

Dell Pathw.ai to Sales Proficiency Handbook



Your Guide to AI-Centric, Consultative Selling with Dell, NVIDIA,
and TD SYNnex

Includes Sales Strategy, ISV Mapping, Discovery Prompts, and
Partner Proficiency Quiz

Contact DellAI@tdsynnex.com for more information!

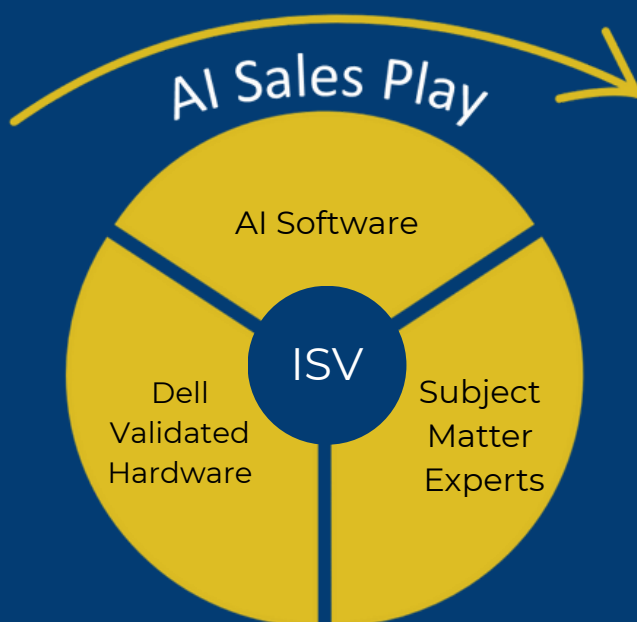
Program Overview

Pathw.ai is TD SYNnex's dedicated Dell AI program built for modern solution providers. It connects partners with AI-specific opportunities through a qualified lead generation portal.

Unlike traditional sales motions, Pathw.ai relies on ISVs (Independent Software Vendors) to address specific customer use cases and pain points. Hardware sales follow as a natural outcome—not the entry point.



Your customer has a challenge: Struggles with inefficiencies, not enough time and/or resources



Your customer has a solution: More efficient, enough time and/or resources to complete tasks

Dell Pathw.ai Sales Motion

The Pathw.ai Program breaks from traditional product-first selling by putting customer pain points and use cases at the forefront.

Instead of leading with hardware, partners identify customer challenges, align them with the right independent software vendor (ISV) solution and allow Dell infrastructure, NVIDIA accelerated computing, and software to follow naturally.

This consultative approach enables deeper conversations, solution-led selling, and a stronger value proposition tailored to AI adoption.

Traditional Sales Motion	Pathw.ai Sales Motion 
Product-first pitch	Problem-first consult
Focus on features & specs	Focus on use case alignment
One-size-fits-all	Tailored ISV solutions
Hardware-led	Software-led with hardware drag
Transactional	Relationship-building

