DELL EMC WORLD

The biggest IT conference of the year, covering all Dell Technologies, including Dell, Dell EMC, Pivotal, RSA, SecureWorks, Virtustream, & VMware

TARGET AUDIENCE

• IT Managers, IT Architects, IT Directors, IT Admins, Decision Makers, Executives
• ~70% IT practitioners, 30% Business Leaders

FORMAT

• 500+ topics, 3 breakout “tracks”
• Daily Solutions Expo
• Series of general sessions & keynotes
• Ample meeting room spaces

NUMBERS

• 12K+ IT practitioners and business leaders
GLOBAL PARTNER SUMMIT
Dedicated partner event held during Dell EMC World; the single biggest global partner event of the year

TARGET AUDIENCE
- Business Principles - GTM Sales, Marketing & Services
- Technical, marketing, or services-focused partner reps
- All partner tracks/types

FORMAT
- Partner-specific breakouts, general sessions, and advisory boards
- Partner lounge availability to host executive 1:1’s and business meetings

NUMBERS
- 3,000+ partners in attendance
WHY ATTEND?
I’LL GIVE YOU 5 REASONS...
See what’s happening now. In IT. In business. Around the world.

Learn about the transformational technologies that can enable a more agile IT approach to fuel business growth and strengthen your customer relationships.
Experience the latest solutions in a hands-on way.

Witness firsthand how Dell Technologies’ industry-leading portfolio can modernize and automate your customers’ IT, transforming their people, processes, and ultimately, their business.
Send Your Technical Teams to Polish their skills & build competitive advantage.

Participate in the 500+ breakout sessions, engage in interactive labs, and earn technical certifications to advance your IT skills and knowledge.
Strengthen business relationships in 1:1 Meetings with Dell EMC Executives

Meet and converse with the best of the best in the IT industry, plus the entire Dell Technologies executive team.
#5

Have fun with your customers!

Enjoy the social events, concerts, parties, and overall experience that Vegas and Dell EMC World has to offer!
THE VALUE OF GLOBAL PARTNER SUMMIT
GPS TARGET AUDIENCE

FULL PARTNER ECOSYSTEM
Solution Providers, Distributors, OEM, SI/SPs, CSPs/SOs, Tech Alliances, NSPs

HIGH TOUCH ACCESS TO KEY CHANNEL EXECUTIVES

GPS Leaders

John Byrne
GPS Host

Jay Snyder
Joyce Mullen
Cheryl Cook
Jim DeFoe
Alvaro Camarena
Michael Collins
Gregg Ambulos
Tian Beng Ng
GENERAL SESSION EXECUTIVES

Jeremy Burton
Chief Marketing Officer, Dell

Bill Scannell
President, Global Enterprise Sales & Customer Operations

Marius Haas
President, Global Commercial Sales

Pat Gelsinger
CEO, VMware

Jeff Clarke
Vice-Chairman, Operations & President, Client Solutions, Dell

David Goulden
President, Dell EMC

Chad Sakac
President, Converged Platforms Division, Dell EMC
$2,295 USD* VALUE
SUNDAY, MAY 7 – THURSDAY, MAY 11

• Access to Global Partner Summit General Sessions & Partner Breakout Sessions
• Access to DEW General Sessions, Guru Sessions, & 500 Breakout Sessions
• Technical Course Certifications
• Pass to the Solutions Expo and the Village
• Access to DEW Evening Events & Concerts
• Continental Breakfast & Lunch Monday–Thursday
• Nightly Happy Hours Monday–Wednesday
• Access to Customer Appreciation Party

*Standard Rate = $2,295 USD; Onsite Rate = $2,395 USD
VALUE OF GPS & DELL EMC WORLD

ROLE-BASED CONTENT BY PARTNER TYPE

SALES / PRINCIPLES
- Inside scoop on Dell EMC product roadmap
- Executive 1:1 meetings
- Theater Specific GTM planning sessions

TECHNICAL
- 500+ SESSIONS
- Opportunity to test out for compliance
- NEW ‘Heroes’ Exchange enablement program

