Dell Future-Ready Enterprise Solutions playbook

DELL PartnerDirect

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Introduction

The business world is changing quickly. Trends like the data deluge, software-defined everything, cloud computing and evolving threats are disrupting the status quo. The IT approaches of yesterday will not necessarily meet the next wave of business requirements. The focus on the digital world is no longer about supporting technology — it is now a worldwide expectation that is critical to business viability.

The rise of mobile, growth of social media and the increase in digital content are ubiquitous shifts that will continue to grow exponentially. During the five-year span of 2009 to 2014, the number of daily tweets dramatically and unexpectedly increased from 2.5 million to 500 million. As our world becomes increasingly connected and the number of ways to communicate continues to grow, we will see our digital universe expand in ways we can't yet predict.

"In today's economy, the success of organisations is driven by their ability to innovate and to adapt to change. A future-ready organisation has the IT infrastructure and organisational practices in place to both initiate change and adapt to outside disruptions."

— IDC, The Future-Ready Enterprise: Driving Business Results Today While Preparing for the Challenges of Tomorrow
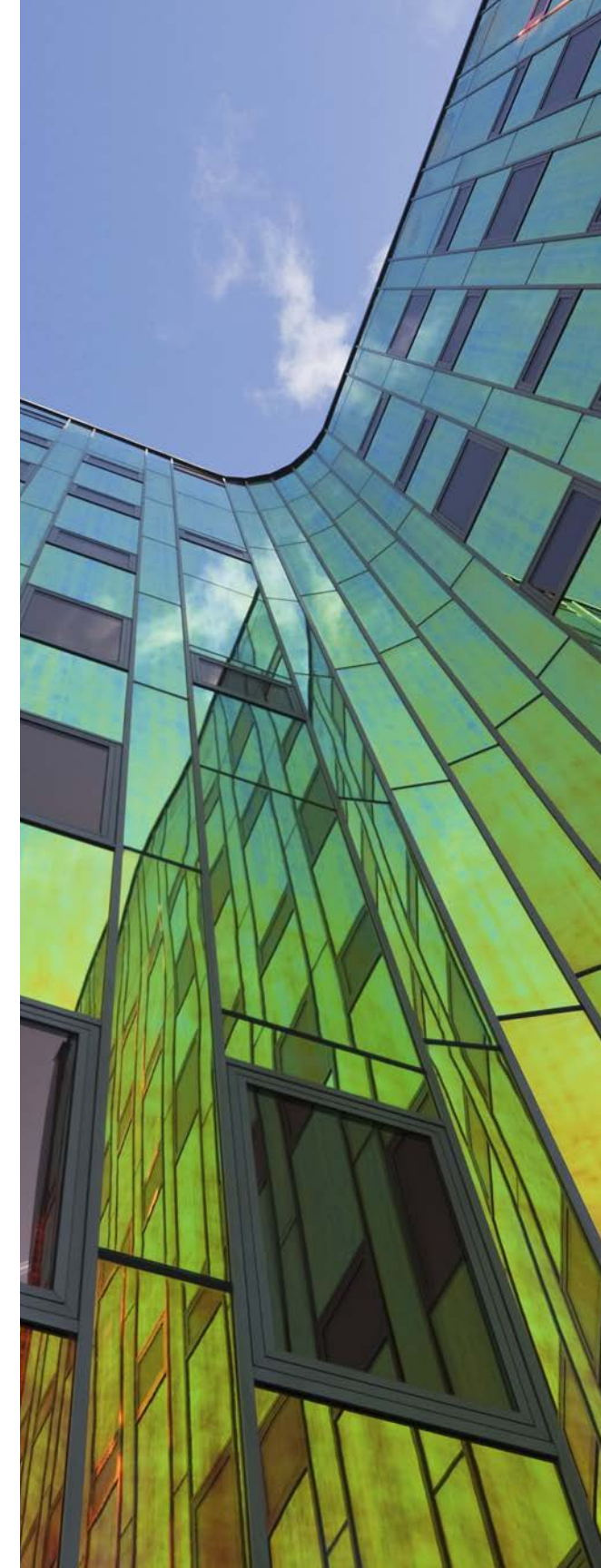
Introduction

This shift in rapidly changing digital business is unavoidable and business imperatives will increasingly drive technology choices. Your customers need to make smarter, more holistic decisions about the technology solutions they choose — solutions based on cloud, converged infrastructure, big data and software-defined technologies — or risk being left behind.

