

Distribution PromoGuide

FY19Q1

UK / FR / DE / WER

START

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Distribution PromoGuide



**HERO Smart Value
Promotion**

**Intel Skylake
Promotion**

**Windows Server
2016**

**Networking
Promotion**

Server Ecosystem

Cashback

**Microsoft SQL
Server 2017**

ProSupport

Upsell Promotion

Usefull informations

Summary

Campaign packs

Hero Smart Value Promotion with up to €320 saving

STOCK - get a back-end rebate up to **€100** discount on 4 selected Smart Value Fixed offers R230, T330, R440, T440

NON-STOCK - up to **€120** discount on 4 selected Smart Value Flexi offers T130, R330, R440, R540

Additional:

€100 Windows Server 2016 Essential edition

€200 Windows Server 2016 Standard edition

Intel Skylake Promotion with saving up to € 310

STOCK – get a back-end rebate up to **€60** on all stock Rack PowerEdge Smart Value Fixed offers defaulted with Intel Xeon Silver 4110 & 4114 CPU (338-BLUQ, 338-BLUS)

NON-STOCK - upgrade your Smart Value Flexi offer with Xeon Silver CPU 4110 & 4114 (338-BLUQ, 338-BLUS) & SSD (400-ASZB) and save up to **€310**

Save up to €400 with Windows Server 2016

STOCK & NON-STOCK Promotion

€100 if you buy Windows Server 2016 Essential edition or

€200 if you buy Windows Server 2016 Standard edition and

€400 if you buy Windows Server 2016 DataCenter edition

Additional €110 off if you add 10-pack of Windows Server 2016 User CALs

Networking Hero Smart Value Promotion

STOCK & NON-STOCK Promotion get up to **€100** discount on selected N1100 series Smart Value offers

Server Ecosystem Promotion

Server Ecosystem – upgrade your servers with HDD, memory, Racks and KVM/KMM and get special discounts

Upsell Promotion

Qlogic Upsell - Get a discount up to **€80** with upselling QLogic Network card on 2-socket Smart Value PowerEdge Servers

Cashback

Get **€150** cashback on all Smart Value Servers bought with Windows Server 2016

Microsoft SQL Server 2017

Get a discount **€500** on all 2-socket Smart Value Servers sold together with Microsoft SQL Server 2017

ProSupport Price reduction

ProSupport **-15%** price reduction on ProSupport purchased with PowerEdge R230, R330 & T130,T330

Campaign packs

Hero STOCK

Hero NON-STOCK

Hero Smart Value Fixed offers (STOCK)

Get a back-end rebate to **€300** on Hero Smart Value Fixed offers sold together with Windows Server 2016

Smart Value Fixed	VPN	Discount value in EUR
Smart Value Fixed PowerEdge R230	TBA	100
Smart Value Fixed PowerEdge T330	TBA	100
Smart Value Fixed PowerEdge R440	TBA	100
Smart Value Fixed PowerEdge T440	TBA	100

The list of all stock Hero Smart Value Fixed offers is available in SPL

€100 Windows Server 2016 Essential edition SKU **634-BIPT**

€200 Windows Server 2016 Standard edition SKU **634-BIPU**

Terms and conditions apply

Standard credit note process applies

For currency equivalents check MOFF slide

Promo Codes Hero Smart Values Servers STOCK

FR_15012018_HSS
DE_15012018_HSS
FI_15012018_HSS
DK_15012018_HSS
NO_15012018_HSS
SW_15012018_HSS
BE_15012018_HSS
NL_15012018_HSS
LU_15012018_HSS
ES_15012018_HSS
IT_15012018_HSS
PT_15012018_HSS
AT_15012018_HSS
IE_15012018_HSS
CH_15012018_HSS



Hero STOCK

Hero NON-STOCK

Hero Smart Value Flexi offers (NON-STOCK)

Save up to **€320** on Hero Smart Value Flexi offers sold together with Windows Server 2016

Smart Value Flexi	OC	Discount value in EUR
Smart Value Flexi PowerEdge T130	PET1303a	100
Smart Value Flexi PowerEdge R330	PER3302a	100
Smart Value Flexi PowerEdge R440	PER44003	120
Smart Value Flexi PowerEdge R540	PER54002	120

The list of all stock Hero Smart Value Flexi offers is available in attached Offer Guide

€100 Windows Server 2016 Essential edition SKU **634-BIMP**

€200 Windows Server 2016 Standard edition SKU **634-BILL**

Terms and conditions apply

For currency equivalents check MOFF slide



Skylake program STOCK

Skylake program NON-STOCK

Intel Skylake Promotion (STOCK)

