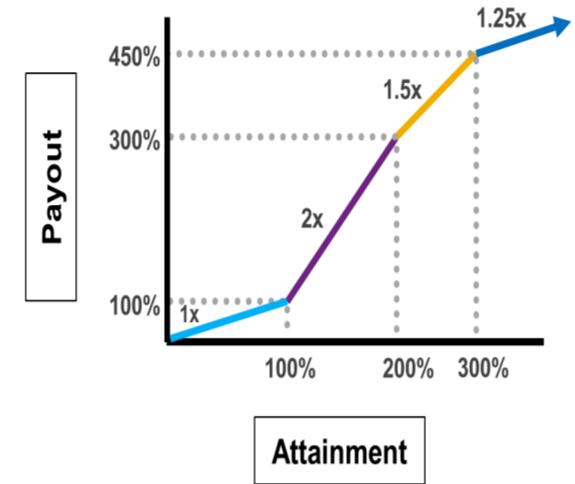


Revenue	
ISG Revenue	100%

Attainment Modifiers**PayCurve**

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	2x
200%-300%	1.5x
300%+	1.25x

Quota Cadence

Quarterly

Unbalanced

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Other Information

- Hardware Credit includes Tied/Attached Software Services and Peripherals
- All standalone SABs (incl VMW), FCM, ELA, Custom PS paid on Booking. All other products paid on ship complete except Germany based BU orders which will credit on Booking
- VMW: Margin threshold criteria refer supplemental document
- Global Rev/Mgn exceptions apply to certain products, please see Global Exclusion section
- Pricing Modifiers: Commission Modifier, does not affect attainment
- Smartprice 4x/-2.5x, capped at 1.25, floored at 0.75

Commission Modifiers

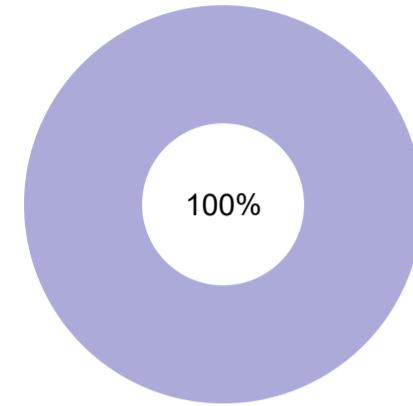
ISG Revenue	
Product	
Partner Storage	1.1x
CSB DFS	1.25x

Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

SB TSR : MGR-L1**Metric Bucket Weightings**

Must be above 100% of Blended Rev attainment

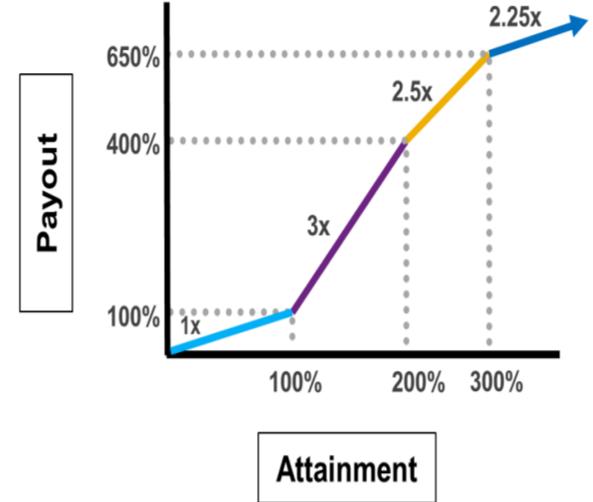


Revenue	
ISG Revenue	100%

Attainment Modifiers**PayCurve**

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

- Hardware Credit includes Tied/Attached Software Services and Peripherals
- All standalone SABs (incl VMW), FCM, ELA, Custom PS paid on Booking. All other products paid on ship complete except Germany based BU orders which will credit on Booking
- VMW: Margin threshold criteria refer supplemental document
- Global Rev/Mgn exceptions apply to certain products, please see Global Exclusion section
- Pricing Modifiers: Commission Modifier, does not affect attainment
- Smartprice 4x/-2.5x, capped at 1.25, floored at 0.75

Commission Modifiers

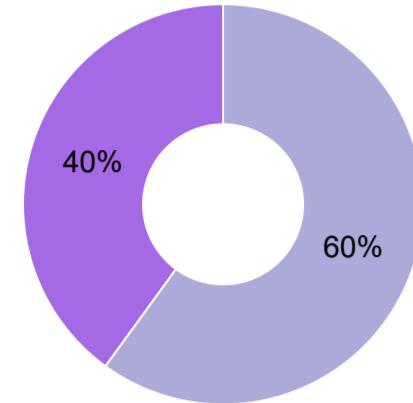
ISG Revenue	
Product	
Partner Storage	1.1x
CSB DFS	1.25x

Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

SB TSR : MGR-L2**Metric Bucket Weightings**

Must be above 100% of Blended Rev attainment

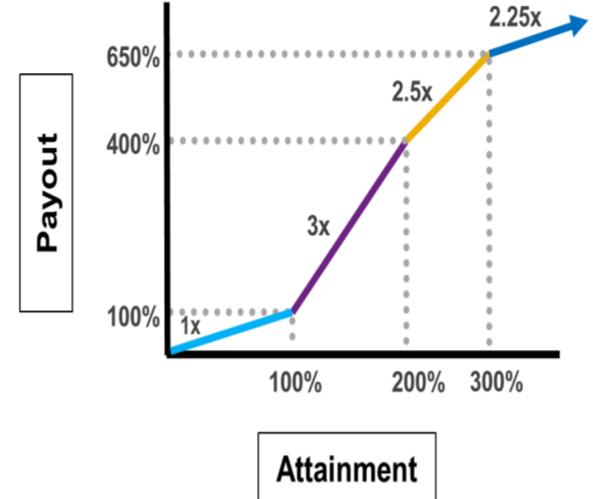


Revenue	
ISG Revenue	60%
Margin	
ISG Margin	40%

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Attainment Modifiers**Quota Cadence**

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

- Hardware Credit includes Tied/Attached Software Services and Peripherals
- All standalone SABs (incl VMW), FCM, ELA, Custom PS paid on Booking. All other products paid on ship complete except Germany based BU orders which will credit on Booking
- VMW: Margin threshold criteria refer supplemental document
- Global Rev/Mgn exceptions apply to certain products, please see Global Exclusion section
- Pricing Modifiers: Commission Modifier, does not affect attainment
- Smartprice 4x/-2.5x, capped at 1.25, floored at 0.75

Commission Modifiers

ISG Revenue	
Product	
Partner Storage	1.1x
CSB DFS	1.25x

Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

Product Eligibility

Click on Metric names to see Product drilldown till L7

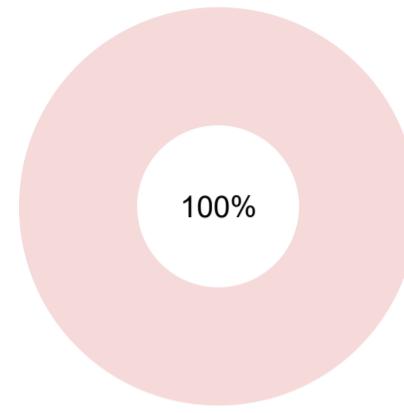
CSB TSR ISG Rev		
L1 Type Desc	L2 Group	L3 LOB
ENTERPRISE SOLUTION GROUP PBU	CONVERGED INFRASTRUCTURE	CONVERGED INFRASTRUCTURE
	DATA PROTECTION STORAGE	DATA PROTECTION APP TRANS DATA PROTECTION SW TRANS
	DPC (SAAS)	DPC (SAAS)
	EDGE	EDGE SOFTWARE
	ESG OTHER SERVICE	ESG CONSULTING SERVICES
	ESG SOFTWARE AND PERIPHERALS	ENTERPRISE PERIPHERALS ESG 3RD PARTY SOFTWARE
	HYPERCONVERGED INFRASTRUCTURE	HYPERCONVERGED INFRAS TRANS HYPERCONVERGED INFRASTRUCTURE
	MULTICLOUD BUSINESS	MULTICLOUD
	STORAGE	DATA MANAGEMENT DATA PROTECTION DELL STORAGE OEM DELL STORAGE PS DELL STORAGE SC EMC EMERGING HIGH END MIDRANGE OTHER STORAGE RACK ORDERS STORAGE HIGH END STORAGE INTEGRATED OFFER STORAGE MID RANGE STORAGE UNSTRUCTURED TRIDENT VBLOCKS REMAINING (NETWORK/COMPUTE) VXFLEX APP VXRACK AS VXRACK FLEX VXRACK/SDDC VXRAIL
SERVICES PBU	SUPPORT AND DEPLOYMENT	DEPLOYMENT SERVICES MANAGED SERVICES SUPPORT SERVICES
VMWARE PBU	VMWARE	VMWARE OEM
Notes	<ul style="list-style-type: none"> VMWARE Attached to VXRAIL or VCF-Others is eligible for credit <u>Deploy Services</u>: ProDeploy Suite ISG, Enterprise and Remote Installation, APEX Deploy, Storage/HCI/DP Residency <u>Support Services</u>: TAM for Storage/DPS/UDS, SAM, Optimize <u>ESG Other Services</u>: Select ESG Consulting services (Multi-cloud, Apps & Data, Security, CI Consulting & Residency) <u>Managed Services</u>: Infrastructure Managed Services <p>PowerEdge - <i>Includes VSAN RN / Excludes DCS customers</i> VMWARE PBU - <i>All inclusive / Excl embedded in Storage HW/CSG, Vmware Paper and, VCF ELA</i></p>	

CSB TSR ISG Mgn
•Product eligibility same as revenue at 1x

Other InformationEnterprise Peripherals : [Extended Technologies Partners \(incl EMC Select\)](#) (*For a list of EI ETC Partners click here*)

SB PSW Specialists : IC**Metric Bucket Weightings**

Blended Quota Attainment (Must be above 100% of Blended revenue and margin attainment)

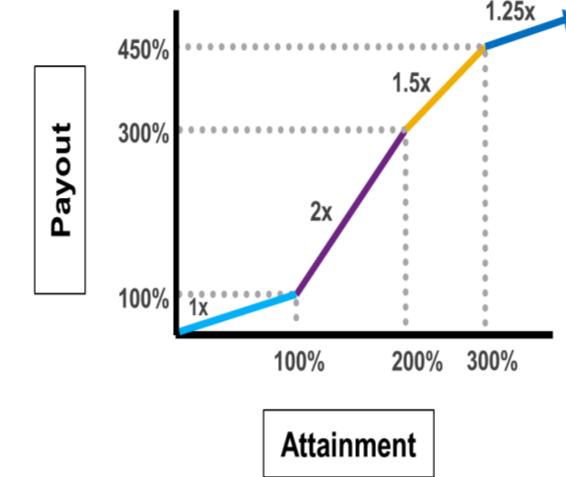


Revenue	
CS SW CSB Rev	100%

Attainment Modifiers**PayCurve**

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	2x
200%-300%	1.5x
300%+	1.25x

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

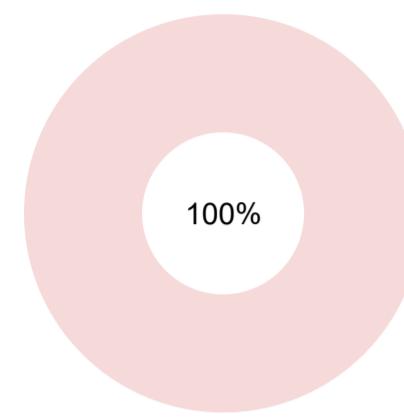
None

Pricing Modifiers

Pricing Modifiers: Not Applicable

SB PSW Specialists : MGR**Metric Bucket Weightings**

Blended Quota Attainment (Must be above 100% of Blended revenue and margin attainment)

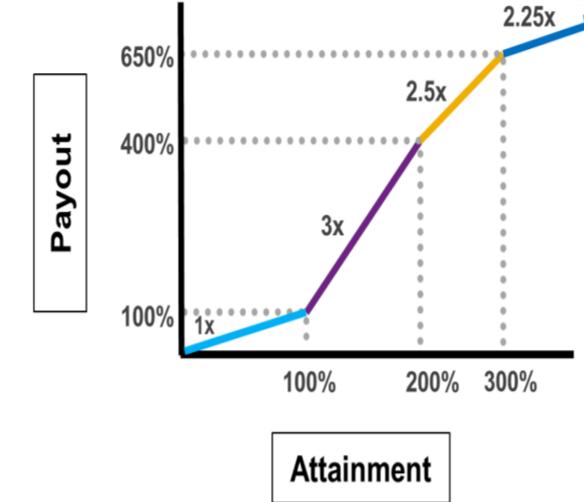


Revenue	
CS SW CSB Rev	100%

Attainment Modifiers**PayCurve**

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

Pricing Modifiers

Pricing Modifiers: Not Applicable

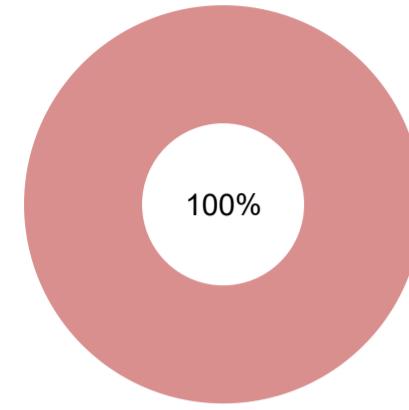
Product Eligibility

Click on Metric names to see Product drilldown till L7

L1 Type Desc	CS SW CSB Rev	L2 Group	L3 LOB	Other Information
Notes	CLOUD SUBSCRIPTION - MICROSOFT - CSP - M365 (NCE) Paid at 30x for monthly cadence with 12 as duration, Paid at 36x for Monthly cadence with 36 as duration Paid at 2.5x for annual cadence with 12 as duration Paid at 3x for annual cadence with 36 duration Paid at 1x for full term cadence •Volume Licensing Microsoft • Volume Licensing Microsoft • Business and Office • Cloud Subscription CSP/Syndication O365 (Rev and Mgn: 30x) – First month of monthly subscription CSP/Syndication O365 (Rev and Mgn: 2.5x) – First month of annual subscription Open O365 (Rev and Mgn: 1x) – First year only Excl Recurring Billings • Computer Game or Entertainment Software • Data Mgmt and Query Software • Developer Tools • Educational and Reference Software • Finance and Accounting • Graphics and Design • Microsoft ESA Fees • Network Applications Software • Operating Environment Software • Project Management • Security/Backup • Software Maintenance & Support • Utility and Device Driver Software			Enterprise Peripherals : Extended Technologies Partners (incl EMC Select) . (For a list of EI ETC Partners click here)

SB SNP Specialists : IC**Metric Bucket Weightings**

Revenue Attainment measured as weighted average across all revenue buckets

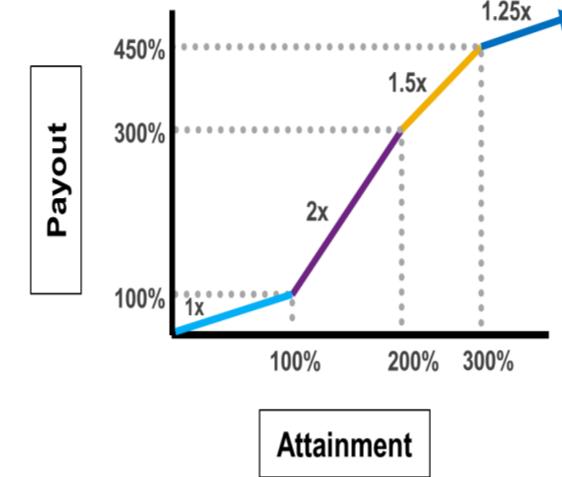


Revenue		
SnP CSB Rev	100%	

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	2x
200%-300%	1.5x
300%+	1.25x

Attainment Modifiers**Quota Cadence**

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

- Pricing Modifiers: Commission Modifier, does not affect attainment
- Smartprice 4x/-2.5x, capped at 1.25, floored at 0.75

