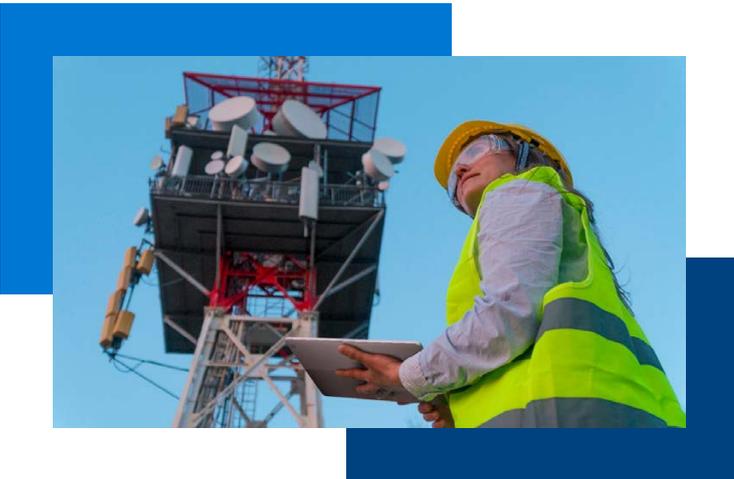


Supporting telcos' transformation from legacy networks

Stylus Networks builds fast-growth business to help telcos prepare for the huge potential of 5G, with support from Dell Technologies.



Partner profile



Telecommunications | United Kingdom



“Dell Technologies offers a vast product portfolio, competitive pricing, a fair business model, customer centric business practices and a very focused and successful partner team.”

Raman Sharma

Vice President Worldwide Sales, Stylus Networks

Business needs

Raman Sharma, co-founder of Stylus Networks, saw an opportunity to fill the gap in telcos' knowledge about how IT will develop and how to invest in future proof datacentre solutions. To fulfil his vision for the new company, he needed to work with a partner that could demonstrate a strong technology roadmap that would deliver his ambitious plans for expansion.

Business results

- Achieved Gold Partner status within two years.
- Secured contracts with leading telcos.
- Poised to support customers in India and the USA.
- Developing new propositions to help telcos monetise 5G.

Solutions at a glance

- [Dell Technologies servers](#)
- [Dell Technologies storage](#)
- [Dell switches](#)
- [ProSupport and ProDeploy](#)

Raman Sharma co-founded Dell Technologies Gold Partner Stylus Networks in 2018 to provide global connectivity, hardware and datacentre solutions to telecommunications companies operating in the UK.

Telcos are transitioning from hardware and wired networks to software defined network (SDN) architectures. But they must also maintain complex business-as-usual systems, leaving limited time to investigate potential replacement technologies, which is where Stylus Networks steps in to help.

Choosing a partner to support growth

Sharma chose to work with Dell Technologies because of; the breadth and quality of its product and service portfolio, its clear roadmap for future technologies and its support for Stylus Networks as a new challenger brand.

He explains, “Dell Technologies offers a vast product portfolio, competitive pricing, a fair business model, customer centric business practices and a very focused and successful partner team.”

Further advantages of working with Dell Technologies include; a common purpose to provide solutions that meet customers’ existing and future business needs, its responsiveness, its technology know-how, and realistic, transparent pricing. This has enabled them to win a deal to support the digital transformation of a European mobile operator.

This deal, alongside the European mobile operator’s choice to partner with Dell Technologies over an alternative cloud provider, was a huge win for Stylus Networks. The clear communication of the transformational impact Dell Technologies can provide was paramount to securing this deal.

As well as providing Dell Technologies’ servers, switches, storage, and services, including ProDeploy and ProSupport, Stylus uses Dell Financial Services to enable flexible payment plans for customers.

Fuelling global growth

Overall, Dell Technologies has helped Stylus Networks grow beyond its original objectives and Sharma envisages a long-term partnership for the two companies.

“The Dell Technologies partner programme is amazing,” he says. “The team is fully motivated to win more business and to help us achieve our objectives.”

Stylus Networks aims to almost double its customer base in the next few years and to increase coverage in additional countries including India and the USA. The company plans to support growth with a new marketing campaign built around educational materials and events for customers.

This will help build the case for new propositions that Stylus is developing in preparation for the full roll-out of 5G, which will enable smart cities, connected cars and other internet of things (IoT) based services.

“5G means more storage and data, and faster connectivity within datacentre networking,” Sharma says. “Dell Technologies provides the roadmap we need to develop our new propositions.”



“We have initiated flexible Dell Financial Services to support large deals, pitched them to several customers and established a number of contracts.”

Raman Sharma

Vice President Worldwide Sales, Stylus Networks

Can Dell Technologies help you support your customers’ digital transformation? [Learn more.](#)

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