Get a back-end rebate up to **€60** on all Rack Smart Value Fixed offers defaulted with Intel Xeon Silver 4110 & 4114 (R440, R540, R640, R740)

Description	SKU	Discount in EUR
Intel Xeon Silver 4110	338-BLUQ	40
Intel Xeon Silver 4114	338-BLUS	60

The list of all stock Smart Value Fixed offers is available in SPL

Promo Codes Intel Skylake
FR_15012018_INT
DE_15012018_INT
FI_15012018_INT
DK_15012018_INT
NO_15012018_INT
SW_15012018_INT
BE_15012018_INT
NL_15012018_INT
LU_15012018_INT
ES_15012018_INT
IT_15012018_INT
PT_15012018_INT
AT_15012018_INT
IE_15012018_INT
CH_15012018_INT

[Terms and conditions apply](#)

[Standard credit note process applies](#)

For currency equivalents check [MOFF slide](#)



Skylake program STOCK

Skylake program NON-STOCK

Intel Skylake/SSD Promotion (NON-STOCK)

Upgrade your Smart Value Flexi offer (**R440, R540, R640, R740**) with Xeon Silver CPU & SSD and save up to **€310**

Intel Xeon Silver

Upsell	SKU	Discount in EUR
Intel Xeon Silver 4110	338-BLUQ	40
Intel Xeon Silver 4114	338-BLUS	60

Intel SSD

Upsell	SKU	Discount in EUR
1.92TB SSD SATA Mix Use	400-ASZB	250

Promo SSD (SKU 400-ASZB) can be used only in OCs with 2,5 Chassis
The list of all non-stock Smart Value Flexi offers is available in attached Offer Guide

Terms and conditions apply
For currency equivalents check [MOFF slide](#)



STOCK

NON-STOCK

PowerEdge with Windows Server 2016 ROK (STOCK)

Get a back-end rebate up to €400 on all PowerEdge Smart Value Fixed offers sold together with **Windows Server 2016**

€100 Windows Server 2016 Essential edition SKU **634-BIPT**

€200 Windows Server 2016 Standard edition SKU **634-BIPU**

€400 Windows Server 2016 Datacenter edition SKU **634-BIPS**

Then, secure an additional discount of:

€110 for 10-pack Windows Server 2016 User CALs SKU **623-BBBW**

(applicable when Standard edition is purchased)

[Terms and conditions apply](#)

Standard credit note process applies

For currency equivalents check [MOFF slide](#)

Promo Codes Server+ Windows Server
FR_15012018_WS1
DE_15012018_WS1
FI_15012018_WS1
DK_15012018_WS1
NO_15012018_WS1
SW_15012018_WS1
BE_15012018_WS1
NL_15012018_WS1
LU_15012018_WS1
ES_15012018_WS1
IT_15012018_WS1
PT_15012018_WS1
AT_15012018_WS1
IE_15012018_WS1
CH_15012018_WS1

Promo Codes Server+ Windows Server+ CAL
FR_15012018_WSS
DE_15012018_WSS
FI_15012018_WSS
DK_15012018_WSS
NO_15012018_WSS
SW_15012018_WSS
BE_15012018_WSS
NL_15012018_WSS
LU_15012018_WSS
ES_15012018_WSS
IT_15012018_WSS
PT_15012018_WSS
AT_15012018_WSS
IE_15012018_WSS
CH_15012018_WSS



STOCK

NON-STOCK

PowerEdge with Windows Server 2016 (NON-STOCK)

Save up to €400 on all PowerEdge Smart Value Flexi offers sold together with **Windows Server 2016**

€100 Windows Server 2016 Essential edition SKU **634-BIMP**

€200 Windows Server 2016 Standard edition SKU **634-BILL**

€400 Windows Server 2016 Datacenter edition SKU **634-BILI, 634-BIMM**

Then, secure an additional discount of:

€110 for 10-pack Windows Server 2016 User CALs SKU **634-BIMQ**

(applicable when Standard edition is purchased)

Terms and conditions apply

For currency equivalents check [MOFF slide](#)

Promo Codes Server+ Windows Server
FR_15012018_WS1
DE_15012018_WS1
FI_15012018_WS1
DK_15012018_WS1
NO_15012018_WS1
SW_15012018_WS1
BE_15012018_WS1
NL_15012018_WS1
LU_15012018_WS1
ES_15012018_WS1
IT_15012018_WS1
PT_15012018_WS1
AT_15012018_WS1
IE_15012018_WS1
CH_15012018_WS1

Promo Codes Server+ Windows Server+ CAL
FR_15012018_WSS
DE_15012018_WSS
FI_15012018_WSS
DK_15012018_WSS
NO_15012018_WSS
SW_15012018_WSS
BE_15012018_WSS
NL_15012018_WSS
LU_15012018_WSS
ES_15012018_WSS
IT_15012018_WSS
PT_15012018_WSS
AT_15012018_WSS
IE_15012018_WSS
CH_15012018_WSS



Networking Hero Promotion

Sell-out support up to **€100** on **Networking N1100** (STOCK + NON-STOCK)

For ordering to **STOCK**: refer to VPN and country promo codes.

