DELL Technologies
PARTNER PROGRAM

EMEA Smart Selection Promotional Playbook - Distribution

B2B Promotions November 3, 2026 – January 29, 2027

SnS Promotions November 1, 2026 – January 29, 2027



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EMEA ISG Promotions Summary

Storage Smart Selection Offers
EMEA

B2B Server Promotions
EMEA

Stock & Sell Server Promotion
EMEA

Financial Services
EMEA

Terms and Conditions

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Storage Smart Selection Promotions

Eligible: all EMEA regions



Boost Your Market Impact with Pre-Approved Offers



Leverage exclusive promotions to win more customers and grow your business efficiently.
NEW: Channel Acquisition Promotion for Velocity Storage with up to 15% net price benefit.

PowerVault ME5224	PowerProtect DD3410	PowerProtect DD6410	PowerStore 500T	PowerStore 1200T
PROMO_ME5224_2	**DELL_POWERPROTECT_DD3410SV_NEW_GLOBAL_VP_1**	**DELL_POWERPROTECT_DD6410SV_EMEA_1**	**JSON ID: pstore_9505427 34.97 TBe[1] - 6x1.92TB drives**	**JSON ID: pstore_10500493 69.83 TBe[1] – 10x1.92TB Drives**
6 x 1.92TB SSD	Usable capacity **8-40TB,** entry / smaller workloads	Capacity **12-40TB,** higher performance, larger configs	6 x 1.92TB NVMe SSD	10 x 1.92TB NVMe SSD
iSCSI Protocol	Built-in dual-port 1G BASE-T	4x 10G BASE-T	25 GBE Opt. 4 Port C.	10GBASE-T 4 Port Card Pair
Dual C. 2RU w/24x2.5" disk slot	128 GB DDR5, 2 x 8-core CPU, 1.92TB SSD caching	256 GB DDR5, 2 x 16-core CPU, 3.84 TB SSD caching		
3Yr ProSupport NBD	3Yr ProSupport NBD	3Yr ProSupport NBD	3Yr ProSupport NBD	3Yr PS NBD+ ProDeploy
Up to 5%* net price benefit vs standard offer **[*15% with Channel Acquisition PROMO]**	Up to 5%* net price benefit vs standard offer **[*13% with Channel Acquisition PROMO]**	Up to 7% net price benefit vs standard offer	Up to 5% * net price benefit vs standard offer* **[*15% with Channel Acquisition PROMO]**	Up to 5% net price benefit vs standard offer*

Special Pricing request applicable to Storage Smart Selection offers.
Distributors and resellers are free to independently set their own resale prices. Associate your approved deal registration to your quote for the discount price to apply.
Approval is subject to deal registration program terms.
* Price benefit compared to standard offer at net price level may vary based on configuration capacity richness.
[1] Assumes 5:1 DRR. Actual results may vary, depending on data types. Refer to Power Sizer for capacity data in your environment.

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Server
B2B Promotions

Eligible: all EMEA regions



Offers with rapid delivery

Shipped to you within 15 days

PowerEdge R360



Compact 1-socket server
Ideal for core business workloads

Available with flexible financing and fast delivery

PowerEdge T360



Tower server
Scalable and office-friendly

Available with flexible financing and fast delivery

PowerEdge R260



17-in chassis for Near-Edge and SMB applications

Available with flexible financing and fast delivery

PowerEdge T160



3U Tower Server for Near-Edge and SMB applications

Available with flexible financing and fast delivery

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Drive Bigger Wins with the Advantage of 17G Smart Deals*



Germany/UK/France/North/Benelux/Alps

Save more. Get it faster.

