



Four Ways to Cash in on Convergence

A Dell EMC partner white paper

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THE CASE FOR CONVERGENCE

Businesses of all sizes are turning to converged systems and solutions to reduce costs, roll out IT services faster, increase uptime and streamline IT operations. Benefits like these create a compelling case for the use of converged systems and solutions — from small businesses and remote offices to large data centers and web-scale service providers.

If you're a Dell EMC partner, the growing adoption of converged systems and solutions creates lucrative sales and services opportunities — and it's easy to cash in on those opportunities. For example, [Dell EMC Ready Solutions](#), based on Intel® Xeon® processors, allow you to integrate multiple technologies to profitably address a wide range of customer needs for IT efficiency and flexibility in any size environment.

Moreover, an open, standards-based approach to convergence provides modular solutions that flexibly scale for simplified deployment, management and support of your customers' changing workload requirements. With Dell EMC's extensive Intel-based Ready Solutions portfolio, your customers can deploy pre-configured and validated solutions optimized for specific workloads/applications, saving time while increasing availability. These solutions also can generate substantial cost efficiencies by reducing complexity — the root cause of higher IT costs.

Better still, you can sell with confidence, knowing that Dell EMC Ready Solutions are purpose-designed and stringently tested and validated by Dell EMC engineering to take the guesswork — and help take the risk — out of deploying new IT solutions. You can resell Dell EMC or your own support options for even greater peace of mind for your customers.

FOUR WAYS TO CASH IN ON CONVERGED SOLUTIONS

How could you capitalize on Dell EMC converged solutions? Consider these four opportunities.

1. EXPAND FROM EASY ENTRY POINTS.

The barrier for some customers in deploying next-generation technology is often the cost of entry. Dell EMC Ready Nodes fit the bill for these customers with all the benefits of Dell EMC PowerEdge servers configured for specific applications, such as VMware® vSAN™, ScaleIO, or Microsoft® Storage Spaces Direct.

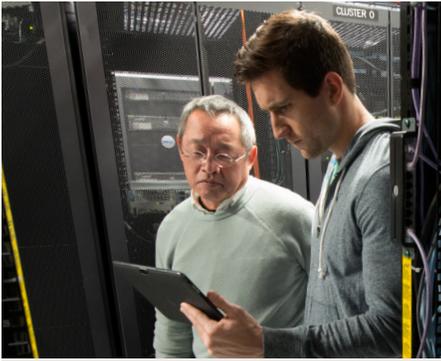
With Dell EMC Ready Nodes, customers have the confidence of known validated configurations, and the convenience of preconfigured servers delivered with solution-level support. These are quick resale servers that can open the door to follow-on opportunities. As your customers' needs grow, additional Dell EMC Ready Nodes can be added to build larger systems, which pull additional technology and services along for the ride.



Capitalizing on Dell EMC Financial Services

To facilitate learning, Nebraska's Aurora Public Schools needed affordable desktops that were easy to manage and flexible enough to support the changing needs of teachers and students. The school district engaged solutions integrator Logical Front to deploy a hybrid desktop solution, based on end-to-end Dell EMC technologies and financed by Dell Financial Services. The district's technology coordinator notes: "With Dell Financial Services, I could absorb the higher upfront cost, spread that out over time and take advantage of the TCO benefits of VDI."¹

¹ Dell customer case study, "Staying agile to adopt emerging educational models," August 2015.



A ripe opportunity

Your customers are starting to escalate the importance of digital transformation and IT investments. Dell EMC believes that this change is rich with opportunity for our partners.

- 73% of IT leaders agree on the need to prioritize technology.
- 66% are planning to invest in IT infrastructure and digital skills leadership.²
- 72% are expanding their software development capabilities.²

An emerging opportunity

Machine learning and deep learning are the future of data analytics — and an immediate opportunity for Dell EMC partners. When you sell your customers modern HPC systems from Dell EMC, you help them create the basis and the fundamental infrastructure for today's and tomorrow's machine learning and deep learning applications.

2. ADD VALUE WITH PREMIUM SERVICES.

The bright spot for the IT industry has been the software and IT services segments. According to Gartner, “Buyer investments in digital business, intelligent automation, and services optimization and innovation continue to drive growth in the market.”³ Dell EMC Ready Solutions offer our partners ample opportunity to sell or resell critical services, such as integration, consulting and support.