For **NON-STOCK** orders: refer to Order code. Upfront discount applies

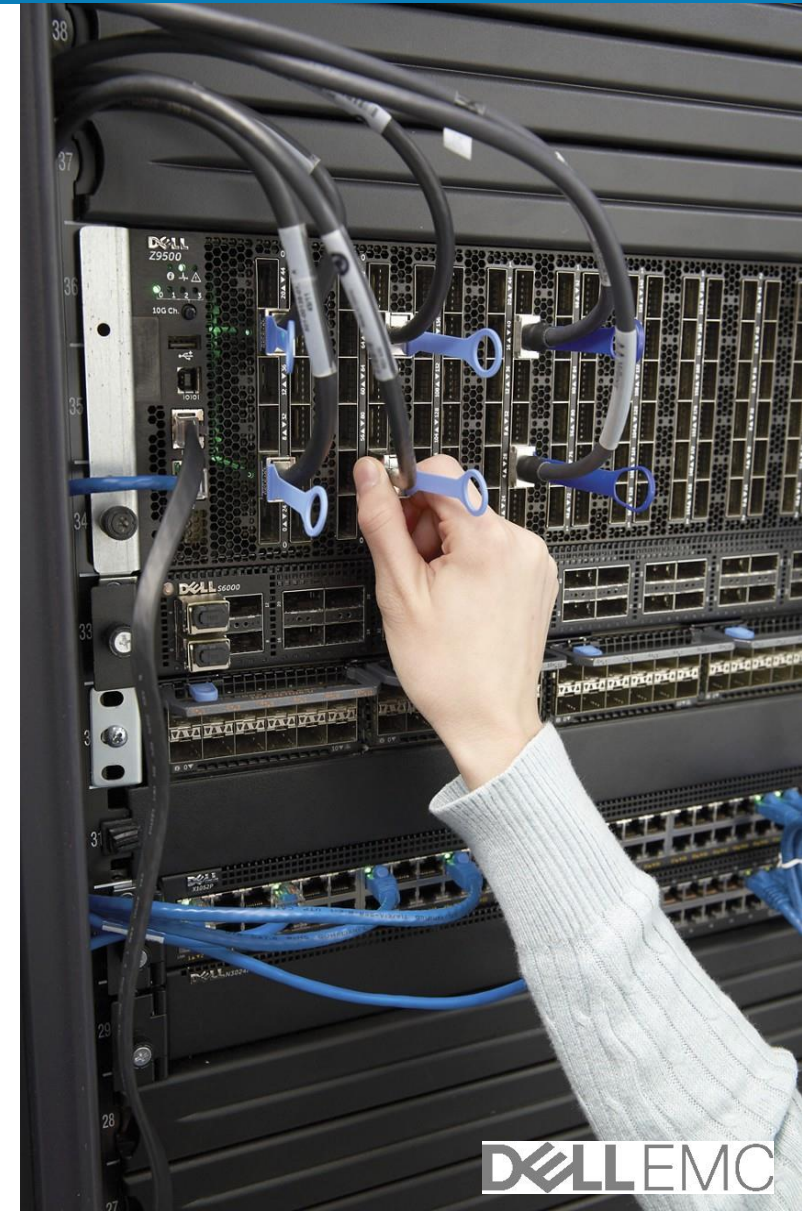
Smart Value Flexi	Order Code	VPN	Discount per unit in EUR
Networking N1108T	DNN1108T	210-AJIW	70
Networking N1108P	DNN1108P	210-AJIX	70
Networking N1124T	DNN1124T	210-AJIS	70
Networking N1124P	DNN1124P	210-AJIT	100
Networking N1148T	DNN1148T	210-AJIU	100
Networking N1148P	DNN1148P	210-AJIV	100

Terms and conditions apply

Standard credit note process applies

For currency equivalents check MOFF slide

Promo Codes Hero Smart Values NW
FR_15012018_HNW
DE_15012018_HNW
FI_15012018_HNW
DK_15012018_HNW
NO_15012018_HNW
SW_15012018_HNW
BE_15012018_HNW
NL_15012018_HNW
LU_15012018_HNW
ES_15012018_HNW
IT_15012018_HNW
PT_15012018_HNW
AT_15012018_HNW
IE_15012018_HNW
CH_15012018_HNW