Server Generation	Order Code	Socket	Height	Description	Promotional Discounts of final price					
					EUR	GBP	SEK	NOK	DKK	CHF
17th Gen	Promo_r470_1	1S	1U	PowerEdge R470 - B2B Smart Selection Flexi Configuration	1,300	1,100	14,000	14,000	10,000	1,200
	Promo_R470_3	1S	1U	PowerEdge R470 – B2B Smart Selection Flexi, Limited Configuration - Fast Shipment	1,300	1,100	14,000	14,000	10,000	1,200
	Promo_r570_1	1S	2U	PowerEdge R570 - B2B Smart Selection Flexi Configuration	1,700	1,450	18,500	18,500	13,000	1,550
	Promo_R570_3	1S	2U	PowerEdge R570 – B2B Smart Selection Flexi, Limited Configuration - Fast Shipment	1,700	1,450	18,500	18,500	13,000	1,550
	Promo_r670_1	2S	1U	PowerEdge R670 - B2B Smart Selection Flexi Configuration - Dual CPU Premium	1,000	850	11,000	11,000	7,500	900
	Promo_r670_2	2S	1U	PowerEdge R670 - B2B Smart Selection Flexi Configuration - Dual CPU Mainstream	1,000	850	11,000	11,000	7,500	900
	Promo_r770_1	2S	2U	PowerEdge R770 - B2B Smart Selection Flexi Configuration - Dual CPU Premium	1,000	850	11,000	11,000	7,500	900
	Promo_r770_2	2S	2U	PowerEdge R770 - B2B Smart Selection Flexi Configuration - Dual CPU Mainstream	1,000	850	11,000	11,000	7,500	900
16th Gen	emea_pet5601a	2S	-	PowerEdge T560 - B2B Smart Selection Flexi Configuration - Single CPU	300	250	3,300	3,300	2,300	300
	emea_pet5604a	2S	-	PowerEdge T560 - B2B Smart Selection Flexi Configuration - Dual CPU	500	450	5,500	5,500	3,800	450
	emea_pet3601a	1S	-	PowerEdge T360 - B2B Smart Selection Flexi Configuration	400	350	4,500	4,500	3,000	370
	emea_per3601a	1S	-	PowerEdge R360 - B2B Smart Selection Flexi Configuration	350	300	4,000	3,800	2,600	320
	emea_per2601a	1S	-	PowerEdge R260 - B2B Smart Selection Flexi Configuration	250	200	2,800	2,600	1,900	230

*The promotional program will commence on November 3, 2026, and will continue until terminated by Dell at its discretion.

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Drive Bigger Wins with the Advantage of 17G Smart Deals*



Italy, Spain, Portugal

Save more. Get it faster.

Server Generation	Order Code	Socket	Height	Description	Promotional Discounts of final price EUR
17th Gen	Promo_r470_1	1S	1U	PowerEdge R470 - B2B Smart Selection Flexi Configuration	500
	Promo_R470_3	1S	1U	PowerEdge R470 – B2B Smart Selection Flexi, Limited Configuration - Fast Shipment	500
	Promo_r570_1	1S	2U	PowerEdge R570 - B2B Smart Selection Flexi Configuration	650
	Promo_R570_3	1S	2U	PowerEdge R570 – B2B Smart Selection Flexi, Limited Configuration - Fast Shipment	650
	Promo_r670_1	2S	1U	PowerEdge R670 - B2B Smart Selection Flexi Configuration - Dual CPU Premium	1,000
	Promo_r670_2	2S	1U	PowerEdge R670 - B2B Smart Selection Flexi Configuration - Dual CPU Mainstream	1,000
	Promo_r770_1	2S	2U	PowerEdge R770 - B2B Smart Selection Flexi Configuration - Dual CPU Premium	1,000
	Promo_r770_2	2S	2U	PowerEdge R770 - B2B Smart Selection Flexi Configuration - Dual CPU Mainstream	1,000
16th Gen	emea_pet5601a	2S	-	PowerEdge T560 - B2B Smart Selection Flexi Configuration - Single CPU	300
	emea_pet5604a	2S	-	PowerEdge T560 - B2B Smart Selection Flexi Configuration - Dual CPU	500
	emea_pet3601a	1S	-	PowerEdge T360 - B2B Smart Selection Flexi Configuration	400
	emea_per3601a	1S	-	PowerEdge R360 - B2B Smart Selection Flexi Configuration	350
	emea_per2601a	1S	-	PowerEdge R260 - B2B Smart Selection Flexi Configuration	250

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Drive Bigger Wins with the Advantage of 17G Smart Deals*



META, CEE, Israel

Save more. Get it faster.