Independent Software Vendors

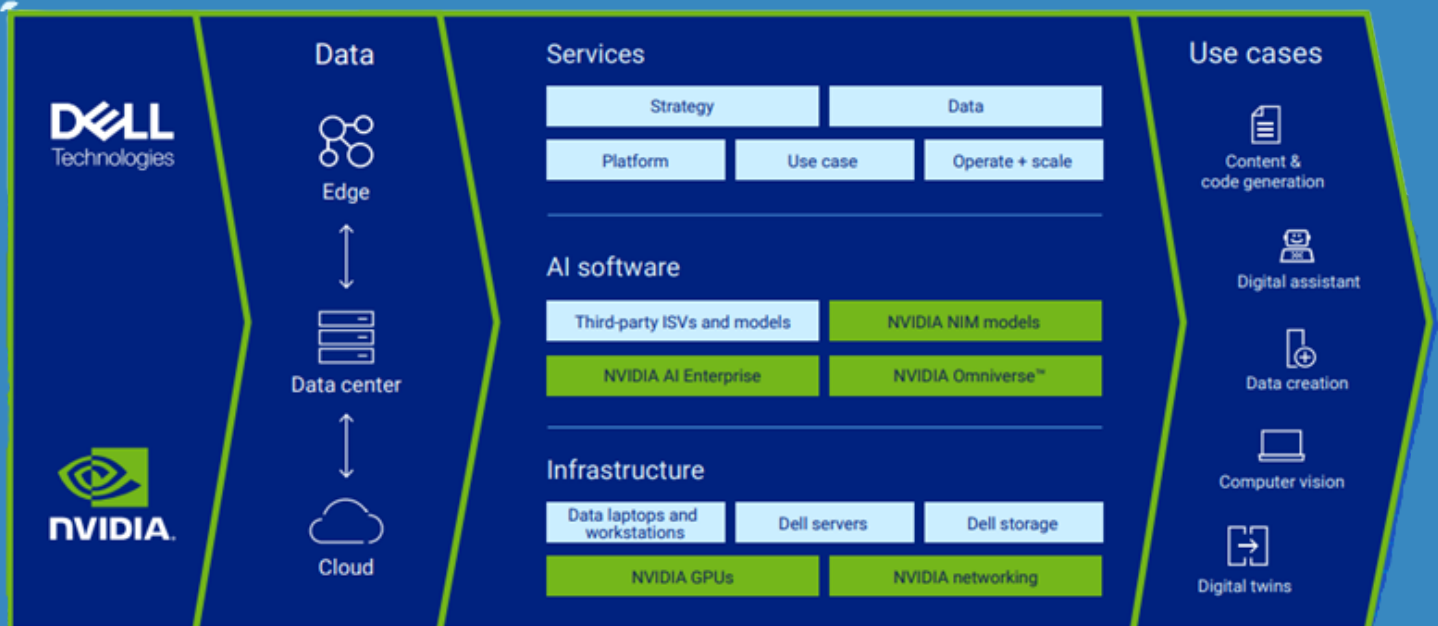
The Independent Software Vendors (ISVs) in the Pathw.ai Program are carefully curated to align with real-world AI use cases across industries. Each ISV brings unique capabilities — from unstructured data extraction to video analytics and AI modeling — allowing partners to tailor solutions based on specific customer pain points.

This matrix serves as a guide to help you quickly identify which ISV best fits the challenge at hand, enabling you to deliver a complete, outcome-driven solution with Dell infrastructure and NVIDIA accelerated computing and software.

ISV	Vertical(s)	Use Case	Notes	Website
Iternal Technologies	Cross-vertical	Knowledge capture, secure Airgap AI	Centralizes internal expertise securely	www.italernal.us
ProHawk AI	Cross-vertical	Visual clarity enhancement	Improves degraded video feeds in real time	www.prohawk.ai
H2O.ai	Finance, Healthcare, Retail	Predictive analytics, AutoML	Open-source & enterprise-grade AI tools	www.h2o.ai

Dell AI Factory with NVIDIA

The Dell AI Factory with NVIDIA delivers a comprehensive portfolio of AI technologies, validated and turnkey solutions, with expert services to help you achieve AI outcomes faster.



Extend your enterprise with AI and GenAI at scale, powered by the broad Dell portfolio of AI infrastructure and services with NVIDIA industry-leading accelerated computing, a full stack that includes GPUs; networking; and NVIDIA AI Enterprise software, NVIDIA Inference Microservices (NIM), models and agent blueprints

A full-stack, enterprise-ready AI platform built on:

