



## DELL CLOUD CLIENT-COMPUTING + YOU: THE WINNING FORMULA.

To maximize productivity in today's fast-changing workforce, your customers' workforce requires near universal access to corporate applications and data as well as an optimal user experience — without compromising the security of sensitive organizational data.

Dell Cloud Client-Computing (CCC) solutions deliver secure, reliable, cost-effective Virtual Desktop Infrastructure (VDI) solutions featuring Wyse thin clients and Dell EMC hyper-converged VDI appliances that help you deliver secure anytime, anywhere access to any application for your customers.

And with the all-new Dell EMC Partner Program, you can count on a partner that can help you meet the needs of your customers, while driving top-line and bottom-line growth for your business. It's a winning formula!



Sponsored by: **AMD**

## WHAT WE DO:

With Cloud Client-Computing and Wyse, Dell is the only true provider of cohesive, secure, easily managed end-to-end virtual desktop infrastructure (VDI) solutions—from the data center out to end-user devices.

## KEY MESSAGE:

Dell offers a wide selection of ultra-secure, reliable, cost-effective Wyse thin clients that integrate into any virtualized or web-based infrastructure, while meeting the budget and performance requirements of any application. Only Dell supports customers with end-to-end VDI solutions to help transform their IT and deliver secure and manageable digital workspaces.

### VALUE PROPOSITIONS FOR BUSINESS DECISION-MAKERS:

- **Lower operational costs** to ensure continued competitiveness.
- **Protect your organization's IP** and reputation by adeptly centralizing and securing data.
- **Comply with strict regulatory requirements** around safeguarding data.
- **Reduce device energy consumption** and extend device lifecycles.

### VALUE PROPOSITIONS FOR IT DECISION-MAKERS:

- **Reduce IT complexity** while ensuring performance and reliability.
- Provide an **intuitive and consistent user experience** across devices.
- **Reduce risk** via context-aware access control and complete visibility to user workspaces.
- **Flexibly scale applications** and devices to meet business demand.

### PAIN POINTS DRIVING VDI ADOPTION:

#### Customers need to:

- Smoothly transition end users and their applications to Windows 10.
- Attain the utmost in data security, while complying with industry standards and government regulations.
- Reduce the burden of ongoing desktop and device support.
- Attain maximum scalability and affordability in their IT environment.
- Deliver legacy applications, cross-platform device access and policy management.
- Find a consultative, whole solutions-led partner to help them achieve their business outcomes.

71% say that the main reason to expand their desktop virtualization environment is to make managing end-user computing easier.<sup>1</sup>

## FACTS/REASONS TO BELIEVE:

- Partner with the world leader in VDI solutions and thin client endpoints.
- Wyse is the #1 brand worldwide in thin/zero clients.<sup>2</sup>
- Wyse invented the thin client and holds over 250 patents in thin client/VDI technology.
- The desktop virtualization market is estimated to grow rapidly at a CAGR of 54.59% between 2017–2022.<sup>3</sup>
- Worldwide IT device spending to reach \$589 billion in 2017.<sup>4</sup>
- 69% of businesses have security solutions that are outdated and inadequate.<sup>5</sup>
- Three quarters of the IT pros said they plan to add or expand VDI implementations in the near future.<sup>6</sup>
- Windows 10 expected to be installed on 252 million new devices in 2017.<sup>7</sup>
- 43% of IT decision-makers plan to increase their thin client infrastructure spend.<sup>8</sup>
- Reliability and security are the top requirements of IT decision-makers when deploying a fixed device.<sup>9</sup>

## KEY PRODUCTS AND SOLUTIONS:



**Wyse 5060 Thin Client**  
Powered by AMD

High-performance thin client with quad-core AMD processors capable of dual 4k displays, designed for secure and easy-to-manage virtual desktop environments.

### Wyse Device Manager

Powerful, easy to use and highly scalable, WDM software enables you to configure, monitor and manage Dell Wyse endpoint devices from a single console.



**Dell EMC VxRail**

Secure and accelerate desktop delivery and transform your customer's business through desktop and application virtualization on hyper-converged infrastructure appliances.



**Dell EMC XC Series Web-Scale Converged Appliance**  
Powered by Nutanix

XC Series appliances install quickly, integrate easily into any data center, and can rapidly deploy and scale VDI workloads to reduce IT risk and improve agility.

