

Dell Technologies Advantage for Partners:  
**Stay ahead of what's  
next to drive growth**

First / Last (Pronouns)



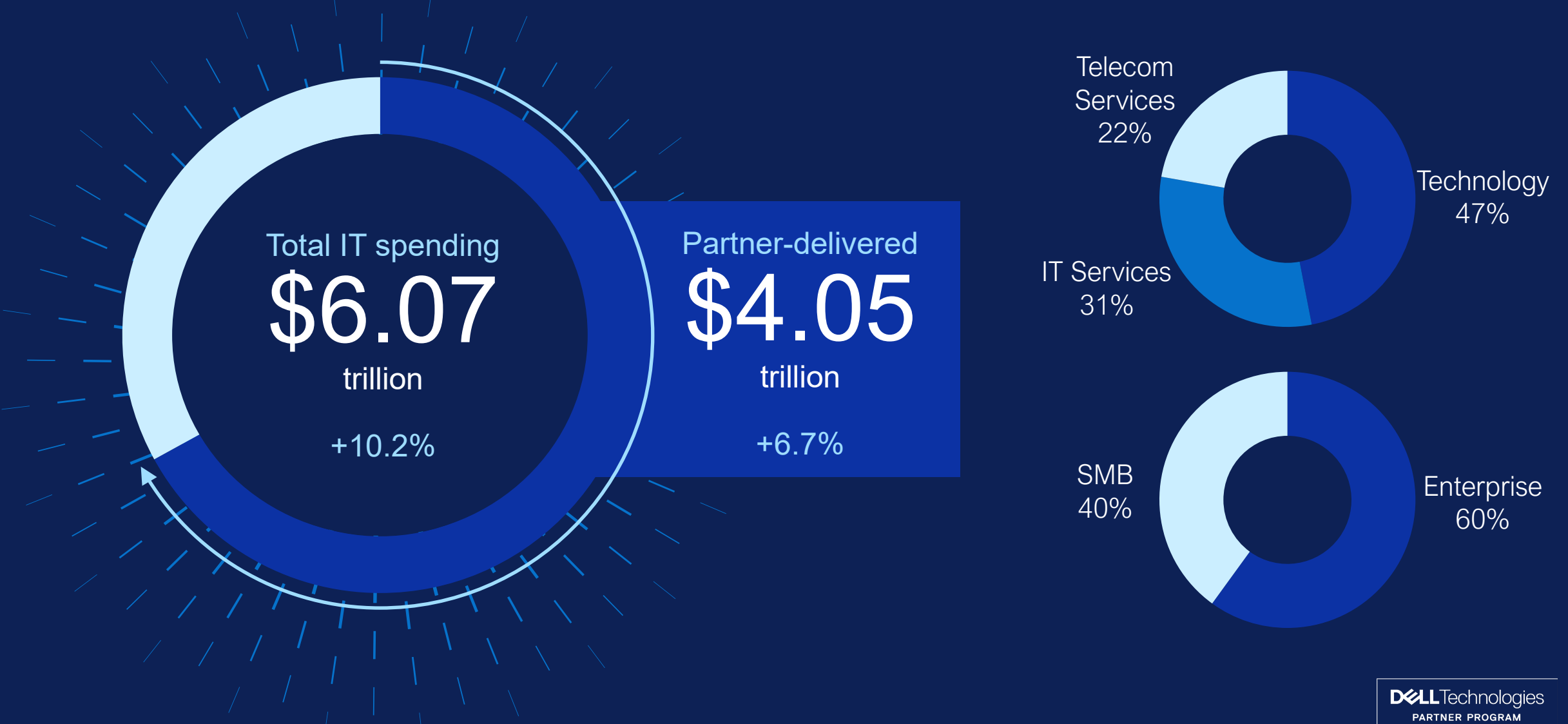
# Agenda

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- 2026 market trends and what they mean for you
- How Dell Technologies helps you stay ahead to drive profitable growth
  - Modern Workplace
  - Modern Data Center
  - Artificial Intelligence
- Why partner with Dell Technologies

Own your share of the fastest growing worldwide IT market in a decade:

# Majority of IT market opportunity is partner-delivered



<sup>1</sup> Source: Omdia, Global IT Opportunity, November 2025.