**Dell
Infrastructure
(PowerEdge,
PowerScale, ECS,
etc.)**

**NVIDIA AI
Enterprise
Software Suite**

**Validated
configurations
that match
specific AI
workloads + use
cases**

Dell AI Factory with NVIDIA

How to Leverage the Dell AI Factory with NVIDIA in the Sales Cycle

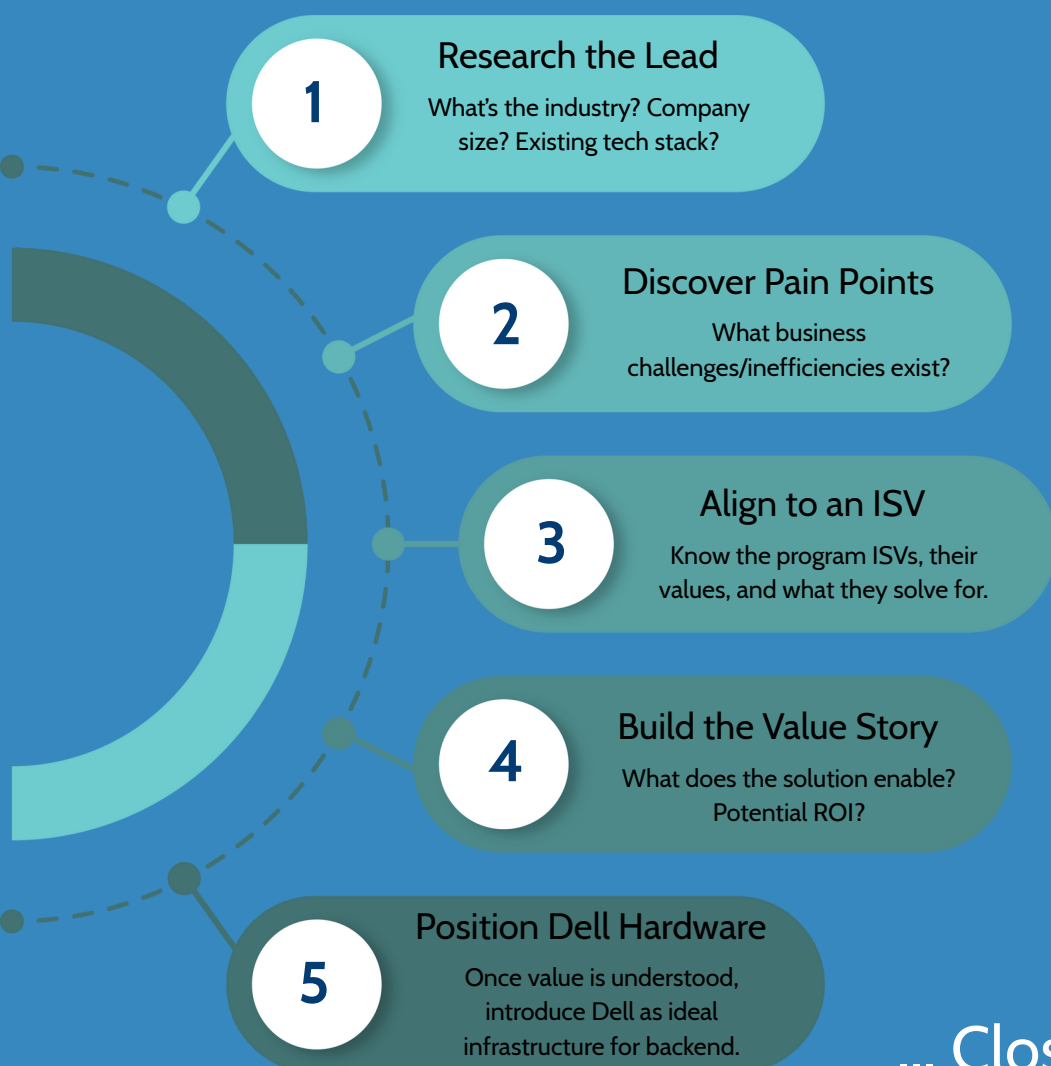
Stage	Action	How to Leverage Dell AI Factory with NVIDIA
Discover	Identify pain points and use cases	Introduce Dell AI Factory with NVIDIA as the delivery engine behind the solution
Align	Map to ISV (H2O, Iternal, ProHawk)	Show that their ISV solution is already compatible with Factory infrastructure
Design	Propose solution framework	Reinforce reduced deployment time and risk
Deliver	Execute with Dell + NVIDIA stack	Position as enterprise-grade, ready to scale
Expand	Grow with additional workloads	Emphasize repeatability and investment protection

Use the Dell AI Factory as your bridge from concept to customer confidence. You're not just pitching software or hardware — you're delivering business outcomes with a proven, integrated, AI-optimized stack.

Dell Pathw.ai Sales Cycle

Unlike a transactional sales cycle, the Dell Pathw.ai sales cycle is centered around discovery, alignment, and value. Partners begin by uncovering business challenges through strategic questions.

From there, they match the customer's needs with a vetted ISV solution to address the use case. Only after the software is aligned does the conversation shift to the appropriate Dell infrastructure that supports deployment — creating a stronger, stickier solution and increased opportunity for hardware pull-through.



