

IN PARTNERSHIP: DELL EMC

Take control of your digital
future



Background

As one of the most widely-established names in the industry, Dell EMC is a pioneer for the future of technology. Their innovation is driven by their dedication to developing better solutions that directly match customers' needs, delivering technologies that empower users and respond to the challenges of both everyday and enterprise IT. Dell EMC takes an entirely customer-centric approach, and since 1984 has been manufacturing future-ready products and creating revolutionary services that connect and support users all over the globe.

At a glance

- Titanium Black Partner – One of only a handful of global resellers recognised for their capabilities to deliver Dell EMC solutions globally.
- Within top 3 UK Partners
- Fully certified partner across all technology competencies
- Industry-leading international capability

The challenges and opportunities of digital business mean change is on the horizon for organisations of almost every kind. Exciting technologies are helping to realise untapped potential in the form of new services as well as playing an instrumental role creating new delivery efficiencies and commercial models. However, change brings inevitable risk – deciding how to respond and with which technologies is no easy task. And as change never stops, being prepared for what comes next is just as important.

We are the People Who Get IT. We know exactly what it takes to build the essential infrastructures that empower organisations to embrace change and realise their digital future.

Working as one

CDW and Dell EMC work closely to ensure organisations are better prepared to face digital change by combining the best technology with value-adding services at every stage of infrastructure development. CDW sources, deploys, and supports the entire Dell EMC technology portfolio, proud to deliver everything spanning from edge to core to cloud. With a relationship built over almost two decades, our knowledge of Dell EMC rivals Dell EMC itself, the product of our certification across every product and service line, and our elite Titanium Black Partner status. Our global solutions capabilities are recognised by being awarded Titanium Black Status.

The future is now

Shaping a modern enterprise

Paving the way for change within the enterprise can seem like an intimidating task. Realising the advantages of new technology doesn't have to mean a full-scale infrastructure redesign, and equivalent costs to boot. CDW believes that worthwhile change can happen at almost any pace and budget, and we see it as our job to demonstrate just how easy implementing selective or wider-ranging solutions can be to put the benefits of operating a modern enterprise infrastructure within reach.

CDW is one of the largest global IT resellers. The rich services portfolio we have established, our expert know-how and unique international scale adds significant value to the Dell EMC experience, ensuring our customers are better invested in the technology they trust. Add to this our world-class ecosystem of complementary partners and together we unite Dell EMC technologies with the other innovation necessary to build the essential infrastructures our customers will rely on today and tomorrow. CDW orchestrate everything, and in doing so minimise the risks involved in transformation.

Great minds think alike

Dell EMC and CDW share the fundamental belief that change opens the door to new possibilities. At the core of this belief are a number of shared values that demonstrate the mutual understanding that forms the basis of our partnership. These values emphasise our mutual interest creating positive change for our customers through technology:

Reducing the risk of digital change

While change can bring incredible advances, unfortunately, it doesn't always come without its challenges. Together the combination of breakthrough technology from Dell EMC and the experience, comprehensive lifecycle services and proven know-how of CDW, minimises the risks associated with digital change, allowing our customers to confidently take full control of their digital future.

The future favours the prepared

CDW and Dell EMC recognise the importance of being future-ready. Together we are perfectly placed to prepare any organisation for what the future will mean for their IT. Our collective scale, expertise and technology sees us well equipped to create flexible infrastructures that are always connected, "always on", and ready for anything.

Making a smarter customer experience

We firmly believe that thinking differently is instrumental to a smarter, more beneficial customer experience. CDW pairs excellent service with Dell EMC innovation at every step. From clever logistics, to international deployment to pre-staging and configuration at almost any scale, we work hard together to deliver an outstanding customer experience.

We know Dell EMC as well as they do

CDW is one of only four UK partners to have achieved Dell EMC's coveted Titanium Black status. This position sees us acclaimed as a trusted, valued Dell EMC partner, and recognises our dedication and commitment to their family of technologies. We take great pride in our possession of every achievable certification, which we've worked hard to attain, and with nearly twenty years' worth of mutual investment, our knowledge of Dell EMC is truly incomparable. That's why we work so well together – we know them as well as they do. As the largest reseller in the UK, we're also one of the few companies able to offer their full product portfolio and an entire suite of lifecycle services to go with it; our industry-leading international capabilities enabling us to deliver solutions whenever and wherever they're needed. Sourcing, deploying and supporting Dell EMC technologies has never been easier.

Much more than the technology we deliver has changed over the years. Our partnership has evolved and adapted too, seeing unprecedented growth and historic acquisitions transform both partners into market leaders. Dell EMC is today one of the largest technology companies in the world, its products and solutions renowned throughout the industry and is hailed as possessing one of the most complete product line-ups available today. Likewise, CDW is a recognised global leader for IT orchestration, delivering specialised solutions that simplify IT in

over 150 countries across the globe. The one thing that will not change, however, is our mutual commitment to our customers. Our organisations have both been built on service excellence and customer care and this remains deep-rooted in both business cultures.