# 2026 market trends and what they mean for Dell partners

AI is transforming  
end-user experience

50%

of enterprise PC  
purchases will shift  
to models with on-  
device AI agents  
by 2027<sup>1</sup>

Role of Partners:

**Enablers** of the  
Modern Workplace

Rebalancing from  
cloud-first to cloud-smart

60%

of enterprises will actively  
reinvest in private IT  
infrastructure to promote  
hybrid cloud  
by 2026<sup>2</sup>

Role of Partners:

**Architects** of the  
Modern Data Center

From AI pilots to  
production scale AI outcomes

50%

of AI-fueled digital  
use cases will fail  
ROI targets  
in 2026<sup>3</sup>

Role of Partners:

**Accelerators** of  
AI business outcomes

<sup>1</sup>IDC FutureScape: Worldwide Connected Devices 2026 Predictions, DOC #US53860425 (Oct. 2025). <sup>2</sup>IDC FutureScape: Worldwide Digital Infrastructure 2026 Predictions Doc #US53868425 (Oct. 2025). <sup>3</sup>IDC FutureScape: Worldwide AI-Fueled Business Strategies 2026 Predictions Doc #US53864825 (2025)

Dell Technologies Advantage for Partners

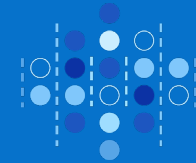
# Stay ahead of what's next to drive profitable growth



Modern Workplace



Modern Data Center



Artificial Intelligence



Cybersecurity/Resilience

Sustainability



← INDUSTRY-LEADING SERVICES →

# Modern Workplace



Become an Enabler of the Modern Workplace to capture the Client Solutions and Services opportunity

## Customer challenges



Surging Costs

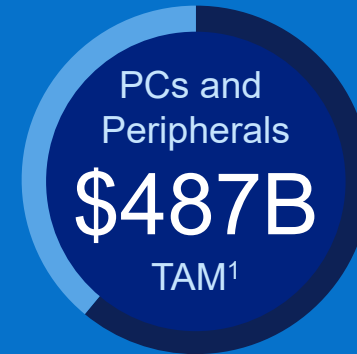


Growing security concerns



Rising user expectations

## Partner opportunity



Deployment Services

Support Services

## Why Dell Technologies



Comprehensive & innovative product portfolio



Trusted durability & reliability



Most secure & manageable commercial PCs



Unmatched Global Services

<sup>1</sup> Source: Omdia, Global IT Opportunity, November 2025. Client Computing and Components and Peripherals.



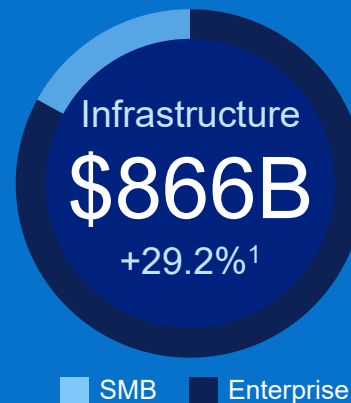
# Modern Data Center

Become an Architect of the Modern Data Center to capture the Infrastructure Solutions and Services opportunity

## Customer challenges



## Partner opportunity



## Why Dell Technologies



Optimized Cloud Operations



AI-Ready Infrastructure



End-to-End Cybersecurity & Resilience

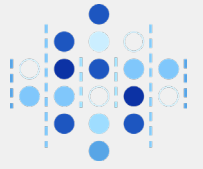


Efficiency & Cost Savings



Consultative Partnership

<sup>1</sup> Source: Omdia, Global IT Opportunity, November 2025.



# Artificial Intelligence

Become an Accelerator of AI Business Outcomes to capture the AI Infrastructure and Services opportunity

## Customer challenges



Pilots stalling without clear goals



Workload and data challenges



Existing infrastructure limitations



Lack of AI tools slowing deployment



Skills gaps preventing AI adoption & success

## Partner opportunity

AI infrastructure  
**\$248B**  
TAM<sup>1</sup>



Consulting Services



Residency Services



Deployment Services



Support Services

## Why Dell Technologies



World's broadest AI portfolio<sup>2</sup>



Over 3000 AI Factory implementations



Proven ROI and expertise



Secure by design

<sup>1</sup> Source: IDC's Worldwide AI and Generative AI Spending Guide Taxonomy, 2025: Release V2, August 2025

<sup>2</sup> Source: Prowess Consulting, "Which Vendor Offers the Broadest AI Portfolio for Infrastructure and Services?", October 2025. Prowess Consulting research shows Dell Technologies provides the world's broadest end-to-end AI portfolio from a single vendor.