Stock and Sell your Smart Values with Upgrades HDD

Server Ecosystem Upgrades

HDD SKU	HDD SKU Description	AT MOFF	BE MOFF	CH MOFF	DE MOFF	DK MOFF	ES MOFF	FI MOFF	FR MOFF	IE MOFF	IT MOFF	NL MOFF	NO MOFF	PT MOFF	SE MOFF	UK MOFF
400-AEFB	1TB 7.2K RPM SATA 3.5in Hot-plug Hard Drive,13G,CusKit	12	12	13	12	86	12	12	12	12	12	12	111	12	113	11
400-AEGG	2TB 7.2K RPM SATA 3.5in Hot-plug Hard Drive,13G,CusKit	14	14	16	14	104	14	14	14	14	14	14	134	14	137	13
400-AEGK	4TB 7.2K RPM SATA 6Gbps 3.5in Hot-plug Hard Drive,13G,CusKit	18	18	20	18	129	18	18	18	18	18	18	167	18	171	16
400-AFYB	1TB 7.2K RPM SATA 6Gbps 3.5in Cabled Hard Drive	11	11	13	11	81	11	11	11	11	11	11	105	11	107	10
400-AFYC	2TB 7.2K RPM SATA 6Gbps 3.5in Cabled Hard Drive, R430/T430	14	14	16	14	99	14	14	14	14	14	14	128	14	131	12
400-AJOQ	300GB 10K RPM SAS 12Gbps 2.5in Hot-plug Hard Drive,CusKit	12	12	14	12	87	12	12	12	12	12	12	113	12	116	11
400-AJPP	600GB 10K RPM SAS 12Gbps 2.5in Hot-plug Hard Drive,CusKit	14	14	16	14	103	14	13	14	14	14	14	134	14	137	13
400-ALEI	1TB 7.2K RPM SATA Entry 3.5in Cabled Hard Drive CusKit	5	5	6	5	38	5	5	5	5	5	5	49	5	50	5
400-ATIF	300GB 10K RPM SAS 12Gbps 512n 2.5in Hot-plug Hard Drive, CK	12	12	14	12	90	12	12	12	12	12	12	117	12	119	11
400-ATIG	300GB 10K RPM SAS 12Gbps 512n 2.5in Hot-plug Hard Drive, 3.5in HYB CARR, CK	13	13	15	13	95	13	13	13	13	13	13	122	13	125	12
400-ATIL	600GB 10K RPM SAS 12Gbps 512n 2.5in Hot-plug Hard Drive, 3.5in HYB CARR,CK	15	15	17	15	111	15	15	15	15	15	15	143	15	146	14
400-ATIN	600GB 15K RPM SAS 12Gbps 512n 2.5in Hot-plug Hard Drive, CK	19	19	21	19	137	19	19	19	19	19	19	177	19	181	17
400-ATJD	1TB 7.2K RPM NLSAS 12Gbps 512n 2.5in Hot-plug Hard Drive, CK	20	20	23	20	146	20	20	20	20	20	20	189	20	194	18
400-ATJJ	1TB 7.2K RPM SATA 6Gbps 512n 3.5in Hot-plug Hard Drive, CK	12	12	14	12	87	12	12	12	12	12	12	112	12	115	11
400-ATKJ	2TB 7.2K RPM SATA 6Gbps 512n 3.5in Hot-plug Hard Drive, CK	14	14	16	14	105	14	14	14	14	14	14	136	14	139	13

All upgrades are eligible only for the stock Smart Value Fixed platforms listed in SPL MATRIX you can find [here](#)

Stock and Sell your Smart Values with Upgrades Memory

Server Ecosystem Upgrades

Memory SKU	Memory Description	AT MOFF	BE MOFF	CH MOFF	DE MOFF	DK MOFF	ES MOFF	FI MOFF	FR MOFF	IE MOFF	IT MOFF	NL MOFF	NO MOFF	PT MOFF	SE MOFF	UK MOFF
A9654881	Dell 8 GB Certified Memory Module - 1RX8 DDR4 UDIMM 2400MHz	10	10	12	10	73	10	10	10	10	10	10	97	10	98	9
A8711886	Dell 8 GB Certified Memory Module - 1Rx8 DDR4 RDIMM 2400MHz	11	11	13	11	84	11	11	11	11	11	11	112	11	113	10
A8711887	Dell 16GB Certified Memory Module - 2Rx8 RDIMM 2400MHz	22	22	26	22	166	22	22	22	22	22	22	222	22	223	20
A9654880	Dell 4 GB Certified Memory Module - 1RX8 DDR4 UDIMM 2400MHz	7	7	8	7	53	7	7	7	7	7	7	71	7	72	6
A9781927	Dell 8 GB Certified Memory Module - DDR4 RDIMM 2666MHz 1Rx8	13	13	15	13	96	13	13	13	13	13	13	128	13	128	11
A9781928	Dell 16 GB Certified Memory Module - DDR4 RDIMM 2666MHz 2Rx8	25	25	30	25	189	25	25	25	25	25	25	252	25	253	23