... Close the Opportunity!!

Consultative Discovery Questions

Discovery in the Pathw.ai Program isn't just a box to check — it's the foundation of the entire sales motion. A successful partner leads with curiosity, not a pitch. Through thoughtful, industry-specific questions, reps uncover the customer's pain points, business goals, and internal challenges.

From there, the conversation naturally steers toward relevant AI use cases and aligns with the most suitable ISV solution. This approach builds credibility, deepens trust, and positions the partner as a strategic advisor — not just a product rep.

What are the biggest inefficiencies in your current workflow?

Are there any data processes today that are manual or overly complex?

Have you explored AI, automation, or data analytics yet?



Consultative Discovery Questions

Vertical

Discovery Questions

Healthcare

How are you currently managing patient data and insights?

Do you struggle with delays in diagnostics, paperwork, or patient triage?

Manufacturing

Where are you experiencing downtime or production inefficiencies?

Do you collect data from your machines or sensors?

Are quality control or defect detection a challenge?

Retail

What tools are you using for demand forecasting and inventory planning?

Do you personalize marketing or shopper recommendations?

How do you analyze in-store or online customer behavior?

Finance

How are you handling fraud prevention or transaction monitoring?

Do you use historical data for predictive modeling or risk assessment?

Are there repetitive processes you could automate?

Education

Are you using data to track student performance or engagement?

Would automated grading or attendance tracking save time?

How do you personalize learning experiences?

Partner Proficiency Table

To unlock the full value of the Pathw.ai Program — including access to AI-specific leads — partners must demonstrate a solid understanding of the consultative sales approach, ISV alignment, and solution positioning.

This matrix helps track your readiness by guiding you through discovery planning, use case alignment, and strategic value articulation. Your ability to confidently lead with solutions, not products, directly impacts your success in converting leads and building long-term customer value.

Step	Entry Field	Partner Response
1	Lead Summary	Industry, company size, key info
2	Discovered Pain Points	Top 2-3 customer challenges
3	Mapped ISV Solution	ISV(s) & use case(s) matched
4	Value Proposition	How the ISV solves the problem
5	Hardware Enablement Strategy	Dell solution proposed
6	Next Steps	Customer call, POC, pricing, etc.

Additional Dell Pathw.ai Resources

As a Pathw.ai partner, you have access to professionally designed, custom-branded Dell AI one-pagers — tailored specifically to your company's colors, logo, and customer targets. Each one-pager features vertical-specific use cases, aligned to the most relevant ISVs, helping you start stronger, more focused conversations with potential buyers.

Use these one-pagers alongside your Pathw.ai leads to:

- Instantly establish credibility with your branding and Dell's AI authority
- Showcase clear business outcomes through relevant use cases
- Open the door for deeper discovery conversations
- Leave behind a lasting impression with decision-makers