Commission Modifiers

SnP CSB Rev

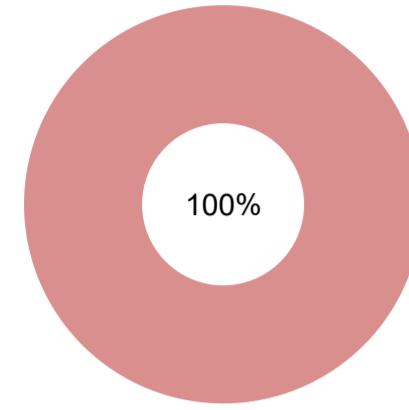
CSB DFS 1.25x

Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

SB SNP Specialists : MGR-L1**Metric Bucket Weightings**

Revenue Attainment measured as weighted average across all revenue buckets

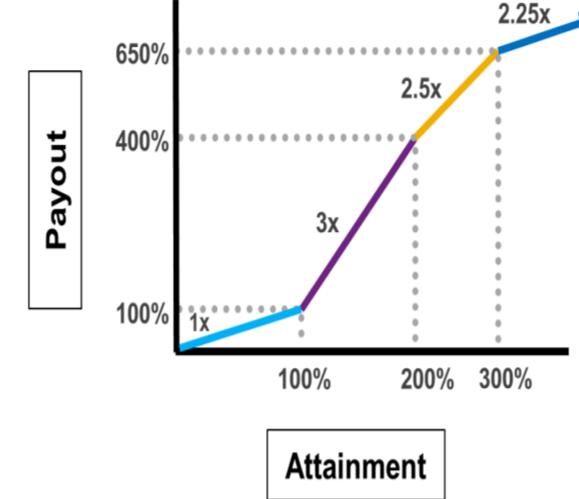


Revenue		
SnP CSB Rev	100%	

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Attainment Modifiers**Quota Cadence**

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

- Pricing Modifiers: Commission Modifier, does not affect attainment
- Smartprice 4x/-2.5x, capped at 1.25, floored at 0.75

Commission Modifiers

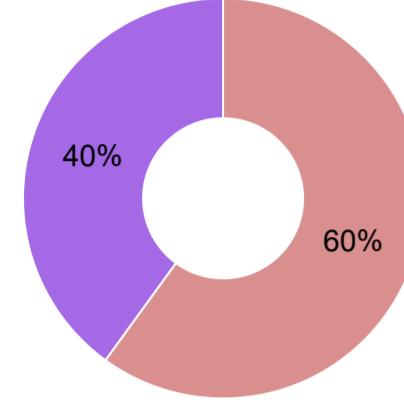
SnP CSB Rev
CSB DFS 1.25x

Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

SB SNP Specialists : MGR-L2**Metric Bucket Weightings**

Revenue Attainment measured as weighted average across all revenue buckets

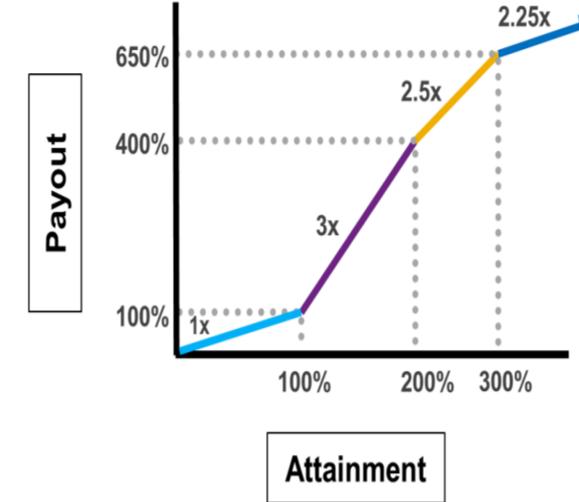


Revenue	
■ SnP CSB Rev	60%
Margin	
■ SnP CSB Mgn	40%

Attainment Modifiers**PayCurve**

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

- Pricing Modifiers: Commission Modifier, does not affect attainment
- Smartprice 4x/-2.5x, capped at 1.25, floored at 0.75

Commission Modifiers

SnP CSB Rev
CSB DFS 1.25x

Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

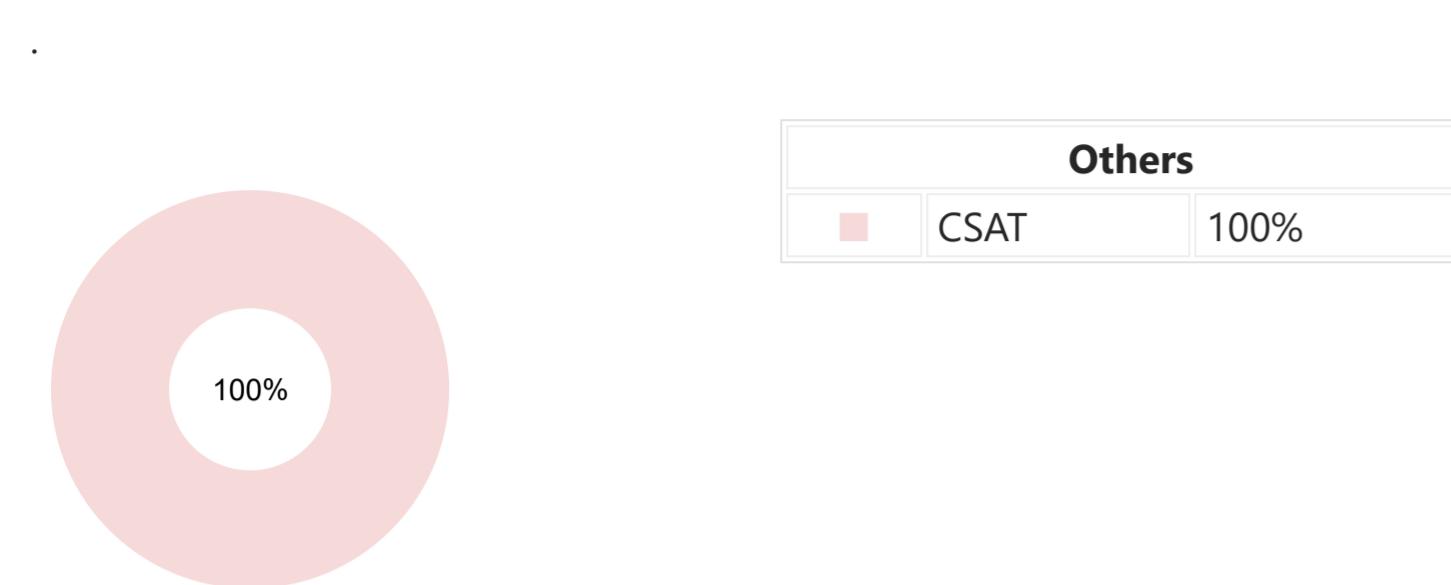
Product Eligibility

Click on Metric names to see Product drilldown till L7

SnP CSB Rev		
L1 Type Desc	L2 Group	L3 LOB
Notes	CS S&P <ul style="list-style-type: none">•3rd Party Software•Imaging : Partner Imaging: 1x / Dell-Branded Imaging: 1x•MSFT CSP included, monthly 18x/ Annual 1.5x•Partner (<i>3rd party software only</i>) EI Excl Cisco <ul style="list-style-type: none">•Memory / Storage / Networking / Accessories/ Power & Cooling	

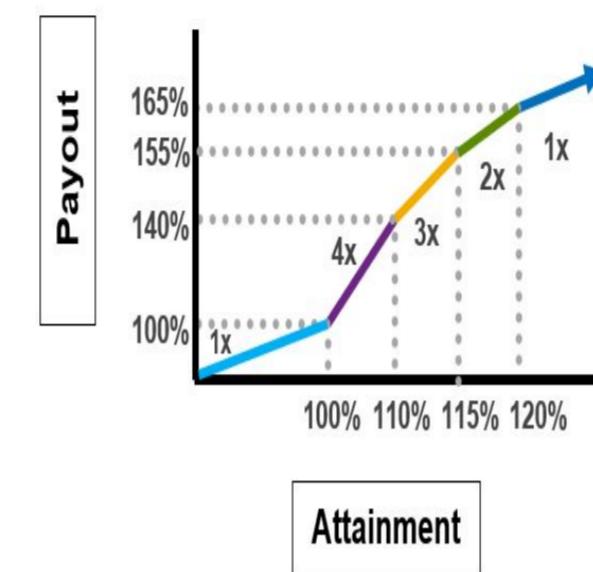
SnP CSB Mgn
•Product eligibility same as revenue at 1x

Other Information
Enterprise Peripherals : Extended Technologies Partners (incl EMC Select) (<i>For a list of EI ETC Partners click here</i>)

GLOBAL CCOE : IC**Metric Bucket Weightings****Attainment Modifiers****PayCurve**

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when greater than 100% attainment)



PayCurve	
0%-100%	1x
100%-110%	4x
110%-115%	3x
115%-120%	2x
120%+	1x

Quota Cadence

Semi-Annual

Unbalanced

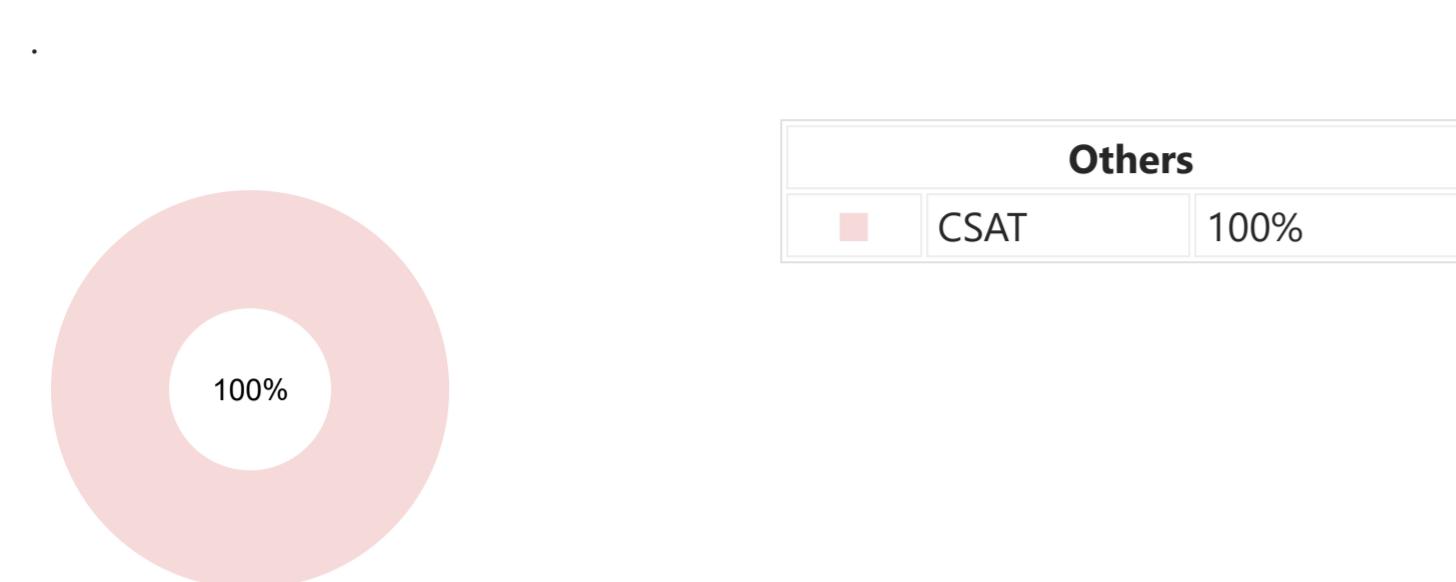
Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

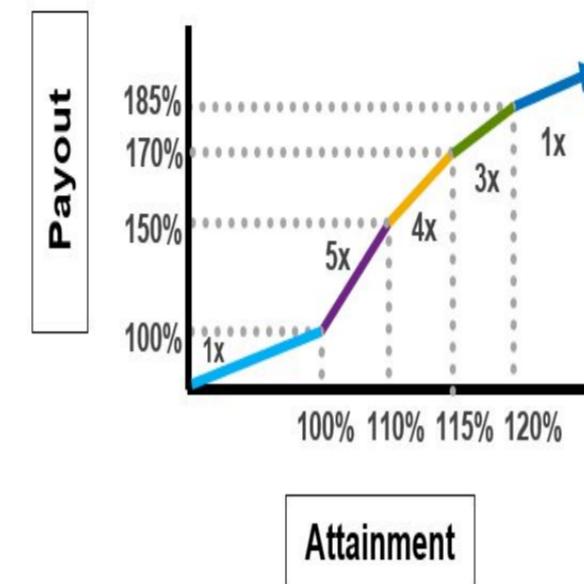
Pricing Modifiers

Pricing Modifiers: Not Applicable

GLOBAL CCOE : MGR**Metric Bucket Weightings****Attainment Modifiers****PayCurve**

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when greater than 100% attainment)



PayCurve	
0%-100%	1x
100%-110%	5x
110%-115%	4x
115%-120%	3x
120%+	1x

Quota Cadence

Semi-Annual

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

Pricing Modifiers

Pricing Modifiers: Not Applicable

Product Eligibility

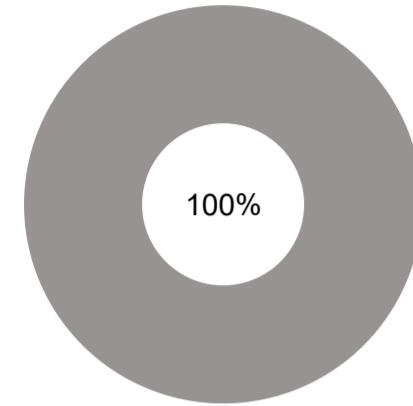
Click on Metric names to see Product drilldown till L7

CSAT
Volume Load/Manual Load Metrics.

Other Information
Enterprise Peripherals : Extended Technologies Partners (incl EMC Select) (For a list of ETC Partners click here)

CCOE ARTM : IC**Metric Bucket Weightings**

Plan Design

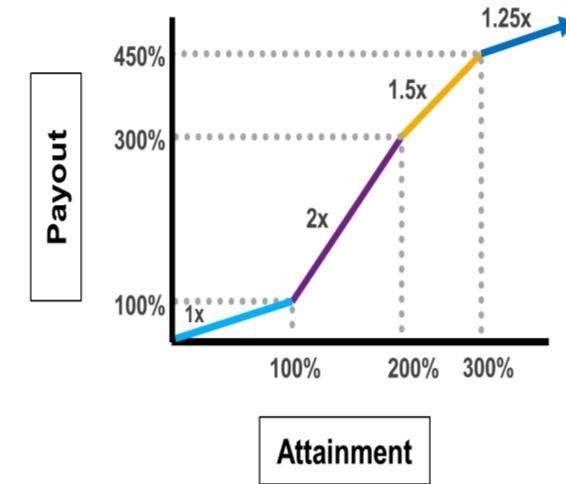


Revenue	
Total Revenue	100%

Attainment Modifiers**PayCurve**

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	2x
200%-300%	1.5x
300%+	1.25x

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

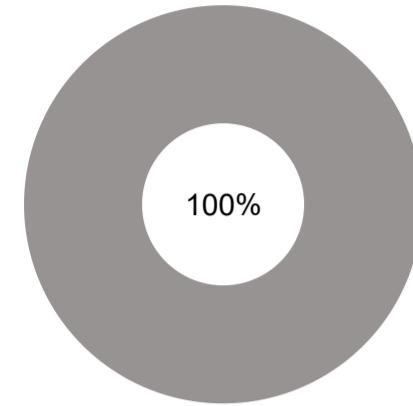
Other Information

None

Pricing Modifiers**Pricing Modifiers:** Not Applicable

CCOE ARTM : MGR**Metric Bucket Weightings**

Plan Design

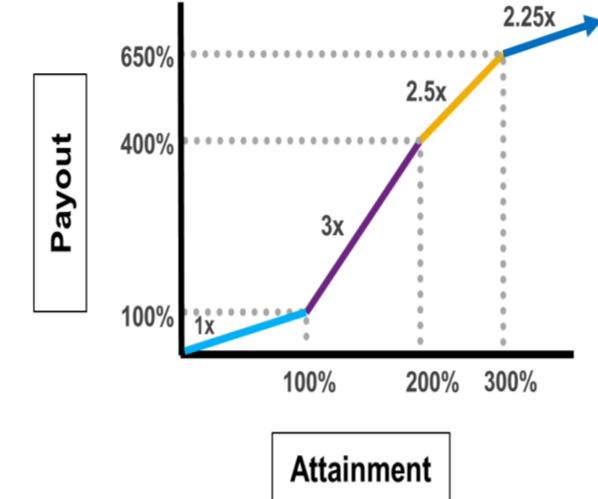


Revenue	
Total Revenue	100%

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Attainment Modifiers**Quota Cadence**