## SELLING POINTS:

**Easiest to plan, deploy and run.** CCC solutions help you and your customers easily deploy, update and manage their VDI:

- Up to 6 times less time needed to plan, install, deploy, operate and manage a VDI environment.
- Up to 27% lower cost to plan, deploy and run than traditional VDI solutions.

**Only end-to-end, single-source VDI provider.** Work with the only true provider of cohesive, easily managed end-to-end VDI solutions, from the data center all the way to the end-user device.

- Partner-verified by key market players Citrix, Microsoft and VMware.
- Broadest choice of backend server/storage platforms, VDI appliances, VDI software and VDI endpoints.
- Superior support with 17% fewer issues overall after implementing VDI solutions from Dell.
- Some customers report over 90% fewer service calls after installing Wyse thin clients.

**Ultimate security and reliability.** Centrally secure and manage apps and data, and minimize the threat surface with the only truly virus-resistant family of clients available to reduce risk.

- Wyse ThinOS firmware provides “zero attack surface” with no published API, no user accessible file system, no browser, and is not based on any published Linux base.
- Dell Data Protection software for Wyse Windows-based thin clients helps protect users against all untrusted content—even Advanced Persistent Threats (APTs) and zero-day exploits.

# SIMPLE. PREDICTABLE. PROFITABLE.

Maximize Your Dell EMC Partner Program Incentives by Selling Cloud Client-Computing Solutions.

69% of IT professionals believe that outdated and inadequate security solutions put their organizations at risk.<sup>10</sup>

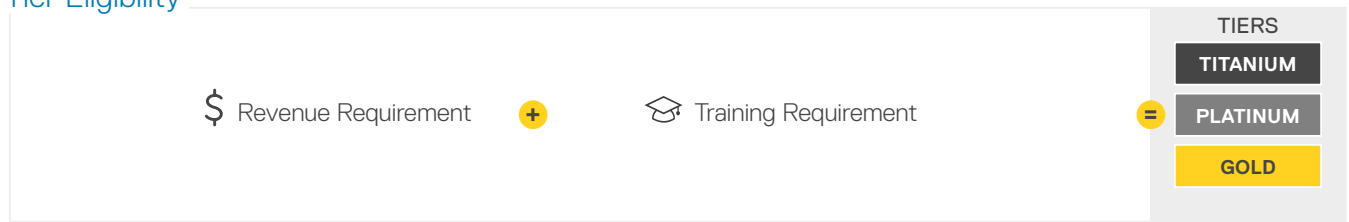
## PARTNER REBATES:

### BENEFITS AND ELIGIBILITY AT-A-GLANCE:

The Dell EMC Partner Program is structured to maximize our partners' profitability as you further your investment in Wyse products and solutions. As partners grow their Wyse Revenue and complete the CCC/Wyse Training Competency not only will your Tiers progress, but you will also be eligible for additional rebates and MDF. **Simple. Predictable. Profitable.**<sup>TM</sup>

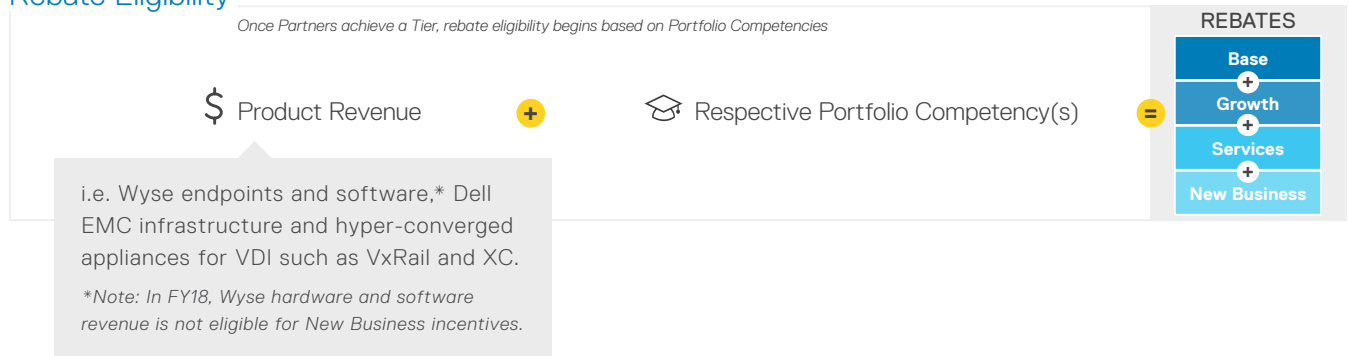


### Tier Eligibility



### Rebate Eligibility

Once Partners achieve a Tier, rebate eligibility begins based on Portfolio Competencies



### SALES-LEVEL INCENTIVES:

Earn rewards each time you sell Wyse endpoints through select Dell EMC Partner Program incentive programs such as Partner AdvantEdge. For more information on current incentives, please view the [Partner Incentives Cheat Sheet](#).

