

EMC VELOCITY PUTS YOU ON THE ROAD TO PROFITABILITY



As the journey to the private cloud transforms the IT marketplace, EMC is reshaping the Velocity Partner Program to give our partners more choices for accelerated growth.

As a partner, you are an extension of EMC. Now, through EMC's leadership and advancements, you benefit from the extension of our solution provider opportunities—to specialize and differentiate your unique offerings in the marketplace and earn cumulative rewards for your continued investment and success.

OUR AWARD-WINNING EMC VELOCITY PROGRAM JUST GOT BETTER

At EMC, we are committed to ensuring you can deliver best-in-class solutions to meet the depth and breadth of customer IT challenges. The new EMC® Velocity Solution Provider Program is designed to do just that by building on three pillars of success: opportunity, differentiation, and profitability.

By joining forces with EMC, partners large and small gain access to a program that fosters success based on investment in solutions to specific customer business challenges in both SMB and enterprise environments.

WITH EMC VELOCITY, YOU CAN NOW:

Uncover Unlimited Opportunities	Differentiate through Velocity Services and Specialties	Bolster your Profitability
Increase revenue, penetrate new markets, and win business with broader and expanded access to EMC's world-class portfolio of products and services.	Gain access to a wide range of tools, training, and certification that will translate into deeper technical skills, enhanced intellectual capital, and increased value to your customers.	Increase profitability through expanded Velocity incentives and promotions that scale the breadth of EMC's technology portfolio.

CHOOSE YOUR ROAD TO SUCCESS

EMC Velocity offers partners across the globe a new way to grow through Velocity tiers that focus on a competency-based model across products, services, and end-to-end customer solutions.

New Velocity tiers of Affiliate, Affiliate Elite, Premier, and Signature provide incremental business benefits and rewards based on revenue, training, services, and specialization achievements. Whether you are an entry-level partner just getting started at the Affiliate tier, or a seasoned Signature partner, EMC Velocity supports your success by meeting the needs of both your customers and your own business.

DIFFERENTIATE WITH VELOCITY SERVICES AND SPECIALTIES

If you decide to take your investment to the next level as you advance on your journey, you have many options to accelerate and differentiate through Velocity Services and Velocity Specialties.

EMC Velocity Services offer you the opportunity to become trained and certified to deliver a comprehensive portfolio of best-in-class services ranging from installation and implementation to technical support. As a Velocity Services partner, you provide value-added services to address the most crucial aspects of your customers' information technology infrastructure, increasing your profitability and enhancing their satisfaction.

As you continue on this path and expand your expertise in niche business solutions, you can attain the elite status of a Velocity Specialty. EMC 2011 Velocity Specialties enable you to address complete end-to-end solutions in the areas of Consolidate, Advanced Consolidate, Backup and Recovery, and Governance and Archive.

EMC Velocity Specialties enable you to architect, sell, and deliver complete end-to-end solutions combining hardware, software, and services skills focused on solving the information challenges and business objectives your customers are facing today. As a Velocity Specialty partner, you achieve superior solution competency through advanced sales and technical training from EMC and have access to EMC service methodologies and tools.

GET READY FOR THE JOURNEY TO THE PRIVATE CLOUD

EMC believes every customer is going to embark on his or her own journey to the private cloud. The newly enhanced EMC Velocity Program empowers you—as a partner—to choose your path, your opportunities, and your specializations in order to become a trusted advisor to customers at any stage in the journey.

Let EMC Velocity be your route to market and your path to success. Whether you're a current partner or looking to become one, now is the time to get on the road to profitability with EMC Velocity.

CONTACT US

For more information:

- Current partners, go to: [2011 Velocity Program](#)
- Not a Velocity partner? [Apply today](#), or contact an EMC authorized distributor.

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