

How to Cash in on Convergence

A Dell EMC partner white paper

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Dell EMC partners who are well-versed in the technology are in a strong position to take advantage of exciting market opportunities that arise with hyper-converged infrastructure.

A RAPIDLY GROWING IT MARKET

The market for converged systems is surging. Worldwide converged systems market revenues increased 10.8 percent year over year to \$2.99 billion during the third quarter of 2017, according to IDC. The market consumed 1.96 exabytes of new storage capacity during the quarter, which was up 30 percent compared to the same period a year ago.¹

These sales trends point to a lucrative opportunity for Dell EMC partners, including system integrators, value-added resellers, and technology partners. If you're a Dell EMC partner or a prospective partner, this is an ideal time to explore your opportunities to ramp up your sales of converged systems and solutions.

HOW TO CASH IN ON CONVERGENCE

SYSTEM INTEGRATORS

System integrators have the opportunity to integrate Dell EMC Ready Solutions powered by Intel® Xeon® processors with customers' current environments. This opportunity reflects Dell EMC's long-term commitment to working with system integration partners to solve our customers' technology and business problems.

That's the case at the University of Kentucky. The university sought a consolidated approach to sourcing large compute jobs that would save time and money yet still offer tailored solutions for researchers. It found an ideal solution in an OpenStack enterprise-grade system co-engineered and integrated by Dell EMC and Red Hat.

For system integrators, a co-engineered solution from Dell EMC and Red Hat is now available in the [Dell EMC Ready Bundle for Red Hat® OpenStack Platform](#). This solution combines a core validated architecture with select extensions to create an adaptive infrastructure that integrates innovations from the OpenStack community with proven Dell EMC and Red Hat technology.

[Read the University of Kentucky case study.](#)

VARs

Value-added resellers have an opportunity to add software and services to sales of Dell converged systems, such as the Intel-powered [Dell EMC XC Web-Scale Converged Appliance](#). This easy-to-resell appliance brings together a complete hyper-converged system, based on Intel® Xeon® processors, that's ready for rapid deployment.

A case in point: The Williams Formula 1 team set up the XC Series appliance in less than an hour, as opposed to the two weeks it would have taken using a traditional server and storage design. Deployment of the hyper-converged system at Williams followed benchmark tests that suggested the racing team could make a huge leap forward in IT performance with the XC Series appliance and the power of the latest Intel Xeon processors.

The company's IT infrastructure manager notes, "It was so far beyond our previous architecture. We simulated different workloads and achieved between 10 and 11 times the throughput that we were getting on our network attached storage."²

¹ IDC. "Worldwide Converged Systems Revenue Increased 10.8% Year Over Year in the Third Quarter of 2017 with Vendor Revenue at \$2.99 Billion, According to IDC." December 21, 2017.

² Dell customer case study, 2015.



SERVICE REVENUE OPPORTUNITIES

For many of these offers, there is an opportunity for partners to resell our deployment services along with the solution itself. Alternatively, qualified partners may choose to perform the deployment services themselves. For instance, with the Ready Bundle for Red Hat OpenStack Platform, partners can resell a Dell EMC turnkey deployment package or are free to use the very same JetPack automation toolkit, validated procedures and documentation that Dell EMC uses, for a rapid, reliable — and profitable — deployment experience.

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.

TECHNOLOGY PARTNERS

Dell EMC technology partners—including ISVs, IHVs, system integrators and solution providers—have the opportunity to work with the [Dell EMC Technology Partner Program](#) to develop new converged solutions that meet the evolving needs of customers. This program helps partners use Dell EMC PowerEdge™ servers based on Intel technology to build innovative and highly competitive business solutions that help customers lower costs and gain competitive advantage.

For example, Nallatech's [FPGA Accelerated Compute Node®](#) runs the most demanding HPC, data visualization and rendering workloads with a flexible, extremely dense 1U rack server optimized for accelerators. This new product is made possible with a powerhouse partnership of integrated technologies from Altera / Intel, Dell EMC and Nallatech to create a reliable, extremely fast and scalable server to provide the ideal HPC environment.

[See how Financial Services companies get a competitive edge with Nallatech FPGAs](#)

GET GREAT PARTNER BENEFITS WITH DELL EMC

If you're thinking of becoming 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](https://DellEMC.com/partners)

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