Server Generation	Order Code	Socket	Height	Description	Promotional Discounts of final price				
					EUR	CZK	PLN	ZAR	USD
17th Gen	Promo_r470_1	1S	1U	PowerEdge R470 - B2B Smart Selection Flexi Configuration	500	12,200	2,200	8,300	500
	Promo_R470_3	1S	1U	PowerEdge R470 – B2B Smart Selection Flexi, Limited Configuration - Fast Shipment	500	12,200	2,200	8,300	500
	Promo_r570_1	1S	2U	PowerEdge R570 - B2B Smart Selection Flexi Configuration	650	15,800	2,900	11,000	650
	Promo_R570_3	1S	2U	PowerEdge R570 – B2B Smart Selection Flexi, Limited Configuration - Fast Shipment	650	15,800	2,900	11,000	650
	Promo_r670_1	2S	1U	PowerEdge R670 - B2B Smart Selection Flexi Configuration - Dual CPU Premium	1000	24,300	4,400	19,000	1,150
	Promo_r670_2	2S	1U	PowerEdge R670 - B2B Smart Selection Flexi Configuration - Dual CPU Mainstream	1000	24,300	4,400	19,000	1,150
	Promo_r770_1	2S	2U	PowerEdge R770 - B2B Smart Selection Flexi Configuration - Dual CPU Premium	1000	24,300	4,400	19,000	1,150
	Promo_r770_2	2S	2U	PowerEdge R770 - B2B Smart Selection Flexi Configuration - Dual CPU Mainstream	1000	24,300	4,400	19,000	1,150
16th Gen	emea_pet5601a	2S	-	PowerEdge T560 - B2B Smart Selection Flexi Configuration - Single CPU	300	7,300	1,300	5,000	300
	emea_pet5604a	2S	-	PowerEdge T560 - B2B Smart Selection Flexi Configuration - Dual CPU	500	12,200	2,200	8,300	500
	emea_pet3601a	1S	-	PowerEdge T360 - B2B Smart Selection Flexi Configuration	400	9,700	1,800	6,600	400
	emea_per3601a	1S	-	PowerEdge R360 - B2B Smart Selection Flexi Configuration	350	8,500	1,500	5,800	350

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GO Intel Promotion

Powering the Next Era of Performance with Intel Xeon 6th Gen and Dell PowerEdge

CPU upgrades

Server Generation	SKU	Description	Promotional Discounts of final price								
			EUR	GBP	CHF	NOK	SEK	DKK	USD	CZK	PLN	ZAR
17th Gen	338-CTBD	Intel® Xeon® 6 Performance 6517P 3.2G, 16C/32T, 24GT/s, 72M Cache, Turbo, (190W) DDR5-6400	120	100	110	1,300	1,300	900	135	2,900	500	2,200
	338-CSZZ	Intel Xeon 6 Performance 6520P 2.4G 24C/48T 24GT/s 144M Cache Turbo (210W) DDR5-6400	150	130	140	1,600	1,700	1,100	170	3,700	650	2,800
	338-CSZY	Intel® Xeon® 6 Performance 6527P 3.0G, 24C/48T, 24GT/s, 144M Cache, Turbo, (255W) DDR5-6400	200	170	185	2,200	2,200	1,500	225	4,800	850	3,700
	338-CTBB	Intel® Xeon® 6 Performance 6737P 2.9G, 32C/64T, 24GT/s, 144M Cache, Turbo, (270W) DDR5-6400	350	300	320	3,800	3,800	2,600	400	8,500	1,550	6,600

NIC cards*

Server Generation	SKU	Description	Promotional Discounts of final price								
			EUR	GBP	CHF	NOK	SEK	DKK	USD	CZK	PLN	ZAR
17th Gen	540-BFNV	Intel Ethernet E610-XAT2 Dual Port 10GbE BASE-T Adapter, OCP 3.0 NIC +Sec	50	40	45	500	500	400	55	1,200	200	900
	540-BFPH	Intel Ethernet E610-XAT4 Quad Port 10GbE BASE-T Adapter, OCP 3.0 NIC +Sec	80	70	75	900	900	600	90	1,900	350	1,500
16th Gen	540-BCXV	Intel E810-XXV Dual Port 10/25GbE SFP28 Adapter, PCIe Low Profile	30	30	30	300	300	200	35	800	150	600
	540-BCYK	Intel E810-XXV Dual Port 10/25GbE SFP28 Adapter, PCIe Full Height	30	30	30	300	300	200	35	800	150	600