All upgrades are eligible only for the stock Smart Value Fixed platforms listed in SPL MATRIX you can find [here](#)

Stock and Sell your Smart Values with Upgrades Processor

*Server Ecosystem
Data Center*

Processor & Heatsink SKU	Processor Description	AT MOFF	BE MOFF	CH MOFF	DE MOFF	DK MOFF	ES MOFF	FI MOFF	FR MOFF	IE MOFF	IT MOFF	NL MOFF	NO MOFF	PT MOFF	SE MOFF	UK MOFF
338-BJEX	Intel Xeon E5-2603 v4 1.7GHz15M Cache6.4GT/s QPI6C/6T (85W) Max Mem 1866MHzprocessor onlyCust Kit	21	21	24	21	151	21	21	21	21	21	21	195	21	199	18
338-BJEU	Intel Xeon E5-2620 v4 2.1GHz,20M Cache,8.0GT/s QPI,Turbo,HT,8C/16T (85W) Max Mem 2133MHz, processor only,Cust Kit	39	39	44	39	282	39	39	39	39	39	39	365	39	373	35
338-BJFE	Intel Xeon E5-2609 v4 1.7GHz,20M Cache,6.4GT/s QPI,8C/8T (85W) Max Mem 1866MHz,processor only,Cust Kit	28	28	32	28	207	28	28	28	28	28	28	268	28	274	25
412-AAFT	Kit - 135W Heatsink for PowerEdge R430	2	2	2	2	12	2	2	2	2	2	2	16	2	16	2
412-AAGF	Kit - Up to 135W Heatsink for PowerEdge R530	2	2	2	2	13	2	2	2	2	2	2	17	2	17	2
412-AAFB	Kit - 120W Heatsink for PowerEdge R630	1	1	2	1	9	1	1	1	1	1	1	12	1	12	1
412-AAFV	Kit - 1U CPU Heatsink for PowerEdge R730 with GPU or CPU with 120W or less	2	2	2	2	11	2	2	2	2	2	2	14	2	14	1
412-AAFX	Heatsink for PowerEdge T430 Cus Kit	1	1	1	1	7	1	1	1	1	1	1	9	1	9	1

All upgrades are eligible only for the stock Smart Value Fixed platforms listed in SPL MATRIX you can find [here](#)

Stock and Sell your Smart Values with Upgrades SSD

*Server Ecosystem
Data Center*

SSD SKU	SSD Description	AT MOFF	BE MOFF	CH MOFF	DE MOFF	DK MOFF	ES MOFF	FI MOFF	FR MOFF	IE MOFF	IT MOFF	NL MOFF	NO MOFF	PT MOFF	SE MOFF	UK MOFF
400-ALES	200GB Solid State Drive SATA Write Intensive 6Gbps 2.5in Hot-plug Drive, S3710, CusKit	37	37	42	37	270	37	37	37	37	37	37	350	37	357	33
400-ATFZ	400GB SSD SAS Mix Use 12Gbps 512e 2.5in Hot-plug Drive, PM1635a,3 DWPD,2190 TBW, CusKit	60	60	69	60	441	60	60	60	60	60	60	571	60	584	54
400-AQNY	480GB SSD SAS Read Intensive 512e 2.5in Hot-plug Drive,3.5in HYB CARR, PM1633a, CusKit															
400-ATGG	400GB SSD SATA Mix Use 6Gbps 512n 2.5in Hot-plug Drive,3.5in HYB CARR, Hawk-M4E, 3 DWPD,2190 TBW, CK															
400-ARMP	480GB Solid State Drive SAS Read Intensive MLC 2.5in Hot-plug Drive,3.5 HYB CARR, PX05SR															
400-ATGF	400GB SSD SATA Mix Use 6Gbps 512n 2.5in Hot-plug Drive, Hawk-M4E, 3 DWPD,2190 TBW, CK															
400-ATGF	400GB SSD SATA Mix Use 6Gbps 512n 2.5in Hot-plug Drive, Hawk-M4E, 3 DWPD,2190 TBW, CK															
400-ALES	200GB Solid State Drive SATA Write Intensive 6Gbps 2.5in Hot-plug Drive, S3710, CusKit	37	37	42	37	270	37	37	37	37	37	37	350	37	357	33

pricing will be updated

All upgrades are eligible only for the stock Smart Value Fixed platforms listed in SPL MATRIX you can find [here](#)

