DELL Technologies

Dell Technologies Partner Webinar Series:

Dell Technologies APEX for Federal

Dell Technologies

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DELL Technologies

Dell Technologies

- Dell Technologies
- Carahsoft
- Dell's Advantage
- Zero Trust
- Portfolio & Hybrid Data Center Portfolio
- Data Protection
- Services
- Land –N– Expand Sales
  - Example(s)
- People – You are not alone
- Call to Action

Dell Technologies

We're a technology leader with innovation at our core, fueled with sustained, aggressive investment in R&D and engineering.

+100B
in Revenue

Serving 98%
Fortune 500

+27,000 patents
and applications

$100M annual
Dell Technologies
Capital investment

+ $20B R&D
investment in the
last five fiscal years

Gartner Magic Quadrant Leaders
in six categories

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DELL Technologies

Federal Team

Our Business

Dell Technologies provides essential Technology Solutions for federal agencies to build their digital future, transform their IT and protect their most important asset, information.

Over 7,000 Team Members

Full-time Federal
1,000 Team Members

Federal Support
Approximately 6,000 Team Members

Managing a $11B+ Federal Business

Government Contracts
Over 1,000 contracts managed

Serving all Federal agencies and Top Government Contractors

Dedicated Account Team

Inside Sales
Product Quotes, Order Processing, Escalations

Technical Experts
Pre-sales architecture, Technical resources, Product roadmaps

Professional Services
ProDeploy, Configuration and Consulting Services

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Supporting Unique Federal Policies

- Integrated Legal & Contracts teams to support FAR & DFAR Mandatory & Non-mandatory flow downs
- Cooperative End User and Channel Sales Organizations governed by Deal Reg Process

- Integrated Sales Operations for DPAS Rated Order Support
- Information Security for NISPOM and Facilities Clearance
- Ability to support classified & ITAR program requirements

- IPv6
- TAA
- Energy Star
- VPAT / Section 508

- Common Criteria
- FIPS 140-2
- CSfC
- NIST BIOS
- FEDRAMP
- FIPS/TCG TPM
- FIPS 201
- UC-APL / UCR
- DISA STIG

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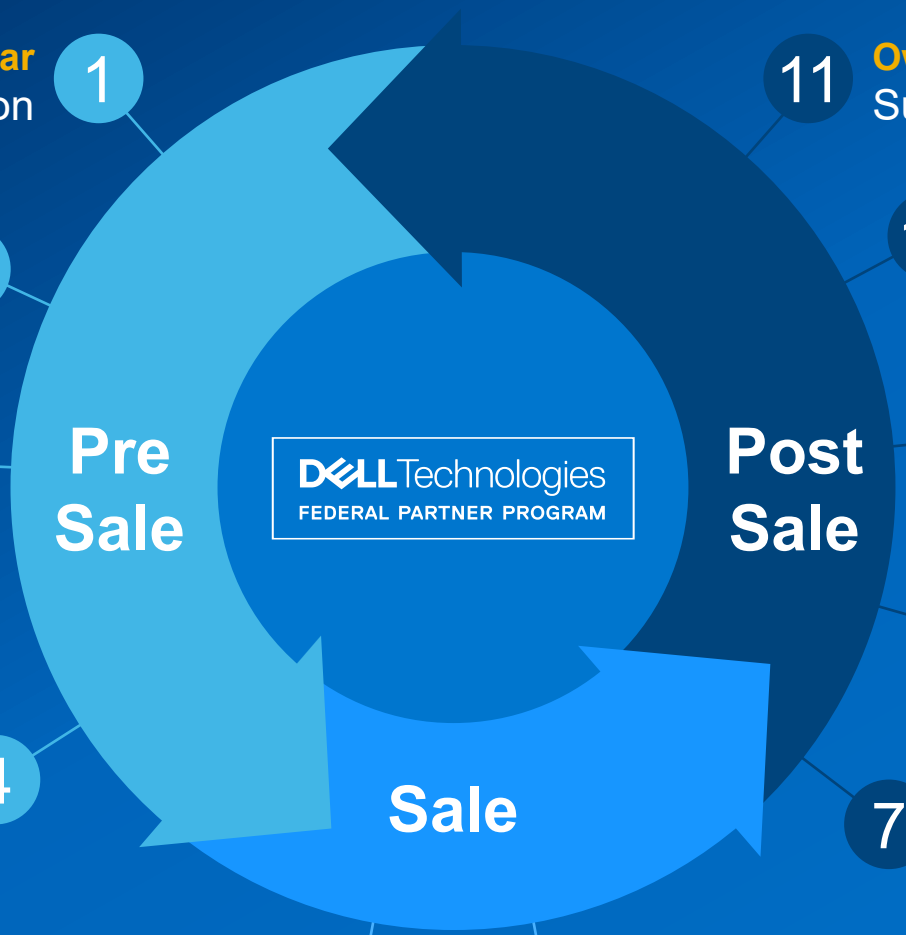
Sales Cycle Support for Federal Partners



