

EMEA Smart Selection Promotional Playbook – Distribution

B2B Promotions August 4, 2026 – October 30, 2026

SnS Promotions August 2, 2026 – October 30, 2026

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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**

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_9525948 34.97 TBe ¹ - 6x1.92TB drives	JSON ID: pstore_9650942 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	16 GBE FC 4 Port IO M.	16 GBE FC 4 Port IO M.
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.

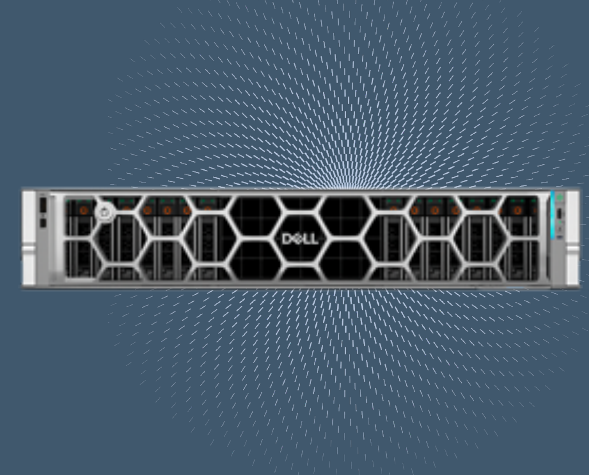


Server B2B Promotions

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Eligible: all EMEA regions



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



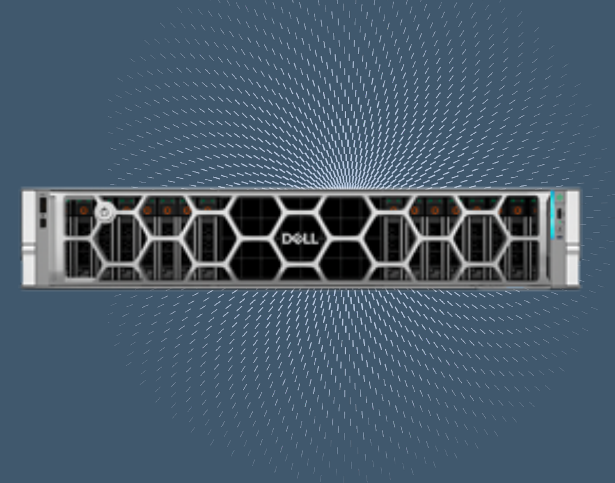
Germany/UK/France/North/Benelux/Alps

Save more. Get it faster.

Server Generation	Order Code	Socket	Height	Description	Promotional Discounts of final price					
					EUR	GBP	SEK	NOK	DKK	CHF
17 th Gen	Promo_r470_1	1S	1U	R470 - Smart Selection Flexi 8x2.5" 6511P 1x32GB 1x480GB SSD SATA 2x800W H365i No OS 3Yr Basic NBD	1,100	950	12,000	12,300	8,200	1,000
	Promo_r570_1	1S	2U	R570 - Smart Selection Flexi 16x2.5" 6511P 1x32GB 1x960GB SSD SATA 2x800W H365i No OS 3Yr Basic NBD	1,400	1,200	15,300	15,700	10,500	1,300
16 th Gen	emea_pet3601a	1S	1U	T360 - Smart Selection Flexi 8x3.5" 6315P 2x16GB 1x480GB SSD 2x700W H755 No OS 3Yr Basic NBD	550	500	6,000	6,100	4,100	500
	emea_per3601a	1S	1U	R360 - Smart Selection Flexi 4x3.5" 6315P 2x16GB 2x480GB SSD 2x700W H355 No OS 3Yr Basic NBD	550	500	6,000	6,100	4,100	500
	emea_per2601a	1S	1U	R260 - Smart Selection Flexi 2x3.5" 6315P 1x16GB 2x2TB HDD SATA 700W Emb.SATA No OS 3Yr Basic NBD	275	250	3,000	3,100	2,100	250

*The promotional program will commence on August 4, 2026, and will continue until terminated by Dell at its discretion.