Stock and Sell your Smart Values with Data Center Infrastructure (Racks, KVM/KMM)

*Server Ecosystem
Data Center*

DCI KVM/KMM SKU	DCI KVM/KMM Description	AT MOFF	BE MOFF	CH MOFF	DE MOFF	DK MOFF	ES MOFF	FI MOFF	FR MOFF	IE MOFF	IT MOFF	NL MOFF	NO MOFF	PT MOFF	SE MOFF	UK MOFF
A7485892	Dell DMPU108e-G01 8-port remote KVM switch with one remote, one local user, single power supply - TAA Compliant	117	117	138	117	926	117	117	117	117	117	117	1,187	117	1,213	104
A7485893	Dell DMPU2016-G01 16-port remote KVM switch with two remote users, one local user, dual power supply - TAA Compliant.	198	198	234	198	1,576	198	198	198	198	198	198	2,020	198	2,064	178
A7485901	Dell Server Interface Module for VGA, USB keyboard, mouse supporting virtual media, CAC and USB2.0. Used with Dell DMPU and Dell DAV KVM Console Servers and all Power Edge KVMs. TAA compliant	9	9	10	9	70	9	9	9	9	9	9	90	9	92	8
A7485906	Dell 18.5in LED KMM, DKMMLED185-G01, 1U - International English Language Keyboard	75	75	89	75	599		75		75	75	75	768	75	785	
A7485907	Dell 18.5in LED KMM, DKMMLED185-G01, 1U - UK English Language Keyboard	75	75	89		599		75		75			768	75		68
A7485908	Dell 18.5in LED KMM, DKMMLED185-G01, 1U - French Language Keyboard	75	75	89		599		75	75	75			768	75		
A7485909	Dell 18.5in LED KMM, DKMMLED185-G01, 1U -German Language Keyboard	75	75	89	75	599		75		75			768	75		
A7485910	Dell 18.5in LED KMM, DKMMLED185-G01, 1U -Spanish Language Keyboard	75	75	89		599	75	75		75			768	75		

DCI APC UPS SKU	DCI APC UPS Description	AT MOFF	BE MOFF	CH MOFF	DE MOFF	DK MOFF	ES MOFF	FI MOFF	FR MOFF	IE MOFF	IT MOFF	NL MOFF	NO MOFF	PT MOFF	SE MOFF	UK MOFF
A7522619	DLT1500RMI2U	60	60	74	58	463	60	62	59	61	61	60	601	60	597	52
A7522112	DLT3000RMI2U	128	108	159	106	888	129	112	110	132	110	108	1,106	129	1,099	96
A7522122	DLT1500I	47	48	59	46	369	47	48	47	48	48	48	475	47	471	41
A7522618	DLT2200I	61	72	89	59	555	72	73	71	74	74	72	723	72	715	63
A8515518	Dell Smart UPS - 5KVA.4500 Watts -Rack/tower - 3 years Warranty incl batteries	275	278	338	268	2,130	277	280	234	282	282	278	2,745	275	2,744	241
A9088192	DLRT3000RMXLI	185	186	228	180	1,430	186	188	183	174	189	182	1,830	185	1,842	160
A7221190	UPS Network Management Card 2	23	22	28	22	170	23	23	22	21	23	22	226	23	230	20
A7066318	UPS Network Management Card 2 with Environmental Monitoring	34	34	42	33	257	34	35	34	32	35	34	343	34	348	30
A7545497	Dell NetShelter 42U	81	102	124	99	791	101	103	91	104	104	102	1,027	102	1,009	88
A7545498	Dell NetShelter 24U	86	86	105	84	664	86	87	77	88	88	86	868	86	854	75

All upgrades are eligible only for the stock Smart Value Fixed platforms listed in SPL MATRIX you can find [here](#)

Server Ecosystem Promo Rules

Server Ecosystem

All upgrades are eligible only for the stock Smart Value Fixed platforms listed in SPL

- All promotions in this PromoGuide are only applicable for Smart Value Fixed offers
- Promotions are valid from **February 1st to April 30th 2018**
- Offers Country coverage : AT/ BE/ CH/ DE/ DK/ ES/ FI/ FR/ IE/ IT/ LU/ NL/ NO/ SE/ PT/UK
- Promotions are available via SPL only
- There is no Upfront dicount. The program is cashback claim based
- Promo is focused on the Server upgrade ecosystem : Memory, Harddrive, Racks and KVM/KMM products
- Money off and VPN details available in the promo guide slide

Server Ecosystem MATRIX



MATRIX

NON-STOCK upsell

Get a discount up to **€80** with upgrading QLogic Network card on 2-socket Smart Value Flexi Servers