1 **Discounted Demo Gear**
Lab validation

2 **Try and Buy**
Customer evaluation

3 **NBI**
Target acquisition lists for all LOBs
Server + Networking lists decoupled
36 mo. look back Storage/Server
12 mo. look back for client

4 **Tech Refresh**
Dell-led & New! Partner discovered targets

5 **Front End Discounts**
Midrange Storage & 4 Socket Servers

6 **Power To Win**
Refuse to lose pricing
Negotiated pricing

7 **Base Incentives**
Federal MDF
1% – 13%

8 **New Business Incentive**
Acquisition incentive – All LOBs
2% – 8%

9 **Competitive Swap Incentive**
Acquisition – Storage+ & Server+
8% & 4%

10 **Tech Refresh Incentive**
Install – Storage+
2%

11 **Own the Midrange**
Sub $100k incentives

Redefining the Distributor Model

Carahsoft – Proactive Distribution Model

What sets Carahsoft apart from a typical distributor is that at its core, Carahsoft is a sales and marketing company with a laser focus and hypersensitivity to our customer's needs. Our customer service extends beyond just the vendor and channel partner but also to end users. We are unique in our ability to deliver the following benefits to our partners:

Sales Teams

- Proactive Outbound Telemarketing/ Demand Creation
- Highly Trained and Certified
- Lead Generation
- Proactive Inside Sales
- Joint Sales Process to Develop Territory and Pipeline
- Vendor-Focused Dedicated Government Sales Reps
- Mapped to Vendor Territory and Team to Provide Coverage

Marketing Teams

- Strategic Campaigns
- On-Site Events
- Tactical Programs
- MDF Management
- Social Media
- Google Ads Campaigns
- Integrated Media Campaign
- Customer Success Stories
- Technology-Focused Resources
- Reseller Enablement
- Customer Nurture Campaigns

Innovation Tools, Resources & Support

- Contracting Expertise
- Industry / Government Consultants
- Market Research and Bid Capture
- Proposals: End to End Capture, Management and Submission
- Carahsell / IT Integrations
- Rich, Massive Customer/Prospect Data
- Training Team
- Support Specialist and Demo Resources

Renewal, Upsell & Closed Loop Systems

- Recognize On-Time Renewals
- Increase Renewal Rates >90%
- Cross Sell/Upsell in Excess of Renewal $
- Ability to Identify Cloud Migration Opportunities Early
- Maintain Compliance with Vendors
- Simplify Renewals Process
- Prorate and Co-Term Systems
- Provide Incumbent Renewal Reports, Proactive Quotes
- Align Partner Proactive Business with Bi-Weekly Status Calls

Partnering with your Distributor

Carahsoft – Partners purchasing vehicles

Numerous Contracts, Deep Expertise: Federal

Federal Contracts	
GSA Schedule 70	NASA SEWP V
DoD ESI BPAs (+20 Vendors)	ACCENT BOA
DevSec Ops BOA	GSA Schedule 36
GSA Schedule 738x	ICITE BOA
DHS Imitation BPA	ITES-SW
LMCO & Carahsoft Purchasing Agreement	NASA BPA
Carahsoft & Adobe DHS Resources	Adobe DOD Joint Enterprise License Agreement (JELA) BPA
VMware SmartBuy	National Geospatial-Intelligence Agency IC-wide Symantec BPA
2GIT (Awarded: coming soon)	…and much more!