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
17 th Gen	Promo_r470_1	1S	1U	R470 - Smart Selection Flexi 8x2.5" 6511P 1x32GB 1x480GB SSD SATA 2x800W H365i No OS 3Yr Basic NBD	450
	Promo_r570_1	1S	2U	R570 - Smart Selection Flexi 16x2.5" 6511P 1x32GB 1x960GB SSD SATA 2x800W H365i No OS 3Yr Basic NBD	600
16 th Gen	emea_pet3601a	1S	1U	T360 - Smart Selection Flexi 8x3.5" 6315P 2x16GB 1x480GB SSD 2x700W H755 No OS 3Yr Basic NBD	550
	emea_per3601a	1S	1U	R360 - Smart Selection Flexi 4x3.5" 6315P 2x16GB 2x480GB SSD 2x700W H355 No OS 3Yr Basic NBD	550
	emea_per2601a	1S	1U	R260 - Smart Selection Flexi 2x3.5" 6315P 1x16GB 2x2TB HDD SATA 700W Emb.SATA No OS 3Yr Basic NBD	275

*The promotional program will commence on August 4, 2026, and will continue until terminated by Dell at its discretion.

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	USD	ZAR
17 th Gen	Promo_r470_1	1S	1U	R470 - Smart Selection Flexi 8x2.5" 6511P 1x32GB 1x480GB SSD SATA 2x800W H365i No OS 3Yr Basic NBD	450	9,500	1,690	450	7,450
	Promo_r570_1	1S	2U	R570 - Smart Selection Flexi 16x2.5" 6511P 1x32GB 1x960GB SSD SATA 2x800W H365i No OS 3Yr Basic NBD	600	12,700	2,250	600	9,950
16 th Gen	emea_pet3601a	1S	1U	T360 - Smart Selection Flexi 8x3.5" 6315P 2x16GB 1x480GB SSD 2x700W H755 No OS 3Yr Basic NBD	550	10,600	1,870	500	8,300
	emea_per3601a	1S	1U	R360 - Smart Selection Flexi 4x3.5" 6315P 2x16GB 2x480GB SSD 2x700W H355 No OS 3Yr Basic NBD	550	11,600	2,060	550	9,150

*The promotional program will commence on August 4, 2026, and will continue until terminated by Dell at its discretion.

GO Intel Promotion – CPU Upgrades

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

Granite Rapids brings up to 128 P-cores, faster DDR5 memory, and PCIe 5.0 to Dell's 17th Gen servers - delivering massive performance gains, improved efficiency, and denser compute for modern data centers.

Server Generation	SKU	Description	Promotional Discounts of final price									
			EUR	GBP	CHF	NOK	SEK	DKK	USD	PLN	CZK	ZAR
17 th Gen	338-CTBD	Intel® Xeon® 6 Performance 6517P 3.2G, 16C/32T, 24GT/s, 72M Cache, Turbo, (190W) DDR5-6400	120	110	110	1,400	1,300	900	140	500	3,000	2,300
	338-CSZZ	Intel® Xeon® 6 Performance 6520P 2.4G, 24C/48T, 24GT/s, 144M Cache, Turbo, (210W) DDR5-6400	150	130	140	1,700	1,600	1,100	170	650	3,600	2,800
	338-CSZY	Intel® Xeon® 6 Performance 6527P 3.0G, 24C/48T, 24GT/s, 144M Cache, Turbo, (255W) DDR5-6400	200	170	180	2,200	2,200	1,500	230	850	4,900	3,800
	338-CTBB	Intel® Xeon® 6 Performance 6737P 2.9G, 32C/64T, 24GT/s, 144M Cache, Turbo, (270W) DDR5-6400	350	300	320	3,900	3,800	2,600	400	1,500	8,500	6,600

GO Intel Promotion – NIC Upgrades*

Unlock Peak Server Performance with Intel NICs on Dell PowerEdge

High-performance, cost-effective Gigabit Ethernet solution.

