

DRIVING CUSTOMER CONVERSATIONS

Embracing the Future of Work

The Dell Technologies Advantage gives you the partnerships, technologies and end-to-end simplicity you need to serve all your customers, wherever they are. Embrace the Future of Work is one of four simple conversations you can have with your customers to help them build new breakthrough value and innovation.

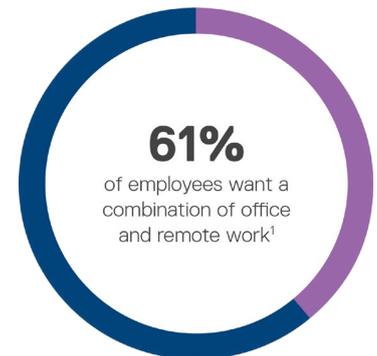


Putting this conversation in context

Hybrid working is now the norm and most businesses need to provide seamless movement between locations and devices to help attract – and retain – the best talent of 2022.

As a result, employers need to accommodate for the flexibility, productivity and security differences that accompany this new way of working.

You need to enable your customers to streamline IT to allow users to work from anywhere, igniting creativity and sparking innovation.



How we can deliver breakthrough value, together

New breakthrough value is at your fingertips. Together with Dell Technologies, help your customers build their breakthroughs and be ready for anything.

1 Accelerate hybrid working

Transform the way your customers deploy, manage, secure, and proactively support users with innovative and flexible solutions. Free up IT teams so they can focus on day-to-day activities, promoting best practices that ultimately help to fuel your customers' growth.²

2 Protect distributed data and devices

Deliver cyber resiliency everywhere your customers are, with the ability to detect, protect and respond to advanced threats. Keep your customers secure, no matter where they choose to work.³

3 Enable intelligent user experience

Empower your customers to fully engage with their work, enabled by intelligent devices, collaborative solutions and data that work behind the scenes to deliver the productivity of working in an office, wherever they are.⁴

Your breakthrough conversation benefits

Unlock natural cross-sell opportunities

Generate greater revenue by leveraging the unique cross-selling opportunities of the Dell Technologies Advantage. From Edge to Core to Cloud, you can generate 8x the revenue from selling all 3 lines of business compared to selling 2 and 36x the revenue compared to selling 1.⁵

Take advantage of a hyper-growth market

IDC's 2021 industry trends report indicates that the PC industry is in a period of hyper-growth, and while this rate might have slowed, the market is still growing. As such, now is the right time for you to capitalize on this demand and increase your sales potential, with the power of Dell Technologies behind you providing the industry's most secure commercial PCs.⁶

Leverage the potential of as-a-Service

Offer the 2022 Dell Technologies portfolio via a unique as-a-Service model. This all-encompassing offering brings together lifecycle services, software and hardware, at a single, predictable monthly price. Enjoy regular, recurring revenue that frees you up to focus on winning new business – simple.

Show your commitment to progressive partnership

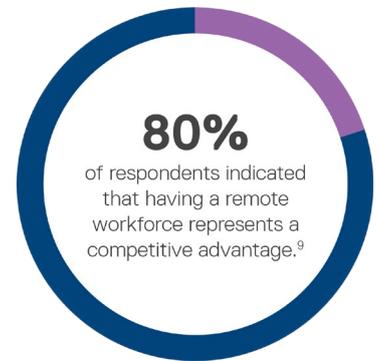
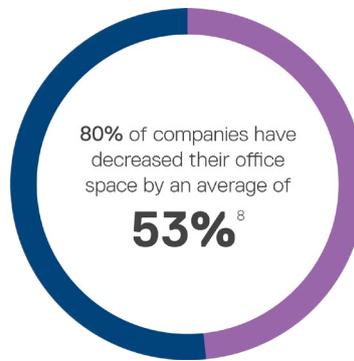
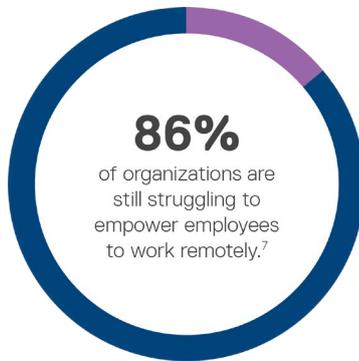
Sustainability and eco-consciousness are essential for winning new business in 2022, and by leveraging Dell Technologies moonshot goals, you ensure you're staying ahead of the competition.

Why this conversation matters to your customers

The hybrid model is here to stay.

There is a growing need for support from partners like yourselves to assist this transformation.

The evidence for this demand is clear:



Visit the Partner Demand Generation Center now to start **building your breakthroughs** with the content you need to enable customers to embrace, and thrive in, the future of work.

¹ Forrester: Hot Desks Or Ice-Cold Employee Experiences / Hoteling Solutions Can Drive Anywhere-Work Benefits — But Only If Done Right, 2021.

² VDI, Dell Unified Workspace, Dell PC as a Service, Asset Recovery Services, ProSupport (Remote support), PCs ready configured out of the box and delivered to users' locations.

³ Dell Trusted Devices, Dell Technologies Managed Detection and Response.

⁴ Dell Commercial PC's, Displays and Peripherals, Dell Optimizer, Workforce Persona Services, Employee Experience Measurement Services, Sustainability – circular economy, ProSupport Predictive and Proactive issue detection the self-healing PC story.

⁵ Based on Q4 FY22 data.

⁶ Based on Dell internal analysis, January 2020.

⁷ Vanson Bourne: Hybrid Work Survey, July 2021.

⁸ MetrixLab: Office Trends of the Future, December 2021.

⁹ Vanson Bourne: Employee Experience Survey, July 2020.