Working with Carahsoft's Dell Team

Requesting a Deal Registration

Within the Dell FPRM tool, integrated into the Partner Portal, Carahsoft is able to manage all of your registrations on your behalf. When you have identified an opportunity, please submit to your account representative here at Carahsoft with the following required information:

- Proposed Dell Product
- Name of the Dell sales representative you are working with
- How are you driving this opportunity
- Are you working with a Federal System Integrator (FSI)
  - if so, which FSI
  - if so, is this for internal FSI use, or FSI resell to Federal Government
- End user information, including: full name, address, email and phone #
- What contract vehicle will this opportunity be released under and/or what contract vehicle are you driving towards
- Is this opportunity funded ? State wish list for the new majority member staff
  - If no, when is funding expected ?
- Estimated opportunity value
- Expected opportunity close date

Requesting a Quote

When requesting a quote, please send the following required information to DellQuotes@Carahsoft.com

- Bill of Materials OR Dell Solutions Tool (DSC) ID#
- Ship to Address
- End User (Agency name & Point of Contact (POC) *)

  * When entering the appropriate POC, please include the phone # and valid e-mail address

DELL Technologies

Advance priority initiatives by modernizing the data center

EDGE | **CORE** | **CLOUD**

Dell Infrastructure Solutions

&

Multi-Cloud Portfolio

DELL Technologies

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Building Apps – Partner Opportunity

Integrating the Code Framework into the Data Center

Purchasing the desired App / Framework

Testing Workstations

SELECTION

Building the Client/Server (in the data center)

Servers

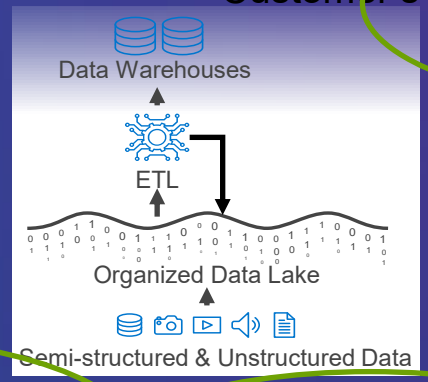
PROOF OF CONCEPT

Adding Customer Data

Populating the DBs

Microsoft SQL Server

+



Customer's data

CUSTOMIZATION

Services

Data Classification Services

PowerScale

500+ TB

+ Cloud Archive

Networking

Servers

PRODUCTION

Running the 'customized' app(s)

Enhanced PC's

DELL Technologies FEDERAL PARTNER PROGRAM

The Dell Technologies Portfolio

Support your customers with the right tool

Client Systems Group (client+)

Desktops – OptiPlex, Precision
Laptops – Max, Pro Max,
Workstation – Precision
3D - Alienware
Zero Clients
Monitors, Projectors
Accessories, …

Inside Sales Representative (ISR)

Dell's Premier Tool

Integrated Systems Group (ISG)

Data Center Storage (storage+)

Structured / Unified
- PowerVault ME,
- PowerStore, PowerMAX

Hyper-Converged
- VxRail/VxRack, Azure Stack,
- PowerFlex, Nutanix

Un-Structured & Cloud
- PowerScale (Isilon)
- Elastic Cloud Storage (ECS)

Data Protection
- PowerProtect {Data Domain},
- PowerProtect Data Mover {Integrated Data Protection Appliance (IDPA)}

Data Center Compute (server+)

PowerEdge – Rack, Tower, Custom
PowerSwitch
Extended Infrastructure
- APC, nVidia, PaloAlto,
- Versa, Vertiv, Thales,
- Fortinet, …

Technical Sales Representative (TSR)

Dell's Solution Configurator (DSC) Tool

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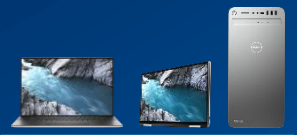
Client Solutions & OEM