Server Generation	SKU	Description	Promotional Discounts of final price									
			EUR	GBP	CHF	NOK	SEK	DKK	USD	PLN	CZK	ZAR
17 th Gen	540-BFNV	Intel Ethernet E610-XAT2 Dual Port 10GbE BASE-T Adapter, OCP 3.0 NIC	50	50	50	600	600	400	60	200	1,300	1,000
	540-BFPH	Intel Ethernet E610-XAT4 Quad Port 10GbE BASE-T Adapter, OCP 3.0 NIC	80	70	70	900	900	600	90	350	1,900	1,500

16 th Gen	540-BCYK	Intel E810-XXV Dual Port 10/25GbE SFP28 Adapter, PCIe Full Height	30	20	20	300	300	200	30	100	600	500
	540-BCXW	Intel E810-XXV Dual Port 10/25GbE SFP28, OCP NIC 3.0	30	20	20	300	300	200	30	100	600	500
	540-BDDR	Intel E810-XXVDA4 Quad Port 10/25GbE SFP28 Adapter, PCIe Full Height	80	70	70	900	900	600	90	350	1,900	1,500
	540-BDTX	Intel E810-XXVDA4TGG1 Quad Port 10/25GbE SFP28 Precision Timing Adapter with GNSS, PCIe Full Height	150	130	140	1,700	1,600	1,100	170	650	3,600	2,800

*ALL Smart Selection Server platforms

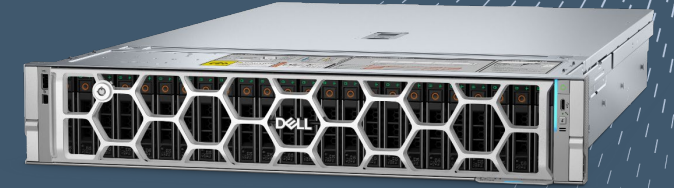
Maximize Your Value with AMD Smart Selection

TOP AMD Server Solutions

Now More Competitive Than Ever

AMD Flagship Promo – Maximum Power, Outstanding Value!

- New Money Off promos and pricing available for Q3.
- Focus on **1 - Socket rack and Top Sellers.**
- Unified approach in whole **EMEA** (including CEE & META).



AMD Platforms						Promotional Discounts of final price									
Server Generation	Platform	Socket	Height	Order Code	Description	EUR	GBP	CHF	SEK	NOK	DKK	USD	PLN	CZK	ZAR
16 th Gen	PowerEdge R6615	1	1U	per661501a	Flexi 10x2.5" 9124 2x32GB 1x480GB SSD SATA H355 2x700W 3Y Basic NBD	500	450	450	5,400	5,500	3,700	570	2,150	12,100	9,500
	PowerEdge R7615	1	2U	per761501a	Flexi 8x3.5" 9124 2x32GB 2x2TB SATA H355 2x700W 3Y Basic NBD	500	450	450	5,400	5,500	3,700	570	2,150	12,100	9,500
	PowerEdge R6625	2	1U	per662501a	Flexi 10x2.5" 9124 2x32GB 1x480GB SSD SATA H355 2x1100W 3Y Basic NBD	Standard offering									
	PowerEdge R7625	2	2U	per762501a	Flexi 12x3.5" 9124 2x32GB 2x480GB SSD SATA H355 2x1100W 3Y Basic NBD										
17 th Gen	PowerEdge R4715	1	1U	PROMO_R4715_1	Flexi 4x3.5" 9015 1x32GB 1x480GB SSD SATA H365i 2x800W 3Y Basic NBD	300	250	250	3,200	3,300	2,200	340	1,250	7,200	5,600
	PowerEdge R5715	1	2U	PROMO_R5715_1	Flexi 12x3.5" 9015 1x32GB 1x480GB SSD SATA H365i 2x800W 3Y Basic NBD	300	250	250	3,200	3,300	2,200	340	1,250	7,200	5,600
	PowerEdge R6715	1	1U	GL_PROMO_per6715_1	Flexi 8x2.5" 9015 2x32GB 2x480GB SSD SATA H365i 2x800W 3Y Basic NBD	500	450	450	5,400	5,500	3,700	570	2,150	12,100	9,500
	PowerEdge R7715	1	2U	GL_PROMO_per7715_1	Flexi 16x2.5" 9015 2x32GB 2x480GB SSD SATA H365i 2x800W 3Y Basic NBD	500	450	450	5,400	5,500	3,700	570	2,150	12,100	9,500
	PowerEdge R6725	2	1U	GL_PROMO_per6725_1	Flexi 8x2.5" 9015 2x32GB 2x480GB SSD SATA H365i 2x1100W 3Y Basic NBD	Standard offering									
	PowerEdge R7725	2	2U	GL_PROMO_per7725_1	Flexi 16x2.5" 9015 2x32GB 2x480GB SSD SATA H365i 2x1100W 3Y Basic NBD										