As a solution provider, you need partners that are solutions-focused and future-minded. Dell and Intel are fueling future-ready innovation with leading-edge technologies to drive business results.

This guide is designed to help you capitalise on the need for future-ready solutions and to present alternatives to your customers that not only help them, but also allow you to reclaim a share of revenue that would otherwise be slated for traditional IT solutions.

Changing the conversation

Your customers are standing at the intersection of traditional and new IT. But adapting to change is often complex, inefficient and expensive. As a trusted adviser, you can help customers drive results today while preparing for tomorrow's demands, differentiating you from the competition and positioning you as a long-term, future-minded technology partner.

- As you evaluate solutions and make recommendations, look for technologies that are well suited for future needs.
- Choose technologies that are scalable, modular in nature, based on open standards, and not tied to proprietary legacy platforms.
- If you lack key services internally, look for vendor partners who offer the training and services designed to help your company specialise in future-ready offerings.

Despite numerous choices, some solutions are not ideal for every customer's needs. Each of your clients have diverse needs and they trust you to help them make smart technology decisions. Our goal is to give you the essential knowledge to:

- Help your clients be smarter about future readiness
- Understand when a solution is the right choice
- Give your clients smart solution alternatives
- Bridge the gaps between business and IT

The future-ready opportunity

The Future-Ready Enterprise is more than just a philosophy of how to prepare for the future. It is also about helping your customers make smarter technology decisions today. Telling the future-ready story will help you engage with your customers and ultimately increase your sales.

Dell offers an end-to-end portfolio of future-ready products and solutions backed by comprehensive training and award-winning levels of service and support. Dell can also help you position yourself as a trusted advisor who helps customers make smart decisions today while guiding them toward more intelligent technology investments in the future.

Converged Infrastructure

Technology siloes are a natural consequence of the rapid growth of data centres, but what started as simple expediency has begun to create problems. Those siloes now make it difficult — and costly — for your customers to respond to changing needs. Convergence takes the technology-centric view of the IT world and refashions it into a service/workload-centric view. Converged infrastructures provide your customers with simplified management, standards-based architectures and easy scalability.

Our solutions allow you to offer your customers a much more pragmatic approach to convergence with a powerful portfolio of converged infrastructures based on the latest high performing, energy-efficient Intel® Xeon® processors.

Questions to ask:

Q: What has your organisation done to ensure your infrastructure is both agile and scalable?

Q: What measures have you put in place to launch new services quickly and efficiently?

Q: If you have a converged infrastructure, what impact has it had on breaking down siloes?

Q: In what ways has it helped the most?

Q: How has it failed to live up to expectations?

Cloud

Your customers are going to move to the cloud but how they do so will vary. Some will want to take advantage of cost efficiencies and instant scalability offered in public clouds, but most will probably adopt a combination of both private and public cloud.

Dell helps you change the conversation from focusing on either private or public clouds to focusing on true hybrid solutions. With Dell Cloud Solutions, you can offer your customers the right hardware, software and services to help them adopt a customisable cloud solution that is agile and flexible, and provides visibility, control and compliance.

With Dell, you can offer an end-to-end portfolio of flexible, modular infrastructure building blocks including pre-engineered solutions for VMware, Microsoft or OpenStack — ideal for designing and creating custom cloud solutions.

Questions to ask:

Q: How does your organisation handle changing business cycles and fluctuations on demand?

Q: As IT services move to the cloud, how are you managing the increased complexity of how they are delivered?

Q: If you have a combination of multiple cloud solutions, how has it affected your operational expenses?