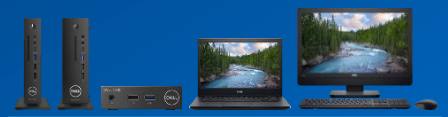
Precision Rack / Mobile / Tower

Latitude / Latitude 2 in 1

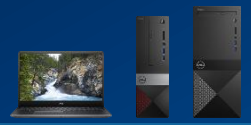


XPS / XPS 2 in 1 / XPS Tower

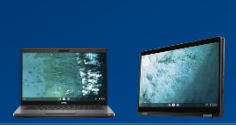
OptiPlex Tower / Desktop / Micro / All-in-One / AIO-Ultra



Wyse Thin Clients / Desktop / Mobile / All-in-One



Vostro Mobile / Tower



Chromebook / CB 2 in 1

Inspiron Mobile / Tower / All-in-One / Gaming

Alienware Mobile / Tower

Monitors

Projectors

Accessories: Docks, Keyboards, Headphones, Bags

DEPLOY
SECURE
MANAGE
SUPPORT

Secureworks

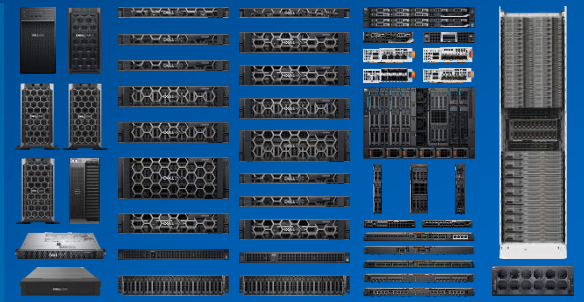
vmware Workspace ONE

Unified Workspace

OEM & Customized Services / Edge IoT Gateways / Embedded Box PCs / Rugged Tablets / Mobile / Server

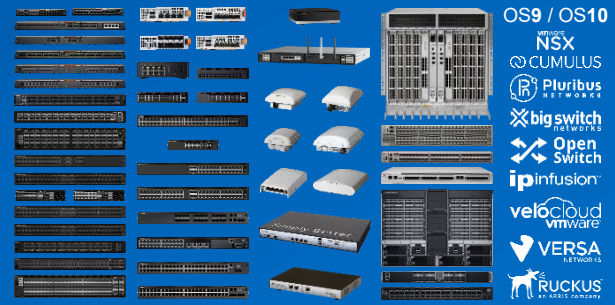
Infrastructure Solutions

PowerEdge Server



Towers - Racks - Modular - Extreme - Rugged

Networking



OS9 / OS10
NSX
CUMULUS
Pluribus NETWORKS
big switch networks
Open Switch
ipinfusion
velocloud vmware
VERSA NETWORKS
RUCKUS

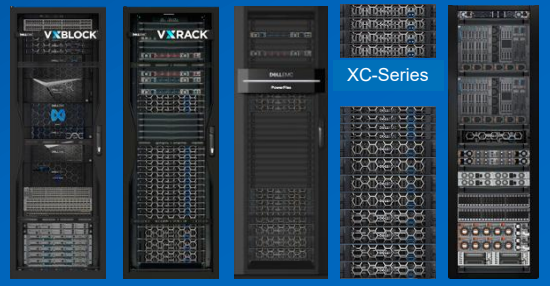
Data Center - Campus - Branch - Wireless - SD-WAN - SAN - HPC - Infiniband - Open Network

Extended Technologies Complete

APC by Schneider Electric
f5
FORTINET
SafeNet
NVIDIA
paloalto NETWORKS
AMULET HOTKEY
Tracewell Systems
big switch NETWORKS

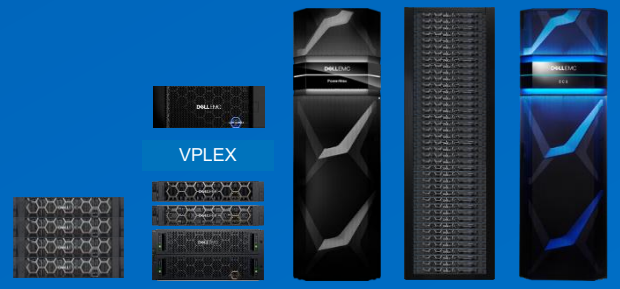
EI

CI / HCI



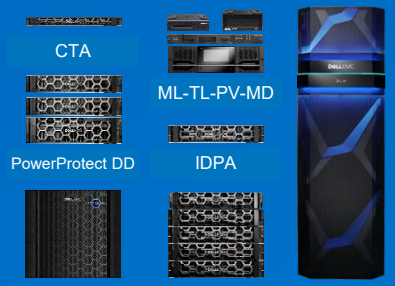
VxBlock | VxRack | PowerFlex | VxRail | Ready Stack

