

FUTURE-PROOF LOYALTY PROGRAM

SATISFACTION GUARANTEES

Provides peace of mind based on product specifications

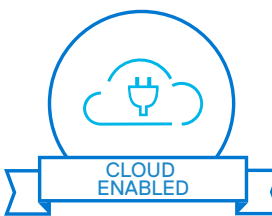
INVESTMENT PROTECTION

Lower risk of investments to optimize financial resources

TIMELESS TECHNOLOGY

Enables IT infrastructure to seamlessly move forward into the future

PROGRAM OFFERS



DellEMC.com/Future-Proof

#Satisfaction Guarantee: Requires purchase of a 3-year ProSupport agreement. Compliance is based on product specifications. Any refund will be prorated.

\$Hardware Investment Protection: Trade-in value determined based on market conditions at Dell EMC's sole discretion.

%Clear Price Support: Excludes SC Series. Available DP4400 and VxRail products only when ordered through MyQuotes.

&Storage Data Reduction Guarantees: Requires customer signature and purchase of ProSupport with Mission Critical.

^Never-Worry Data Migrations: Does not include data transfer services. Customer responsible for ensuring data is backed-up.

(zCloud Consumption: Dell EMC flexible consumption models enabled by Dell Financial Services (DFS).

) zCloud Enabled: Dell EMC products leverage cloud services including mobility, protection, data services and control.

*All-Inclusive Software: Includes select software needed to store and manage data.

+Up to 55:1 Data Protection Deduplication Guarantee - Requires customer signature and purchase of a ProSupport, ProSupport Plus or with Mission Critical maintenance agreement.

TERMS AND CONDITIONS APPLY. Valid only on direct purchases or through participating Channel Partners who offer reciprocal program benefits to their customers. See your Dell EMC sales representative or Channel Partner for details.

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The Future-Proof Loyalty Program is a customer facing program designed to provide investment protection with a set of world class technology capabilities and programs that will enable Dell EMC's Storage, Data Protection, and Hyper-converged Infrastructure (HCI) products to provide value for the entire lifetime of applications.

The Future-Proof program consists of 9 offers:

3-year Satisfaction Guarantee. The product will do what we say it will do.

Hardware Investment Protection. Your hardware will keep its value, from purchase through upgrade.

Clear Price Support. Clear and transparent support pricing.

Storage Data Reduction Guarantee. The best storage data reduction for your workload.

Never-Worry Data Migrations. It's simple to move to the next generation.

All-Inclusive Software. You get a functional, useable system with a single purchase.

Up to 55:1 Data Protection Deduplication Guarantee. Data reduction for data protection appliances

Cloud Consumption. Flexible On-Demand payment options for IT infrastructure.

Cloud Enabled. Cloud Mobility, Services, Protection and Management for IT infrastructure products.

Future-Proof provides customers with investment protection, peace of mind and a path forward.

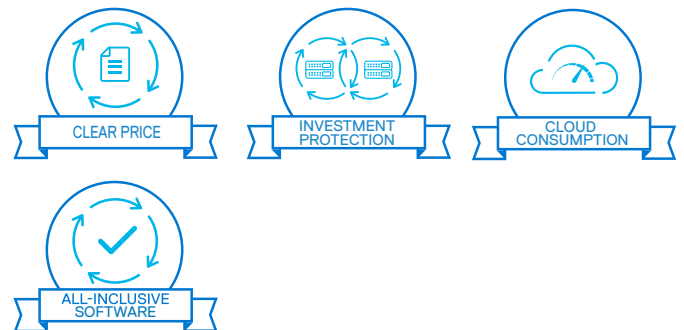
FUTURE-PROOF LOYALTY PROGRAM

The Future-Proof Loyalty Program provides a positive, differentiated customer experience when partnering with Dell EMC to acquire IT infrastructure.

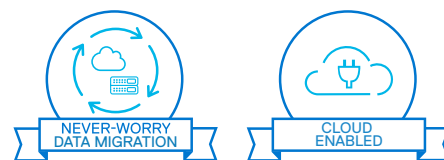
Satisfaction guarantees



Investment protection



Timeless technology



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