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-CVFS	Windows Server 2025 Standard,16CORE,FI,No Med,No CAL, Multi Language	120	110	110	1,400	1,300	900	140	500	3,000	2,300
634-CVGB	Windows Server 2025 Datacenter,16CORE,FI,No MED,UnLTD VMs,NO CALs, Multi Language	400	350	370	4,500	4,400	3,000	460	1,700	9,700	7,600

✓ To be eligible for this promotion **1x Smart Selection Intel or AMD 17G/16G Server + 1 Windows Server** need to be sold to the same Solution Provider



Start leveraging the combined B2B promotions today.

Combine B2B Promotions and maximize your saving.

Smart Deals



Up to **1,400€** in
savings

GO Intel Promotion



Up to **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 2,230€*

R570 Smart Selection Flexi
|16x2.5"|6737P|1x32GB|1x960GB
SSD SATA|2x800W|H365i|No
OS|3Yr Basic NBD/
Including Intel Quad Port 10Gb,
Windows 2025 Datacenter

DELLTechnologies
PARTNER PROGRAM

Server SNS Smart Selection Promotions

Eligible regions: META, CEE,
Israel, Italy, Spain



SMB Power Promotion

Premium server reliability for SMBs, now available at an unbeatable promotional value.

Choose your Intel Power Server SNS models to boost your Sell-out.

Italy, Spain, Slovakia, Czech Republic

Model	VPN	Socket	Height	Configuration	Promotional Discounts of final price	
					EUR	CZK
R470 Power	4D9JK	1S	1U	SPL DELL PowerEdge R470 8x2.5" 6507P 1x32GB 480GB SSD SATA H965i 2×1100W 3Y Basic NBD	550	13,500
R470 Power	DVT8N	1S	1U	SPL DELL PowerEdge R470 8x2.5" 6517P 1x32GB 2x480GB SSD SATA H965i 2×1100W 3Y Basic NBD	600	14,800
R570 Power	3J05W	1S	2U	SPL DELL PowerEdge R570 16x2.5" 6507P 1x32GB 960GB SSD SATA H965i 2×1100W 3Y Basic NBD	550	13,500
R570 Power	RCYKN	1S	2U	SPL DELL PowerEdge R570 16x2.5" 6517P 1x32GB 2x 960GB SSD SATA H965i 2×1100W 3Y Basic NBD	650	16,000

Validity: August 2, 2026 – October 30, 2026

Promocodes:

Spain	ES_IST_5188POW
Italy	IT_IST_5188POW
Slovakia	SK_IST_5188POW
Czech Republic	CZ_IST_5188POW

SMB Power Promotion

Premium server reliability for SMBs, now available at an unbeatable promotional value.

Choose your Intel Power Server SNS models to boost your Sell-out.