Storage



PowerStore | PowerVault ME | PowerMax | PowerScale | ECS

Data Protection



Data Domain | PowerProtect X | DLm

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Dell Technologies – Multi Cloud Portfolio

BLOCK / UNIFIED

PowerMax

PowerStore

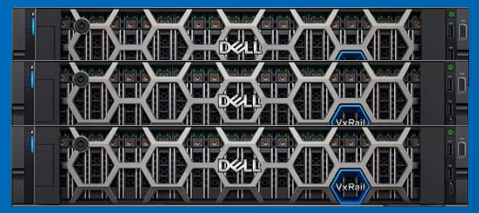
BLOCK

PowerVault

HYPER-CONVERGED

PowerFlex

Azure Stack



VxRail 8.0

Nutanix

Data Protection Solutions

SERVER

PowerEdge

FILE

PowerScale

OBJECT

ECS

CLOUD

Dell Technologies Cloud
(PowerFlex, PowerScale & DPS)
(Dell's HCI Technologies)

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Dell Technologies Data Protection Solutions

Comprehensive portfolio built to protect proven & modern workloads

Data Center Backup

Backup Targets

Integrated Appliances

Direct Cloud Backup

In Cloud Protection

In-Cloud
Protect Cloud Born Workloads

SaaS Apps
O365, G-Suite, Salesforce, Slack

Protect any cloud-born workload

Disaster-Recovery

Cloud DR
Replicate VMs to the Cloud

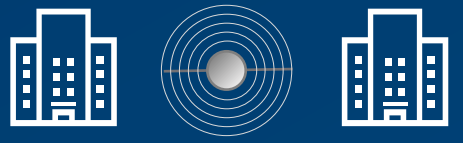
On-Prem
Replicate to DR Site

DRaaS
On-Prem/Cloud DRaaS Offering

Ability to recover from disasters

Cyber-Recovery

Air-Gap
Recover From Cyber-Attacks



Ability to recover from cyber-attacks

Cloud Archive

ECS Tier
Long-Term Retention

Cloud Tier
Long-Term Retention

Tier rarely accessed data to free space

CLOUDS: VMC, aws, Microsoft Azure, Google Cloud

PLATFORMS: vSphere 7, kubernetes, Tanzu, VCF, OpenShift, Rancher, AKS, GKE, EKS

APPS: RDS, cassandra, MySQL, ORACLE, mongoDB, Microsoft SQL Server, PostgreSQL

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Dell Technologies Services

Driving the rapid adoption and optimization of your digital technologies

8 Hour Onsite Technical Resource ~$2.5k - $3k
(product specialist)

System Services

Achieve ROI with hardware and software services

i.e. ProDeploy+, Keep you component, Asset Tagging, Config Services, Asset Tagging, …

Deployment Services

Accelerate technology adoption with deployment designed for you

i.e. Configuration Services, Rack Integration, Dell & EMC ProDeploy or Custom Enterprise Deployment, Managed Client Deployment, Residency Staff Aug, Asset Resale & Recycling, VMWare , Microsoft

Support Services

Maximize productivity with expert support backed by proactive, predictive technology

i.e. ProSupport Warranty Suite, Dell EMC Warranty Renewals/Prepaid M…

Managed Services

Transform the IT experience with advanced technologies and global expertise

i.e. Infrastructure or Client Managed Services to Modernize, Automate and Transform …environment.