QLogic card	SKU	Discount value in EUR
QLogic FastLinQ 41262 Dual Port 25Gb SFP28 Adapter, Full Height	540-BBYL	80
QLogic FastLinQ 41262 Dual Port 25Gb SFP28 Adapter, Low Profile	540-BBZJ	80

For more information visit [QLogic Fastling 41262](#)

Terms and conditions apply

For currency equivalents check [MOFF slide](#)

Cashback program

- Cashback program is designed for end- users who purchased any Dell EMC PowerEdge Smart Value servers together with Windows Server 2016
- Eligible products: All Dell EMC PowerEdge Smart Value servers
- Country coverage: AT/ CH/ DE/ DK/ ES/ FI/ FR/ IE/ IT/ NL/ NO/ PT/ SE/ UK
- Cashback value:

EUR	GBP	CHF	NOK	SEK	DKK
150	135	170	1450	1480	1100

3 easy steps to claim it online:

Purchase a qualifying product

After 30 days from purchase complete the online claim form

Receive your cashback



For more information click: <https://plus.delltradedetosave.com/pages/promotions/view>

Microsoft SQL Server 2017 (NON-STOCK)

Get a discount up to **€500** on ALL 2-sockets Smart Value offers sold together with Microsoft SQL Server 2017

SQL server SKUs:

SKU	SKU description
634-BPNZ	Microsoft SQL Server 2017 Standard, 4 CORE, OEM, NFI, ENGLISH
634-BQPG	Microsoft SQL Server 2017 Standard, 4 CORE, OEM, NFI, FRENCH
634-BQPC	Microsoft SQL Server 2017 Standard, 4 CORE, OEM, NFI, GERMAN
634-BQPL	Microsoft SQL Server 2017 Standard, 4 CORE, OEM, NFI, ITALIAN



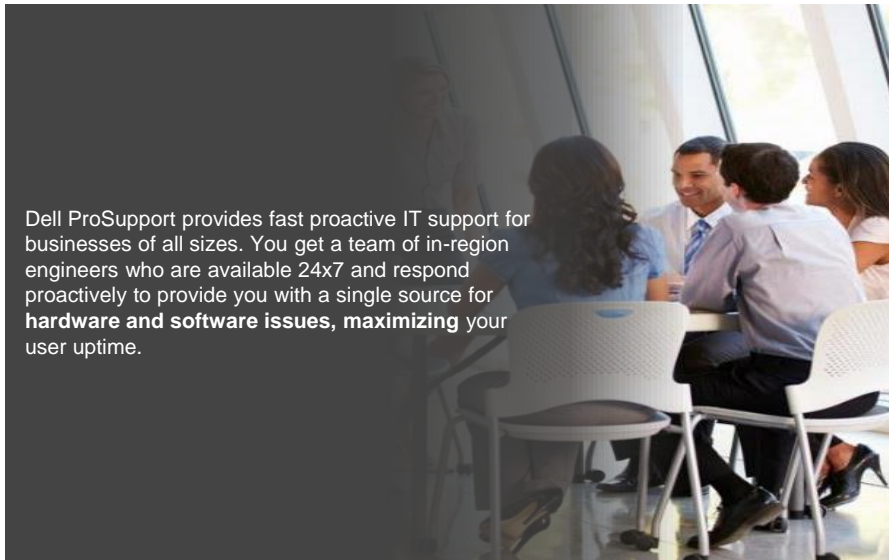
Microsoft SQL Server 2017
Get the power of a data-driven solution.

[Terms and conditions apply](#)

For currency equivalents check [MOFF slide](#)

Give your customers the chance to experience ProSupport for less

15% off ProSupport on selected Rack and Tower PowerEdge Servers until 30th April 2018.



Dell ProSupport provides fast proactive IT support for businesses of all sizes. You get a team of in-region engineers who are available 24x7 and respond proactively to provide you with a single source for **hardware and software issues, maximizing** your user uptime.

- Price reduction on selected one socket rack and tower server models:
[PowerEdge R230, R330 & T130, T330](#)
- Pricing available until 30th April 2018
- Offers available in all EMEA countries and in all routes to market

	Basic	ProSupport	ProSupport Plus
Technical support through tools, online, chat and phone	9x5	24x7	24x7
Service delivery for hardware repair	Next Business Day	Next Business Day or Mission Critical	Next Business Day or Mission Critical
Self-service case management & parts dispatch through TechDirect	●	●	●
Remote monitoring and automated issue detection by SupportAssist	●	●	●
Automated issue notification by SupportAssist		●	●
Dispatch monitoring and crisis management		●	●
Escalation Management		●	●
Hypervisor and OS support		●	●
Collaborative 3 rd party assistance		●	●
Support for up to 7 years		●	●
Automated case creation by SupportAssist for issue resolution		●	●
Case Management API for helpdesk integration		●	●
Direct access to elite ProSupport Plus & ProSupport Flex engineers			●
Dedicated Technology Services Manager			●
Predictive issue detection for failure prevention by SupportAssist			●
Monthly health check and performance recommendations			●
Monthly contract renewal and support history reporting			●
System Maintenance			As Needed*
Onsite Diagnosis			Optional

