Dell PartnerDirect Service Provider Program: An Overview

Helping you meet the highest expectations of your customers

As customer expectations for quality, price, compliance, security and performance continue to rise, you must address diverse IT workload challenges while delivering a friction-free customer experience. And to succeed, you must do all of this at a lower overall cost. Dell PartnerDirect Service Provider program delivers the heterogeneous management solutions you need to stay ahead of the competition by anticipating and meeting your customers' evolving requirements.

Addressing your greatest needs

The 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 drives Dell Software sales through hosting, co-location, telecommunications, infrastructure-as-a-service (cloud) and managed service providers to ensure a growing stream of monthly recurring revenue.

The program provides partners with strong market differentiation and growth opportunities through high-value offerings and competency tracks, along with structured and streamlined processes that work in conjunction with business functions. We accomplish this through a simple "land and expand" approach to address your top needs:

- Accelerating service adoption and new customer onboarding
- Reducing operational costs and achieving greater scalability and agility in service delivery
- Offering new services and expanding into new markets
- Gaining a competitive advantage

We work with Tier 1 carriers and global outsourcing vendors, as well as large value-added resellers (VARs) and distributors—virtually every large provider that is either defining or expanding its cloud offerings.

Delivering the capabilities in demand today

Our offerings—delivered and billed through a subscription pricing model—provide the most in-demand capabilities across key platforms, while targeting specific customer workloads. Offerings cover all areas of the Dell Software portfolio:

- Systems management
- Information management
- Data protection
- Security

Benefits:
- Access to the product portfolio across key competencies:
  - Systems management
  - Information management
  - Data protection
  - Security
  - Desktop virtualization
  - Server
  - Storage
  - Networking
  - Cloud services & solutions
- 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)

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

Solution offering	Capabilities	Products
Systems management		
Windows server management • Windows infrastructure management for managed service providers (MSPs) • IT management and migration • AD management • SharePoint services	• Streamline management, migration, customization and protection of Microsoft Windows-based infrastructure, as well as other platforms and enterprise applications • Maintain the fastest response times for your physical and virtual applications • Easily deploy virtual desktop environments to a wide variety of bring-your-own-device (BYOD) endpoints • Integrate hardware, software and services from one source • Simplify capacity management, provisioning, deployment and conversions in virtual environments	• Migration solutions for AD, Exchange, Notes, GroupWise and SharePoint • On demand migration for email • Co-existence for Notes and GW • ActiveRoles Server / Quick Connect • MessageStats • Reporter • Site Administrator for SharePoint
Performance monitoring • Application diagnostics, performance and monitoring • Infrastructure monitoring and management (network, physical and virtual)		• Foglight • Foglight for Exchange, AD, .NET and Java • Foglight End User Monitoring • vOps Server Standard • Foglight Storage Manager • Foglight NMS • Spotlight on Messaging and AD • Stat for Oracle e-Business and PeopleSoft
Client management • Security and management of personal devices		• KACE
Virtualization and cloud • Infrastructure monitoring and management (network, physical and virtual) • Desktop virtualization delivery and management		• vRanger • vOps Server Standard • vWorkspace
Information management		
Oracle • Management of Oracle workloads through Oracle replication and high availability	• Simplify business intelligence, big data analytics and database management • Access, provision, analyze and share data from nearly any source • Optimize code, automate maintenance and help 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	• Spotlight on Oracle • Foglight for Oracle • Foglight Performance Analysis for Oracle • NetVault LiteSpeed Engine for Oracle
SQL Server • Management of SQL Server workloads		• Spotlight on SQL Server • Foglight for SQL Server • Foglight Performance Analysis for SQL Server • NetVault LiteSpeed for SQL Server • ChangeAuditor for SQL Server
Data integration • Oracle replication and high availability • On-demand application integration		• Boomi • SharePlex for Oracle

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Solution offering	Capabilities	Products
Data protection		
Data protection • Data protection for service providers • Virtual protection • Backup and replication • Oracle replication and high availability	• 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 for data protection	• AppAssure • NetVault Backup Enterprise Edition • NetVault LiteSpeed for SQL Server and Oracle • NetVault FastRecover • vRanger • Recovery Manager for AD, Exchange and SharePoint • SharePlex for Oracle
Security		
Identity and access management • Authentication and password management • AD management • Compliance auditing, reporting and alerting	• 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	• Quest One Identity Manager • InTrust • Defender • Privileged password and command management • Password Manager • Authentication • ChangeAuditor for AD, Exchange, SQL Server, Windows File Servers and NetApps • Enterprise single sign-on (SSO)
Endpoint and email security • Proactive security solutions for MSPs		

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

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