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# What is the Partner Ready Competency Program?

- Reward and Recognition Program
- Covers specific Solution areas
  - Cloud Automation
  - Software Defined Infrastructure
  - Data Analytics Infrastructure
  - Object Storage
  - Business Continuity & Data Protection
  - Workplace Experience
- Wide range of benefits
  - Partner branding insignia for market differentiation
  - Rich set of sales and technical solution assets
  - Partner Locator – prioritized promotion of partner solution experience
  - Demand generation – gain access to campaign leads
  - MDF eligibility
  - Co-selling solution opportunities
  - Partner access to solution experts