Big Data

Big data is creating big problems for your customers, requiring the capture, storage, processing and analysis of growing pools of information from a broad range of sources inside and outside the organisation. Compounding matters, that information comes in all types — structured, unstructured or semi-structured. Your customers need ways to turn that information into insight that can drive decisions.

The data centre is an increasingly vital growth engine where Dell and Intel can offer significant value and fuel innovation. Dell solutions built on the Intel® Open Network Platform (ONP) architecture offer a unique combination of performance and bandwidth, enabling intelligent storage capabilities and instant deployment of innovative cloud services and network virtualisation.

With Dell solutions, you can:

- Offer one of the deepest portfolios of leading-edge software technologies for data analytics, data integration and data management.
- Provide reference architectures with built-in expertise and engineered solutions that can help you deliver big data and analytics solutions faster, and with less risk for your customers.
- Offer a complete end-to-end solution that meets the needs of any big data and analytics environment.
- Offer standards-based modular solutions that can easily scale up, down or out as workloads and budgets dictate.

Questions to ask:

Q: How is your organisation ensuring the right people have access to data in order to better monetise that data?

Q: How is your business using big data to drive business innovation and transformation?

Dell IT Lifecycle Services

Dell can help make your customers future ready with services optimised for the entire IT lifecycle. Dell Services capabilities can expand your own offering. If your organisation lacks a key skillset, you can rely on Dell to help you deliver future-ready solutions to your customers. Whether you resell, co-deliver or deliver on your own — Dell is committed to helping you be a part of bringing the future-ready vision to your customers.

Consulting	Data centre transformation · Cloud and virtualisation · Storage · Networking · Server migration · Microsoft® Office 365 · UC&C · Exchange email and calendaring · SharePoint and OneDrive for Business · Client visualisation · Application management · Software asset management · Client migration and deployment
Deployment	Site planning · Order consolidation · Project management · Asset reporting and labeling · Imaging · Rack integration · Asset resale and recycling · Partitioning · BIOS configurations · RAID · iDRAC and software settings · Software and OS installation · Replication, backup and archiving · Application installation · Data migration · Third-party hardware · Testing
Training	Dell Networking · Dell Server · Dell Storage · Microsoft · VMware
Support	Dell ProSupport suite: 24x7 access · Next business day or mission critical parts delivery · Online case dispatch management · Remote monitoring · Escalation management · OS support · Collaborative third-party assistance · Automated issue detection, notification and case creation · Direct access to engineers · Dedicated Technical Account Manager · Health checks · Support history and contact reporting · Accidental damage repair for drops, spills and surges · Retention of hard drive after replacement

Dell IT Lifecycle Services

Dell Consulting Services

Consulting is yours to access as needed for all or specific areas. We create an "as-is" and "to-be" methodology using unique IP and toolsets around:

- Cloud and virtualisation
- Data centre transformation
- Networking, storage and data management

This combines business requirements and technology enablers, validates 'what good looks like,' and provides a roadmap of changes required to achieve that objective. You can augment your own capabilities by reselling Dell Consulting Services or deliver your own Dell-hosted service with the backing of a global brand leader.

For more information, visit Dell Consulting Services

Dell IT Lifecycle Services

Dell ProDeploy Enterprise Suite

A complete suite of deployment services and professional certifications, ProDeploy Enterprise Suite helps customers get more out of technology starting on day one.

There are three routes to market. With the first, you have the ability to resell the suite to supplement or expand current capabilities. The second model is co-delivery, where you resell ProDeploy, and with deployment competency, are part of a co-delivery program where Dell will manage the project and validate the backend. The third model is partner delivery where you earn deployment services competency, undertake the full deployment, and if desired, purchase services from Dell to supplement.

The Deployment Services Competency authorises partners to deploy Dell storage and networking hardware. Partners who employ Certified Deployment Professionals gain access to exclusive Dell tools, best practices and the latest critical technical updates for richer deployment capabilities.

For more information visit Dell Deployment Services

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Dell Blueprints

Dell Blueprints simplify planning and implementation while increasing your profitability and customer loyalty with flexible, pre-validated, workload-based solutions and services.