Education Services

Develop and retain valuable IT talent through continuous learning

i.e. Dell, EMC, VMWare, Microsoft or 3rd Party Training via Classroom, Virtual Class, On Demand

Consulting Services

Achieve business outcomes with strategic guidance and expert execution

i.e. As-Is / To-Be Custom Consulting for IT, Digital or Workforce Transformation; Accelerator Workshop

1 Week Onsite Resident ~$40k
1 Week Remote Resident ~$8.5k
(workload specialist)

BOOST TIME-TO-VALUE

ACCELERATE DEPLOYMENTS

COST SAVINGS

…ATE BUSINESS RISK

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Modernize:

Land and Expand:

Customer's Messaging
Pain Points → Pillar

Customer's
Pillar → Problems

Proposed
Problems → Solutions

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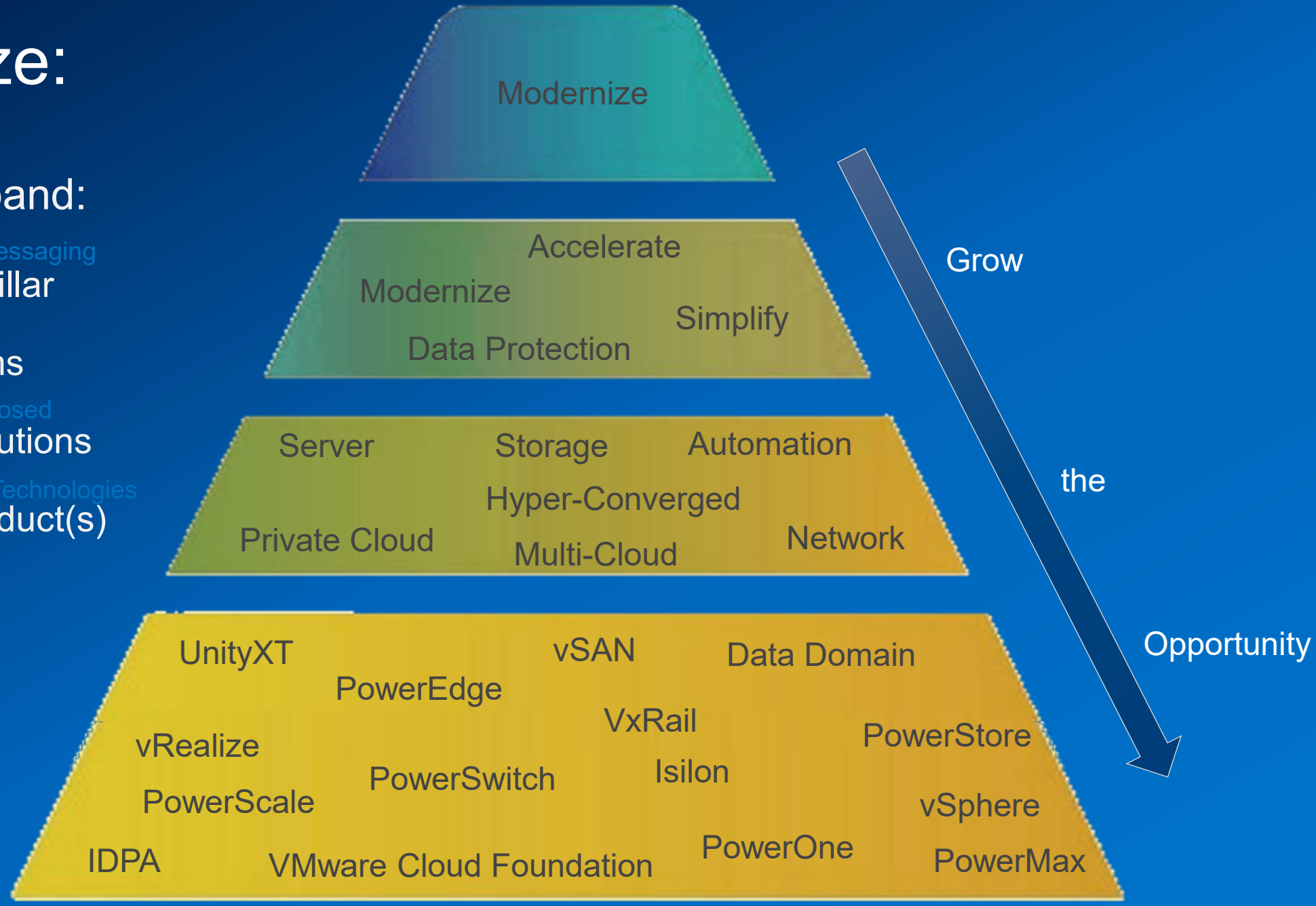
Solutions → Product(s)