META, CEE (excl. CZSK) + IL

Model	Order Code	Socket	Height		Configuration	Promotional Discounts of final price			
						EUR	PLN	USD	ZAR
R470 Power	EMEA_PROMO_PER470_SPL1	1S	1U		SPL DELL PowerEdge R470 8x2.5" 6507P 1x32GB 1x480GB SSD SATA H965i 2x1100W 3Y Basic NBD	520	2,270	600	10,000
R470 Power	EMEA_PROMO_PER470_SPL2	1S	1U		SPL DELL PowerEdge R470 8x2.5" 6517P 1x32GB 1x480GB SSD SATA H965i 2x1100W 3Y PS NBD	560	2,450	650	11,000
R570 Power	EMEA_PROMO_R570_SPL3	1S	2U	NEW	SPL DELL PowerEdge R570 8x2.5" 6507P 1x32GB 1x960GB SSD SATA H965i 2x1100W 3Y Basic NBD	560	2,450	650	11,000
R570 Power	EMEA_PROMO_PER570_SPL2	2S	2U		SPL DELL PowerEdge R570 12x3.5" 6511P 1x32GB 2x960GB SSD SATA H965i 2x1100W 3Y PS NBD	650	2,830	750	12,500

Validity: August 2, 2026 – October 30, 2026

Promocodes:

Poland	PL_IST_5188POW
Greece	GR_IST_5188POW
Hungary	HU_IST_5188POW
Romania	RO_IST_5188POW
Adriatics	SE_IST_5188POW
Baltics	NE_IST_5188POW
Ukraine_wCis	UW_IST_5188POW
eCis	EC_IST_5188POW
Israel	IL_IST_5188POW

KSA	SD_IST_5188POW
South Africa	ZA_IST_5188POW
Turkey	TR_IST_5188POW
Egypt	EG_IST_5188POW
UAE & GULF	AE_IST_5188POW
NWA & Morocco	NW_IST_5188POW
CEA	CE_IST_5188POW
LL	LL_IST_5188POW

AMD SnS Smart Selection solutions!

- Introducing 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

AMD Platforms						Promotional Discounts of final price				
Server Generation	Platform	Socket	Height	Order Code	Description	EUR	USD	PLN	CZK	ZAR
16 th Gen	PowerEdge R6615	1	1U	EMEA_PROMO_R6615_FLEXI1	10x2.5" 9124 2x32GB 1x480GB SSD SATA H355 2x700W 3Y Basic NBD	500	570	2,150	12,100	9,500
	PowerEdge R7615	1	2U	EMEA_PROMO_R7615_FLEXI1	12x3.5" 9124 2x32GB 2x480GB SSD SATA H755 2x700W 3Y Basic NBD	500	570	2,150	12,100	9,500
17 th Gen	PowerEdge R4715	1	1U	EMEA_PROMO_R4715_FLEXI1	4x3.5" 9015 2x16GB 2x480GB SSD SATA H365i 2x800W 3Y Basic NBD	500	570	2,150	12,100	9,500
	PowerEdge R5715	1	2U	EMEA_PROMO_R5715_FLEXI1	12x3.5" 9015 2x16GB 2x480GB SSD SATA H365i 2x800W 3Y Basic NBD	500	570	2,150	12,100	9,500
	PowerEdge R6715	1	1U	EMEA_PROMO_R6715_FLEXI1	10x2.5" 9115 2x32GB 1x480GB SSD SATA H365i 2x800W 3Y Basic NBD	500	570	2,150	12,100	9,500
	PowerEdge R7715	1	2U	EMEA_PROMO_R7715_FLEXI1	12x3.5" 9115 2x32GB 2x480GB SSD SATA H965i 2x800W 3Y Basic NBD	500	570	2,150	12,100	9,500

Promocodes:

Poland	PL_IST_5186AMD
Greece	GR_IST_5186AMD
Hungary	HU_IST_5186AMD
Romania	RO_IST_5186AMD
Czech Republic	CZ_IST_5186AMD
Adriatics	SE_IST_5186AMD
Slovakia	SK_IST_5186AMD
eCis	EC_IST_5186AMD
Ukraine_wCis	UW_IST_5186AMD

Israel	IL_IST_5186AMD
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KSA	SD_IST_5186AMD
South Africa	ZA_IST_5186AMD
Turkey	TR_IST_5186AMD
Egypt	EG_IST_5186AMD
UAE & GULF	AE_IST_5186AMD
NWA & Morocco	NW_IST_5186AMD
CEA	CE_IST_5186AMD
LL	LL_IST_5186AMD

Validity: August 2, 2026 – October 30, 2026

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.