SERVICES
- Live product demos at the Solutions Expo
- Services-focused sessions

MARKETING
- Separate marketing breakout, to feature Cheryl Cook
- Hear from CMO Jeremy Burton
GPS KEY TOPICS

- NEW Announcements
- The Full Partner Ecosystem Story
- New Partner Program Economics (based on Real Feedback)
- Next Wave of Partner Incumbency
- Enterprise and Commercial GTM Plan
- Full Portfolio Story & Roadmap
- The New Services Portfolio
- Tools and Investment offerings
- Go Big Investments
## 2017 GPS Agenda

### LUNCH
- Dell EMC World (DEW) Registration
- GPS General Session 1:00 – 2:45pm
- Marketing Breakout 3:30 – 4:30
- WOTC
- Regional/Partner Dinners
- Women at World TBD

<table>
<thead>
<tr>
<th>MONDAY 8th</th>
<th>TUESDAY 9th</th>
<th>WEDNESDAY 10th</th>
<th>THURSDAY 11th</th>
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</thead>
<tbody>
<tr>
<td>1:1 Executive Meetings</td>
<td>Virtustream 8:00 – 9:45</td>
<td>OEM Breakout 8:00 – 9:45</td>
<td>Global Strategic Meeting + PAB (invitation only) 8:00-9:45</td>
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<td>DEW General Session 10:00 -11:30</td>
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<tr>
<td>1:1 Executive Meetings</td>
<td>GPS Regional NA, EMEA, APJ, LATAM &amp; Alliances Breakout Sessions (5) 1:00 - 3:30</td>
<td>Regional Partner Advisory Boards (Invitation Only) 1:00- 5:00</td>
<td>1:1 Partner Meetings</td>
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<tr>
<td>1:1 Executive Meetings</td>
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<td>Hero Exchange 1:00-5:00</td>
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<tr>
<td>World Solution Pavilion Reception 6-9pm</td>
<td>EMC World Happy Hour 4:00-5:30</td>
<td>Partner Lounge Closes for World Party</td>
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</tbody>
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- EMC World Happy Hour 4:00-5:00pm
- World Party 8pm
- Partner Lounge Closes for World Party

- Regional/Partner Dinners
- World Solution Pavilion Reception 6-9pm
- Global Strategic Meeting + PAB (invitation only) 8:00-9:45
TECHNICAL & CLOUD ARCHITECT CERTIFICATIONS…TEST OUT!

(6) Technical Architect Certification Tracks

• Backup & Recovery Solutions v7.0 (E20-329)
• Isilon Solutions v2.0 (E20-555)
• Availability Solutions v1.0 (E20-588)
• XtremIO Solutions v1.0 (E20-526)
• VMAX3 Solutions v1.0 (E20-542)
• VNX Solutions v8.0 (E20-545)

(1) Cloud Architect Certification (E20-920)

• Requires Associate Certification Prerequisite (40 hours)
• Certifications Specialist Tracks* (average 42 hours)
• CA – Expert (40 hours above Specialist)

• FREE exams are offered during Dell EMC World (savings of $200-$250 fee per exam)
• Students must come prepared before the event but can “test out”
• Last year, ~1,000 proctored exams were completed

http://www.dellemcworld.com/certifications.htm
PARTNER LOUNGE

Available Times

Monday, May 8       7:00 AM – 9:00 PM
Tuesday, May 9      7:00 AM – 5:30 PM
Wednesday, May 10  7:00 AM – 5:00 PM
Thursday, May 11    7:00 AM – 2:00 PM

12+ Private Meeting Rooms in Partner Lounge
THE VALUE OF DELL EMC WORLD
Why Attend?