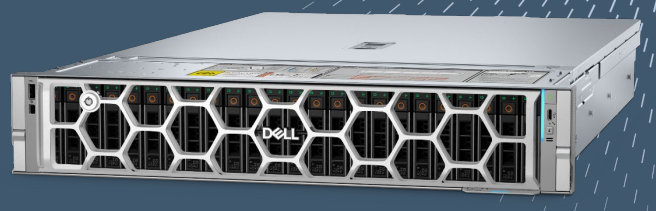
**ALL Smart Selection Server platforms*

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Maximize Your Value with AMD Smart Selection

TOP AMD Server Solutions **Now More Competitive Than Ever** **AMD Flagship Promo – Maximum Power, Outstanding Value!**



- New Money Off promos and pricing available for Q4.
- Focus on **17 Generation** only.
- New Order Codes for R4715 & R5715 with faster shipment
- Unified approach in **whole EMEA** (including CEE & META).
- Q4 AMD Promo Flyer is available here (Live from Nov1)

Save more. Get it faster.

AMD Platforms						Promotional Discounts of final price									
Gen	Platform	Socket	Height	Order Code	Description	EUR	GBP	CHF	NOK	SEK	DKK	USD	PLN	CZK	ZAR
17G	R4715	1	1U	PROMO_R4715_1	PowerEdge R4715 - Smart Selection Flexi Configuration	500	450	450	5,500	5,500	3,800	570	2,200	12,300	9,500
				PROMO_R4715_3	PowerEdge R4715 – Smart Selection Limited Configuration - Fast Shipment	500	450	450	5,500	5,500	3,800	570	2,200	12,300	9,500
	R5715	1	2U	PROMO_R5715_1	PowerEdge R5715 - Smart Selection Flexi Configuration	500	450	450	5,500	5,500	3,800	570	2,200	12,300	9,500
				PROMO_R5715_3	PowerEdge R5715 – Smart Selection Limited Configuration - Fast Shipment	500	450	450	5,500	5,500	3,800	570	2,200	12,300	9,500
	R6715	1	1U	GL_PROMO_per6715_1	PowerEdge R6715 - Smart Selection Flexi Configuration	500	450	450	5,500	5,500	3,800	570	2,200	12,300	9,500
	R7715	1	2U	GL_PROMO_per7715_1	PowerEdge R7715 - Smart Selection Flexi Configuration	500	450	450	5,500	5,500	3,800	570	2,200	12,300	9,500
	R6725	2	1U	GL_PROMO_per6725_1	PowerEdge R6725 - Smart Selection Flexi Configuration	700	600	650	7,600	7,700	5,200	790	3,050	17,000	13,100
	R7725	2	2U	GL_PROMO_per7725_1	PowerEdge R7725 - Smart Selection Flexi Configuration	700	600	650	7,600	7,700	5,200	790	3,050	17,000	13,100

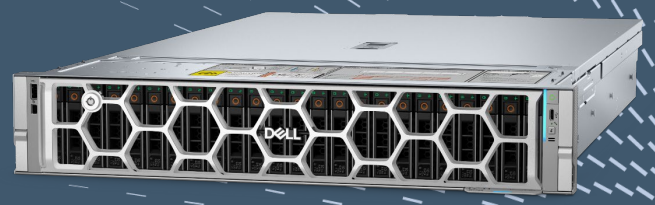
AMD
together we advance_

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Improve your server – AMD CPU Upgrades

Unlock new potential improving your 17th Generation of Dell PowerEdge servers Powered by 5th Generation of AMD CPUs — take advantage of the current AMD CPU promotion.



SKU	Description	Promotional Discounts of final price									
		EUR	GBP	CHF	NOK	SEK	DKK	USD	PLN	CZK	ZAR
338-CRCJ	AMD EPYC 9135 3.65GHz, **16C/32T**, 64 Cache (200W) DDR5-6000	**140**	**100**	**150**	**1,500**	**1,600**	**1,100**	**160**	**600**	**3,400**	**2,700**
338-CRRV	AMD EPYC 9255 3.25GHz, **24C/48T**, 128 Cache (200W) DDR5-6400	**180**	**150**	**150**	**1,500**	**1,900**	**1,300**	**200**	**750**	**4,300**	**3,300**

AMD
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Transform Your Infrastructure with Windows Server 2025

Unlock new potential by combining Dell PowerEdge servers with Microsoft solutions — take advantage of the current Windows Server promotion.