Dell EMC Ready Bundles and Ready Systems can arrive sized, configured and validated for customer use cases, or you can get all the components with a deployment guide, ready to integrate into the environment. This allows you to focus your efforts on selling value-added consulting, software development, integration and strategy. These are areas where customers need help and are willing to pay a premium for the right team who understands their unique requirements.

3. LEVERAGE FLEXIBLE FINANCING OPTIONS.

[Dell Financial Services](#) (DFS) can help you maximize sales opportunities. DFS provides full-service leasing and financing solutions to channel partners and end users throughout the U.S., Canada and Europe. DFS works with tens of thousands of customers and channel partners, financing \$4 billion dollars annually.

Drawing on a range of flexible solutions, DFS can finance the total technology solution of Dell EMC and non-Dell EMC hardware, software and your value-added services, including design, deployment and installation. This can be your key to closing larger deals, because you can increase the customer's buying power when they finance the entire solution.

Even better, efficient electronic quoting, online contracts and a streamlined operational process result in timely payments to you.

4. CASH IN ON THE POWER OF PARTNERSHIP.

With Dell EMC as your partner, you gain the advantages of products, solutions and services from the broad Dell EMC portfolio as well as offerings from other world-class partners.

A few examples:

- The Dell EMC Ready Solutions are optimized with the innovative Dell EMC PowerEdge™ servers with Intel® Xeon® processors, so you can complement them effortlessly with value-add services and/or software to build a scalable solution that's easier to deploy and maintain — and more profitable.
- Dell EMC's partnerships with Nutanix® and VMware® bring added benefits. The Intel Xeon-based Dell EMC XC-Series is uncompromisingly simple to install and use, coming pre-integrated with hypervisors and Nutanix software to create a scalable, simple and easy-to-deploy Web-scale appliance.
- The co-engineered Dell EMC Ready Bundle for Hadoop combines a core validated architecture with Hadoop software, with an opportunity for you to take customer data analytics to the next level with machine and deep learning.

Offerings like these help you and your customers save time and money while enjoying the ease of doing business with Dell EMC.

² [Dell EMC Technologies Digital Transformation Index](#), 2016.

³ Gartner, Inc., “Gartner Says Worldwide IT Spending Forecast to Grow 2.7 Percent in 2017,” January 2017.

BENEFITS OF A DELL EMC PARTNERSHIP

Deliver an end-to-end solution:

- Integrate hardware, software and hyper-converged appliances to meet workload needs.
- Leverage Dell EMC's building-block approach for flexibility in meeting customer needs — from small business to large data centers.
- Confidently integrate with Dell EMC ProSupport, Dell EMC ProSupport Plus, and Dell Financial Services offerings.

Add customer value:

- Reduce customer TCO with simplified deployment and maintenance.
- Optimize space without compromising features.
- Future-proof customer investments with scalable Intel-based solutions that grow with the business.

Increase profitability:

- Easily increase deal profitability when you add your service offerings.
- Take advantage of product and multiple-line-of-business partner incentives.
- Boost your competitive advantage with Dell EMC converged solutions.

NOT A DELL EMC PARTNER?

If you're not on the Dell EMC team, now is a good time to explore the benefits of our [PartnerDirect](#) program.

A core part of Dell EMC's long-term commitment to powering the possible through the resolution of customer technology and business problems is centered around the capabilities of [global system integrators](#) (GSIs). We are committed to constructing programs and alliances that enable and enhance our GSI relationships to better produce and deliver best-in-class customer outcomes.

GET GREAT PARTNER BENEFITS

If you're not yet a Dell EMC partner, now is a good time to explore the benefits of the [Dell EMC Partner Program](#). This is a multi-level program that offers committed Dell EMC partners the chance to turn dedication and experience into potential profit. Each level of the program provides different rewards based on a partner's level of commitment. The more invested you are in the program, the more access to tools you can have, and the more rewards you can earn.

When you become a partner, you'll have access to the [Dell EMC Partner Portal](#). This comprehensive portal offers access to online ordering, deal registration, product training, customizable marketing materials, partner incentives and much more, depending on your partner level.

Become a partner today: Dell EMC.com/partners

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