

How you can simplify cloud for mid-market customers

Consistent hybrid cloud can help mid-market organizations achieve significant operational efficiencies. How? By simplifying multi-cloud environments and streamlining their cloud management experience. Combine your expertise with our lead solution to help your customers realize real results.

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Help customers realize operational efficiencies by streamlining cloud experiences.

Public cloud continues to draw bigger allocations of IT budgets, and organizations are also investing in on-premises IT environments that enable a public cloud-like operating model. This means there's a huge cloud opportunity that you're ideally placed to capitalize on within the mid-market segment.

Our Dell Technologies Cloud Platform (VMware Cloud Foundation on Dell EMC VxRail) is a fully optimized, hybrid cloud solution that you can use to help customers simplify their IT operations and benefit from efficient cloud economics.

What do mid-market customers stand to gain?

Dell Technologies, VMware and Intel commissioned ESG to conduct a research survey¹ to better understand the challenges faced by mid-market businesses as they increase their cloud investments.

The resulting ESG Research Insight Paper identifies 3 key drivers for unifying and simplifying multi-cloud environments in mid-market organizations. It also assesses what mid-market customers stand to gain from streamlining their cloud management experience – and the results are impressive.

Respondents could expect the following benefits using consistent cloud management tools¹:

72%

Up to 72% reduction in the number of security incidents

53 hours

53 person-hours per week freed up (on average)

64%

64% faster time to market

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What do your mid-market customers want?

Security and streamlined IT management are big priorities² for mid-market organizations. But they often don't have the internal resources and expertise needed to be able to navigate and evaluate threats and solutions. At the same time, their IT environments can be sophisticated, and they need enterprise-grade solutions to suit.

So how do you help them secure their organizations while also transforming their businesses? And how do you provide guidance to ensure their IT solutions will continue to meet their user's evolving demands?



74% of the ESG survey respondents agreed that multi-cloud environments add complexity.



Mid-market businesses are looking for:



Ways to protect data from the PC to the data center and beyond.



Ongoing support from a trusted technology partner.



Solutions that are easy to set up, manage, and maintain.

Your expertise can play a crucial role in helping these customers cut through the complexity of multi-cloud.

Deliver cloud without compromise

Help organizations simplify their multi-cloud environments with Dell Technologies Cloud Platform. It's designed to deliver a consistent operating model and simplified management across private clouds, public clouds, and edge locations.

This reduces the barriers of cloud adoption and enables application and business requirements to determine where workloads reside. Built on industry-leading VxRail infrastructure, Dell Technologies Cloud Platform provides a quick and easy path to consistent hybrid cloud for a simpler, optimally efficient multi-cloud management experience.

Apply your VxRail expertise and VMware capabilities to promote and sell Dell Technologies Cloud Platform, and you can help mid-market customers reap the rewards of cloud without compromise.

¹ESG Research Insight Paper, commissioned by Dell Technologies, VMware and Intel, 'The Cloud Complexity Imperative', May 2020.

²Forrester's Business Technographic® Priorities and Journey Survey, 2019.

Discover how you can leverage Dell Technologies Cloud Platform to help mid-market customers simplify cloud management and achieve significant operational efficiencies.

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