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

Pricing Modifiers**Pricing Modifiers:** Not Applicable

Product Eligibility

Click on Metric names to see Product drilldown till L7

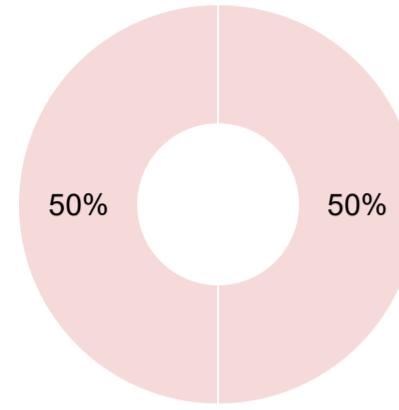
Total Rev w 3PSW		
L1 Type Desc	L2 Group	L3 LOB
CLIENT SOLUTIONS PBU	COMMERCIAL	LATITUDE OPTIPLEX DESKTOPS PRECISION DESKTOPS PRECISION NOTEBOOKS
		ALIENWARE DESKTOPS ALIENWARE NOTEBOOKS INSPIRON DESKTOPS INSPIRON NOTEBOOKS
		CONSUMER MOBILE ELECTRONICS VOSTRO DESKTOPS VOSTRO NOTEBOOKS XPS DESKTOPS XPS NOTEBOOKS
		CS OTHER SERVICE CS CONSULTING SERVICES CLIENT PERIPHERALS DISPLAYS IMAGING OTHER ELECTRONICS
	CS SOFTWARE AND PERIPHERALS	CS SUPPORT AND DEPLOYMENT CS DEPLOYMENT SERVICES COMMERCIAL CHROME
		ECOSYSTEM PRODUCTS INTERNET OF THINGS TABLETS WYSE
ENTERPRISE SOLUTION GROUP PBU	CLOUD SERVERS	CLOUD PRODUCTS
	CONVERGED INFRASTRUCTURE	CONVERGED INFRASTRUCTURE
	DATA PROTECTION STORAGE	DATA PROTECTION APP TRANS DATA PROTECTION SW TRANS
	DPC (SAAS)	DPC (SAAS)
	EDGE	EDGE SOFTWARE
	ESG OTHER SERVICE	ESG CONSULTING SERVICES ENTERPRISE PERIPHERALS ESG 3RD PARTY SOFTWARE
	ESG SOFTWARE AND PERIPHERALS	ESG SUPPORT AND DEPLOYMENT ESG DEPLOYMENT SERVICES ESG SUPPORT SERVICES
	HYPERCONVERGED INFRASTRUCTURE	HYPERCONVERGED INFRAS TRANS HYPERCONVERGED INFRASTRUCTURE
	MULTICLOUD BUSINESS	MULTICLOUD DELL NETWORKING
	NETWORKING	NETWORKING OEM NETWORKING
	POWEREDGE SERVERS	POWEREDGE
	SECUREWORKS	SECUREWORKS
	SERVER	SERVER
	STORAGE	DATA MANAGEMENT DATA PROTECTION DELL STORAGE OEM DELL STORAGE PS DELL STORAGE SC EMC EMERGING HIGH END MIDRANGE OTHER STORAGE RACK ORDERS STORAGE HIGH END STORAGE INTEGRATED OFFER

Other Information
Enterprise Peripherals : Extended Technologies Partners (incl EMC Select) . (For a list of ETC Partners click here)

		STORAGE MID RANGE
		STORAGE UNSTRUCTURED
		TRIDENT
		VBLOCKS REMAINING (NETWORK/COMPUTE)
		VXFLEX APP
		VXRACK AS
		VXRACK FLEX
		VXRACK/SDDC
		VXRAIL
	TELECOM BUSINESS	TELECOM
SECURITY SERVICES PBU	SECURITY SERVICES	SECURITY SERVICES
SERVICES PBU	SUPPORT AND DEPLOYMENT	DEPLOYMENT SERVICES
SOFTWARE PBU	SECURITY SOFTWARE	MANAGED SERVICES
VMWARE PBU	VMWARE	SUPPORT SERVICES
	CLOUD SUBSCRIPTION - MICROSOFT - CSP - M365 (NCE)	SECURITY AND THREAT MANAGEMENT
Notes	Paid at 30x for monthly cadence with 12 as duration,	VMWARE OEM
	Paid at 36x for Monthly cadence with 36 as duration	
	Paid at 2.5x for annual cadence with 12 as duration	
	Paid at 3x for annual cadence with 36 duration	
	Paid at 1x for full term cadence	

GLOBAL CCOE HYBRID : IC**Metric Bucket Weightings**

Revenue Attainment measured as Weighted Average across all revenue buckets

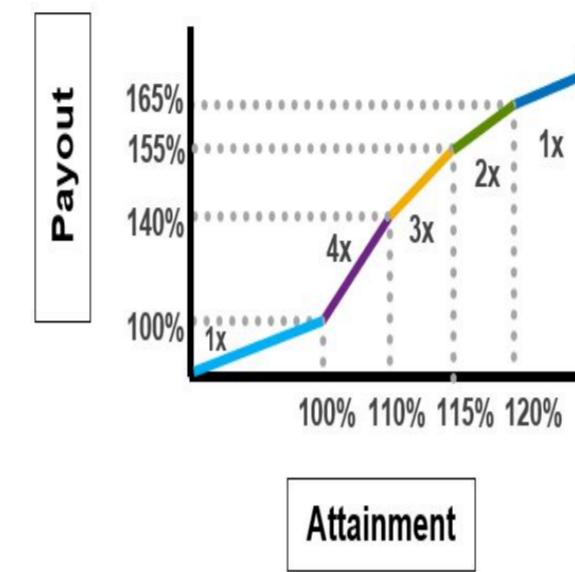


Others		
CSAT 1	50%	
CSAT 2	50%	

Attainment Modifiers**PayCurve**

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when greater than 100% attainment)



PayCurve	
0%-100%	1x
100%-110%	4x
110%-115%	3x
115%-120%	2x
120%+	1x

Quota Cadence

Semi-Annual

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

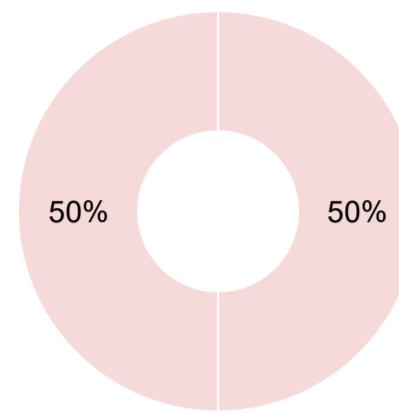
None

Pricing Modifiers

Pricing Modifiers: Not Applicable

GLOBAL CCOE HYBRID : MGR**Metric Bucket Weightings**

Revenue Attainment measured as Weighted Average across all revenue buckets

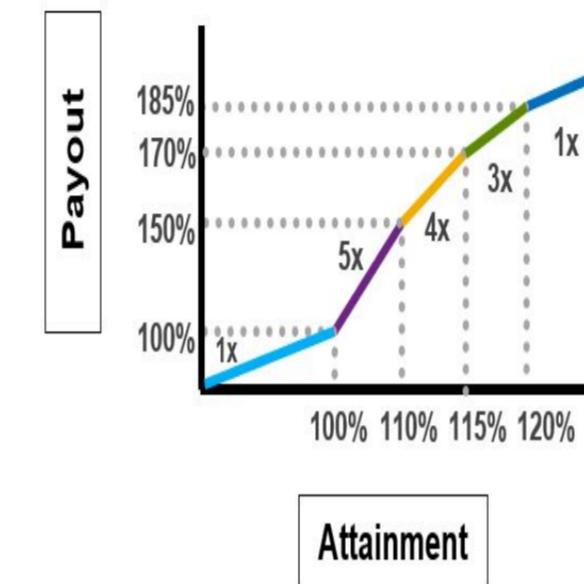


Others		
CSAT 1	50%	
CSAT 2	50%	

Attainment Modifiers**PayCurve**

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when greater than 100% attainment)



PayCurve	
0%-100%	1x
100%-110%	5x
110%-115%	4x
115%-120%	3x
120%+	1x

Quota Cadence

Semi-Annual

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

Pricing Modifiers

Pricing Modifiers: Not Applicable

Product Eligibility

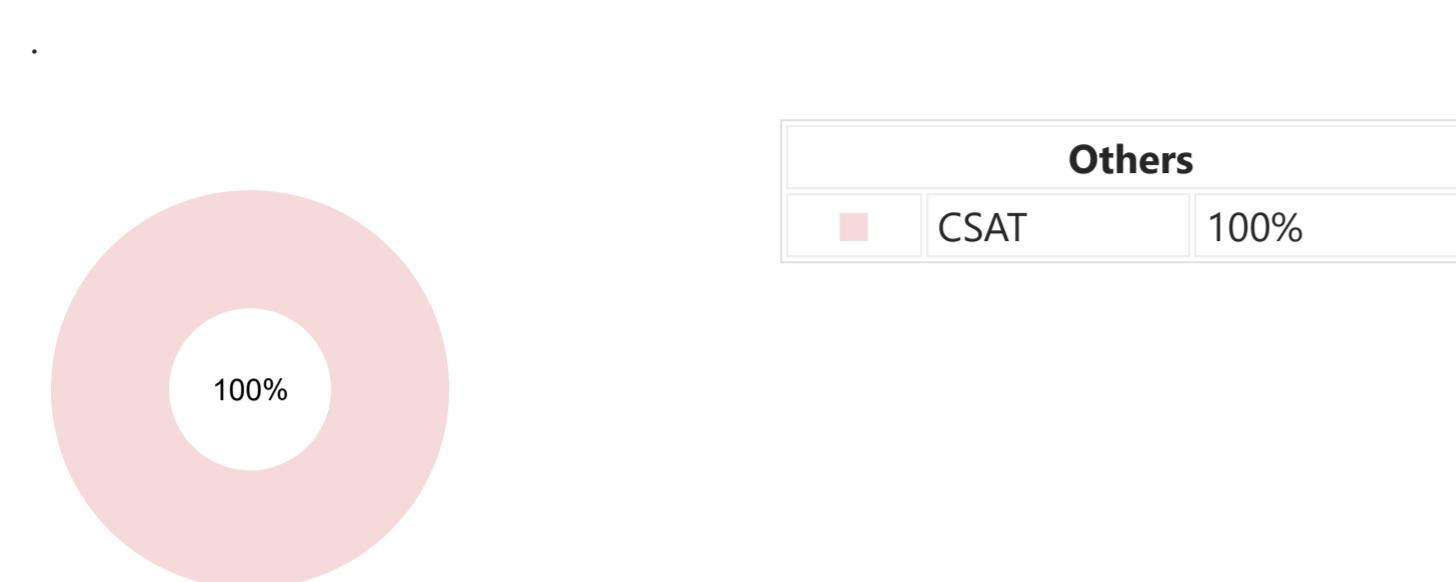
Click on Metric names to see Product drilldown till L7

CSAT 1
Volume Load/Manual Load Metrics.

CSAT 2
Volume Load/Manual Load Metrics.

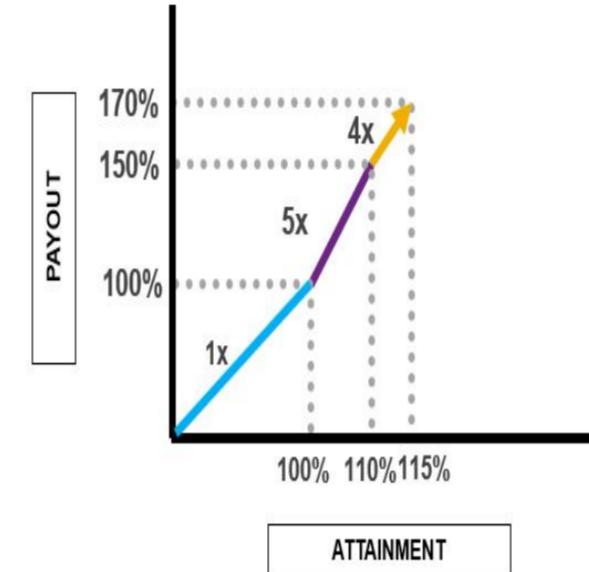
Other Information

Enterprise Peripherals : [Extended Technologies Partners \(incl EMC Select\)](#) (*For a list of EI ETC Partners click here*)

Global CCOE Premium : IC**Metric Bucket Weightings****Attainment Modifiers****PayCurve**

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when greater than 100% attainment)



PayCurve	
0%-100%	1x
100%-110%	5x
110%+	4x

Quota Cadence

Semi-Annual

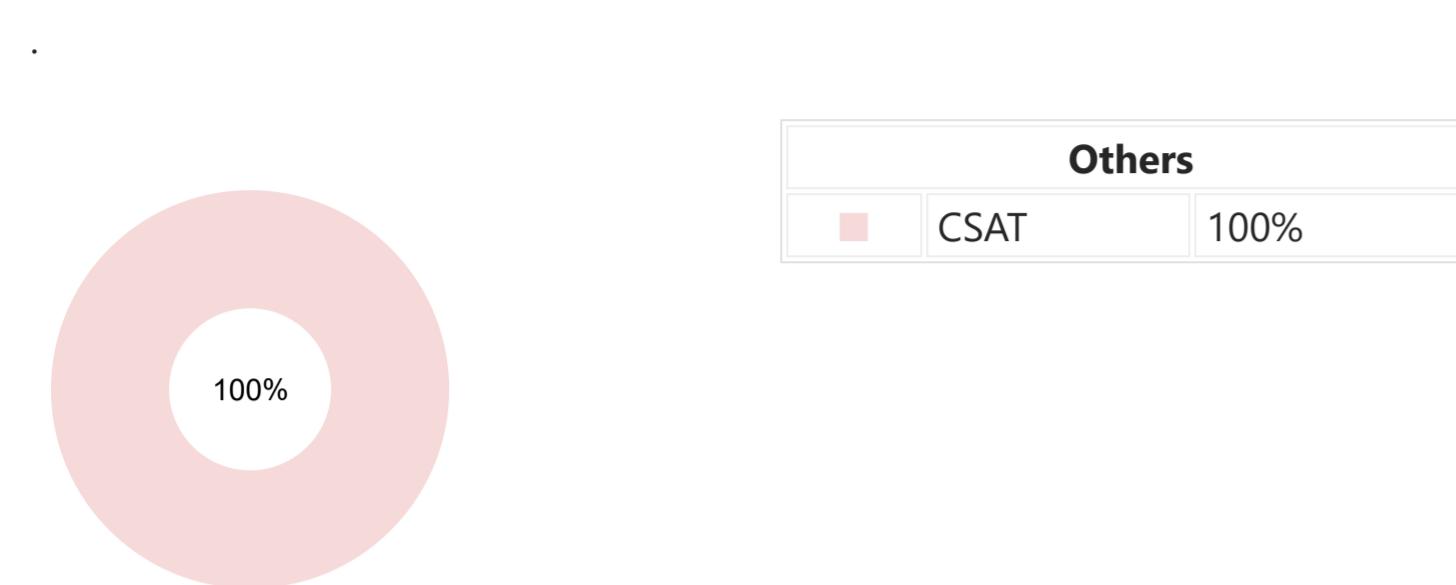
Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

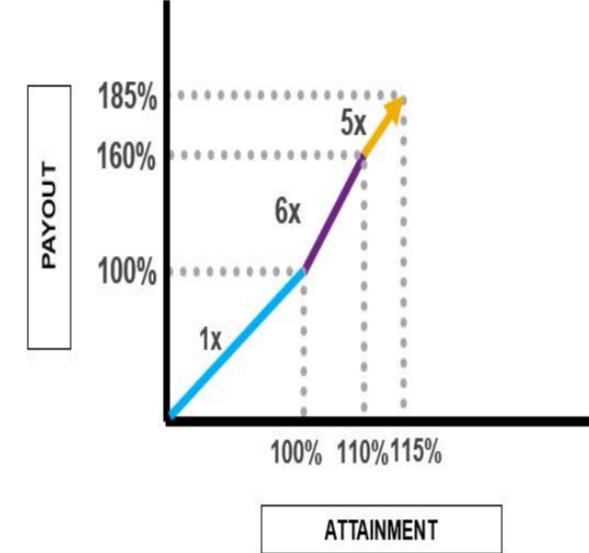
None

Pricing Modifiers**Pricing Modifiers:** Not Applicable

Global CCOE Premium : MGR**Metric Bucket Weightings****Attainment Modifiers****PayCurve**

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when greater than 100% attainment)



PayCurve	
0%-100%	1x
100%-110%	6x
110%+	5x

Quota Cadence

Semi-Annual

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

Pricing Modifiers**Pricing Modifiers:** Not Applicable

Product Eligibility

Click on Metric names to see Product drilldown till L7

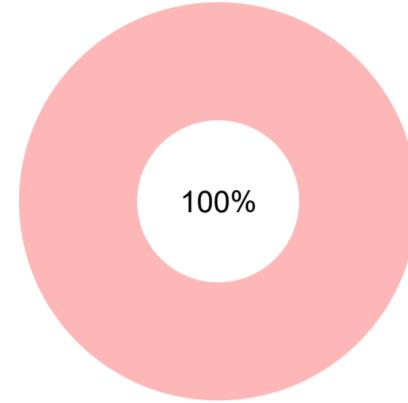
CSAT
Volume Load/Manual Load Metrics.