Microsoft **Windows 2025**

SKU	Description	Promotional Discounts of final price									
		EUR	GBP	CHF	NOK	SEK	DKK	USD	PLN	CZK	ZAR
634-CVGB	Windows Server 2025 **Standard**,16CORE, FI, No Med, No CAL, Multi Language	**120**	**110**	**110**	**1,300**	**1,300**	**900**	**135**	**500**	**3,000**	**2,200**
634-CVFS	Windows Server 2025 **Datacenter**,16CORE, FI, No Med, UnLTD VMs, NO CALs, Multi Language	**400**	**340**	**370**	**4,400**	**4,400**	**3,000**	**455**	**1,700**	**10,000**	**7,600**

✓ To be eligible for this promotion **1 Smart Selection server** + **1 Windows Server** need to be sold to the same Solution Provider as B2B.

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Start leveraging the combined B2B promotions today.

Combine B2B Promotions and maximize your saving.

Smart Deals		Up to **1,700€** in savings
GO Intel Promotion		Up **350€** in savings
Intel GO Big NIC cards		Up to **80€** in savings
Windows Promotion		Up to **400€** in savings

Combine and Save
Up to 2,530€*

R570 Smart Selection Flexi
16x2.5"|6737P|1x64GB|1x960GB SSD SATA|H365i|2×800W|3Y Basic NBD/E610-XAT4
Windows 2025 Datacenter

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Server SNS Smart Selection Promotions

Eligible regions: META, CEE, Israel, Italy, Spain, Germany, United Kingdom, France



SMB Power Promotion

Focus on 2 HERO Platforms

T360



R360



Italy, Spain, Slovakia, Czech Republic

Model	VPN	Socket	Height	Note	Configuration	Promotional Discounts of final price	
						EUR	CZK
T360 Power	VMCCW	1S	-	Stock depletion (Sell-out only)	SPL|DELLPowerEdge T360|8x3.5"|6325P|1x32GB|480GB SSD SATA|H755|1×700W|3Y Basic NBD	350	8,500
T360 Power	F81V0	1S	-	Stock depletion (Sell-out only)	SPL|DELLPowerEdge T360|8x3.5"|6333P|1x32GB|480GB SSD SATA|H755|1×700W|3Y Basic NBD	350	8,500
T360 Power	64TG7	1S	-	Stock depletion (Sell-out only)	SPL|DELLPowerEdge T360|8x3.5"|6333P|1x32GB|2x480GB SSD SATA|H755|1×700W|3Y PS NBD	435	10,600
T360 Power	6YVRW	1S	-	Stock depletion (Sell-out only)	SPL|DELLPowerEdge T360|8x3.5"|6357P|2x 32GB|2x480GB SSD SATA|H755|1×700W|3Y Basic NBD	600	14,500
T360 Power	CPK2X	1S	-	Stock depletion (Sell-out only)	SPL|DELLPowerEdge T360|8x3.5"|6369P|2x 32GB|2x480GB SSD SATA|H755|1×700W|3Y Basic NBD	600	14,500
R360 Power	GNYR5	1S	1U	Stock depletion (Sell-out only)	SPL|DELLPowerEdge R360|4x3.5"|6315P|1x32GB|480GB SSD SATA|H355|1×700W|3Y Basic NBD	350	8,500
R360 Power	PMC8F	1S	1U	Stock depletion (Sell-out only)	SPL|DELLPowerEdge R360|8x2.5"|6325P|1x32GB|480GB SSD SATA|H755|1×700W|3Y Basic NBD	450	11,000
R360 Power	DV3W5	1S	1U	Stock depletion (Sell-out only)	SPL|DELLPowerEdge R360|8x2.5"|6333P|1x32GB|2x480GB SSD SATA|H755|1×700W|3Y Basic NBD	500	12,200
R360 Power	TRM6W	1S	1U	Stock depletion (Sell-out only)	SPL|DELLPowerEdge R360|8x2.5"|6357P|1x32GB|2x480GB SSD SATA|H755|2×700W|3Y PS NBD	600	14,500
R360 Power	3FRJ0	1S	1U	Stock depletion (Sell-out only)	SPL|DELLPowerEdge R360|8x2.5"|6369P|1x32GB|2x480GB SSD SATA|H755|2×700W|3Y PS NBD	650	16,000