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

- ✓ To be eligible for Windows Server promotion, 1x Smart Selection Intel or AMD 17G/16G Server + 1 Windows Server need to be sold to the Solution Provider.
- ✓ Eligible regions: Italy, Spain,, META, CEE, Israel

Promocodes:

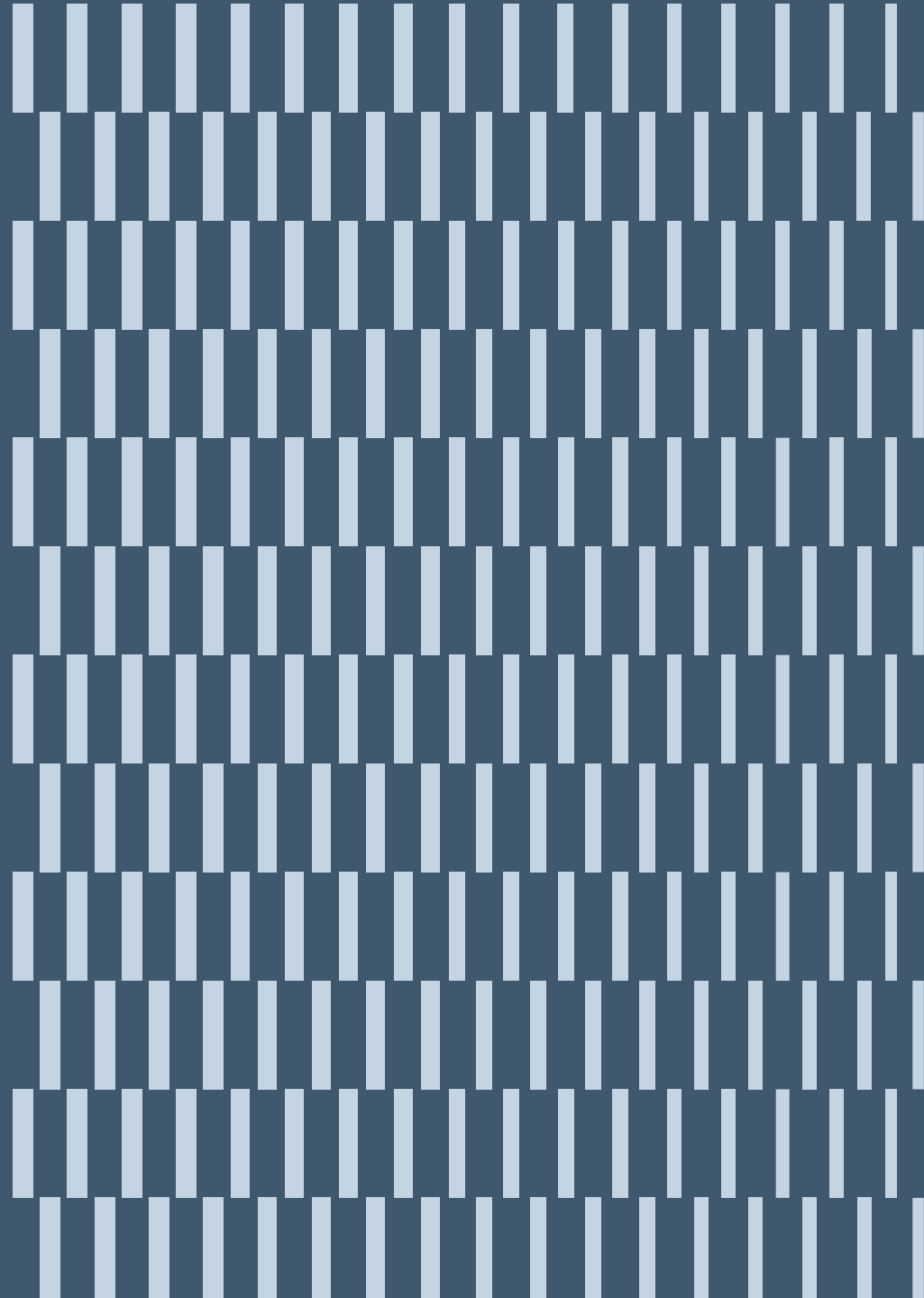
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Italy	IT_IST_5189WIN
Poland	PL_IST_5189WIN
Greece	GR_IST_5189WIN
Hungary	HU_IST_5189WIN
Romania	RO_IST_5189WIN
Czech Republic	CZ_IST_5189WIN
Adriatics	SE_IST_5189WIN
Baltics	NE_IST_5189WIN
Slovakia	SK_IST_5189WIN
Ukraine_wCis	UW_IST_5189WIN
eCis	EC_IST_5189WIN