Other Information
Enterprise Peripherals : Extended Technologies Partners (incl EMC Select) . <i>(For a list of ETC Partners click here)</i>

Channel/Retail Total Notebook Revenue : IC

Metric Bucket Weightings

Plan Design

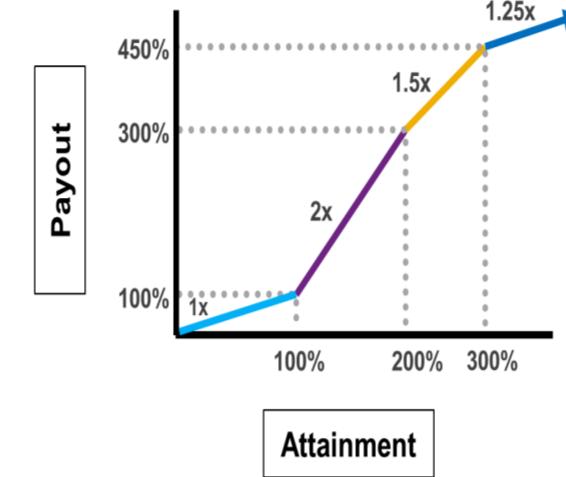


Revenue		
CSB	100%	

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	2x
200%-300%	1.5x
300%+	1.25x

Attainment Modifiers

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

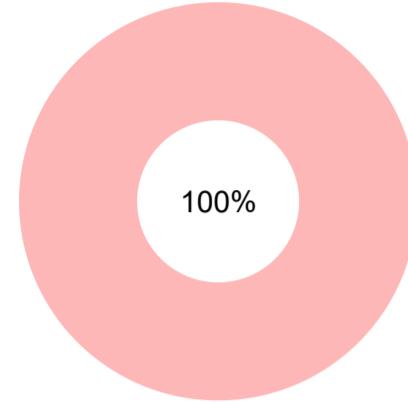
Pricing Modifiers

Pricing Modifiers: Not Applicable

Channel/Retail Total Notebook Revenue : MGR

Metric Bucket Weightings

Plan Design

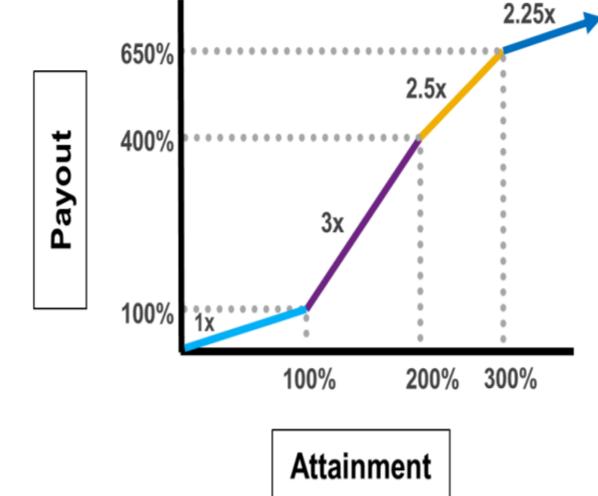


Revenue		
CSB	100%	

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Attainment Modifiers

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

Pricing Modifiers

Pricing Modifiers: Not Applicable

Product Eligibility

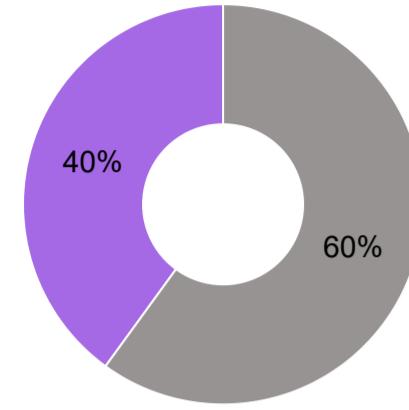
Click on Metric names to see Product drilldown till L7

Notebook Rev
Volume Load/Manual Load Metrics.

Other Information
Enterprise Peripherals : Extended Technologies Partners (incl EMC Select) (For a list of ETC Partners click here)

CSB Retail : IC**Metric Bucket Weightings**

Plan Design

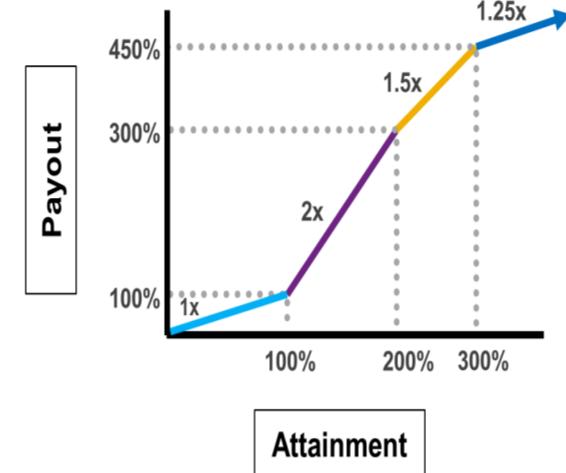


Revenue	
Total Revenue	60%
Margin	
Total Margin	40%

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)

**Attainment Modifiers****Quota Cadence**

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

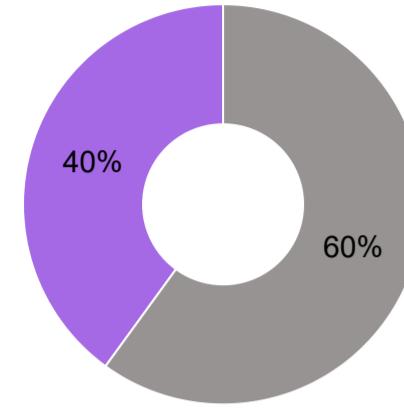
Other Information

None

Pricing Modifiers**Pricing Modifiers:** Not Applicable

CSB Retail : MGR**Metric Bucket Weightings**

Plan Design



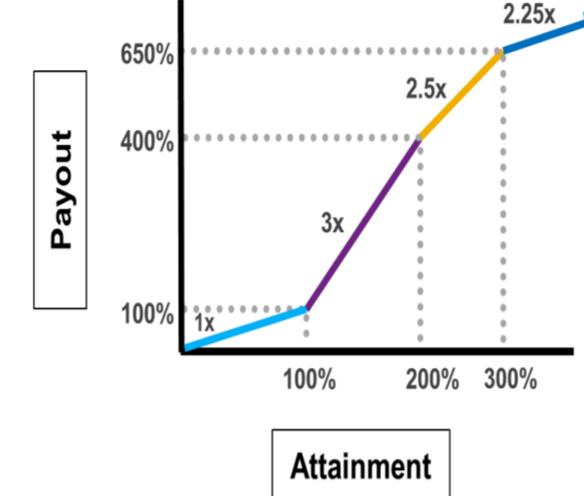
Revenue	
Total Revenue	60%

Margin	
Total Margin	40%

Attainment Modifiers**PayCurve**

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

Pricing Modifiers**Pricing Modifiers:** Not Applicable

Product Eligibility

Click on Metric names to see Product drilldown till L7

Total Rev w 3PSW		
L1 Type Desc	L2 Group	L3 LOB
CLIENT SOLUTIONS PBU	COMMERCIAL	LATITUDE
		OPTIPLEX DESKTOPS
		PRECISION DESKTOPS
		PRECISION NOTEBOOKS
		ALIENWARE DESKTOPS
	CONSUMER	ALIENWARE NOTEBOOKS
		INSPIRON DESKTOPS
		INSPIRON NOTEBOOKS
		MOBILE ELECTRONICS
		VOSTRO DESKTOPS
ENTERPRISE SOLUTION GROUP PBU	CS OTHER SERVICE	VOSTRO NOTEBOOKS
		XPS DESKTOPS
		XPS NOTEBOOKS
		CS CONSULTING SERVICES
		CLIENT PERIPHERALS
	CS SOFTWARE AND PERIPHERALS	DISPLAYS
		IMAGING
		OTHER ELECTRONICS
		CS DEPLOYMENT SERVICES
		COMMERCIAL CHROME
ENTERPRISE SOLUTION GROUP PBU	ECOSYSTEM PRODUCTS	INTERNET OF THINGS
		TABLETS
		WYSE
		CLOUD PRODUCTS
		CONVERGED INFRASTRUCTURE
	CLOUD SERVERS	DATA PROTECTION APP TRANS
		DATA PROTECTION SW TRANS
		DPC (SAAS)
		EDGE SOFTWARE
		ESG CONSULTING SERVICES
ENTERPRISE SOLUTION GROUP PBU	DATA PROTECTION STORAGE	ENTERPRISE PERIPHERALS
		ESG 3RD PARTY SOFTWARE
		ESG DEPLOYMENT SERVICES
		ESG SUPPORT SERVICES
		HYPERCONVERGED INFRAS TRANS
	HYPERCONVERGED INFRASTRUCTURE	HYPERCONVERGED INFRASTRUCTURE
		MULTICLOUD
		DELL NETWORKING
		NETWORKING
		OEM NETWORKING
ENTERPRISE SOLUTION GROUP PBU	POWEREDGE SERVERS	POWEREDGE
		SECUREWORKS
		SERVER
		STORAGE
		DATA MANAGEMENT
	SECUREWORKS	DATA PROTECTION
		DELL STORAGE OEM
		DELL STORAGE PS
		DELL STORAGE SC
		EMC
ENTERPRISE SOLUTION GROUP PBU	SERVER	EMERGING
		HIGH END
		MIDRANGE
		OTHER STORAGE
		RACK ORDERS
	STORAGE	STORAGE HIGH END
		STORAGE INTEGRATED OFFER

Total Mgn w 3PSW

- Product eligibility same as revenue at 1x

Other Information

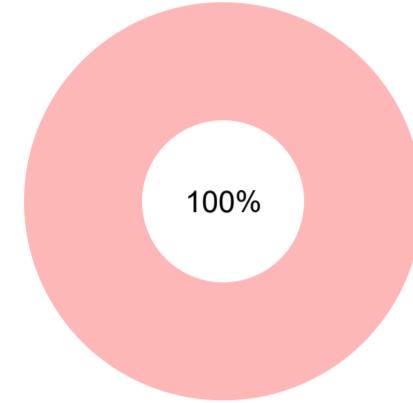
Enterprise Peripherals : [Extended Technologies Partners \(incl EMC Select\)](#) (*For a list of EI ETC Partners click here*)

		STORAGE MID RANGE
		STORAGE UNSTRUCTURED
		TRIDENT
		VBLOCKS REMAINING (NETWORK/COMPUTE)
		VXFLEX APP
		VXRACK AS
		VXRACK FLEX
		VXRACK/SDDC
		VXRAIL
	TELECOM BUSINESS	TELECOM
SECURITY SERVICES PBU	SECURITY SERVICES	SECURITY SERVICES
SERVICES PBU	SUPPORT AND DEPLOYMENT	DEPLOYMENT SERVICES
SOFTWARE PBU	SECURITY SOFTWARE	MANAGED SERVICES
VMWARE PBU	VMWARE	SUPPORT SERVICES
	CLOUD SUBSCRIPTION - MICROSOFT - CSP - M365 (NCE)	SECURITY AND THREAT MANAGEMENT
Notes	Paid at 30x for monthly cadence with 12 as duration,	VMWARE OEM
	Paid at 36x for Monthly cadence with 36 as duration	
	Paid at 2.5x for annual cadence with 12 as duration	
	Paid at 3x for annual cadence with 36 duration	
	Paid at 1x for full term cadence	

Channel/Retail Total Revenue : IC

Metric Bucket Weightings

Plan Design

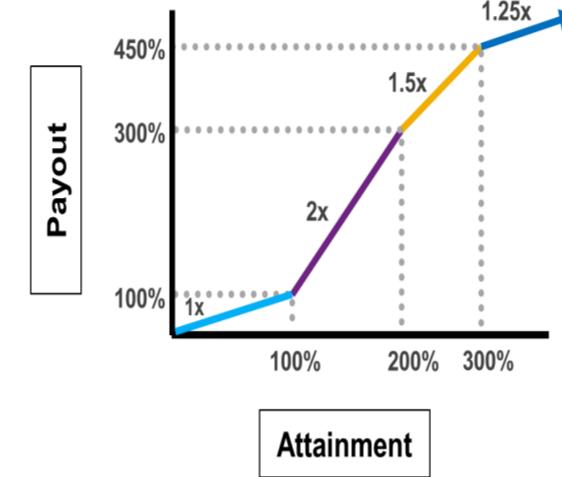


Revenue		
CSB	100%	

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	2x
200%-300%	1.5x
300%+	1.25x