Validity: November 1, 2026 – January 29, 2027

Promocodes:

Spain	ES_IST_5262POW
Italy	IT_IST_5262POW
Slovakia	SK_IST_5262POW
Czech Republic	CZ_IST_5262POW

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SMB Power Promotion

Focus on 2 HERO Platforms **T360**



R360



META, CEE (excl. CZSK) + IL

Validity: November 1, 2026 – January 29, 2027

Model	Order Code	Socket	Height	Note	Configuration	Promotional Discounts of final price			
						EUR	PLN	USD	ZAR
T360 Power	EMEA_PROMO_T360_SPL2	1S	-	Active in SPL	T360 - Smart Selection SPL Only |8x3.5"|6315P|1x16GB|1x2TB SATA|H355|1×700W|3Y Basic NBD	265	1,150	300	5,000
T360 Power	EMEA_PROMO_T360_SPL3	1S	-	Stock depletion (Sell-out only)	T360 - Smart Selection SPL Only |8x3.5"|6315P|1x16GB|1x480GB SSD SATA|H355|2×700W|3Y Basic NBD	350	1,550	400	6,600
T360 Power	EMEA_PROMO_T360_SPL4	1S	-	Stock depletion (Sell-out only)	T360 - Smart Selection SPL Only |8x3.5"|6333P|1x32GB|2x480GB SSD SATA|H755|2×700W|3Y Basic NBD	400	1,750	450	7,500
T360 Power	EMEA_PROMO_T360_SPL5	1S	-	Active in SPL	T360 - Smart Selection SPL Only |8x3.5"|6353P|1x32GB|2x960GB SSD SATA|H755|2×700W|3Y Basic NBD	350	1,550	400	6,600
R360 Power	EMEA_PROMO_R360_SPL2	1S	1U	Active in SPL	R360 - Smart Selection SPL Only |4x3.5"|6315P|1x16GB|1x2TB SATA|H355|1×700W|3Y Basic NBD	350	1,550	400	6,600
R360 Power	EMEA_PROMO_R360_SPL3	1S	1U	Active in SPL	R360 - Smart Selection SPL Only |4x3.5"|6325P|1x16GB|1x2.4TB SAS|H355|1×700W|3Y Basic NBD	350	1,550	400	6,600
R360 Power	EMEA_PROMO_R360_SPL4	1S	1U	Stock depletion (Sell-out only)	R360 - Smart Selection SPL Only |8x2.5"|6315P|1x32GB|1x480GB SSD SATA|H355|2×700W|3Y Basic NBD	450	2,000	500	8,500
R360 Power	EMEA_PROMO_R360_SPL5	1S	1U	Stock depletion (Sell-out only)	R360 - Smart Selection SPL Only |4x3.5"|6353P|1x32GB|1x480GB SSD SATA|H755|2×700W|3Y Basic NBD	500	2,200	560	9,400

Promocodes:

Israel	IL_IST_5262POW

Poland	PL_IST_5262POW
Greece	GR_IST_5262POW
Hungary	HU_IST_5262POW
Romania	RO_IST_5262POW
Adriatics	SE_IST_5262POW
Baltics	NE_IST_5262POW
Ukraine_wCis	UW_IST_5262POW
eCis	EC_IST_5262POW

KSA	SD_IST_5262POW
South Africa	ZA_IST_5262POW
Turkey	TR_IST_5262POW
Egypt	EG_IST_5262POW
UAE & GULF	AE_IST_5262POW
NWA & Morocco	NW_IST_5262POW
CEA	CE_IST_5262POW
LL	LL_IST_5262POW

Shipped to you within 15 days

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CEE/META SNS SPL Smart Selection solutions!

