

# Dell Service Provider Program MSP Essentials

## Differentiate value to your SMB customers while driving recurring revenue at low cost of operations

SMBs have limited to no resources to implement new technologies, so are moving from on-premises models to service-based models. Dell MSP Essentials (MSPe) helps you leverage this recurring revenue opportunity with easy, effective solutions that address your customers' needs for both cloud-based and remotely managed infrastructure.

Small and medium-sized businesses (SMBs) spend \$138 billion on IT annually<sup>1</sup>. However, research indicates that 60% of SMBs do not have resources to implement new technologies.

That's why critical business workloads (e.g., messaging, virtualization, data protection, compliance, security, etc.) are moving away from on-premises models toward service-based models.

To help you capitalize on this opportunity, we identified the essential software capabilities (out of over 200 available through Dell Service Provider Program, part of Dell Software). MSPe can help you support the SMB market with a differentiating value while driving recurring revenue at the lowest cost of operations.

MSPe helps you eliminate the perceived risks of adopting managed services, and positions you as a trusted, capable partner.

### Benefits:

- Monthly pricing
- Quarterly invoicing
- Sales enablement
- Marketing support

## MSPe enables you to offer your customers:



**Migration of Exchange on demand to Office 365™ and hosted email platforms** without requiring your customers to install or maintain any software for the move



**Backup and recovery** to protect against any server failure to physical or virtual machines, and recover in minutes when necessary



**Desktop and application virtualization** to pair users and devices with appropriate technologies while keeping the average cost per virtual desktop to a minimum



**Virtual infrastructure monitoring** to deliver advanced performance monitoring, reporting and capacity management of your physical and virtual infrastructure environment to ensure maximum agility and scalability to eliminate service disruption



**Remote firewall protection** to deliver the most effective anti-malware, intrusion prevention, content/URL filtering and application control capabilities with the broadest support for laptops, smart phones and tablets

<sup>1</sup>U.S. Small and Medium-Sized Business 2012–2016 Forecast: Sizing the SMB Markets for PCs and Peripherals, Systems and Storage, Networking Equipment, Packaged Software, and IT Services, <http://www.marketresearch.com/IDC-v2477/Small-Medium-Sized-Business-Forecast-7627208/>

Workload	Software	Systems & ddevices	Pricing
Email migration	✓	N/A	Monthly pricing and usage-based billing  To request pricing, email us at SPquestions@software.dell.com
Backup & recovery	✓	Upon request	
Desktop & Apps Virtualization	✓	Upon request	
Remote Infrastructure Monitoring	✓	N/A	
Remote Firewall Monitoring	✓	✓	

### The Dell Service Provider group is uniquely qualified to understand your challenges.

Over 2000 service providers collaborate with Dell for market-ready technology and sales enablement. Dell provides sales enablement, business planning and marketing support to help generate more recurring revenue by speeding up customer onboarding, enhancing solution value and easing expansion into new service delivery areas.

### You can offer solutions that effectively solve your customers' pain points.

We identified primary workloads that any SMB would want to consume to reduce the need for their own IT. All services focus on remote IT management capabilities.

### Dell Service Provider Partner Program offers flexible pricing and billing

Simply pay on a monthly basis according to your customer revenue model, and expand and scale as needed. Software licenses and hardware (where needed) are available a la carte and through a bundled package.

### Easy-to-use web portal enables your success.

The MSP Accelerator (MSPa) portal is accessible from Dell PartnerDirect, and includes everything you need to confidently sell and competently deliver individual solutions or the entire bundle:

- Product datasheet
- Sales training tools
- Customer-facing presentations and success stories
- Co-marketing content and demand generation support
- Direct Q&A line to the Service Provider group and to product experts

Learn more at [www.dell.com/partner/ServiceProvider](http://www.dell.com/partner/ServiceProvider).

### Dell Software: Delivering complete and connected solutions

Dell Software empowers organizations of all sizes to experience Dell's "power to do more" by delivering scalable yet simple-to-use solutions that can increase productivity, responsiveness and efficiency. This software, when combined with Dell hardware and services, helps customers simplify IT, mitigate risk and accelerate business results. [www.dellsoftware.com](http://www.dellsoftware.com).

#### Dell Software

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If you are located outside North America, you can find local office information on our Web site.

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