Attainment Modifiers

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

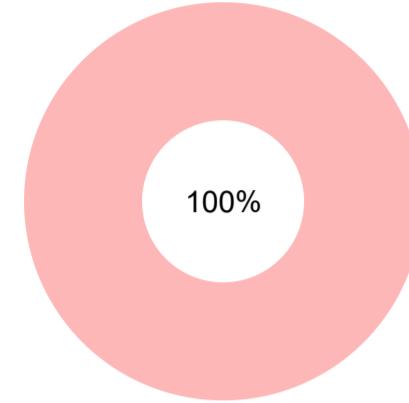
Pricing Modifiers

Pricing Modifiers: Not Applicable

Channel/Retail Total Revenue : MGR

Metric Bucket Weightings

Plan Design

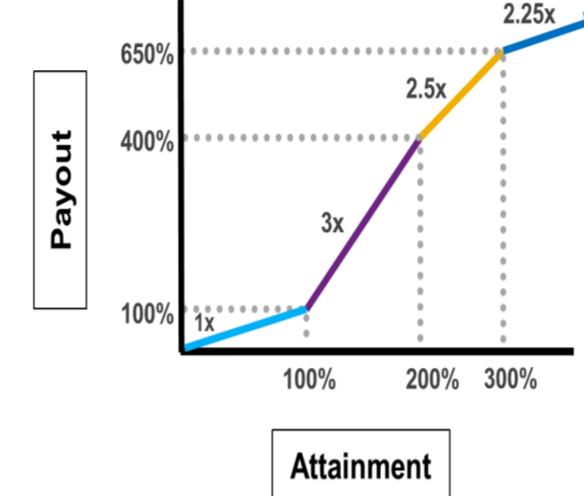


Revenue		
CSB	100%	

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



Attainment Modifiers

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

Pricing Modifiers

Pricing Modifiers: Not Applicable

Product Eligibility

Click on Metric names to see Product drilldown till L7

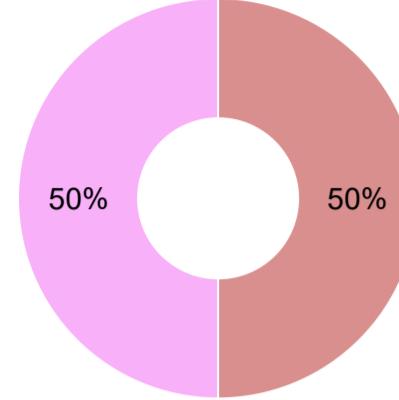
Total Rev w 3PSW		
L1 Type Desc	L2 Group	L3 LOB
CLIENT SOLUTIONS PBU	COMMERCIAL	LATITUDE OPTIPLEX DESKTOPS PRECISION DESKTOPS PRECISION NOTEBOOKS
		ALIENWARE DESKTOPS ALIENWARE NOTEBOOKS INSPIRON DESKTOPS INSPIRON NOTEBOOKS
		CONSUMER MOBILE ELECTRONICS VOSTRO DESKTOPS VOSTRO NOTEBOOKS XPS DESKTOPS XPS NOTEBOOKS
		CS OTHER SERVICE CS CONSULTING SERVICES CLIENT PERIPHERALS DISPLAYS IMAGING OTHER ELECTRONICS
	CS SOFTWARE AND PERIPHERALS	CS SUPPORT AND DEPLOYMENT CS DEPLOYMENT SERVICES COMMERCIAL CHROME
		ECOSYSTEM PRODUCTS INTERNET OF THINGS TABLETS WYSE
ENTERPRISE SOLUTION GROUP PBU	CLOUD SERVERS	CLOUD PRODUCTS
	CONVERGED INFRASTRUCTURE	CONVERGED INFRASTRUCTURE
	DATA PROTECTION STORAGE	DATA PROTECTION APP TRANS DATA PROTECTION SW TRANS
	DPC (SAAS)	DPC (SAAS)
	EDGE	EDGE SOFTWARE
	ESG OTHER SERVICE	ESG CONSULTING SERVICES ENTERPRISE PERIPHERALS
	ESG SOFTWARE AND PERIPHERALS	ESG 3RD PARTY SOFTWARE
	ESG SUPPORT AND DEPLOYMENT	ESG DEPLOYMENT SERVICES ESG SUPPORT SERVICES
	HYPERCONVERGED INFRASTRUCTURE	HYPERCONVERGED INFRAS TRANS HYPERCONVERGED INFRASTRUCTURE
	MULTICLOUD BUSINESS	MULTICLOUD DELL NETWORKING
	NETWORKING	NETWORKING OEM NETWORKING
	POWEREDGE SERVERS	POWEREDGE
	SECUREWORKS	SECUREWORKS
	SERVER	SERVER
	STORAGE	DATA MANAGEMENT DATA PROTECTION DELL STORAGE OEM DELL STORAGE PS DELL STORAGE SC EMC EMERGING HIGH END MIDRANGE OTHER STORAGE RACK ORDERS STORAGE HIGH END STORAGE INTEGRATED OFFER

Other Information
Enterprise Peripherals : Extended Technologies Partners (incl EMC Select) . (For a list of ETC Partners click here)

		STORAGE MID RANGE
		STORAGE UNSTRUCTURED
		TRIDENT
		VBLOCKS REMAINING (NETWORK/COMPUTE)
		VXFLEX APP
		VXRACK AS
		VXRACK FLEX
		VXRACK/SDDC
		VXRAIL
	TELECOM BUSINESS	TELECOM
SECURITY SERVICES PBU	SECURITY SERVICES	SECURITY SERVICES
SERVICES PBU	SUPPORT AND DEPLOYMENT	DEPLOYMENT SERVICES
SOFTWARE PBU	SECURITY SOFTWARE	MANAGED SERVICES
VMWARE PBU	VMWARE	SUPPORT SERVICES
	CLOUD SUBSCRIPTION - MICROSOFT - CSP - M365 (NCE)	SECURITY AND THREAT MANAGEMENT
Notes	Paid at 30x for monthly cadence with 12 as duration,	VMWARE OEM
	Paid at 36x for Monthly cadence with 36 as duration	
	Paid at 2.5x for annual cadence with 12 as duration	
	Paid at 3x for annual cadence with 36 duration	
	Paid at 1x for full term cadence	

APJC Channel/Retail (Sell out/Sell Thru) : IC**Metric Bucket Weightings**

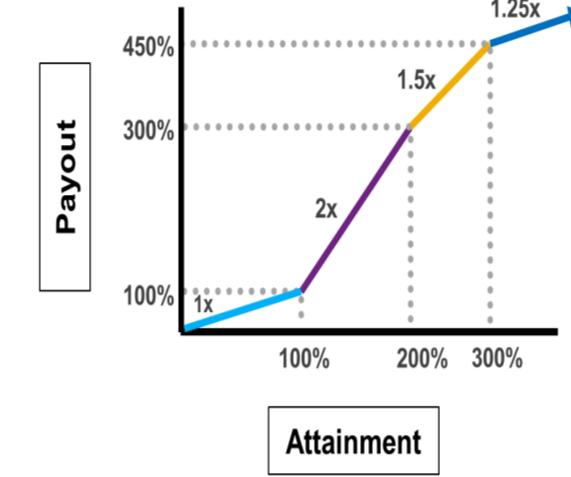
Plan Design



Revenue		
Sell Out Rev	50%	
Sell Thru Rev	50%	

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)

PayCurve	
0%-100%	1x
100%-200%	2x
200%-300%	1.5x
300%+	1.25x

Attainment Modifiers**Quota Cadence**

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

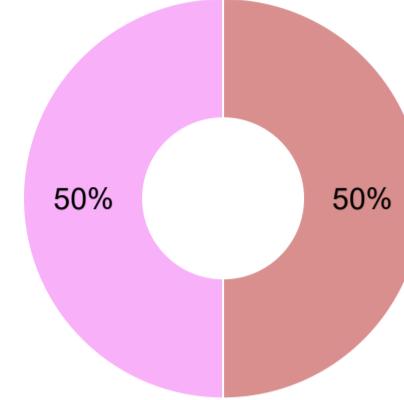
Other Information

None

Pricing Modifiers**Pricing Modifiers:** Not Applicable

APJC Channel/Retail (Sell out/Sell Thru) : MGR**Metric Bucket Weightings**

Plan Design

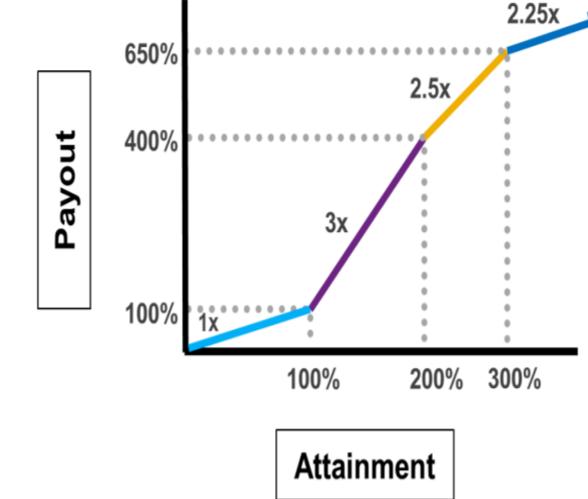


Revenue		
Sell Out Rev	50%	
Sell Thru Rev	50%	

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Attainment Modifiers**Quota Cadence**

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

Pricing Modifiers**Pricing Modifiers:** Not Applicable

Product Eligibility

Click on Metric names to see Product drilldown till L7

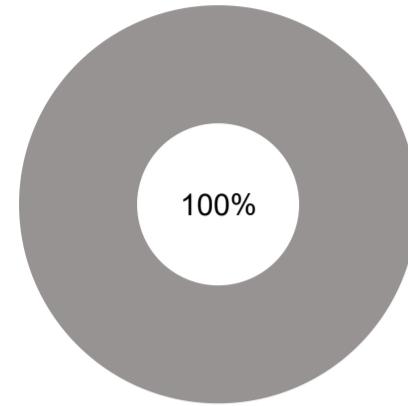
Sell Out Rev
Volume Load/Manual Load Metrics.

Sell Thru Rev
Volume Load/Manual Load Metrics.

Other Information
Enterprise Peripherals : Extended Technologies Partners (incl EMC Select) (<i>For a list of EI ETC Partners click here</i>)

GDO Recovery3 : IC**Metric Bucket Weightings**

Design Plan

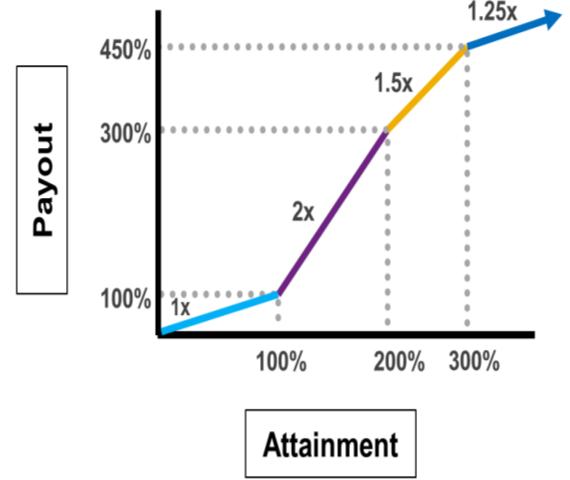


Revenue	
Total Revenue	100%

Attainment Modifiers**PayCurve**

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	2x
200%-300%	1.5x
300%+	1.25x

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

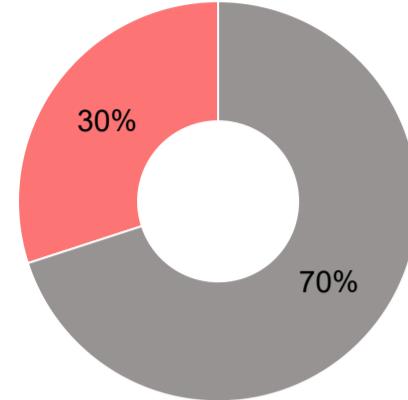
Other Information

- Standard quota adjustment based on total revenue attainment applied quarterly , adjusted method follows :
 - When Revenue Attainment > 125%, Normalized Attainment calculation based on $125\% + (\text{Excess of } 125\% * 50\%)$, GDO specific pay review for all attainments which are over or equal 200% ,
 - When Revenue Attainment < 85%, Normalized Quota is based on Actual units x Forecast TRU, FLOOR Attainment 85 % , except Brazil
- All rules are subject to compliance with local HR Rules and Policies

Pricing Modifiers**Pricing Modifiers:** Not Applicable

GDO Recovery3 : MGR**Metric Bucket Weightings**

Design Plan

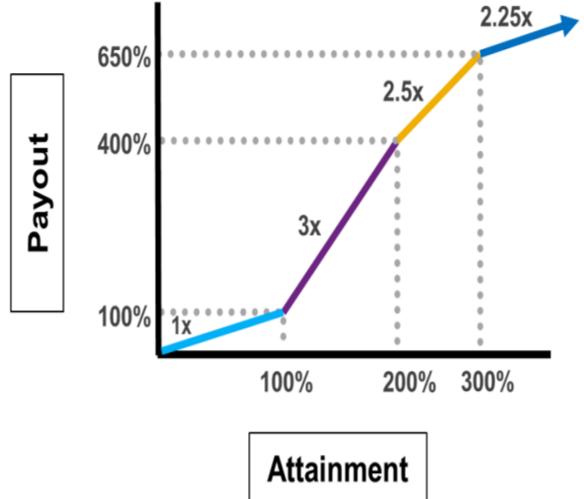


Rate	
Recovery Rate	30%
Revenue	
Total Revenue	70%

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Attainment Modifiers**Quota Cadence**

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

- Standard quota adjustment based on total revenue attainment applied quarterly , adjusted method follows :
 - When Revenue Attainment > 125%, Normalized Attainment calculation based on $125\% + (\text{Excess of } 125\% * 50\%)$, GDO specific pay review for all attainments which are over or equal 200% ,
 - When Revenue Attainment < 85%, Normalized Quota is based on Actual units x Forecast TRU, FLOOR Attainment 85 % , except Brazil
- All rules are subject to compliance with local HR Rules and Policies

Pricing Modifiers**Pricing Modifiers:** Not Applicable

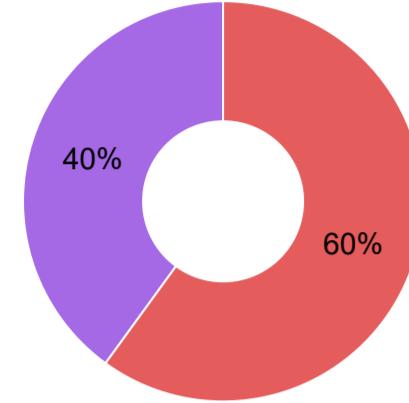
Product Eligibility

Click on Metric names to see Product drilldown till L7

Total Rev w 3PSW w GDO		
L1 Type Desc	L2 Group	L3 LOB
Notes	Only GDO/ARB orders with location num=3 are eligible	

GDO Recovery Rate
Volume Load/Manual Load Metrics.

Other Information
Enterprise Peripherals : Extended Technologies Partners (incl EMC Select) . <i>(For a list of El ETC Partners click here)</i>

CSB Online : IC**Metric Bucket Weightings****PLAN DESIGN**

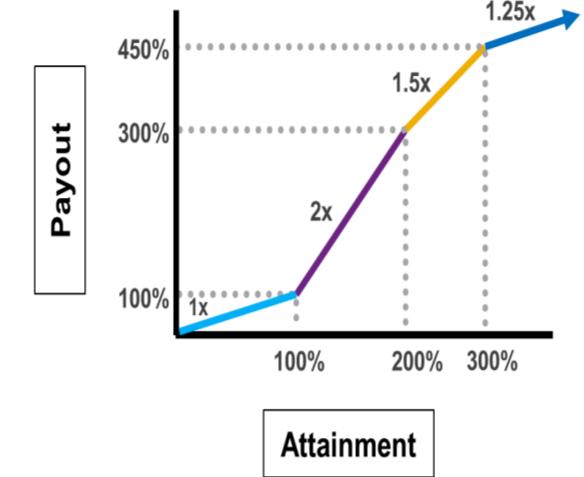
Revenue		
■ CSB Rev	60%	

Margin		
■ CSB Mgn	40%	

Attainment Modifiers**PayCurve**

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	2x
200%-300%	1.5x
300%+	1.25x

Quota Cadence

Quarterly

Unbalanced

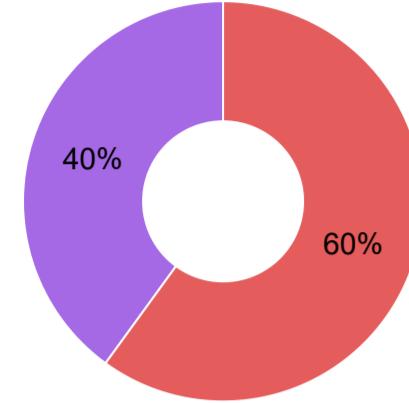
Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

Pricing Modifiers

Pricing Modifiers: Not Applicable

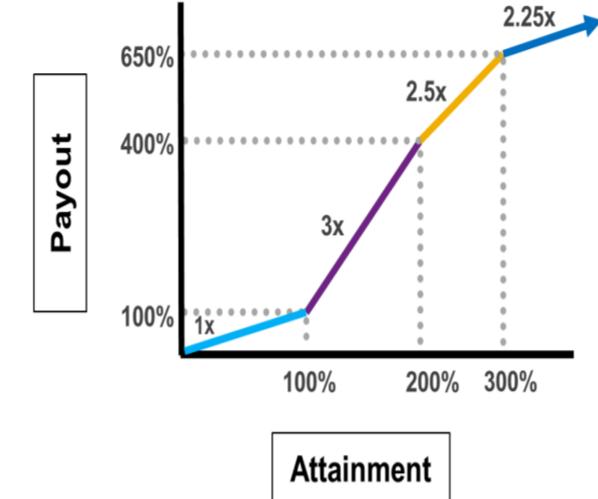
CSB Online : MGR**Metric Bucket Weightings****PLAN DESIGN**

Revenue		
CSB Rev	60%	
Margin		
CSB Mgn	40%	

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Attainment Modifiers**Quota Cadence**