KSA	SD_IST_5189WIN
South Africa	ZA_IST_5189WIN
Turkey	TR_IST_5189WIN
Egypt	EG_IST_5189WIN
UAE & GULF	AE_IST_5189WIN
NWA & Morocco	NW_IST_5189WIN
CEA	CE_IST_5189WIN
LL	LL_IST_5189WIN

Israel	IL_IST_5189WIN
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Dell Financial Services

A decorative graphic on the right side of the slide, consisting of a grid of vertical bars of varying heights and widths, creating a textured, architectural look.

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-

**Payment solutions provided to qualified commercial customers by Dell Financial Services through Dell Technologies group companies or authorized business partners. Solutions may be changed without notice and are subject to product availability, eligibility, credit approval, acceptable documentation and local applicable law. Some solutions, including end of term purchase options, may not be available or may vary by country. Within the EU, the EEA, the UK and Switzerland certain solutions are provided by Dell Bank International d.a.c. and its local branches, including by Dell Bank International d.a.c Sucursal en España in Spain. Dell Bank International d.a.c. is regulated by the Central Bank of Ireland. Dell Technologies and Dell logos are trademarks of Dell Inc.

Consumption Experience solutions are offered by Dell Technologies group companies. Terms and conditions apply

T & C's



- Dell Technologies Authorized Distributor (“Distributor”) may participate in these Dell Smart Selection promotions under terms and conditions stated in this EMEA Smart Selection Promotional Playbook and subject to applicable Dell Technologies Partner Program Incentive Terms and Conditions for Distributors, Dell Technologies Partner Program Agreement and the applicable Dell Distribution Agreement (collectively as “Terms and Conditions”). All promotions mentioned in this Playbook are applicable only for Smart Selection offers of Distributors directly purchasing from Dell. Distributors are free to set their own resale prices.
- Country Coverage for Smart Selection offers: all EMEA regions unless specified. The products, specifications, services, pricing, and availability may vary by territory and may change at any time.
- B2B Promotions August 4, 2026 – October 30, 2026
- SnS Promotions August 2, 2026 – October 30, 2026
- Promotional prices and discounts shown are indicative and are available only on direct purchases from Dell. Taxes, shipping, and other fees may apply. Distributors and resellers are free to set their own resell pricing.
- Promotions and applicable dates are subject to change without notice.
- For STOCK Smart Selection Servers and Upgrades promotions distributors may earn incentives subject to applicable Dell incentive terms.
- 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.
- Promotions may be subject to a unit cap. A unit cap is the maximum number of units the Distributor may claim for a specified VPN during the promotional validity period. If a unit cap is applied, the Distributor may submit claims for product units, subject to these Terms and Conditions, up to the unit cap.
- For NON-STOCK Smart Selection Servers and Switch promotions an upfront discount is available on Premier Pages/ DSA/DSC, MOFF SKU to be selected.
- Special time limited promotions launched within the Dell fiscal quarter will may be communicated by Dell separately.
- 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.
- Deferred Payments: 1 up to 180 days deferral payment Server and Storage
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