DELL EMC

A 'READY' OPPORTUNITY

Ramp up sales with

Dell EMC Ready Solutions for Microsoft

Cash in on convergence

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 value-added resellers and services companies. If you're a Dell EMC partner or a prospective partner, this is an ideal time to explore your opportunities to bring in more revenue — and bring it in faster — with Dell EMC Ready Solutions, including new solutions for Microsoft environments.

Proven solutions

Dell EMC Ready Solutions for Microsoft provide tested and validated configurations, designed from the start to dynamically meet targeted workload needs. You can sell these solutions with confidence, knowing that they 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.

To ramp up your revenue even more, you can resell Dell EMC services or your own support options alongside Dell EMC Ready Solutions for Microsoft.

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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.

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Dell EMC Ready Solutions for Microsoft WSSD

The new Ready Solutions for Microsoft Windows Server Software-Defined are built using Microsoft-validated designs that incorporate best practices for streamlined deployment and a steady-state operational experience.

You can deploy these solutions with the confidence that comes with components that follow approved firmware and BIOS versions. Ready Solutions for Microsoft WSSD are even delivered with the complex configuration steps completed and tested in known good configurations — including hardware compatibility and driver downloads.

A case study: University of Pisa

The University of Pisa needed a robust storage environment to meet the needs of students, faculty members and industrial users. It found an ideal answer in Dell EMC Microsoft® Storage Spaces Direct Ready Nodes with Intel® Xeon® processors. The Ready Nodes approach simplifies and accelerates the ordering and deployment of software-defined storage building blocks. When the university's IT Center needs more storage for a cluster, it can simply add more Storage Spaces Direct Ready Nodes. Read the case study.

Dell EMC Microsoft Storage Spaces Direct Ready Nodes

Microsoft Storage Spaces Direct Ready Nodes simplify and accelerate the deployment of Storage Spaces Direct. The Ready Nodes are optimally configured with the required amount of CPU, memory, network, I/O controllers and storage (SSDs, HDDs or flash devices). The Ready Nodes approach gives your customers the confidence and convenience that comes with preconfigured, tested and certified configurations designed for Storage Spaces Direct and fully supported by Dell EMC. Dell EMC serves as a single point of contact for the entire Ready Solution.

Like all Ready Nodes, these are quick resale servers pre-configured for specific workloads that can open the door to follow-on sales opportunities. As your customers' needs grow, you can sell additional Dell EMC Ready Nodes to build larger systems — and gain additional technology and services revenue.

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.

Proven performance for OLTP and OLAP workloads

Hands-on testing conducted by Principled Technologies showed that Dell EMC Microsoft Storage Spaces Direct Ready Nodes can handle both robust online transactional processing (OLTP) applications and heavy online analytical processing (OLAP) workloads.

The Ready Node in the test scenario supported 12 VMs processing 14,049 online transactions per second in an OLTP scenario and eight VMs processing 48 separate large-block 300-GB database query sets in 46 minutes in an OLAP scenario. The tests were conducting in a four-server cluster environment based on Dell EMC PowerEdge™ R740xd servers. Read the Principled Technologies report.

Dell EMC Ready Solutions for Microsoft SQL

Building a new Microsoft SQL Server system can be tricky. SQL Server performance depends on the right architectural design and sizing. The infrastructure you buy — and how you plan the implementation — can have a huge impact on your results, costs and scalability.

At Dell EMC, we understand these challenges. That's why we've introduced Dell EMC Ready Solutions for Microsoft SQL. Dell EMC Ready Solutions for Microsoft SQL are purpose-designed and validated to optimize performance with SQL Server 2017, for up to 30X faster transactions over traditional database engines and in-memory column store for up to 100X faster queries with row-oriented storage.[2]

Dell EMC Ready Solutions for Microsoft SQL are designed for superior performance, significant cost savings and future-ready scalability. Now, you can help your customers deploy Dell EMC Ready Solutions for Microsoft SQL with the confidence that comes with tested and optimized solutions.

Service revenue opportunities

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.[3] Dell EMC Ready Solutions offer your organization ample opportunities to sell or resell critical services, such as integration, consulting and support.

With Dell EMC Ready Solutions, you can resell Dell EMC deployment services along with the solution itself. Alternatively, if you're a qualified partner, you may choose to perform the deployment services yourself. Either way, Dell EMC makes it easy to sell deployment services. You can resell a Dell EMC turnkey deployment package or you can use the validated procedures and documentation that Dell EMC uses, for a rapid, reliable — and profitable — deployment experience.

Key takeaways

With Dell EMC Ready Solutions for Microsoft, 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, you can help them add additional Dell EMC Ready Nodes to build larger systems — and pull additional technology and services along for the ride.

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2   Microsoft, "Run operational and analytical workloads at a sprint," 2017.

3   Gartner news release, "Gartner Says Global IT Spending to Grow 6.2 Percent in 2018," April 9, 2018.

Learn more about Dell EMC Ready Solutions at

Dell EMC.com/wssd

Dell EMC.com/softwaredefined