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

Pricing Modifiers

Pricing Modifiers: Not Applicable

Product Eligibility

Click on Metric names to see Product drilldown till L7

Total Rev w 3PSW		
L1 Type Desc	L2 Group	L3 LOB
CLIENT SOLUTIONS PBU	COMMERCIAL	LATITUDE OPTIPLEX DESKTOPS PRECISION DESKTOPS PRECISION NOTEBOOKS
		ALIENWARE DESKTOPS ALIENWARE NOTEBOOKS INSPIRON DESKTOPS INSPIRON NOTEBOOKS
		MOBILE ELECTRONICS VOSTRO DESKTOPS VOSTRO NOTEBOOKS XPS DESKTOPS XPS NOTEBOOKS
		CS CONSULTING SERVICES CLIENT PERIPHERALS DISPLAYS IMAGING OTHER ELECTRONICS
	CS OTHER SERVICE	CS SUPPORT AND DEPLOYMENT
		CS DEPLOYMENT SERVICES COMMERCIAL CHROME
	CS SOFTWARE AND PERIPHERALS	INTERNET OF THINGS TABLETS WYSE
		CLOUD PRODUCTS
ENTERPRISE SOLUTION GROUP PBU	CLOUD SERVERS	CONVERGED INFRASTRUCTURE
	CONVERGED INFRASTRUCTURE	DATA PROTECTION APP TRANS DATA PROTECTION SW TRANS
	DATA PROTECTION STORAGE	DPC (SAAS) EDGE
	DPC (SAAS)	ESG OTHER SERVICE
	EDGE	ESG CONSULTING SERVICES ENTERPRISE PERIPHERALS ESG 3RD PARTY SOFTWARE
	ESG OTHER SERVICE	ESG DEPLOYMENT SERVICES ESG SUPPORT SERVICES
	ESG SOFTWARE AND PERIPHERALS	HYPERCONVERGED INFRAS TRANS HYPERCONVERGED INFRASTRUCTURE
	ESG SUPPORT AND DEPLOYMENT	MULTICLOUD NETWORKING
	HYPERCONVERGED INFRASTRUCTURE	OEM NETWORKING POWEREDGE SECUREWORKS SERVER STORAGE
	MULTICLOUD BUSINESS	POWEREDGE SECUREWORKS SERVER DATA MANAGEMENT DATA PROTECTION DELL STORAGE OEM DELL STORAGE PS DELL STORAGE SC EMC EMERGING HIGH END MIDRANGE OTHER STORAGE RACK ORDERS STORAGE HIGH END STORAGE INTEGRATED OFFER
	NETWORKING	
	POWEREDGE SERVERS	
	SECUREWORKS	
	SERVER	
	STORAGE	

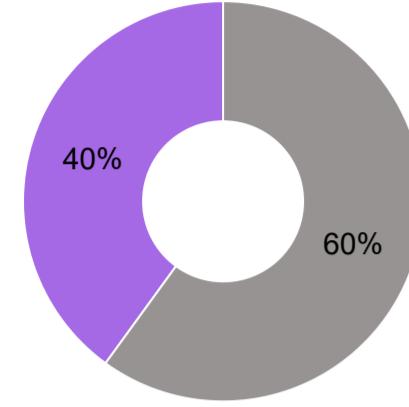
Total Mgn w 3PSW
•Product eligibility same as revenue at 1x
Other Information

Enterprise Peripherals : [Extended Technologies Partners \(incl EMC Select\)](#) ([For a list of EI ETC Partners click here](#))

		STORAGE MID RANGE
		STORAGE UNSTRUCTURED
		TRIDENT
		VBLOCKS REMAINING (NETWORK/COMPUTE)
		VXFLEX APP
		VXRACK AS
		VXRACK FLEX
		VXRACK/SDDC
		VXRAIL
	TELECOM BUSINESS	TELECOM
SECURITY SERVICES PBU	SECURITY SERVICES	SECURITY SERVICES
SERVICES PBU	SUPPORT AND DEPLOYMENT	DEPLOYMENT SERVICES
SOFTWARE PBU	SECURITY SOFTWARE	MANAGED SERVICES
VMWARE PBU	VMWARE	SUPPORT SERVICES
	CLOUD SUBSCRIPTION - MICROSOFT - CSP - M365 (NCE)	SECURITY AND THREAT MANAGEMENT
Notes	Paid at 30x for monthly cadence with 12 as duration,	VMWARE OEM
	Paid at 36x for Monthly cadence with 36 as duration	
	Paid at 2.5x for annual cadence with 12 as duration	
	Paid at 3x for annual cadence with 36 duration	
	Paid at 1x for full term cadence	

CSB Exec SCP : EXEC**Metric Bucket Weightings**

N/A

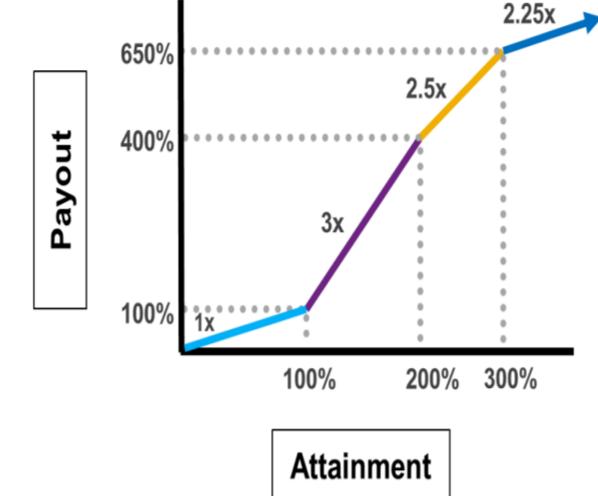


Revenue	
■ Total Revenue	60%
Margin	
■ Margin	40%

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Attainment Modifiers**Quota Cadence**

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

Pricing Modifiers**Pricing Modifiers:** Not Applicable

Product Eligibility

Click on Metric names to see Product drilldown till L7

Total Rev w 3PSW		
L1 Type Desc	L2 Group	L3 LOB
CLIENT SOLUTIONS PBU	COMMERCIAL	LATITUDE OPTIPLEX DESKTOPS PRECISION DESKTOPS PRECISION NOTEBOOKS
		ALIENWARE DESKTOPS ALIENWARE NOTEBOOKS INSPIRON DESKTOPS INSPIRON NOTEBOOKS
		MOBILE ELECTRONICS VOSTRO DESKTOPS VOSTRO NOTEBOOKS XPS DESKTOPS XPS NOTEBOOKS
		CS CONSULTING SERVICES CLIENT PERIPHERALS DISPLAYS IMAGING OTHER ELECTRONICS
	CS OTHER SERVICE	CS SUPPORT AND DEPLOYMENT
		CS DEPLOYMENT SERVICES COMMERCIAL CHROME
	CS SOFTWARE AND PERIPHERALS	INTERNET OF THINGS TABLETS
		WYSE
	ENTERPRISE SOLUTION GROUP PBU	CLOUD SERVERS
		CONVERGED INFRASTRUCTURE
		DATA PROTECTION STORAGE
		DPC (SAAS)
		EDGE
		ESG OTHER SERVICE
		ESG SOFTWARE AND PERIPHERALS
		ESG SUPPORT AND DEPLOYMENT
		HYPERCONVERGED INFRASTRUCTURE
		MULTICLOUD BUSINESS
		NETWORKING
		POWEREDGE SERVERS
		SECUREWORKS
		SERVER
		STORAGE

Total Mgn w 3PSW
•Product eligibility same as revenue at 1x
Other Information

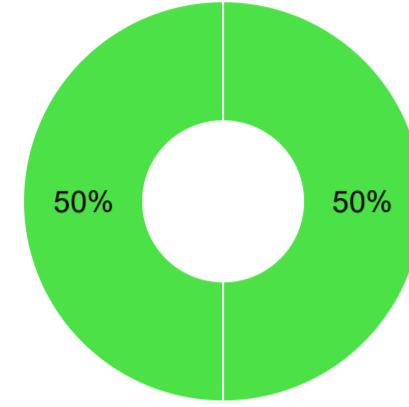
Enterprise Peripherals : [Extended Technologies Partners \(incl EMC Select\)](#). [\(For a list of EI ETC Partners click here\)](#)

		STORAGE MID RANGE
		STORAGE UNSTRUCTURED
		TRIDENT
		VBLOCKS REMAINING (NETWORK/COMPUTE)
		VXFLEX APP
		VXRACK AS
		VXRACK FLEX
		VXRACK/SDDC
		VXRAIL
	TELECOM BUSINESS	TELECOM
SECURITY SERVICES PBU	SECURITY SERVICES	SECURITY SERVICES
SERVICES PBU	SUPPORT AND DEPLOYMENT	DEPLOYMENT SERVICES
SOFTWARE PBU	SECURITY SOFTWARE	MANAGED SERVICES
VMWARE PBU	VMWARE	SUPPORT SERVICES
	CLOUD SUBSCRIPTION - MICROSOFT - CSP - M365 (NCE)	SECURITY AND THREAT MANAGEMENT
Notes	Paid at 30x for monthly cadence with 12 as duration,	VMWARE OEM
	Paid at 36x for Monthly cadence with 36 as duration	
	Paid at 2.5x for annual cadence with 12 as duration	
	Paid at 3x for annual cadence with 36 duration	
	Paid at 1x for full term cadence	

AEM Consumer PAM iPAM SI & ST plan : IC

Metric Bucket Weightings

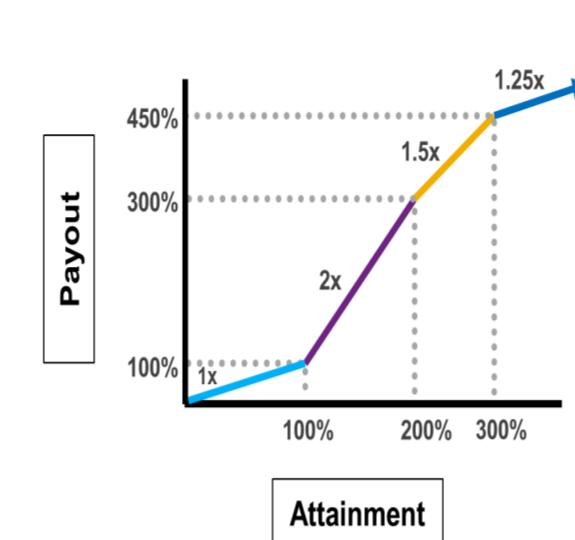
Revenue attainment measured as weighted average across all quota buckets.



Revenue	
CSG SI Rev	50%
CSG ST Rev	50%

PayCurve

Revenue and Margin (where applicable) accelerate independent of each other



PayCurve	
0%-100%	1x
100%-200%	2x
200%-300%	1.5x
300%+	1.25x

Attainment Modifiers

CSG SI Rev

Product

Dell Branded Client Peripherals (Excl. Docks) 2x

Quota Cadence

Semi-Annual

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

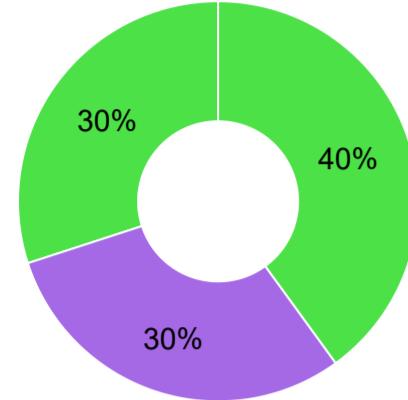
Pricing Modifiers

Pricing Modifiers: Not Applicable

AEM Consumer PAM iPAM SI & ST plan : MGR

Metric Bucket Weightings

Revenue attainment measured as weighted average across all quota buckets.



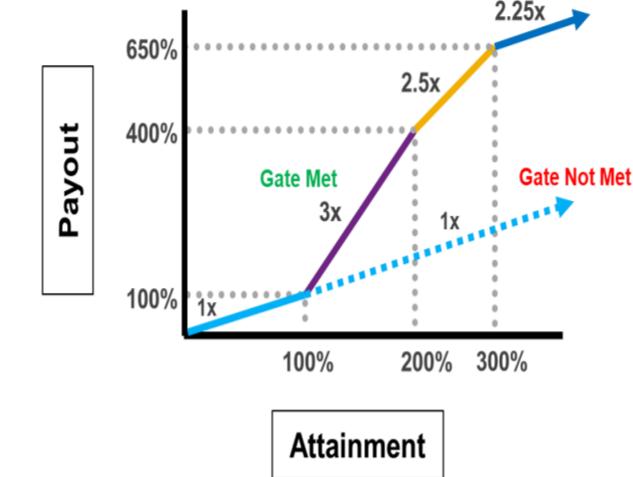
Revenue	
CSG SI Rev	40%
CSG ST Rev	30%

Margin	
CSG SI Mgn	30%

PayCurve

Revenue and Margin (where applicable) accelerate independent of each other

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Gate Text

Must hit 80% of CSG SI Mgn - Margin to qualify for REV acceleration above 100%

Attainment Modifiers

CSG SI Rev

Product

Dell Branded Client Peripherals (Excl. Docks) 2x

Quota Cadence

Semi-Annual

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or CSG SI Mgn - Margin < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

Pricing Modifiers

Pricing Modifiers: Not Applicable

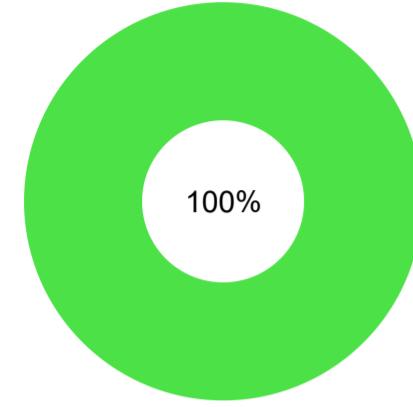
Product Eligibility

Click on Metric names to see Product drilldown till L7

CSG SI AEM Rev			CSG ST AEM VL Rev
L1 Type Desc	L2 Group	L3 LOB	Volume Load/Manual Load Metrics.
CLIENT SOLUTIONS PBU	CONSUMER	ALIENWARE DESKTOPS	CSG SI AEM Mgn
		ALIENWARE NOTEBOOKS	•Product eligibility same as revenue at 1x
		INSPIRON DESKTOPS	
		INSPIRON NOTEBOOKS	
		MOBILE ELECTRONICS	
		VOSTRO DESKTOPS	
		VOSTRO NOTEBOOKS	
		XPS DESKTOPS	
		XPS NOTEBOOKS	
		CS CONSULTING SERVICES	
ENTERPRISE SOLUTION GROUP PBU	ECOSYSTEM PRODUCTS	CLIENT PERIPHERALS	Other Information
		DISPLAYS	Enterprise Peripherals : Extended Technologies Partners (incl EMC Select) (<i>For a list of EI ETC Partners click here</i>)
		IMAGING	
		OTHER ELECTRONICS	
		CS DEPLOYMENT SERVICES	
		INTERNET OF THINGS	
		TABLETS	
		ESG CONSULTING SERVICES	
		ESG 3RD PARTY SOFTWARE	
		ESG SUPPORT SERVICES	
SERVICES PBU	SUPPORT AND DEPLOYMENT	DEPLOYMENT SERVICES	
		MANAGED SERVICES	
		SUPPORT SERVICES	
VMWARE PBU	VMWARE	VMWARE OEM	
Notes	<ul style="list-style-type: none"> • CS 3RD PARTY SOFTWARE Excludes 3rd Party Software(3PSW) • VMWARE PBU Includes: Workspace One (ELA in Server) and Carbon Black(ELA in Sever) • Deploy Services: ProDeploy Client & ISG Suite, Asset Resale and Recycling, Configuration, End User Deploy, Managed Deployment, Client Residency • Support Services: ProSupport Suite, Asset and Data Protection Services, Account Management Services • CS Other Services: CS Consulting services (Modern Workforce) • Managed Services: Custom Managed Services 		

AEM Consumer PAM iPAM ST Plan : IC**Metric Bucket Weightings**

Single bucket plan

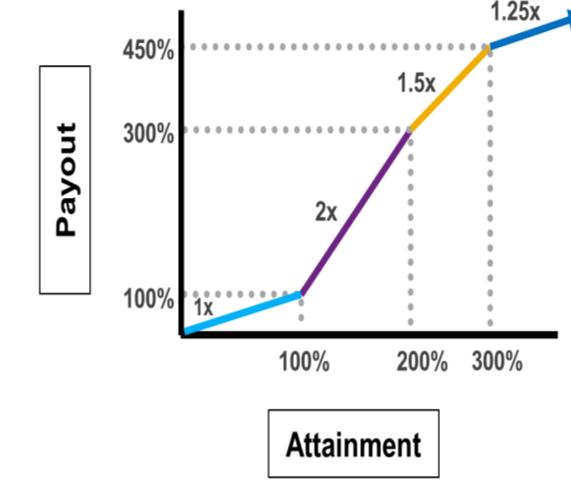


Revenue		
CSG ST Rev	100%	

PayCurve

Revenue and Margin (where applicable) accelerate independent of each other

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)

**Attainment Modifiers****Quota Cadence**

Semi-Annual

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

Pricing Modifiers**Pricing Modifiers:** Not Applicable

Product Eligibility

Click on Metric names to see Product drilldown till L7

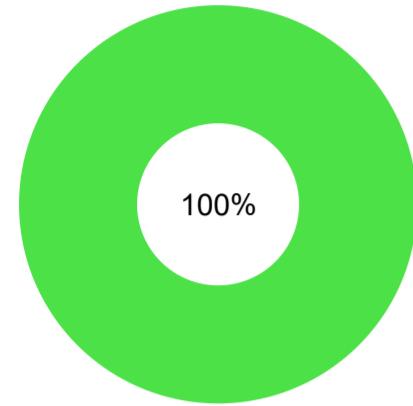
CSG ST AEM VL Rev
Volume Load/Manual Load Metrics.

