

SECURE. MANAGEABLE. RELIABLE. LATITUDE.



PartnerDirect



The sleek Latitude 5000 Series is the thinnest and lightest mainstream laptop series yet. Business users will appreciate the consistency and thoughtful improvements Dell delivers with the new Latitude 5000 Series, including:

- Thinner and lighter design
- Features Intel 4th generation Intel® Core™ vPro™ processor
- Optional touchscreen and Windows 8.1 Pro for intuitive interaction
- Corning® Gorilla Glass NBT™ for added durability on touch option
- Optional WiGig capability, allowing devices to communicate at multi-gigabit speeds without wires
- Compatibility with both Dell's Latitude E-Family docking stations and Dell's exclusive WiGig wireless dock

The world's most secure business laptops: Only Dell offers comprehensive encryption, leading authentication and leading-edge malware prevention from a single source. Dell DDP | E protects your data across all endpoints, including external media, self-encrypting drives and in-public cloud storage. DDP | Security Tools offer advanced authentication options to help you keep unauthorized users out of your data. Dell takes a new approach to malware prevention by protecting your data and users from all untrusted content with DDP | Protected Workspace.

The most manageable business laptops: Dell Latitude laptops are the world's most manageable with Dell-unique vPro capabilities for one-to-many, remote BIOS updates and hard drive wipe. Superior management is a must, so increase efficiency by reducing time spent on manual and error-prone tasks through the new Dell Client Command Suite—our free automation tools to lower IT costs.

Outstanding reliability you can trust: More durable than its predecessor, and part of the most durable laptop family, the new Dell Latitude 14 5000 Series undergoes extensive testing to ensure it can survive your everyday workday, and features premium materials like enhanced hinge structure and optional magnesium alloy. Enjoy a consistent experience with E-Family docking and common power adapters for the 6th generation of Latitude. Plus, they're backed by enterprise-level service and support for peace of mind.

 Windows 8 Pro

CRN WOMEN *of the* CHANNEL

Congratulations To Dell's Women of the Channel



Cheryl Cook
Vice President, Global
Channels and Alliances

Q. How significant is the channel to your overall business?

POWER100

- A.** Dell's channel is extremely important and, over the last year, it represented well over 40 percent of our overall global revenue. This was possible due to several initiatives, including \$125 million in incentives to encourage and reward partners for working with Dell. As a result of these top-priority programs, channel revenue grew by double digits year-over-year and our distribution business grew an astounding 50 percent. We are offering new competencies that our partners asked for and we released new products through the channel. We offer more incentives to give our channel partners greater economic value over our competitors, making it easier to collaborate with Dell to bring more innovative IT solutions to their customers.



Mary Catherine Wilson
Director of NA Channel
Marketing & Programs

Q. What kind of support can partners expect from PartnerDirect?

POWER100

- A.** My team has delivered game-changing partner programs such as Greenfield for new accounts, partner rep incentives for client and networking, and new tools for MDF and lead management. This year Premier Earned MDF will provide millions more to fund partner demand generation for enterprise and client in key growth areas like mobility. Alongside Dell's significant financial investments, and partner-enabling programs and tools, is our leading product line, including the Dell Latitude 5000 Series laptops. I would like to invite partners to attend Dell World 2015 to learn firsthand how Dell is invested in their success.



Christa Heath
Sales Director, Global
Commercial Channel

Q. What are the quantifiable results of the Dell-Channel partnership?

POWER100

- A.** The initiatives we rolled out within our PartnerDirect program helped to strengthen and expand our commitment to the channel. We offered an internal compensation accelerator for any sale of Dell solutions for new customers sold through channel partners. This resulted in over 4,300 new customers, more than 600 prospects and more than 10,000 new orders. We earned CRN 5-Star Partner Program Guide recognition in the System Vendor category in 2014 and 2015. Our Channel business is growing significantly faster than the overall market. Channel revenue growth is up double digits in 10 of Dell's top 11 countries year-over-year for our fiscal year 2015.



Beth Villalpando
Director, NA
Distribution Marketing

Q. How does distribution fit into Dell's channel strategy?

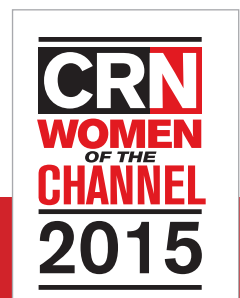
- A.** Distribution is a core part of Dell's omni-channel strategy. We launched a comprehensive plan to ramp our distribution business a few years ago, resulting in revenue growth of more than 80 percent year-over-year. Our distribution partners can utilize their expertise and knowledge to position Dell integrated solutions to their resellers. We're really proud of the strong growth our distribution team has enabled. The channel is critical to Dell's strategy, and we will remain focused on growth, again this year, leveraging, in part, Dell Latitude 5000 Series, that perfectly meets the high demand for mobile products.



Heather Wilcox
Marketing Director, CSG
Channel Brand

Q. What's new in terms of channel-facing initiatives?

- A.** The Dell client solutions organization has created a new Channel Brand team, where I now reside. We are a strategically aligned organization tasked with delivering a greater partner experience with our core focus on growing Dell's client portfolio. Dell's channel goals remain simple and clear. We will continue to strengthen our foundation and focus on supporting our partner community's needs. We will help them deliver best-in-class, end-to-end Dell client solutions to their customers. Our partners can acquire everything from one source with a single point of accountability, which makes everything easier and allows them to focus on their customers' needs.



Dell PartnerDirect give you more benefits, more growth and more profit. Visit www.dell.com/Partner