PromoGuide Terms & Conditions

- All promotions mentioned in this PromoGuide are applicable only for **Smart Value offers**
- Promotions are valid from **3rd February to 4th May 2018** or until stock lasts*
- Country coverage Smart Value offers: AT/ BE/ CH/ DE/ DK/ ES/ FI/ FR/ IE/ IT/ LU/ NL/ NO/ SE/ PT/UK.
- Promotions are available on Premier Pages/ OSC with an upfront discount for NON-STOCK Smart Value Flexi offers
- For STOCK Smart Value Fixed offers back-end rebates apply. For back-end rebates please follow the claiming process
- End customer can benefit from cashback. For more info follow [Cashback program](#)

* Special time limited promotions within the quarter will be communicated separately from PromoGuide

Submission of credit note claims



Sell out claim form

- Claiming process is based on monthly basis. The process is valid for all sell out promotions
- Credit notes claim form to be submitted no later than 5 working days after month ends
- Latest submission dates for Q1: **March 9th, April 6th, May 11th 2018**
- **Distributor details, Promo code** in correct format and **VPN** are mandatory fields in both – Zyme and claim form. Credit notes claims with missing or incorrect information will be rejected
- Sell out data including Promo code to be loaded into Zyme tool before credit note claim form is sent
- Claim request form to be sent to Dell_Claim_Submissions_Distributors@Dell.com using “Q1 promotions” in the subject line
- Credit notes to be issued by Dell Finance Department after validation
- **No Q1 claims are accepted later than 30 days after quarter ends**






MOFF details per currency

Server	EUR	GBP	CHF	NOK	SEK	DKK
Hero Smart Value promotion	100	90	115	970	990	730
Hero Smart Value promotion	120	105	135	1165	1185	880
Windows Server 2016 Essential edition	100	90	115	970	990	730
Windows Server 2016 Standard edition	200	180	230	1940	1980	1460
Windows Server 2016 Datacenter edition	400	355	460	3890	3950	2930
10-pack Windows Server 2016 User CALs	110	100	125	1170	1190	805
Intel Skylake Xeon 4110	40	35	45	390	395	295
Intel Skylake Xeon 4114	60	55	70	585	595	440
Intel SSD 1.92 TB	250	225	290	2430	2470	1830
2S upsells 25GB NW card	80	70	90	780	790	590
Microsoft SQL Server 2017	500	450	580	4860	4940	3660

Networking	EUR	GBP	CHF	NOK	SEK	DKK
N1108T/P, N1124T	70	60	80	680	690	510
N1124P, N1148T/P	100	90	115	970	990	730



ISG campaign asset packs for distributors and resellers

PowerEdge Hero Perver Promotion	Intel Skylake Promotion	Windows Server 2016 Promotion	Microsoft SQL Server 2017	N-series Networking switches promotion
				
<p>Offer: STOCK - get a back-end rebate up to €100 discount on 4 selected Smart Value Fixed offers R230, T330, R440, T440 NON-STOCK - up to €120 discount on 4 selected Smart Value Flexi offers T130, R330, R440, R540 Additional: €100 Windows Server 2016 Essential edition €200 Windows Server 2016 Standard edition</p>	<p>Offer: STOCK – get a back-end rebate up to €60 on all stock Rack PowerEdge Smart Value Fixed offers defaulted with Intel Xeon Silver 4110 & 4114 CPU (338-</p>	<p>Offer: STOCK & NON-STOCK Promotion €100 if you buy Windows Server 2016 Essential edition or €200 if you buy Windows Server 2016 Standard edition and</p>	<p>Offer: Get a discount €500 on all 2-socket Smart Value Servers sold together with Microsoft SQL Server 2017</p>	<p>Offer: Save up to €100 on Networking N1100</p>
<p>Available before quarter start</p>				
<p>Promotional assets available: Banner package, copy blocks, product images. Supporting campaign materials: Talking points, battlecards, sales cards etc. Click links below to access available materials for each campaign.</p>				
<p>Hero Assets</p>	<p>Skylake Assets</p>	<p>Windows Server 2016 Assests</p>	<p>Microsoft SQL Server 2016 Assets</p>	<p>N-Series Assets</p>
<p>Valid 3rd February to 4th May 2018 or while stock lasts</p>				