Other Information
Enterprise Peripherals : Extended Technologies Partners (incl EMC Select) . <i>(For a list of ETC Partners click here)</i>

AEM Consumer PAM iPAM SI Plan : IC

Metric Bucket Weightings

Revenue attainment measured as weighted average across all quota buckets.

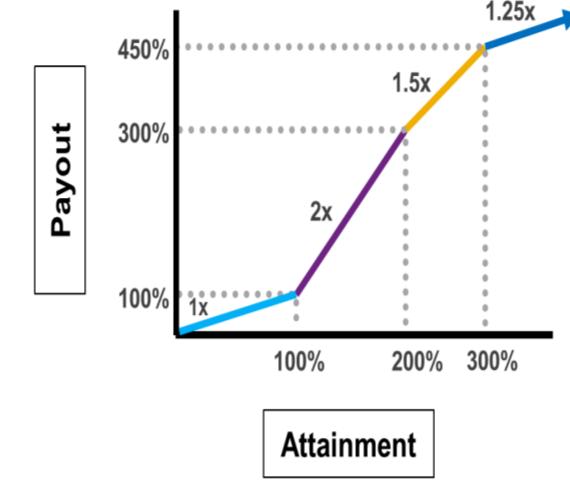


Revenue		
CSG SI Rev	100%	

PayCurve

Revenue and Margin (where applicable) accelerate independent of each other

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	2x
200%-300%	1.5x
300%+	1.25x

Attainment Modifiers

CSG SI Rev
Product
Dell Branded Client Peripherals (Excl. Docks) 2x

Quota Cadence

Semi-Annual

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

Pricing Modifiers

Pricing Modifiers: Not Applicable

Product Eligibility

Click on Metric names to see Product drilldown till L7

CSG SI AEM Rev		
L1 Type Desc	L2 Group	L3 LOB
CLIENT SOLUTIONS PBU	CONSUMER	ALIENWARE DESKTOPS ALIENWARE NOTEBOOKS INSPIRON DESKTOPS INSPIRON NOTEBOOKS MOBILE ELECTRONICS VOSTRO DESKTOPS VOSTRO NOTEBOOKS XPS DESKTOPS XPS NOTEBOOKS
	CS OTHER SERVICE	CS CONSULTING SERVICES CLIENT PERIPHERALS DISPLAYS IMAGING OTHER ELECTRONICS
	CS SOFTWARE AND PERIPHERALS	CS DEPLOYMENT SERVICES INTERNET OF THINGS TABLETS
	CS SUPPORT AND DEPLOYMENT	ESG CONSULTING SERVICES ESG 3RD PARTY SOFTWARE ESG SUPPORT SERVICES DEPLOYMENT SERVICES
	ECOSYSTEM PRODUCTS	MANAGED SERVICES SUPPORT SERVICES
	ESG OTHER SERVICE	VMWARE OEM
	ENTERPRISE SOLUTION GROUP PBU	ESG SOFTWARE AND PERIPHERALS ESG SUPPORT AND DEPLOYMENT
	SERVICES PBU	SUPPORT AND DEPLOYMENT
	VMWARE PBU	VMWARE
Notes	<ul style="list-style-type: none"> • CS 3RD PARTY SOFTWARE Excludes 3rd Party Software(3PSW) • VMWARE PBU Includes: Workspace One (ELA in Server) and Carbon Black(ELA in Sever) • Deploy Services: ProDeploy Client & ISG Suite, Asset Resale and Recycling, Configuration, End User Deploy, Managed Deployment, Client Residency • Support Services: ProSupport Suite, Asset and Data Protection Services, Account Management Services • CS Other Services: CS Consulting services (Modern Workforce) • Managed Services: Custom Managed Services 	

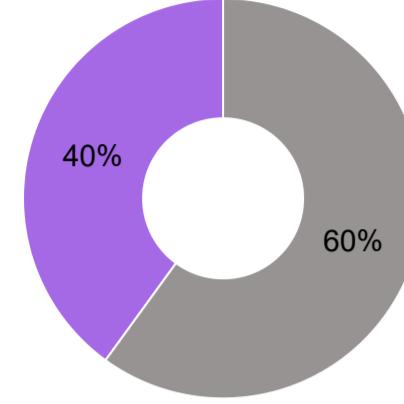
Other Information

Enterprise Peripherals : [Extended Technologies Partners \(incl EMC Select\)](#). (For a list of EI ETC Partners click here)

Great China Consumer Inbound : IC

Metric Bucket Weightings

Revenue Attainment measured as weighted average across all revenue buckets

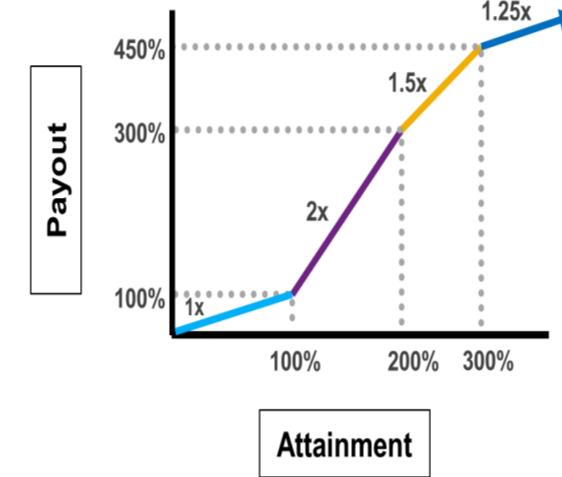


Revenue	
Total Revenue	60%
Margin	
Total Margin	40%

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	2x
200%-300%	1.5x
300%+	1.25x

Attainment Modifiers

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

Commission Modifiers

Total Revenue

Latitude	1.25x
CSB DFS	1.2x

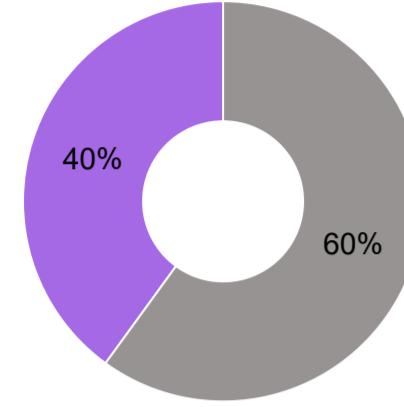
Pricing Modifiers

Pricing Modifiers: Not Applicable

Great China Consumer Inbound : MGR

Metric Bucket Weightings

Revenue Attainment measured as weighted average across all revenue buckets

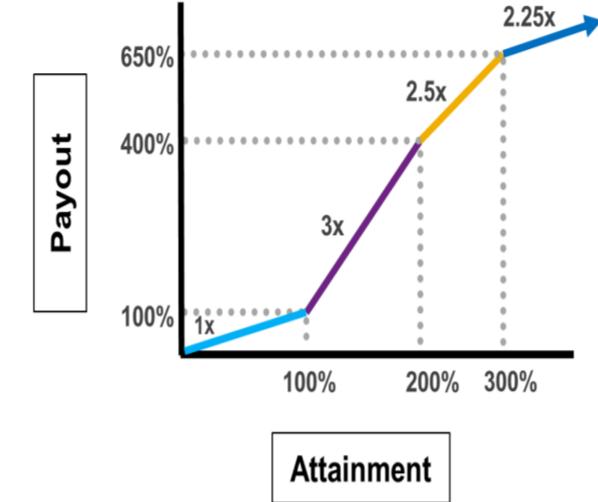


Revenue	
Total Revenue	60%
Margin	
Total Margin	40%

PayCurve

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Attainment Modifiers

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

Commission Modifiers

Total Revenue

Latitude	1.25x
CSB DFS	1.2x

Pricing Modifiers

Pricing Modifiers: Not Applicable

Product Eligibility

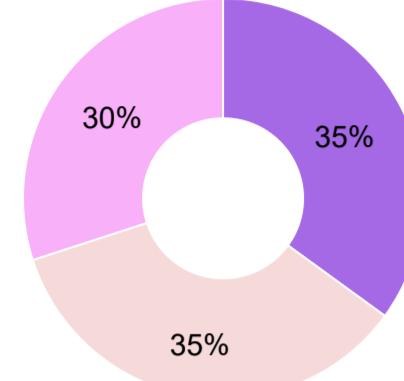
Click on Metric names to see Product drilldown till L7

DFS Rev			Total Rev w 3PSW			Total Mgn w 3PSW
L1 Type Desc	L2 Group	L3 LOB	L1 Type Desc	L2 Group	L3 LOB	•Product eligibility same as revenue at 1x
CLIENT SOLUTIONS PBU	COMMERCIAL	LATITUDE	CLIENT SOLUTIONS PBU	COMMERCIAL	LATITUDE	Other Information
		OPTIPLEX DESKTOPS			OPTIPLEX DESKTOPS	Enterprise Peripherals : Extended Technologies Partners (incl EMC Select) (For a list of El ETC Partners click here)
		PRECISION DESKTOPS			PRECISION DESKTOPS	
		PRECISION NOTEBOOKS			PRECISION NOTEBOOKS	
	CONSUMER	ALIENWARE DESKTOPS			ALIENWARE DESKTOPS	
		ALIENWARE NOTEBOOKS			ALIENWARE NOTEBOOKS	
		INSPIRON DESKTOPS			INSPIRON DESKTOPS	
		INSPIRON NOTEBOOKS			INSPIRON NOTEBOOKS	
		MOBILE ELECTRONICS			MOBILE ELECTRONICS	
		VOSTRO DESKTOPS			VOSTRO DESKTOPS	
ENTERPRISE SOLUTION GROUP PBU	VOSTRO NOTEBOOKS	VOSTRO NOTEBOOKS			VOSTRO NOTEBOOKS	
		XPS DESKTOPS			XPS DESKTOPS	
	XPS NOTEBOOKS	XPS NOTEBOOKS			XPS NOTEBOOKS	
		CS CONSULTING SERVICES			CS CONSULTING SERVICES	
	CS OTHER SERVICE	CLIENT PERIPHERALS			CLIENT PERIPHERALS	
		DISPLAYS			DISPLAYS	
		IMAGING			IMAGING	
		OTHER ELECTRONICS			OTHER ELECTRONICS	
	CS SUPPORT AND DEPLOYMENT	CS DEPLOYMENT SERVICES			CS DEPLOYMENT SERVICES	
		COMMERCIAL CHROME			COMMERCIAL CHROME	
ENTERPRISE SOLUTION GROUP PBU	ECOSYSTEM PRODUCTS	INTERNET OF THINGS			INTERNET OF THINGS	
		TABLETS			TABLETS	
		WYSE			WYSE	
		CLOUD PRODUCTS			CLOUD PRODUCTS	
	CONVERGED INFRASTRUCTURE	CONVERGED INFRASTRUCTURE			CONVERGED INFRASTRUCTURE	
		DATA PROTECTION APP TRANS			DATA PROTECTION APP TRANS	
	DATA PROTECTION STORAGE	DATA PROTECTION SW TRANS			DATA PROTECTION SW TRANS	
		DPC (SAAS)			DPC (SAAS)	
	EDGE	EDGE SOFTWARE			EDGE SOFTWARE	
	ESG OTHER SERVICE	ESG CONSULTING SERVICES			ESG CONSULTING SERVICES	
ENTERPRISE SOLUTION GROUP PBU	ESG SOFTWARE AND PERIPHERALS	ENTERPRISE PERIPHERALS			ENTERPRISE PERIPHERALS	
		ESG 3RD PARTY SOFTWARE			ESG 3RD PARTY SOFTWARE	
	ESG SUPPORT AND DEPLOYMENT	ESG DEPLOYMENT SERVICES			ESG DEPLOYMENT SERVICES	
		ESG SUPPORT SERVICES			ESG SUPPORT SERVICES	
	HYPERCONVERGED INFRASTRUCTURE	HYPERCONVERGED INFRAS TRANS			HYPERCONVERGED INFRAS TRANS	
		HYPERCONVERGED INFRASTRUCTURE			HYPERCONVERGED INFRASTRUCTURE	
	MULTICLOUD BUSINESS	MULTICLOUD			MULTICLOUD	
	NETWORKING	DELL NETWORKING			DELL NETWORKING	
		NETWORKING			NETWORKING	
		OEM NETWORKING			OEM NETWORKING	
ENTERPRISE SOLUTION GROUP PBU	POWEREDGE SERVERS	POWEREDGE			POWEREDGE	
	SECUREWORKS	SECUREWORKS			SECUREWORKS	
	SERVER	SERVER			SERVER	
	STORAGE	DATA MANAGEMENT			DATA MANAGEMENT	
		DATA PROTECTION			DATA PROTECTION	
		DELL STORAGE OEM			DELL STORAGE OEM	
		DELL STORAGE PS			DELL STORAGE PS	
		DELL STORAGE SC			DELL STORAGE SC	
		EMC			EMC	
		EMERGING			EMERGING	
		HIGH END			HIGH END	
		MIDRANGE			MIDRANGE	
	OTHER STORAGE	OTHER STORAGE			OTHER STORAGE	
	RACK ORDERS	RACK ORDERS			RACK ORDERS	
	STORAGE HIGH END	STORAGE HIGH END			STORAGE HIGH END	
	STORAGE INTEGRATED OFFER	STORAGE INTEGRATED OFFER			STORAGE INTEGRATED OFFER	

		STORAGE MID RANGE		STORAGE MID RANGE	
		STORAGE UNSTRUCTURED		STORAGE UNSTRUCTURED	
		TRIDENT		TRIDENT	
		VBLOCKS REMAINING (NETWORK/COMPUTE)		VBLOCKS REMAINING (NETWORK/COMPUTE)	
		VXFLEX APP		VXFLEX APP	
		VXRACK AS		VXRACK AS	
		VXRACK FLEX		VXRACK FLEX	
		VXRACK/SDDC		VXRACK/SDDC	
		VXRAIL		VXRAIL	
	TELECOM BUSINESS	TELECOM		TELECOM BUSINESS	TELECOM
SECURITY SERVICES PBU	SECURITY SERVICES	SECURITY SERVICES		SECURITY SERVICES	SECURITY SERVICES
		DEPLOYMENT SERVICES			DEPLOYMENT SERVICES
SERVICES PBU	SUPPORT AND DEPLOYMENT	MANAGED SERVICES			MANAGED SERVICES
		SUPPORT SERVICES			SUPPORT SERVICES
SOFTWARE PBU	SECURITY SOFTWARE	SECURITY AND THREAT MANAGEMENT			SECURITY AND THREAT MANAGEMENT
VMWARE PBU	VMWARE	VMWARE OEM			VMWARE OEM
			Notes	CLOUD SUBSCRIPTION - MICROSOFT - CSP - M365 (NCE) Paid at 30x for monthly cadence with 12 as duration, Paid at 36x for Monthly cadence with 36 as duration Paid at 2.5x for annual cadence with 12 as duration Paid at 3x for annual cadence with 36 duration Paid at 1x for full term cadence	