Top Servers powered by AMD EPYC™ CPUs **Now More Competitive Than Ever** **AMD SNS Sell-out Promo live**

AMD
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- **SNS SPL** order codes for CEE & META available now
- Focus on 17G AMD R4715 & R5715 servers with Low, Medium & High configuration

META, CEE, Israel

Validity: November 1, 2026 – January 29, 2027

AMD SNS SPL						Promotional Discounts of final price			
Platform	Socket	Height	Order Code	Configuration	Description	EUR	USD	PLN	ZAR
PowerEdge R4715	1	1U	EMEA_PROMO_R4715_SPL1	Low	SPL |4x3.5'|9015|1x32GB|2x2TB HDD RI |2x800W|H365i|No OS|3Yr Basic NBD	500	570	2,200	9,500
			EMEA_PROMO_R4715_SPL2	Medium	SPL |8x2.5|9135'|2x32GB|2x960GB SSD RI |2x800W|H965i|No OS|3Yr Basic NBD	550	620	2,400	10,300
			EMEA_PROMO_R4715_SPL3	High	SPL |8x2.5'|9135|2x64GB|2x960GB SSD RI |2x1100W|H965i|No OS|3Yr PS NBD	600	680	2,650	11,300
PowerEdge R5715	1	2U	EMEA_PROMO_R5715_SPL1	Low	SPL |12x3.5'|9015|1x32GB|2x2TB HDD RI |2x800W|H965i|No OS|3Yr Basic NBD	550	620	2,400	10,300
			EMEA_PROMO_R5715_SPL2	Medium	SPL |12x3.5'|9135|2x32GB|2x960GB SSD RI |2x800W|H965i|No OS|3Yr Basic NBD	600	680	2,650	11,300
			EMEA_PROMO_R5715_SPL3	High	SPL |16x2.5'|9135|2x64GB|2x960GB SSD RI |2x1100W|H965i|No OS|3Yr PS NBD	650	740	2,850	12,300

Promocodes:

CEE Countries	Promo code
Poland	PL_IST_5258AMD
Greece	GR_IST_5258AMD
Hungary	HU_IST_5258AMD
Romania	RO_IST_5258AMD
Adriatics	SE_IST_5258AMD
eCis	EC_IST_5258AMD
Ukraine_wCis	UW_IST_5258AMD

META Countries	Promo code
KSA	SD_IST_5258AMD
South Africa	ZA_IST_5258AMD
Turkey	TR_IST_5258AMD
Egypt	EG_IST_5258AMD
UAE & GULF	AE_IST_5258AMD
NWA & Morocco	NW_IST_5258AMD
CEA	CE_IST_5258AMD
LL	LL_IST_5258AMD

Country	Promo code
Israel	IL_IST_5258AMD

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CEE/META SNS Flexi Smart Selection solutions!

AMD together we advance_

- **SNS Flexi** order codes for CEE & META
- Focus on 1 - Socket rack and Top Sellers.
- Ideal solutions for SMB customers needing versatile, cost-effective platform offering the best mix of performance, efficiency and power savings

META, CEE, Israel

Validity: November 1, 2026 – January 29, 2027

AMD Platforms						Promotional Discounts of final price				
Generation	Platform	Socket	Height	Order Code	Description	EUR	USD	PLN	CZK	ZAR
17G	PowerEdge R4715	1	1U	EMEA_PROMO_R4715_FLEXI1	4x3.5"| **9015 8 cores** | 1x32GB| 1x960GB SATA |2x800W|H365i| 3Yr Basic NBD	500	570	2,150	12,100	9,500
	PowerEdge R5715	1	2U	EMEA_PROMO_R5715_FLEXI1	12x3.5"| **9015 8 cores** | 1x32GB| 1x960GB SATA |2x800W|H365i| 3Yr Basic NBD	500	570	2,150	12,100	9,500
	PowerEdge R6715	1	1U	EMEA_PROMO_R6715_FLEXI1	10x2.5"| **9115 16 cores** |2x32GB|1x960 GB SATA |2x800W|H365i|3Yr Basic NBD	500	570	2,150	12,100	9,500
	PowerEdge R7715	1	2U	EMEA_PROMO_R7715_FLEXI1	12x3.5"| **9115 16 cores** |2x32GB|2x960 GB SATA |2x800W|H965i|3Yr Basic NBD	500	570	2,150	12,100	9,500

