Dell PartnerDirect Service Provider Program

A proven program to reduce costs, accelerate customer acquisition and increase sales

The hosting and cloud infrastructure market grew by 50 percent in the past two years, from $16.6 billion in 2010 to $24.8 billion in 2012, and it is expected to expand by another 50 percent in the next two years, to $37.2 billion in 2014.[1] There is still a "great divide" between existing IT infrastructure providers— and how they have done business in the past—and what is expected by the customer today. In particular, new requirements are blurring many previously accepted lines, and the gaps between the major domains of digital infrastructure—datacenters, telecoms and hosting, applications and IT services—are rapidly closing.

To cross this divide, service providers must do two things:

- First, they must automate and centralize operations in ways that disturb customers the least but allow the hosting providers to be as responsive and agile as possible.
- Second, they must continue to drive differentiation in service and support, especially for higher-end and vertical markets.

Dell's Service Provider Partner program answers both challenges. The program gives you access to a full spectrum of heterogeneous management solutions that enable you to address your customers' quality, compliance,

Benefits:

- Provide enterprise-grade IT services with the quality, compliance, security, reliability and performance that customers expect
- Deliver exceptional customer support with maximum service transparency, automation and productivity
- Manage workloads across heterogeneous environments
- Drive down support costs while delivering a greater breadth of enhanced services
- Establish a seamless onboarding approach that ensures uninterrupted service
- Support aggressive SLAs, integrated chargeback and configuration reporting to demonstrate full accountability

It takes only one:

- One contract
- One usage report each month
- One invoice each quarter
- One Dell Service Provider account manager
- One partner for all of your IT management needs

> "[Dell] is a long-time strategic partner of ours with industry-leading products that enable Azaleos to quickly and efficiently migrate customers to our set of Exchange and SharePoint managed services. The [Dell Software] tools help to mitigate risks for new customer onboarding and migrations. This in turn helps us to achieve faster time to revenue. We're excited about working with their service provider team, leveraging their monthly pricing model and gaining expanded access to the [Dell] portfolio."
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> *Phil Van Etten, Chief Executive Officer,*
> *Azaleos (acquired by Avanade, November 2012)*

[1]*"Narrowing the Great Divide: The Strategic Response to Cloud." 451 Research, December 2012.*

Software competencies	Systems competencies
Systems management	Storage
Information management	Server
Data protection	Networking
Security	Cloud services & solutions
	Desktop virtualization

security, availability and performance expectations—all from a single vendor. These solutions help you differentiate your offerings by streamlining customer onboarding; ensuring scalability, transparency, and accountability across multiple workloads; and reducing operational costs while driving recurring revenue.

Working on your terms

We have made it easier than ever for service providers to do business with Dell. The Dell Service Provider Partner program provides flexible pricing and billing so you can immediately take advantage of our scalable, proven solutions. You simply pay on a monthly basis according to your customer revenue model. You get one contract and one usage report—all managed by a Dell Service Provider Partner account manager.

Award-winning solutions for the most critical IT needs

Our scalable, integrated business and enterprise solutions are grouped across nine software and systems competencies to help your business deliver on the full promise of technology.

As a Dell Service Provider Partner, you can leverage the full spectrum of our offerings to help your customers manage their IT ecosystems. Select the management capabilities that meet the needs of your customers and your business, knowing that you can expand and scale to meet customer and market demands. Figure 1 illustrates the Service Provider model.

"SharePlex does a fantastic job in helping us deliver on aggressive uptime SLAs. It is ideal for customers who have complex database requirements across multiple datacenters. "

Brent Juelich, Vice President, Application Services for Savvis, a CenturyLink company
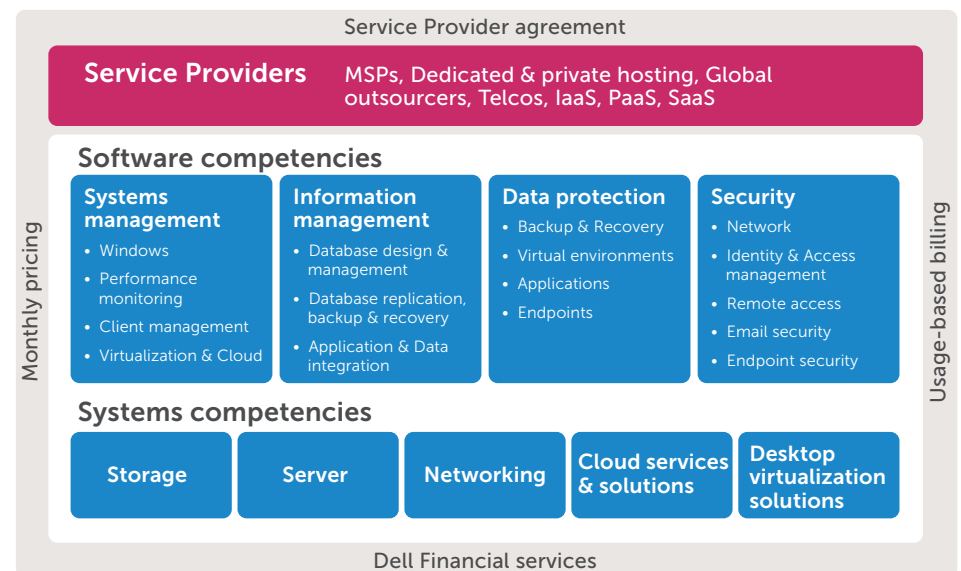