Great China Channel/Retail (Sell in/Sell Thru) : IC**Metric Bucket Weightings**

Plan Design

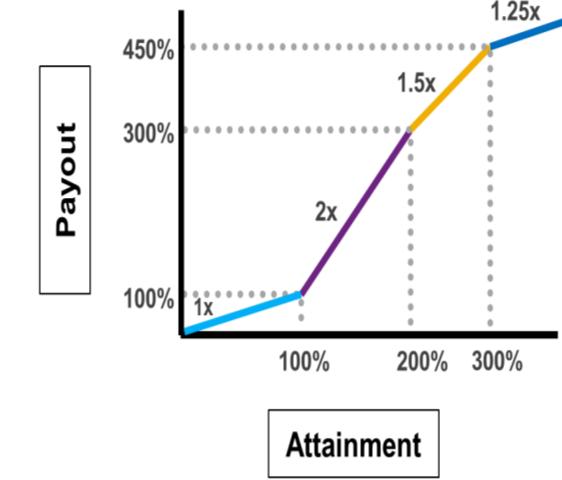


Revenue		
	Sell In Rev	35%
	Sell Thru Rev	30%
Margin		
	Sell In Mgn	35%

Attainment Modifiers**PayCurve**

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	2x
200%-300%	1.5x
300%+	1.25x

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

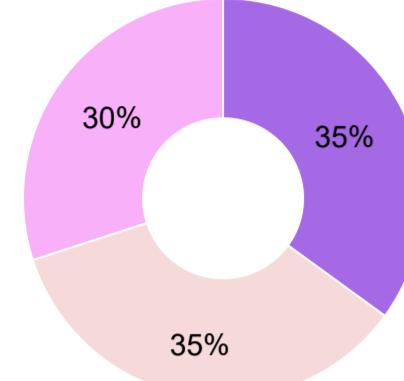
Other Information

None

Pricing Modifiers**Pricing Modifiers:** Not Applicable

Great China Channel/Retail (Sell in/Sell Thru) : MGR**Metric Bucket Weightings**

Plan Design

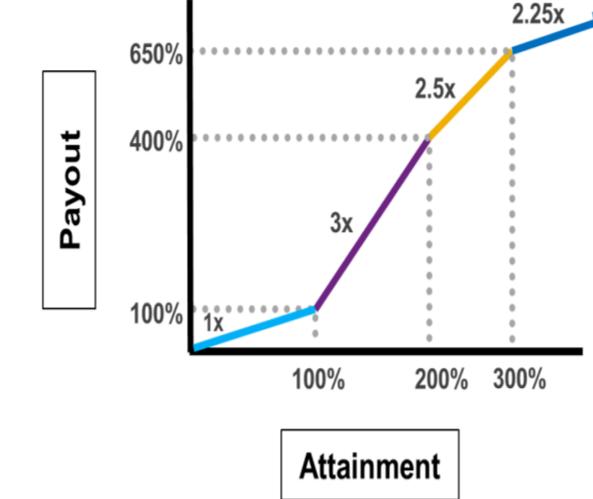


Revenue		
Sell In Rev	35%	
Sell Thru Rev	30%	
Margin		
Sell In Mgn	35%	

Attainment Modifiers**PayCurve**

Revenue and Margin (where applicable) accelerate blended

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
200%-300%	2.5x
300%+	2.25x

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

Pricing Modifiers**Pricing Modifiers:** Not Applicable

Product Eligibility

Click on Metric names to see Product drilldown till L7

Sell In Rev
Volume Load/Manual Load Metrics.

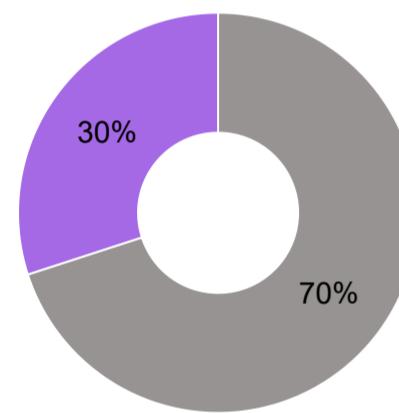
Sell Thru Rev
Volume Load/Manual Load Metrics.

Sell In Mgn
•Product eligibility same as revenue at 1x

Other Information
Enterprise Peripherals : Extended Technologies Partners (incl EMC Select) . <i>(For a list of EI ETC Partners click here)</i>

CSB AE ISR : IC**Metric Bucket Weightings**

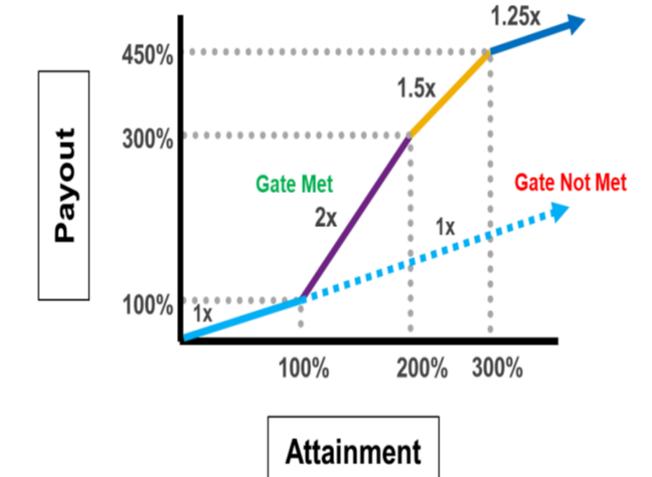
AE & Associated Manager, Exec (Revenue Attainment measured as Weighted Average across all revenue buckets)



Revenue	
Total Revenue	70%
Margin	
Total Margin	30%

PayCurve

Revenue and Margin (where applicable) accelerate independent of each other

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)

PayCurve	
0%-100%	1x
100%-200%	2x
200%-300%	1.5x
300%+	1.25x

Gate Text	
Must hit 80% of Total Margin - Margin to qualify for REV acceleration above 100%	

Attainment Modifiers**Quota Cadence**

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or Total Margin - Margin < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

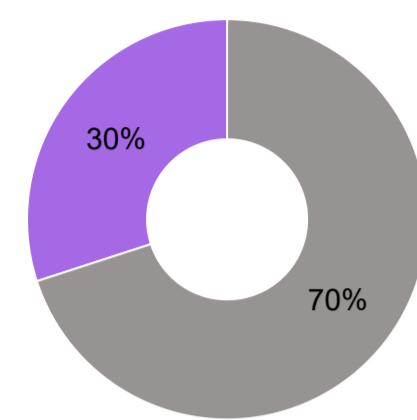
None

Pricing ModifiersImpact Commission Only. For an extended view, please [Click Here](#)

Total Revenue	
APEX	
APEX Data Center Utility	ACV-2.5x CCV-1x IMS-1x
APEX AI Ops APEX Backup Services APEX Block Storage for Public Cloud APEX Cloud Platforms & Navigator APEX File Storage for AWS APEX Protection for Public Cloud APEX Subscriptions	1.3x
Other as a Service (aaS)	
DPaaS NativeEdge Software	1.3x
Expand Buyer Base	
CSG LOB Acquisition DPS LOB Acquisition Server LOB Acquisition Storage (Excl. DPS) LOB Acquisition	1.25x
CSG	
CSG Direct Bounty List	2x
Product	
Dell Branded Client Peripherals (Excl. Docks)	2x
Partner Storage	1.1x

CSB AE ISR : MGR**Metric Bucket Weightings**

AE & Associated Manager, Exec (Revenue Attainment measured as Weighted Average across all revenue buckets)

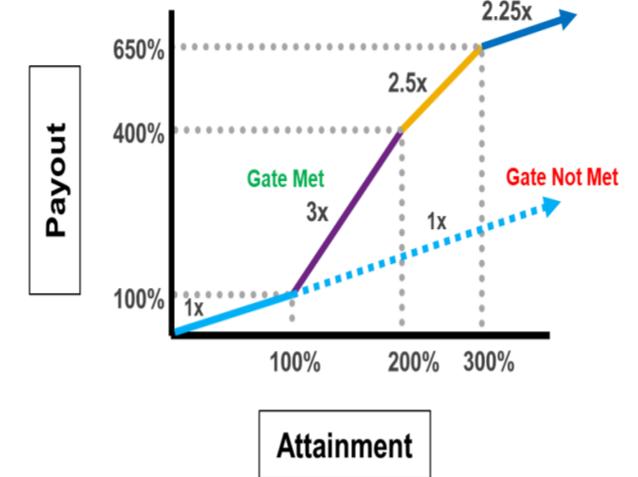


Revenue	
Total Revenue	70%
Margin	
Total Margin	30%

PayCurve

Revenue and Margin (where applicable) accelerate independent of each other

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
100%-200%	3x
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300%+	2.25x

Gate Text

Must hit 80% of Total Margin - Margin to qualify for REV acceleration above 100%

Attainment Modifiers

Total Revenue	
APEX	
APEX Data Center Utility	ACV-2.5x CCV-1x IMS-1x
APEX AI Ops APEX Backup Services APEX Block Storage for Public Cloud APEX Cloud Platforms & Navigator APEX File Storage for AWS APEX Protection for Public Cloud APEX Subscriptions	1.3x
Other as a Service (aaS)	
DPaaS NativeEdge Software	1.3x
Expand Buyer Base	
CSG LOB Acquisition DPS LOB Acquisition Server LOB Acquisition Storage (Excl. DPS) LOB Acquisition	1.25x
CSG	
CSG Direct Bounty List	2x
Product	
Dell Branded Client Peripherals (Excl. Docks)	2x
Partner Storage	1.1x

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or Total Margin - Margin < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

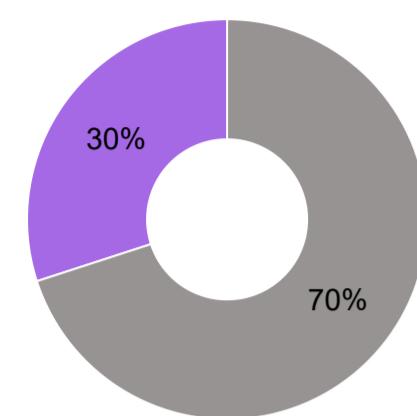
None

Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

CSB AE ISR : EXEC**Metric Bucket Weightings**

AE & Associated Manager, Exec (Revenue Attainment measured as Weighted Average across all revenue buckets)

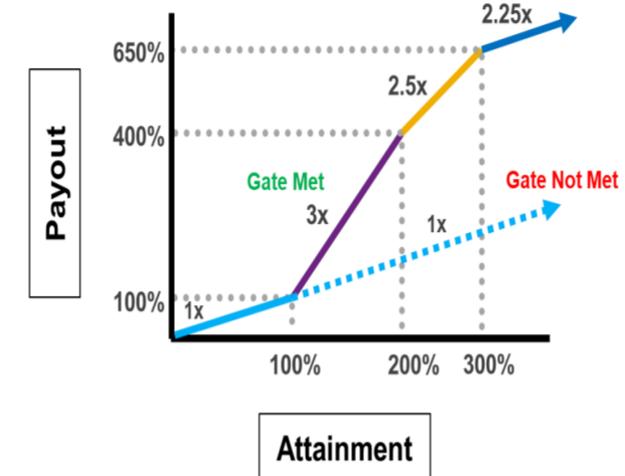


Revenue	
Total Revenue	70%
Margin	
Total Margin	30%

PayCurve

Revenue and Margin (where applicable) accelerate independent of each other

(Quota Attainment Acceleration - when > 100%; Rev = weighted average across all revenue buckets)



PayCurve	
0%-100%	1x
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200%-300%	2.5x
300%+	2.25x

Gate Text

Must hit 80% of Total Margin - Margin to qualify for REV acceleration above 100%

Attainment Modifiers

Total Revenue	
APEX	
APEX Data Center Utility	ACV-2.5x CCV-1x IMS-1x
APEX AI Ops APEX Backup Services APEX Block Storage for Public Cloud APEX Cloud Platforms & Navigator APEX File Storage for AWS APEX Protection for Public Cloud APEX Subscriptions	1.3x
Other as a Service (aaS)	
DPaaS NativeEdge Software	1.3x
Expand Buyer Base	
CSG LOB Acquisition DPS LOB Acquisition Server LOB Acquisition Storage (Excl. DPS) LOB Acquisition	1.25x
CSG	
CSG Direct Bounty List	2x
Product	
Dell Branded Client Peripherals (Excl. Docks)	2x
Partner Storage	1.1x

Quota Cadence

Quarterly

Unbalanced

Plans with Unbalanced Rev Quotas (Any bucket < 10% of Total Rev Quota or Total Margin - Margin < 300000) will combine buckets as applicable. For FY25-H2 Managers (1st line & 2nd line) will not be placed on Unbalanced plans given quota sizes & full LOB accountability.

Other Information

None

Pricing Modifiers

Impact Commission Only. For an extended view, please [Click Here](#)

Product Eligibility

Click on Metric names to see Product drilldown till L7

Total Revenue		
L1 Type Desc	L2 Group	L3 LOB
		LATITUDE
		OPTIPLEX DESKTOPS
		PRECISION DESKTOPS
		PRECISION NOTEBOOKS
		ALIENWARE DESKTOPS
		ALIENWARE NOTEBOOKS
		INSPIRON DESKTOPS
		INSPIRON NOTEBOOKS
		MOBILE ELECTRONICS
		VOSTRO DESKTOPS
		VOSTRO NOTEBOOKS
		XPS DESKTOPS
		XPS NOTEBOOKS
	CS OTHER SERVICE	CS CONSULTING SERVICES
		CLIENT PERIPHERALS
		DISPLAYS
		IMAGING
		OTHER ELECTRONICS
	CS SUPPORT AND DEPLOYMENT	CS DEPLOYMENT SERVICES
		COMMERCIAL CHROME
		INTERNET OF THINGS
		TABLETS
		WYSE
CLIENT SOLUTIONS PBU	CLOUD SERVERS	CLOUD PRODUCTS
	CONVERGED INFRASTRUCTURE	CONVERGED INFRASTRUCTURE
	DATA PROTECTION STORAGE	DATA PROTECTION APP TRANS
		DATA PROTECTION SW TRANS
	DPC (SAAS)	DPC (SAAS)
	EDGE	EDGE SOFTWARE
	ESG OTHER SERVICE	ESG CONSULTING SERVICES
		ENTERPRISE PERIPHERALS
		ESG 3RD PARTY SOFTWARE
	ESG SUPPORT AND DEPLOYMENT	ESG DEPLOYMENT SERVICES
		ESG SUPPORT SERVICES
ENTERPRISE SOLUTION GROUP PBU	HYPERCONVERGED INFRASTRUCTURE	HYPERCONVERGED INFRAS TRANS
		HYPERCONVERGED INFRASTRUCTURE
	MULTICLOUD BUSINESS	MULTICLOUD
		DELL NETWORKING
	NETWORKING	NETWORKING
		OEM NETWORKING
	POWEREDGE SERVERS	POWEREDGE
	SECUREWORKS	SECUREWORKS
	SERVER	SERVER
	STORAGE	DATA MANAGEMENT
		DATA PROTECTION
		DELL STORAGE OEM
		DELL STORAGE PS
		DELL STORAGE SC
		EMC
		EMERGING
		HIGH END
		MIDRANGE
		OTHER STORAGE
		RACK ORDERS
		STORAGE HIGH END
		STORAGE INTEGRATED OFFER

Total Margin
•Product eligibility same as revenue at 1x
Other Information
Enterprise Peripherals : Extended Technologies Partners (incl EMC Select) . (For a list of ETC Partners click here)

		STORAGE MID RANGE
		STORAGE UNSTRUCTURED
		TRIDENT
		VBLOCKS REMAINING (NETWORK/COMPUTE)
		VXFLEX APP
		VXRACK AS
		VXRACK FLEX
		VXRACK/SDDC
		VXRAIL
	TELECOM BUSINESS	TELECOM
SECURITY SERVICES PBU	SECURITY SERVICES	SECURITY SERVICES
		DEPLOYMENT SERVICES
SERVICES PBU	SUPPORT AND DEPLOYMENT	MANAGED SERVICES
		SUPPORT SERVICES
SOFTWARE PBU	SECURITY SOFTWARE	SECURITY AND THREAT MANAGEMENT
VMWARE PBU	VMWARE	VMWARE OEM