• The best of Dell Technologies, all in one place, including Dell, Dell EMC, Pivotal, RSA, SecureWorks, Virtustream, and VMware
• Immersive experiences and product demonstrations at the Solutions Expo
• Comprehensive content, including 500+ topics and 3 breakout tracks
• Exciting entertainment – Stay tuned for the full lineup!
VALUE TO OUR CUSTOMERS

Programming includes:

- 450+ technical and leadership focused breakout sessions
- Dell EMC Learning Center certifications
- Insider look at the Dell Technologies family strategy and roadmap
- Women of World

94% Outstanding / Good Rating
97% Net Promoter Score
94% Worth the investment
97% More Effective at Work

2,954 Unique Companies

# of Companies
UNIQUE 62%
NEW 38%
HEAR FROM DELL EMC EXECUTIVES

MONDAY
Michael Dell & David Goulden
“Realize Digital & IT Transformation”

TUESDAY
Jeff Clarke & Pat Gelsinger
“Realize Workforce Transformation”

WEDNESDAY
Jeremy Burton & friends
“Making it Real”
Modernize IT with hyper-converged and converged platforms built on world-class server and All-Flash storage technology.

Automate IT by moving to IT as a Service with an agile hybrid cloud model built on flexible, scale-out platforms and cut TCO.

Dedicated “Technology” & “Modern Operations” Tracks for Breakout Sessions
AT DELL EMC WORLD, CUSTOMERS AND PARTNERS WILL LEARN HOW TO...

Adopt an agile IT approach to focus on business growth, gain insights, speed delivery of new services and applications — and ramp time employees spend serving customers.

Dedicated “IT Leadership” Track for Breakout Sessions

TRANSFORM THEIR BUSINESS
TARGETED CONTENT TRACKS

TECHNOLOGY TRACK
Introductory, moderately technical and deeply technical sessions delivered by Dell EMC & SAB technical experts.

It’s about actionable next steps: solving specific technical challenges and creating specific outcomes.

Instructor-led and Hands-on Labs.

WHO SHOULD ATTEND
• IT Practitioners
• Managers
• Administrators
• Architects

450+ Sessions

IT LEADERSHIP TRACK
Information, insights and opinions of industry and macro trends covering Dell EMC technical and business strategies.

Focus is on the pillars of transformation and how Dell EMC can help our customers navigate these challenging times.

WHO SHOULD ATTEND
• Decision Makers
• Directors
• Sr. Architects
• Directors
• Executives / Consultants

40+ Sessions

CODE & MODERN OPS TRACK
Operators and developers will learn about cloud native infrastructure like containers and platforms, design patterns like microservices and the 12-factors, as well as organizational best practices like Agile and DevOps.

WHO SHOULD ATTEND
• Coders
• App Owners
• Infrastructure Admins

WHO SHOULD ATTEND
• Decision Makers
• Directors
• Sr. Architects
• Directors
• Executives / Consultants

30+ Sessions
31 CONCURRENT BREAKOUT SESSIONS
Registrants have 17 opportunities to attend

TECHNOLOGY TRACK
- Backup, Recovery & Archiving
- Business Continuity & Disaster Avoidance
- Cloud Native / DevOps
- Converged & Hyper-Converged Infrastructure
- Data Lakes/Big Data - Analytics
- Data Protection & Availability
- Hybrid Cloud/Multi Cloud
- Internet of Things
- ITaaS – People, Process, Technology
- Mainframe Environments
- Mission Critical Applications & Databases
- Networking
- Partner Solutions
- Security & Compliance
- Services
- Software Defined
- Storage Automation & Management
- Storage Platforms & Flash

IT LEADERSHIP TRACK
- IT Transformation
- Digital Transformation
- Security Transformation
- Workforce Transformation

CODE & MODERN OPS TRACK
- DevOps & Collaboration
- Code Quality & Learning
- Infrastructure As Code
- Platforms & Containers

View Sessions Catalog Here
PARTNER SPONSORSHIP INFORMATION

12,000+ IT Practitioners & Business Leaders
2,500+ Dell EMC Evangelists
45,000+ Online Attendees

ATTENDEE SATISFACTION

97% MORE EFFECTIVE AT WORK
94% WORTH THE INVESTMENT
97% RECOMMEND TO COLLEAGUES
94% OUTSTANDING/GOOD RATING

EMAIL: sponsorships@dell.com
WEBSITE: www.DellEMCWorld.com/sponsors
PHONE: 888.399.6753 / +1.508.497.8522
REALIZE EXTRAORDINARY
GLOBAL PARTNER SUMMIT

REGISTER TODAY

DELL EMC / World
MAY 8–11, 2017 LAS VEGAS