



ARROW ENTERPRISE COMPUTING SOLUTIONS

## Arrow ECS\_EMCC

Partner Introduction pack

Grow. With the leader.



1) **EMC VIP**

This EMC VIP Portal provides Latest News, Partner Support, Promotions, Incentives, Webcasts, Accreditation and Development Tools,

(You will need to register for a username and password directly with EMC)

[EMC VIP Portal](#)

2) **EMC Velocity Partner Marketing Guide**

The EMC Velocity Partner Marketing Guide features a number of pre-built partner demand generation campaigns that you can customise with your logo and company information.

[EMC Velocity Partner Marketing Guide](#)

3) **Arrow ECS Virtual Marketing Manager**

The Virtual Marketing Manager allows you to very quickly and easily tailor marketing materials. Using a simple editing tool you can incorporate personalisation as well as download whitepapers, data sheets and quick selling guides.

(You will need to register for a username and password directly with Arrow ECS)

[Arrow ECS VMM](#)

4) **The EMC DGF Programme**

**Demand Generation Marketing Fund**

The EMC DGF Programmeme (the DGF Programme) is a benefit of the EMC Velocity<sup>2</sup> Partner Programme. The DGF Programmeme is a joint marketing effort between EMC and selected Velocity<sup>2</sup> Partners.

This Programme funds Lead Generation activities.

**The DGF Programme includes 4 categories:**

- Solution Center
- Distribution
- UVA
- BRS

(Programme details attached)



## 5) The EMC Velocity<sup>2</sup> Co-op Programme

### Co-operative Marketing Fund

The EMC Velocity<sup>2</sup> Co-op Programme (the Co-op Programme) is a benefit of the EMC Velocity<sup>2</sup> Partner Programme.

The Co-op Programme is a joint marketing effort between EMC and its Velocity<sup>2</sup> Partners, to help them promote their business as well as EMC's products and services.

EMC supports partners by co-funding activities such as; advertising, direct marketing, trade shows & seminars, EMC training, demo equipment and more.

### Eligible Partners

The Co-op Programme is open to EMC Velocity<sup>2</sup> Partners who meet the Velocity<sup>2</sup> Partner Programme requirements and are in good standing with EMC.

### Funds Earnings & Availability

The Co-op fund earnings are posted quarterly and are calculated as a % of the Co-op eligible revenue of EMC products purchased for the applicable fiscal quarter.

Signature Solution Center Partner (SSCP)	3%
Premier Solution Partner (PSP)	2% - through Distributor
Affiliate Partner	funds from VAD only
Value Add Distributor (VAD)	1% or 1.5%

The start date for earning Co-op funds is the beginning of the next month after the "effective date" of the Partner Velocity<sup>2</sup> agreement.

Tier2 partners work with their Preferred Distributors to access Co-op funds.

## 6) EMC Showcase

EMC Showcase has been designed to enable EMC Velocity<sup>2</sup> Partners to embed EMC product and solution content that automatically updates on partners' websites.

### Further Information:

[EMC Showcase Help Center](#)

7) **EMC Powerlink**

<https://powerlink.emc.com>

First time users will be asked to request access.

8) **EMC Deal Registration**

**EMC CXP**

First time users will be asked to request access. Once access is given you will then be able to login and register an opportunity.

For further information, please contact the Arrow ECS\_EMC Infrastructure Quote team on: 01423 519227 or [iquotes@arrowecs.co.uk](mailto:iquotes@arrowecs.co.uk)



9) **Key Contats:**

Lindsay Nichol, EMC Divisional Director – Arrow ECS

Emma Batey, EMC Business Manager – Arrow ECS

Tel: +44 7881 623400

Email: [emma.batey@arrowecs.co.uk](mailto:emma.batey@arrowecs.co.uk)

Alan Rogers, EMC Business Manager – Arrow ECS

Tel: +44 796 239 0617

Email: [alan.rogers@arrowecs.co.uk](mailto:alan.rogers@arrowecs.co.uk)

David Reynolds, EMC Prodcuct/Business Development Manager - Arrow ECS

Tel: +44 7976 564418

Email: [david.reynolds@arrowecs.co.uk](mailto:david.reynolds@arrowecs.co.uk)

Frances Norfolk – Head Of Marketing, Harrogate

Tel: +44 787 6394065

Email: [frances.norfolk@arrowecs.co.uk](mailto:frances.norfolk@arrowecs.co.uk)