Cash in on Convergence

TABLE OF CONTENTS

A RAPIDLY GROWING IT MARKET ........................................ 1
PARTNER OPPORTUNITIES ........................................... 1
   System integrators ..................................................... 1
   VARs ..................................................................... 1
   Technology partners .................................................. 2
FOUR WAYS TO CASH IN ON CONVERGENCE ..................... 2
   1. Expand from easy entry points. ............................... 2
   2. Add value with premium services. ......................... 3
   3. Leverage flexible financing options. ....................... 3
   4. Cash in on the power of partnership. ..................... 3
GET GREAT PARTNER BENEFITS WITH DELL EMC. ............ 4
   Benefits of a Dell EMC partnership .......................... 4
KEY TAKEAWAYS ...................................................... 4
A RAPIDLY GROWING IT MARKET

The market for converged systems is surging. Worldwide converged systems market revenues increased 9.9 percent year over year to $3.5 billion during the second quarter of 2018, according to IDC. One segment of this market, the certified reference systems and integrated infrastructure market, generated $1.3 billion in revenue during the second quarter, representing 38.1 percent of total converged systems revenue.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.

PARTNER OPPORTUNITIES

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 with industry-standard solutions. Ready Solutions make it all easier.

That’s the case with Dell EMC Ready Solutions for Microsoft Windows Server Software-Defined. These solutions are built using Microsoft-validated designs that incorporate best practices for streamlined deployment and a steady-state operational experience. If you’re a system integrator, you can deploy Ready Solutions for Microsoft WSSD with the confidence that comes with validated and tested components that follow approved firmware and BIOS versions. And they are delivered with the complex configuration steps completed and tested in known good configurations — including hardware compatibility and driver downloads.

A CASE STUDY: MECOMS

With a focus on higher system performance and greater developer productivity, the IT team at Belgium-based MECOMS made the decision to rev up its development environment with Microsoft Storage Spaces Direct and other technologies now available in Dell EMC Microsoft Storage Spaces Direct Ready Nodes. With the Dell EMC solution in place, some code compilations now run twice as fast, and one three-hour process has been reduced to just 10 minutes. Read the MECOMS case study.

VARS

If you’re a value-added reseller, you have the opportunity to add software and services to your sales of Dell EMC systems, such as the Intel-powered SAP HANA Ready Nodes. These easy-to-resell appliances bring together SAP-certified servers with SAP HANA software in a hyper-converged system, based on Intel Xeon processors, that’s ready for rapid deployment.

Dell EMC Ready Solutions also offer ripe opportunities for VARs and other organizations that want to bring their customers proven solutions that are quick to deploy. These solutions provide tested and validated configurations, designed from the start to dynamically meet targeted workload needs.

1 IDC. “Worldwide Converged Systems Revenue Increased 9.9% Year Over Year During the Second Quarter of 2018 with Vendor Revenue Reaching $3.5 Billion, According to IDC,” September 25, 2018.
A CASE STUDY: RACKSPACE
Rackspace is using Dell EMC vSAN Ready Nodes with Intel Xeon processors to deliver private-cloud-as-a-service solutions to organizations around the world. These Ready Nodes are built on 14th-generation Dell EMC PowerEdge™ rack servers that have been preconfigured, tested and certified to run VMware vSAN. Read the Rackspace case study. Watch the video.

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.

AN EXAMPLE: BLUEDATA
Dell EMC partnered with BlueData to create Dell EMC Ready Solutions for Big Data, providing data analysts on-demand access to infrastructure resources and analytics tools — such as Hadoop, Spark, NoSQL, Apache Cassandra®, Apache Kafka® and others — in minutes. This enables IT to provide self-service data analytics with the performance, compliance and security of an optimized on-premises solution.

Data teams can now quickly and easily provision their own resources, run jobs using their choice of tools, and even run multiple analytics workloads simultaneously thanks to multi-tenancy enabled by policy-based automation and management. Lines of business, in turn, can create and execute their own use cases from a single pool of resources with the responsiveness required by modern big data analytics applications.

FOUR WAYS TO CASH IN ON CONVERGENCE
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™, SAP HANA, VxFlex OS or Microsoft® Storage Spaces Direct.
   
   With Dell EMC Ready Nodes, your 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.

A CASE STUDY: SHORELINE HOUSING
In the U.K., Shoreline Housing wanted to deliver new and improved customer services and gain greater front-office and back-office efficiencies. Working with a trusted Dell EMC partner, Nviron, the housing authority found an ideal solution built around Dell EMC vSAN Ready Nodes. Today, Shoreline is realizing impressive performance improvements across the board, the highlight being the reduction in run-time of a previously lengthy batch process from 90 minutes to 20 minutes. Read the Shoreline Housing case study.
2. ADD VALUE WITH PREMIUM SERVICES.

The software and IT services segments continue to be bright spots for the IT industry. Gartner expects worldwide enterprise software spending to rise by 11.1 percent and IT services spending to rise by 7.4 percent in 2018.² Dell EMC Ready Solutions offer your organization ample opportunities to sell or resell critical services, such as integration, consulting and support.

Dell EMC Ready Solutions 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 a team that 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 United States, 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 customers’ 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 your company.

A CASE STUDY: STONYHURST COLLEGE

Stonyhurst College in the United Kingdom needed an IT infrastructure that could support modern teaching and learning methods, as well as provide Internet access to students, staff and commercial clients across the school’s 30-acre site. The college was able to finance the deal with a zero-interest finance plan through Dell Financial Services. This agreement allowed it to pay off the cost in installments after work was completed, instead of doing small elements of the project each year. Read the Stonyhurst College case study.

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 software to build a scalable solution that’s easier to deploy and maintain — and more profitable.

• The Intel Xeon-based Dell EMC XC-Series hyper-converged appliances are uncompromisingly simple to install and use, coming pre-integrated with hypervisors and software to create a scalable, simple and easy-to-deploy web-scale appliance.

• Dell EMC’s partnerships with VMware®, SAP®, Microsoft® and other software leaders bring added benefits, including those that come with quick-to-deploy Dell EMC Ready Solutions. Offerings like these help you and your customers save time and money while enjoying the ease of doing business with Dell EMC.

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.

KEY TAKEAWAYS

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.

Here’s the bottom line: Dell EMC partners who are well-versed in the technology are in a strong position to take advantage of the exciting opportunities in the converged systems market.

NOT A DELL EMC PARTNER?

If you’re not on the Dell EMC team, now is a good time to explore the benefits of the Dell EMC Partner Program.