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Land and Expand - Example
Compute → HCI + DPS

Scenario:
While discussing the refresh of the current 5 server VMware environment, when asked, the customer expresses concerns with data recoverability and modernization and cost

Pain Points → Pillar	Servers → Modernization Data Protection → Modernization
Pillar → Problems	Increase Agility → Systems modernization & cost Increase Agility → Data protection
Problems → Solutions	Outdated infrastructure → discuss HCI and modernization Data protection → discuss data protection and BC/DR
Solutions → Product(s)	Dell's HCI Portfolio - PowerFlex DellEMC's Power Protect Appliances

$75k - $100k
(moderate GP)

$125k - $200k
(high GP)

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DELL Technologies

You are not alone

Core 6 +3+3 resources

Dell personnel to support your business

Johnny Zamora

Account Manager

Overall Account Support

Jose A.Iglesias

Financial Services

CapEx vs. OpEx
Financing
Capacity on Demand

Tim Auth

Partner Marketing

MIF - Marketing

Kate Shannon

Services

Installation, Migration
Application Services

Don J. & Tim C. – Manager(s)

ISR / TSR

Inside Sales and Technical
(CSG)

Stephen Tuomey

Data Center

Compute Executive

Server, Storage, Networking and Data Protection
(DCC & DCS)

Antonella O.

Client Solutions

Laptops, Desktops, etc

Kristin B.

Network

Datacenter, Top of Rack, Edge, Networking

Rich Ramos

DPS

Data Protection
(Backup, Recovery, DR)

Stephen Tuomey

Data Center Storage

Converged, Hyper-Converged and Storage

Joe Lewin

Unstructured Data

Scale Out Network Attached Storage

Stephen Tuomey

Systems Engineer

Technical Engineering
Certification and Training

Federal

NAM Led
(Distribution + Named VAR)

Distribution / Partner

Focused on distribution and partners

Help you make these connections

End User

Focused on clients

Recipe for Success / Call to Action

Architect every deal with DELL Technologies

- Leverage the Dell Technologies Advantage
- Better together

Partner Benefits

- Increased partner/customer involvement
  - Mindshare
    - Compute, Storage & BCDR discussions
    - Policy education and discussions
    - Business discussions
  - Trusted Advisor
- Larger Deals with Higher Gross Profit
  - No “money left on the table”
- Protected Customer (less / no competition)

➢ Take advantage of the FREE Assessments

➢ Pull in Dell’s Sales teams. We are here to assist you

Data Center Account Executive

Sales and Technical Enablement

Partner Webinar Series

- Partnering with Dell Technologies
- Modernized Data Center Foundations
- Legacy to Cloud-Ready Infrastructure
- Monetizing Federal AI Opportunities
- Powering Federal AI: Compute Platforms
- Fueling Federal AI: Data Platforms
- Extending the Workforce with AI
- Securing the Modern Enterprise
- Federal Year-End Strategies (Proposals)
- Aligning Workloads to Mission Outcomes

DELL Technologies
FEDERAL PARTNER PROGRAM

DELL Technologies

Thank you for viewing this Dell Technologies presentation! Carahsoft is the distributor for Dell Technologies public sector solutions available via GSA, ITES-SW, MHEC, and other contract vehicles.

To learn how to take the next step toward acquiring Dell Technologies' solutions, please check out the following resources and information:

For additional resources:
carah.io/Dell-Resources

For additional Dell Technologies solutions:
carah.io/Dell-Solutions

To purchase, check out the contract vehicles available for procurement:
carah.io/Dell-Contracts

For upcoming events:
carah.io/Dell-Events

For additional public sector services:
carah.io/Dell-Services

To set up a meeting:
DellQuotes@carahsoft.com 888-662-2724

carahsoft

For more information, contact Carahsoft or our reseller partners:
DellQuotes@carahsoft.com | 888-662-2724