Figure 1. Dell's Service Provider model

Dell's solutions differentiate your offerings and drive recurring revenue by speeding new customer onboarding, ensuring scalability and visibility across multiple workloads, and reducing operational costs.

Solutions for all critical infrastructure areas

Dell empowers you to eliminate the perceived risks of adopting managed services and positions you as a trusted, capable partner in the eyes of your customers. You can rely on Dell to help you deliver high-quality enterprise IT service across heterogeneous environments through proven solutions that address critical IT needs.

Only Dell delivers the breadth and depth that service providers need to meet their customers' quality, compliance, security, availability and performance requirements. Our software solutions address:

Systems management

- Streamline management, migration, customization and protection of Microsoft Windows-based infrastructure, as well as other platforms and enterprise applications
- Maintain fast response times for your physical and virtual applications
- Easily deploy virtual desktop environments to a wide variety of bring-your-own-device (BYOD) endpoints as well as integrate hardware, software and services from one source
- Simplify capacity management, provisioning, deployment and conversions in virtual environments

Information management

- Simplify business intelligence, big data analytics and database management
- Access, provision, analyze and share data from nearly any source
- Optimize code, automate maintenance and ensure high availability
- Accelerate Oracle and SQL Server backup and recovery while dramatically reducing storage requirements
- Integrate applications with ease
- Ensure master data is accurate, complete and updated

Data protection

- Safeguard your customers' data across physical, virtual, application and cloud environments
- Ensure continuous, integrated data protection for the applications your customers rely on
- Protect and preserve data with globally enforced, granular controls over the entire back operations
- Take advantage of a worldwide attack identification and monitoring network to help protect your customers against viruses, zombies, spam, phishing and other attacks
- Achieve backup and recovery SLAs and reduce your customers' total cost of ownership (TCO) for data protection

Security

- Prevent intrusions with real-time visibility and superior protection for distributed enterprise networks
- Simplify security and compliance with access governance, privileged account management, identity administration and user activity monitoring
- Provide remote users with secure access to corporate resources anytime, anywhere
- Protect your customers and their data from advanced persistent threats, cybercriminals, spam, malware and loss

Dell hardware

In addition to a host of software solutions, Dell also provides market leading hardware for service providers. These solutions enable you to deliver scalable and cost effective IT services covering all server, storage, networking and end-user computing needs at the low cost per user for target workloads in both fully managed and customer self-managed settings.

Dell cloud computing

Dell cloud computing combines Dell hardware and software capabilities to improve not only the speed but also the quantity and quality of resources available to run your managed services business. Going beyond the limits of traditional IT infrastructure and data centers offers you more choice, flexibility and agility. Make Dell your competitive advantage.

Program requirements and benefits

Dell Service Provider partners become part of the Dell PartnerDirect program. This program helps partners use Dell products and platforms to build innovative and highly competitive business solutions that lower customer costs and sustain competitive advantage.

The program's structured and streamlined processes work in conjunction with multiple business functions. PartnerDirect provides partners with strong market differentiation and growth opportunities through high-value offerings and competencies.

Requirements

- Service provider agreement
- Sales attainment quotas (if applicable)
- Product and sales training as required
- Go-to-market plan (if applicable)
- Monthly usage reporting

Benefits

- Access to the product portfolio across key competencies listed in Figure 1
- Monthly or quarterly billing in arrears
- Service provider account management
- Access to Dell PartnerDirect portal
- Solution design and pre-sales technical support
- Product training and enablement
- Sales and marketing tools, training and support
- Business plan assistance
- Eligibility for product discounts
- Go-to-market and Dell field sales engagement
- Eligibility for market development funds
- Solution and roadmap briefings
- Executive-level sponsorship (select)

To learn more about the Dell Service Provider Partner program, please visit www.dell.com/partner/serviceprovider or email us at SPquestions@software.dell.com.

About Dell

Dell Inc. (NASDAQ: DELL) listens to customers and delivers worldwide innovative technology, business solutions and services they trust and value. For more information, visit www.dell.com.

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