

DRIVING CUSTOMER CONVERSATIONS

Transforming businesses with modern security solutions

The Dell Technologies Advantage gives you the partnerships, technology and end-to-end simplicity needed to serve all your customers, wherever they are.

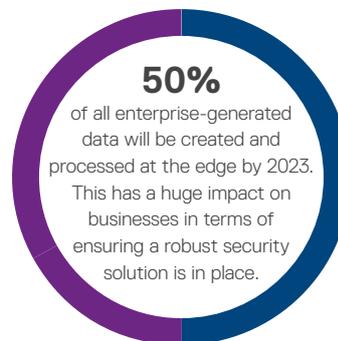
Be the transformer your customers need. Transform their workplace with security solutions that take them to the next level. Utilize this simple conversation with your customers to help them build new breakthrough value with simple, streamlined security solutions that offer end-to-end protection for data, applications and systems.



Putting this conversation in context

Security has never been more important. Now that most organizations are at least adopting a hybrid working model, the need to defend against cyber attacks is at an all-time high.

Distributed data, hybrid work models, multi-cloud environments, and as-a-service sourcing are changing almost everything we know about cybersecurity. Customers need a simplified, scalable, intelligent approach to keep pace and stay protected. They need confidence in the end-to-end security of their solutions – and the guidance of a trusted partner who understands the importance of security across the entire enterprise, plus access to the people, technology, and processes needed to build their breakthrough.



How we can deliver breakthrough value, together

Build new breakthrough value for you and your customers with simple, streamlined security solutions that offer end-to-end protection for data, applications and systems.

1 Protect data and systems

Help your customers design for true flexibility with solutions that embed security features within hardware, software and processes to help them foundationally protect data, applications and systems. Together, we stop at nothing to help combat threats and enhance your customers' security posture.

2 Enhance cyber resiliency

Enable fearless innovation by offering a logic-gapped vault with data isolation and immutability for vital data and applications. This helps you lessen the impact of cyber attacks and provide instant support in the event of any disruption.

3 Overcome security complexity

Combine your own expertise with our wide range of intelligent security applications and intrinsic hardware and firmware-based features to help your customers confidently scale in the face of increasing security complexity.

Your breakthrough conversation benefits



Satisfy the appetite for responding to all cyber attacks

Put your customers' minds at ease with security that manages the risk of everything from ransomware and phishing to email compromise and insider threats. Our robust, best-in-class solutions portfolio has been recognized as #1 in Data Protection Appliance and Software* and by Gartner as a Leader in the 2021 Data Backup Centre & Recovery Solutions Magic Quadrant – a position we've held for 22 years.



Greater margin potential by extending your offering

Promoting relevant offerings across the entire Dell Technologies portfolio enables you to combine our expertise with your own to meet every customer need across the full breadth of the data protection and cyber recovery landscape, as well as wider end-to-end solutions from edge to core to cloud.



Fuel business growth with dedicated training and enablement resources

The Dell Technologies Partner Program is structured to reward and maximize your profitability when you commit and invest in the Program. As you grow your Dell Technologies Partner Program revenue and complete

training competencies, we will reward you through tier promotion and increased rebates. As your tier progresses, so do your benefits. With dedicated training and enablement resources designed to help you maximize every sales opportunity, we're here to help you build your business while you help your customers protect theirs.



Demonstrate your commitment to progressive partnerships

Partnering with Dell Technologies for fortifying your customers' businesses with modern security is a truly progressive choice. By aligning your expertise with Dell Technologies, you're showing your customers you mean business when it comes to environmental, social and ethical responsibility. Dell Technologies can help you securely and responsibly retire IT assets that are no longer needed, helping protect both your business and the planet.

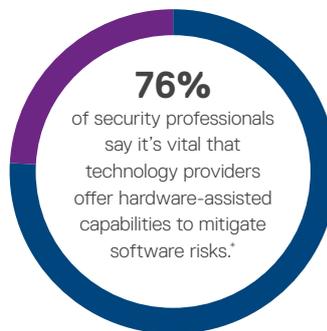


We're also committed to our 2030 Moonshot Goals:

By 2030, for every product a customer buys we will reuse or recycle an equivalent product. 100% of our packaging will be made from recycled or renewable material. More than half of our product content will be made from recycled or renewable material.

Why this conversation matters to your customers

Protecting your customers starts with protecting their data, applications and systems. Cyber attacks threaten every market and the impact of being unable to recover critical data and resume business operations after an attack can be devastating. The reality is that no business or organization is immune. Attackers target businesses of all sizes and across all industries.



Explore dedicated marketing content and begin building breakthrough value for you customers with modern security solutions.

[Visit the Demand Generation Center](#)

*Based on combined revenue from the IDC 1Q21 Purpose-Built Backup Appliance (PBBA) Tracker, with select Storage Software segments from the 1Q21 Storage Software and Cloud Services Qview.