The people behind the process

CDW is proud of the pool of Dell EMC focussed expertise we've built. From sales experts to solutions architects, pre-sales consultants to support staff, CDW invests heavily in the expertise of our people so that our customers can focus on running their businesses, not on managing their IT. We put a face to the technology; real people who see the value of connecting with our customers to better satisfy their unique requirements. Our leading demo capabilities and proof of concept labs even provide the chance to try out for real a host of different Dell EMC technologies.

Importantly, we work closely with our Dell EMC counterparts and together share an extended wealth of talent across both teams, enabling us to complement each other's efforts for the good of our customers

Strong Foundations

Our partnership with Dell EMC can be defined by three core strengths – Scope, Scale and Expertise.

Scope	Scale	Expertise
CDW make sourcing, deploying and supporting Dell EMC easier than ever before	CDW deliver Dell EMC technology to almost anywhere in the world	CDW are as certified to the same level as Dell EMC themselves, including as a Dell Authorised Support Provider and Customer Appointed Service Provider
CDW deliver the entire Dell EMC portfolio, through its entire lifecycle	CDW global supply chain capabilities see us able to take Dell EMC solutions as far as users need them to go	CDW know Dell EMC technology, our elite Titanium Black status granting us privileged access to their expertise and products
CDW are able to orchestrate Dell EMC innovation into exceptional solutions using our ecosystem of other pivotal vendor technologies		CDW have a place on Dell EMC's Partner Advisory Councils which means we're able to have our say and apply our knowledge to their programmes





**X Dell EMC certified
Sales Professionals**



**X Dell EMC
Technical Experts**



**X Full-time Dell EMC
focused personnel**

Our Capability

Solutions

·Data Centre and Cloud

Dell EMC's position as the number one provider of enterprise systems to the data centre matched with CDW's broad scale and rich heritage in infrastructure sees us ideally placed to create modern data centres that are primed for change. We specialise in building flexible infrastructures that take minutes to set up and scale, but are designed with power and automation in mind that provide users with more time to innovate. From solutions that take users a step closer to realising their Software-defined Data Centre (SDDC) to significantly reducing total cost of ownership (TCO) as a result of Hybrid Cloud, we give our customers the tools they need to govern their own digital futures.

·Networking and Security

Now more than ever, we know the importance of keeping data safe. With the influx of ransomware attacks and cyber threats at its most prominent, securing business-critical data is the priority. CDW understand that information is one of an organisation's greatest assets, and as such have developed integrated networking and security solutions that protect any workload at every point, spanning data loss management to encryption. There is a reason that Dell EMC is also the number one for data protection, and alongside CDW's experienced specialists we deliver purpose-built defences from modern threats.

·Workspace

One of the key aspects of how CDW prepare users for digital change is by improving the way in which they work. Leveraging Dell EMC innovation, we pair users with the most reliable client devices in the world and around these design a customised experience built to fit their individual working style. We understand

the value of mobility, particularly at a time when remote working and the need to be always connected is considered a matter of course amongst users. Our ambition is to make the workspace anywhere, giving users the freedom and agility they need to stay productive, all the while ensuring that this never comes at the expense of security.

·Collaboration

CDW create collaboration that keeps IT in control. Dell EMC is a leader in file sync and share, which when coupled with CDW's strong background in collaboration solutions becomes a force to be reckoned with. Our strategies empower users to evolve with their changing workspace environments, aligning them with the tools and unified communications that make engagement easy across every platform. Whether email, video conferencing, or using new personal devices, our team is filled with technical experts ready to take customers from the design of their collaboration solution all the way through to support. Collaboration has never been more powerful, more secure, or simpler.

·IoT

IoT represents exciting opportunities for all sorts of organisations. CDW's dedicated IoT practice helps identify where the potential lies and helps design the connected infrastructures that harness the benefits of IoT from edge to core to cloud. Working with corresponding teams at Dell EMC, together we simplify the management of all "things" on our customers' networks and generate critical, real-time analytics that inform their digital strategies.

·Services

CDW have built an entire ecosystem of services in support of Dell EMC technology. It means we are able to source, design, implement, support and decommission practically any

technology from the Dell EMC portfolio. This expertise has been officially recognised by Dell EMC in our services and deployment certifications.

We offer a broad range of co-delivered services that enable our customers to leverage a powerful mix of Dell EMC and CDW expertise depending on their particular requirements.

·Supply

With locations across the world and a 120,000 sq ft National Distribution Centre that includes a 20,000 sq ft Configuration Centre, CDW are experts in the logistics of IT supply. Likewise, award-winning tools like ServiceTrack – our online supply chain management portal – enable customers to better manage the acquisition of new IT assets through comprehensive asset management, tailored purchasing arrangements and deep analysis into purchasing patterns.

Finally, for public sector organisations we offer a variety of purchasing routes through our accreditation on numerous framework agreements, many of which Dell EMC is also accredited under. Accordingly, for customers looking to procure Dell EMC technology we can provide a fast, simple means of acquisition.

To learn more about our partnership with Dell EMC or the solutions we deliver please contact your CDW Account Manager or contact us:

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