# Maximize your share of wallet with Dell's broad portfolio

40.3x

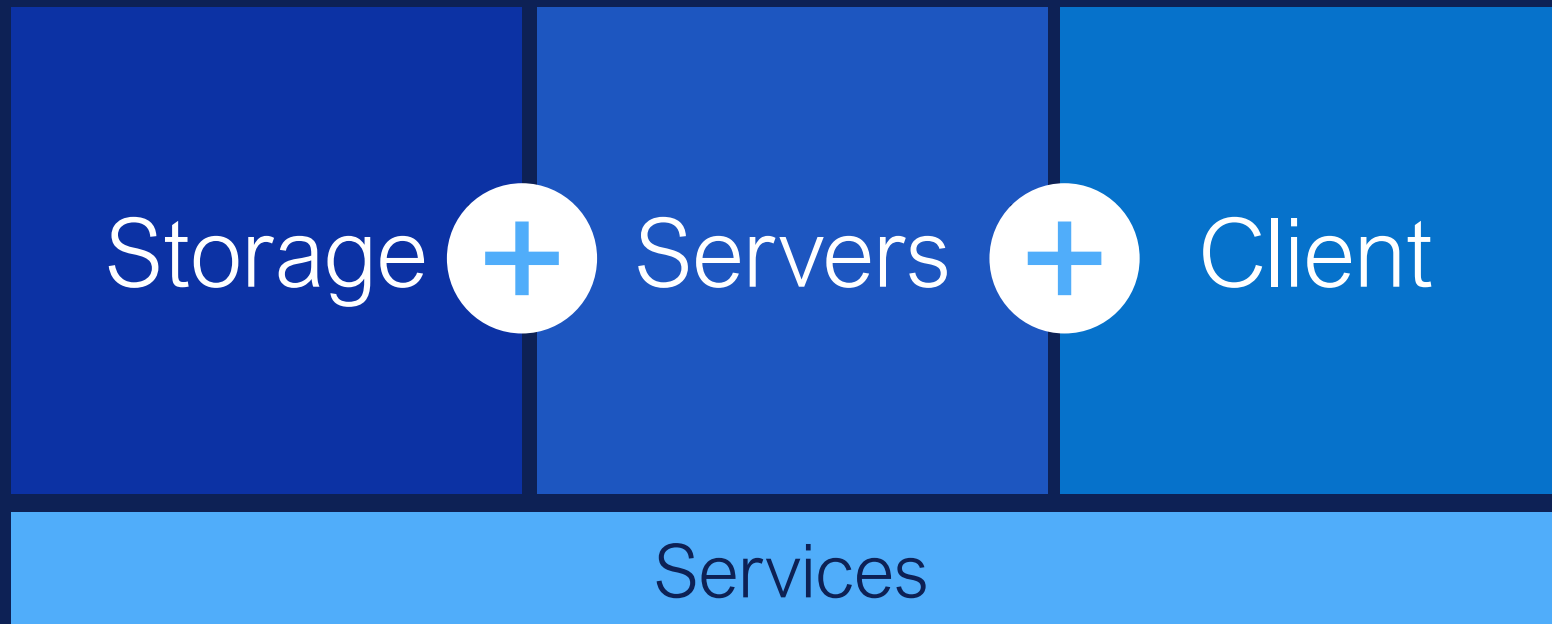
## Revenue

3 LOBs compared to  
partners selling 1 LOB

9.1x

## Revenue

3 LOBs compared to  
partners selling 2 LOBs



# DELL Technologies

Portfolio + Partner Program = Profitable Growth

## Dell Technologies' Portfolio: Win Bigger Opportunities



Leading End-End  
Solutions



Proven Services  
Expertise & Outcomes



Payment  
Solutions



Industry Leading  
Supply & Scale

## Dell Technologies' Partner Program: Win More Profitably



Financial  
Incentives\*



Marketing  
Development Funds\*



Partner Training  
& Certifications



Demand Gen  
Opportunities

\* Partner eligibility depends on location, partner type and other training/compliance levels. See Dell benefits and Requirements document for details on eligibility. Payment solutions availability varies by location and is subject to applicable terms and conditions.

# Let's Win Together in 2026

## Your Next Steps

### Learn

Complete all Dell Technologies Advantage for Partners modules so you can stay ahead of what's next to drive 2026 growth

### Build

Build sales, presales and services expertise around Dell Technologies products, solutions and services

### Engage

Dive into our Partner Program to learn about incentives, rebates, MDF, partner tiers, training, processes, tools, and much more!

### Activate

Create pipeline by engaging your customers in conversations about Modern Workplace, Modern Data Center and AI



**DELL**Technologies

**PARTNER PROGRAM**