Customer value	Simple engagement	Your profitability
Pre-integrated, scalable solution configurations expedite planning and implementation, maximising your resource effectiveness.	Modularity enables you to sell a comprehensive solution of Dell's hardware, software and services, or only the components your customers need.	Strong services attach opportunity, leveraging your capabilities and Dell's partner-ready services suite.
Integrated lifecycle management simplifies, refreshes and enables continuous lifecycle innovation.	Dedicated training equips your team to start selling quickly.	Dell portfolio offerings enable you to qualify for solutions incentive accelerators.*
Full-service financing through Dell Financial Services addresses customer budget barriers.	Extensive collateral and tools enable you to quickly turn training into revenue.	Additional incentives** available soon for leveraging Dell Blueprint design templates.

For more information visit Dell Blueprints

* Per PartnerDirect Programme guidelines   ** Incentive plan pending

Dell PartnerDirect Programme training and competency

Dell Education Services offer a clear differentiation for you and provide the tools you need to help your customers become truly future ready. Dell offers a complete portfolio of training courses, from Dell servers, storage and networking to industry standard technologies, like Microsoft and VMware. Dell training modules are available as in-person, virtual or 24x7 eLearning courses.

For more information visit **Dell Education Services**

Future-Ready Enterprise Index sales tool

How future ready are your customers? Dell has a sales tool to help you begin that conversation with them. The Future-Ready Index is an effort between analyst firm IDC and Dell, which surveyed more than 2,500 global IT leaders in 11 different countries. The survey covers key areas such as converged, big data and analytics, cloud and IT organisational culture to assess how "future ready" customers are today, and how they can progress to better deliver on the IT of tomorrow. This insight is important for identifying and maturing short-term sales opportunities as well as the development of long-term project identification and planning.

There are two versions of the FRI sales tool:

- A **10-minute assessment** (which can be emailed)
- A more in-depth sales tool module to administer on-site*

For best results, identify the customer personnel responsible for the key areas of technology development addressed by the tool. The in-depth sales tool module will require approximately 45 minutes to complete, so it is recommended that an hour or more be scheduled with your customer. You can also request a Dell sales specialist to attend with you.

To access the tool, visit the **Future Ready Enterprise Index**.

* Access should be requested from your Dell Account Manager and there will be a training requirement.
   Contact your Dell Account Manager for more information.

Additional assets

For more information and to drive conversations with your customers, download resources, watch videos and visit webpages:

Future-Ready Enterprise Index

Dell PartnerDirect Programme Future-Ready Enterprise

The Future-Ready Enterprise: Driving Business Results Today While Preparing for the Challenges of Tomorrow

The Future-Ready Enterprise: Four Key Areas That Define Future-Ready Companies

Future-Ready Enterprise Partner Video

Future-Ready Enterprise Sales Card

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Additional assets

Cloud

IDC Technology Spotlight: Enabling a Diversified Cloud Strategy to Accelerate Innovation in the Future-Ready Enterprise

Dell Cloud Computing Solutions Playbook

Dell Cloud Competencies

Converged

IDC Technology Spotlight: Converging Datacenter Infrastructure for the 3rd Platform

IDG: Convergence's Early Adopters: Three Trends in Migration

IDG: The Three Drivers of Converged Systems

TechTarget: Making Smart Decisions in Evaluating and Selecting a Supplier of Converged Infrastructure

Big data and analytics

IDC Technology Spotlight: Capitalizing on the Future with Data Solutions

Dell Blueprints: Big Data and Analytics Technical Introduction

Server

Dell Server Competency

Storage

TechTarget Research Brief: Easier Management, Reduced Opex Lead More Organizations to Adopt Software-Defined Storage

Dell Storage Competencies

Networking

IDC White Paper Networks That Deliver Change: Key Trends and Transformation Insight for Future Proofing Your Network

Dell Networking Competencies

Dell Services

Dell ProDeploy Enterprise Suite One-Pager

Dell Deployment Services Competency

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Thank you

Visit the **Future-Ready Enterprise Index** tool

Dell Future-Ready Enterprise Solutions playbook

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