

TOP 10 REASONS



To promote the next-generation Dell EMC PowerEdge and OpenManage portfolio

With the next-generation Intel®-based PowerEdge and OpenManage portfolio you can drive profitable growth in your business by promoting solutions from one of the world's leading server providers¹ and help deliver the end-to-end, flexible technology that customers crave as they innovate, adapt, and grow in today's fast-moving and relentlessly competitive markets.

1 Deliver the difference with Dell EMC PowerEdge

Use the next-generation PowerEdge and OpenManage portfolio to help customers take advantage of optimized Intel®-based servers and systems management technologies. Give them the speed, capabilities, and security their business needs. You can deliver the difference with Dell EMC PowerEdge, powered by 3rd Generation Intel® Xeon® Scalable Processors, providing up to a 33% increase in memory channels that operate at up to 9% faster than previous generations.²

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2 Earn trusted technology provider status

Become the go-to partner for showing organizations how they can harness the power of both the latest server platforms and the modern workloads that benefit from them. Promote next-generation PowerEdge and OpenManage solutions to help customers manage their server requirements and data growth – while protecting their long-term investment and building recurring business for you.

[Learn More >](#)

3 A winning proposition: Your Innovation Engine

PowerEdge, OpenManage, and Intel® is a winning proposition. Customers in all sectors are asking for our products – so there's considerable market demand for you to leverage and build your business on. Explore all the advantages of Your Innovation Engine, and how the latest PowerEdge servers deliver an intrinsically secure infrastructure that supports diverse workloads and business objectives.

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4 OpenManage: the key to Your Innovation Engine

The PowerEdge server portfolio delivers technology and solutions to help customers innovate, adapt, and grow – and Dell EMC OpenManage is the key to the innovation engine. Fully integrated OpenManage systems management solutions tame the complexity of this optimized IT infrastructure, providing tools and automation to help customers scale, manage, and protect their IT environment.

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5 Make life easier with a single supplier solution

Dell Technologies provides a single, integrated server platform based on Intel® technology – with a comprehensive range of scalable, flexible product designs specifically developed to create a foundation of consistency across data centers of all sizes. So you can make life easier for everyone by offering just one point of contact for everything your customers need.

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6 Leverage the importance of regular server refresh

Stress the importance of regular server refresh and help customers clearly understand the operational, cost, and commercial benefits of having fast, secure, reliable, capable, energy- and cost-efficient servers running core business applications. Explore all tech refresh opportunities and steer conversations around customers' specific workload needs to help uncover potential gains. An IDC study recently found that opting to replace servers every 3 years, rather than on a 6-year replacement cycle, enabled organizations to save up to 22% on the total cost of ownership.³

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7 Increase profitability by cross-selling and attaching Services

Leverage Dell Technologies' end-to-end Services expertise to accelerate customers' adoption of their new technology and workforce transformation, while also increasing your own profit potential by attaching or co-delivering Services with all server opportunities. Capitalize on upselling opportunities by promoting PowerEdge alongside software, storage, and networking technologies.

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8 Leverage our Partner Program and expert marketing materials

Our Partner Program structure rewards you for growth through tier progression – the higher your tier, the higher your potential for earning eligible incentives – all designed to boost your profitability. Access expert marketing collateral – to help you position PowerEdge and OpenManage solutions in the most effective way – and leverage earned MDF as you promote and sell our advanced servers.

[Leverage >](#)

9 Offer customers flexible consumption models

The IT market is moving towards 'as-a-service' and 'pay-per use' models, and customers need help to transition successfully. With Flex on Demand, you can offer organizations all the benefits of flexible IT consumption. Help customers get even more from their server refresh investment by only paying for the technology they need, as they need it – and boost your own business at the same time.

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10 Promote a future-proof investment

With the PowerEdge server portfolio, powered by 3rd Generation Intel® Xeon® Scalable Processors, customers can leverage the platform they already know and love to gain the speed and agility they need to tackle modern workloads demands. Combine our industry-leading¹ servers with your own trusted expertise, and help them invest in a secure, automated, scalable, agile, optimized IT infrastructure that they can rely on for years to come.

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¹ Dell Technologies is #1 in x86 Server – units shipped, IDC Quarterly Server Tracker, Q3 2020.

² Based on Dell Technologies internal analysis, March 2021, comparing the 2933MT/s bandwidth of the previous generation to the 3200MT/s bandwidth of 3rd Generation Intel® Xeon® Scalable Processors.

³ IDC Business Value Snapshot, sponsored by Dell Technologies and Intel, 'The Business Value of a Three-Year Server Replacement Cycle for Large Organizations', February 2021, and IDC Business Value Snapshot, sponsored by Dell Technologies and Intel, 'The Business Value of a Three-Year Server Replacement Cycle for Midsize Organizations', February 2021.