

Co-delivery services give IT partners new ways to grow their business

Pentagon System & Services leverages new services competencies as a Dell Technologies co-delivery partner to better serve customers



Business needs

Pentagon wanted to streamline the implementation of Dell Technologies systems and solutions, enhance customer relationships by expanding its capabilities, and increase revenues and profitability by delivering services together with high-quality products.

Business results

- Deliver deployment services in addition to Dell Technologies products.
- Work jointly with Dell Technologies experts to meet customer requirements.
- Expand company capabilities by adding a range of services competencies.
- Access Dell Technologies training, best practices and tools.
- Earn attractive reimbursements and rebates based on total solutions.



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Sairaman Mudaliar

Co-founder and Director,
Pentagon System & Services

Solutions at a glance

- [Dell Technologies co-delivery services](#)

Founded in Mumbai in 1994, Pentagon System & Services provides strategic IT consulting and managed services, including IT infrastructure management, server and storage virtualization, and facility management. The company serves approximately 2,000 customers across India in industries such as manufacturing, financial services, pharmaceuticals, telecommunications, healthcare and more.

Pentagon has sold Dell Technologies products for many years and in 2019 completed the detailed process to become a certified co-delivery partner. This has enabled Pentagon to sell and co-deliver services in addition to Dell Technologies products and solutions to better meet customer requirements and strengthen relationships.

“We’ve sold Dell Technologies products for almost a decade,” says Sairaman Mudaliar, co-founder and director at Pentagon System & Services. “Dell Technologies co-delivery provides the potential to earn additional margin and helps us get and remain closer to our customers.”

Winning together through co-delivery

The innovative co-delivery program provides Dell Technologies partners that qualify with an extraordinary opportunity to integrate services capabilities into their existing business models, so they can enhance customer deployment. This helps improve competitiveness and time to market while increasing profits.

Co-delivery partners have access to several valuable Dell Technologies deployment services tools. These include:

- Enterprise Project Services — An end-to-end deployment project platform that facilitates collaborative implementations involving partners, Dell Technologies sales and delivery.
- ProDeploy Toolkit — A self-contained, stand-alone deployment delivery tool that automates time-consuming implementation tasks by generating configuration scripts for delivery.

Working closely together, Pentagon provides planning and timely installation at the customer’s location while Dell Technologies handles project management and helps oversee and support Pentagon’s service team, leveraging best practices.



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“There is an excellent collaboration between Pentagon and Dell Technologies teams throughout any implementation,” Mudaliar explains. “With co-delivery, if issues arise, there are daily team calls to ensure these are resolved. Customers trust our capabilities.”

The result is that co-delivery using ProDeploy and ProDeploy Plus has allowed Pentagon to significantly elevate its customers’ comfort level and build stronger relationships. This has contributed to hundreds of new deployments of Dell PowerEdge servers, Dell Unity storage solutions, Dell VxRail hyperconverged infrastructure appliances and more over just the past three to four years. Pentagon was India’s first Dell Technologies co-delivery partner and remains the country’s co-delivery services leader, with its overall business growing 30% to 35% a year.

Achieving co-delivery certification

Partners such as Pentagon must complete a checklist to co-deliver services along with Dell Technologies products and solutions.

As a Titanium partner, Pentagon easily met the first requirement to be a gold-tier partner or above. Pentagon has also earned the certifications necessary for co-delivery of services on nine Dell Technologies systems and products.

In addition, co-delivery partners must have ample staff and undergo training by Dell Technologies specialists. Pentagon’s engineers quickly came up to speed and passed the required exams.

“Our focus now is not only on selling products, but also on providing installation with our highly trained engineers,” remarks Mudaliar. “With co-delivery, we’re expanding our services business and introducing Dell Technologies products and solutions to a broader marketplace.”

Satisfied customers and substantial benefits

The program results in highly satisfied customers, with Pentagon able to provide Dell Technologies deployment services directly as an authorized co-delivery partner that customers know and trust. Communication is improved, and implementations can be streamlined with the entire team working hand-in-hand to ensure successful outcomes.



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In addition, the co-delivery program helps Pentagon extend its reach into regions of India where it doesn't currently have any offices. At the same time, Pentagon has enjoyed monetary benefits such as increased revenues and profits. Dell Technologies reimburses co-delivery partners for each system or server sold, as well as provides significant rebates based on the total value of each solution — including the deployment services that are co-delivered.

“The Dell Technologies co-delivery program has not only increased our business, but the additional margin points are also very beneficial,” states Mudaliar.

He concludes, “We are very pleased with how Dell Technologies is helping us grow our business by selling a total solution through co-delivery.”