### DEAL REGISTRATION:

By registering Wyse/CCC deals with Dell EMC, you can access either deal protection and/or approval for additional benefits to help close the deal. An approved registration can minimize conflict, support profitability through financial rewards and attract sales assistance. [More information](#)



Once Partners achieve a Tier, rebate eligibility begins based on Portfolio Competencies. For more information, view the [Dell EMC Partner Program Benefits & Requirements](#).

# SALES AND ENABLEMENT RESOURCES

As a valued partner in the Dell EMC Partner Program, you have the opportunity to take advantage of lucrative benefits when you sell CCC solutions, including Wyse thin clients. Listed below you will find a comprehensive set of sales tools and enablement resources to help you close deals faster and maximize profitability with CCC/Wyse.



## Partner Sales and Enablement Resources for Cloud Client-Computing:

Close deals faster with a comprehensive set of sales resources, training and tools designed to make it easier for your sales teams to qualify, position and sell CCC solutions.

- Visit [SalesEdge for Channel](#) to find the latest CCC/Wyse product, solution and services enablement content.
- The [Dell EMC Solutions Configurator](#) lets you easily configure validated CCC solutions (such as VxRail for VDI), and then collaborate with your Dell EMC sales rep to quickly get a price and quote for your customer.
- Access the [Dell EMC Demo Center](#) to get hands-on virtual experience with Wyse and Dell EMC hardware and software solutions, and showcase these solutions to your customers in real time.
- Need urgent CCC/Wyse sales support? Reach out to us at [AMER\\_CCC\\_ISR@dell.com](mailto:AMER_CCC_ISR@dell.com) and we'll respond quickly to support you.



## Partner Training for Cloud Client-Computing:

Equip your organization with the Dell Cloud Client-Computing Competency and gain the knowledge to properly qualify, position and sell end-to-end VDI solutions to your customers—and meet your Dell EMC Partner Program requirements.

The competency includes modules focused on Wyse thin and zero clients, Wyse virtualization and management software, and Dell EMC hyper-converged appliances for VDI and custom solutions composed of Dell EMC servers, storage and networking. Each course gives your organization credentials that count towards earning a Cloud Client-Computing Competency.

### Training for Sales Audience

[Sales: Cloud Client-Computing Credential \(~2 hrs\)](#)

### Training for SE Audience

[SE: Cloud Client-Computing Credential \(~3.5 hrs\)](#)



## Partner Marketing Resources for Wyse/Cloud Client-Computing:

Drive your business to greater success by taking full advantage of the marketing tools and resources that can help you increase awareness, generate leads, win customers and close CCC deals. Your local Dell CCC Marketing Manager can help you choose the right vehicle for your goals, refine it to your target audience, support it with available sales and channel resources and claim available MDF.

- Create, customize and track results of your CCC digital marketing, email and social campaigns with the [Partner Marketing Platform](#).
- Track leads with the [Partner Lead Management Tool](#).
- Track your Earned MDF as well as rebate payouts with the [Dell EMC Incentives and MDF tool](#).
- Access Wyse product imagery with the [Image Bank](#).
- Download the latest CCC Partner Marketing Campaign Kits:
  - [Windows 10 Migration with Microsoft](#)
  - [Hyper-converged VDI with VMware](#)
  - [Hyper-converged VDI with Nutanix](#)
  - [Graphics-accelerated VDI with NVIDIA](#)



## Market Development Funds (MDF):

Drive demand with Dell EMC Market Development Funds (MDF)—Dell EMC offers two types of MDF, both of which support a range of marketing activities to help you drive more CCC sales:

- *Earned MDF* rewards qualified partners with predictable funding, which is accrued based on revenue/rates associated with type and tier.
- *Proposal-based MDF* represents incremental discretionary funds provided to partners based on strategic proposals aligned to regional sales and marketing priorities.

For a complete overview of the Dell EMC Partner Program, including requirements and benefits, visit the [Dell EMC Partner Portal](#).