Promocodes:

CEE Countries	Promo code
Poland	PL_IST_5259AMD
Greece	GR_IST_5259AMD
Hungary	HU_IST_5259AMD
Romania	RO_IST_5259AMD
Czech Republic	CZ_IST_5259AMD
Adriatics	SE_IST_5259AMD
Slovakia	SK_IST_5259AMD
eCis	EC_IST_5259AMD
Ukraine_wCis	UW_IST_5259AMD

META Countries	Promo code
KSA	SD_IST_5259AMD
South Africa	ZA_IST_5259AMD
Turkey	TR_IST_5259AMD
Egypt	EG_IST_5259AMD
UAE & GULF	AE_IST_5259AMD
NWA & Morocco	NW_IST_5259AMD
CEA	CE_IST_5259AMD
LL	LL_IST_5259AMD

Country	Promo code
Israel	IL_IST_5259AMD

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Transform Your Infrastructure with Windows Server 2025

Unlock new potential by combining Dell PowerEdge servers with Microsoft solutions — take advantage of the current Windows Server SnS promotion.

Microsoft

Windows Server 2025	SKU	Promotional Discounts of final price					
		EUR	GBP	CZK	PLN	USD	ZAR
Windows Server 2025 Standard ROK16CORE (for Distributor stock only)	634-CVFM	120	110	3,000	520	140	2,300
Windows Server 2025 Datacenter ROK16CORE (for Distributor stock only) CK	634-CVDL	400	340	10,000	1,750	470	7,800

✓ To be eligible for this promotion **1 Smart Selection server** + 1 **Windows Server** need to be sold to the same Solution Provider as B2B.

Promocodes:

Spain	ES_IST_5263WIN
Italy	IT_IST_5263WIN
Israel	IL_IST_5263WIN
Germany	DE_IST_5263WIN
France	FR_IST_5263WIN
UK	UK_IST_5263WIN

Poland	PL_IST_5263WIN
Greece	GR_IST_5263WIN
Hungary	HU_IST_5263WIN
Romania	RO_IST_5263WIN
Czech Republic	CZ_IST_5263WIN
Adriatics	SE_IST_5263WIN
Baltics	NE_IST_5263WIN
Slovakia	SK_IST_5263WIN
Ukraine_wCis	UW_IST_5263WIN

KSA	SD_IST_5263WIN
South Africa	ZA_IST_5263WIN
Turkey	TR_IST_5263WIN
Egypt	EG_IST_5263WIN
UAE & GULF	AE_IST_5263WIN
eCis	EC_IST_5263WIN
NWA & Morocco	NW_IST_5263WIN
CEA	CE_IST_5263WIN
LL	LL_IST_5263WIN

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Dell Financial Services

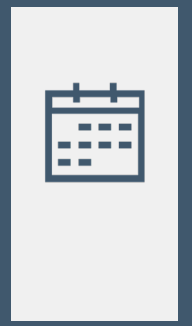
Dell Payment Solutions Portfolio

Today's business and IT challenges continue to be top of mind

- Capex budget challenges
- Over and under provisioning
- Unpredictable growth
- Managing technology refresh cycles
- Meeting organizational ESG goals

These challenges can be addressed with **predictability, flexibility and choice** to deploy IT solutions you need NOW while maximizing your IT budget.

Customer Needs



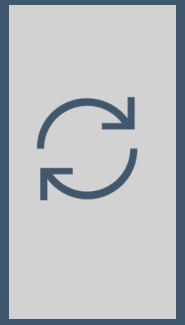
Ownership Experience

Solutions to spread cost of IT over time**



Consumption Experience

Pay per use solutions to enable more agility and control



Subscription Experience

Lifecycle management solutions that are part of the circular economy**

Subscription and Ownership Experiences: Technology Rotation, Technology Ownership, PCaaS, Software Installments and Accelerated Transition-
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T & C's



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- For STOCK to be eligible for the promotion, ensure the valid VPN (7 letters/digits) or Order Code (OC with 8-16 letters/digits) is always reported under Dell SKU code into Zyme reporting system.
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- This EMEA Smart Selection Promotional Playbook for Distributors will be saved made available for Distributors on Dell’s Partner Portal as of Dell fiscal quarter.
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