Contact
DellAI@tdsynnex.com for
a FREE, fully
customizable one-pager

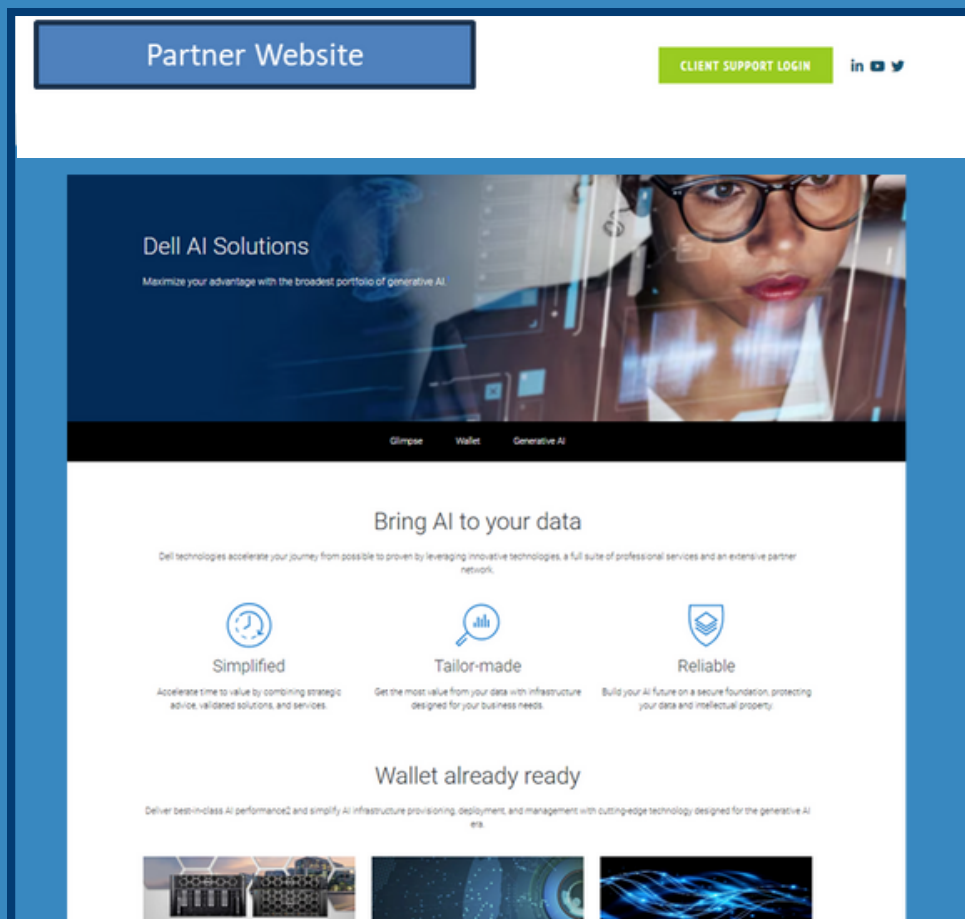
Whether you're emailing a lead, kicking off a call, or following up on interest, these one-pagers are your shortcut to consultative storytelling — built to convert curiosity into action.

Enabling the Dell Pathw.ai Microsite

To unlock Pro Status in the Pathw.ai Program, partners must complete the Sales Handbook, pass the proficiency quiz, and enable their customer-facing Dell AI microsite. This microsite acts as a ready-made marketing asset — positioning your business as an AI thought leader and helping generate demand aligned with Dell's AI solutions.

Becoming a Pro Partner gives you access to exclusive, high-quality AI-specific leads through the Pathw.ai portal — these are curated opportunities designed to align with Dell's AI portfolio and your consultative sales approach. The more you lean into the program, the more value it returns.

EXAMPLE



[CLICK HERE TO ENABLE
MICROSITE](#)

Dell Pathw.ai Proficiency Quiz

The Pathw.ai Proficiency Quiz is designed to ensure you fully understand the consultative sales approach, the role of ISVs, and how to lead with AI-powered solutions.

This isn't just a test — it's a checkpoint to confirm you're ready to drive meaningful conversations, uncover customer pain points, and align the right technologies to solve real problems.

Completion of this quiz is required to unlock Pro status and gain access to Pathw.ai's exclusive, high-quality AI-specific leads.

Use it as a final check to reinforce what you've learned — and get ready to lead with confidence.

[Click HERE to take the Pathw.ai Proficiency Quiz](#)

Must pass with minimum 80% pass rate

Final Checklist



☐	Complete the Pathw.ai Sales Handbook - Review the full consultative sales approach, ISV matrix, discovery strategy, and enable yourself in the Dell AI Factory with NVIDIA
☐	Pass the Pathw.ai Proficiency Quiz - Demonstrate your understanding of use case alignment, ISVs, and solution selling.
☐	Enable Your Dell AI Microsite - This customer-facing site helps you generate inbound AI interest and supports demand gen efforts.
☐	Understand the Sales Cycle Make ISVs a core part of the sales cycle—focus on customer pain points and real-world use cases, not just products. Leverage the Dell AI NVIDIA Factory to lead these conversations and accelerate hardware pull-through.
☐	Use Discovery Questions Strategically Every good lead starts with great questions. Use vertical-specific discovery to unlock use cases.
☐	Know Your ISVs Be familiar with Iternal, ProHawk, and <u>H2O</u>
☐	Don't Go It Alone Dell overlays, TD SYNnex experts, and ISV partners are available to support you throughout the cycle. Required to have a quarterly check-in with TD SYNnex.
☐	Lead with Value, Not Products Focus on delivering business outcomes and positioning yourself as a trusted advisor.