# WYSE/CLOUD CLIENT-COMPUTING: INDUSTRY DRIVERS



## Education

Budget-friendly solutions that give teachers and/or IT administrators greater control over access and content and improves the desktop user experience for students.

“Our efficiency has increased significantly, giving students and teachers more time to drive innovation.”

—Fan Li

Director, Cloud Computing Laboratory  
*Chengdu University of Information Technology*



## Design and Engineering

Workstation-class virtual workspaces that boost employee productivity, collaboration and mobility, while maximizing data security. They also reduce the cost, time and effort needed to open new branch sites and support remote workers.

“Compared to our available alternatives, the Dell Precision Appliance for Wyse solution saved us \$50,000 or more in deployment costs per branch site, and it is, by far, much simpler to deploy and manage.”

—Bill Coffield

IT Manager  
*Burns Engineering, Inc.*



## Energy and Utilities

Secure the grid and other critical infrastructure, as well as company IP, while ensuring a constant and affordable supply of energy and utilities.

“We spend much less time on troubleshooting and maintaining our IT systems thanks to our Dell EMC solution. This gives us more time to focus on our specialized engineering tasks.”

—Thomas Heiz

Control Systems Engineer  
*AEW Energie*



## Financial Services

Secure sensitive customer data and company IP and respond quickly to fast-changing markets and business conditions, while supporting a wide range of peripherals.

“We’re growing rapidly from both a people standpoint and a technology standpoint. However, the IT investments we’ve made with Dell make us more agile and help us to take advantage of growth opportunities as fast as they come.”

—Bob Orkis

CIO  
*Fairway Mortgage*

“We can get our jobs done faster with the Dell technologies we have in place, so we can be more in touch with our citizens’ needs. Every minute we’re not sitting at a desk processing data is a minute we can be out in the community having a positive impact on a resident.”

—**Brooks Bennett**

CIO

*City of Round Rock, TX*

## Government

Cost-effective, energy efficient FIPS-compliant solutions that secure highly sensitive data and classified information, while remaining responsive to citizens’ needs.



“Employees can tap their badge on a scanner and within 8 to 10 seconds, they have their virtual desktop presented to them anywhere in the hospital—and it appears just as it did when they left the previous location.”

—**Justin Johnson**

Network Design Senior Advisor

*Daughters of Charity Health System*

## Healthcare

Secure, single sign-on solutions that protect electronic health records (EHRs) and ensure shared access by clinicians for accurate life-critical patient care.



“We can scale up much faster with our Dell workstation-based VDI. We can onboard personnel quicker because they can access project data through multiple devices. We don’t have to procure workstations.”

—**Nancy Piazzolla**

COO

*Group GSA*

## Manufacturing

Secure company IP and accommodate the needs of multiple workers and devices—from line and floor workers to the executive team.



“Our company is very strong on PCI compliance and data security, because of the many threats out there. We can easily meet those compliance and security requirements with the Dell Wyse thin clients.”

—**Art Vasquez**

IT Manager

*Star Furniture*

## Retail

Protect cardholder data and ensure compliance, while providing access to the latest inventory and pricing data to ensure a consistent customer experience.





[Dell.com/wyse](http://Dell.com/wyse)



<sup>1,7</sup> "Top drivers behind desktop virtualization adoption," 2015 Desktop Virtualization Survey, TechTarget, 2015.  
<sup>2</sup> "The Need for a New IT Security Architecture: Global Study on the Risk of Outdated Technologies," Ponemon Institute, 02/2017.  
<sup>3</sup> "Thin and Terminal Clients Volume Ends 2015 on a Down Note, But Asia/Pacific Proved Resilient, Says IDC," IDC Press Release, 03/25/2016.  
<sup>4</sup> "Global Desktop Virtualization in Retail Market by Geography, Trends, Forecast (2017–2022)," Mordor Intelligence, 01/13/2017.  
<sup>5</sup> "Gartner Says Worldwide IT Spending Forecast to Grow 2.7 Percent in 2017," Gartner Press Release, 01/12/2017.  
<sup>6</sup> "The Need for a New IT Security Architecture: Global Study," Ponemon Institute, 01/2017.  
<sup>8</sup> "Gartner: Windows 10 is on its way down — grim forecast for the next three years," BetaNews.com, 01/2017.  
<sup>9,10</sup> "The Rise of the Micro PC: Security and End User Productivity Benefits Drive Increased Micro PC Adoption," Forrester, 02/2017.