

# TITANIUM MODEL SUPPORTS EXPANSION

Medialine grows by 25 percent a year as it seeks to evolve its technology portfolio



Technology

Germany

## Business needs

Medialine has been a long-standing Dell technology partner, becoming one of the first Titanium partners in the new Dell EMC Partner Programme. Medialine needs the best solutions in its portfolio to sell to its end customers, as well as constant communication and support from its suppliers.

## Solutions at a glance

- [Data Centre](#)
- [Enterprise and Client Support](#)
- [Infrastructure Solutions and Commercial Client Support](#)

## Business results

# 24/7

access to Dell EMC customer service and support for troubleshooting hardware and software



# ON-SITE

dispatch of a technician and/or delivery of replacement parts to an approved location



The Dell EMC Partner Programme is designed to help its partners win market share with the best technology and services available. Different partner tiers are attainable within the programme, from Authorised to Titanium, the latter of which can be achieved only by meeting highly competitive revenue thresholds and training requirements. Together with Dell EMC, partners can have a sustained and profitable relationship with the knowledge they're selling world-leading solutions to a global audience.

Medialine is one such partner. Headquartered in Bad Sobernheim, Germany, the business was among the first technology companies to join Dell in 2008, where it was promoted to Premium status after two years. After the Dell-EMC merger and the creation of the new Dell EMC Partner Programme, Medialine became one of the first companies to become a Titanium partner, securing its status as a top Dell EMC solutions seller.

Now, the business has eleven sights across Germany as well as a further three in Austria and one in Romania. It serves more than 650 medium-sized and large businesses globally, with 200 staff dedicated to Dell EMC storage and cloud solutions provided via its seven Dell EMC data centres. The organisation manages around 10 million connections a day for its clients.

"We're very close to our customers — many of them have been with us for years," says Ioannis Tsoultsidis, Vendor Manager at Medialine. "Our aim is to support them long-term. With Dell EMC solutions and services, we can maintain high customer satisfaction and retention levels."

## An award-winning cloud product

Medialine focuses on mid-range storage and cloud services, as well as end-user devices. Its secure data centres host a wide range of cloud and non-cloud workloads for its customers.

Tsoultsidis says, "Having our own Dell EMC based data centres means we have accumulated a vast amount of knowledge on related technology and services. Not only can we show customers how things work in practice, but we also know what works best in various situations and we can offer the best possible solution."

In fact, Medialine's award-winning cloud product has grown 250 percent within the last two years. It sells this and other Dell EMC solutions directly to customers and advises them based on extensive first-hand experience.

## The Titanium edge

To be awarded Titanium partner status with Dell EMC, a business must meet certain criteria. Medialine has more than 130 training certificates and surpasses the tier's minimum threshold of \$15 million annual turnover.

"Dell EMC certifications provide proof of our expertise. They show we know what we're talking about and we can comprehensively advise our customers," says Tsoultsidis.

This tier also provides the complete suite of features available to partners from Dell EMC, such as a dedicated Technology Service Manager (TSM) when ProSupport Plus is purchased and the highest rebate potential, ensuring profitability as a critical element of the relationship.

"Our partnership with Dell EMC supports our growth rate, which is around 25 percent a year on average," says Tsoultsidis. "This is fantastic compared to similar-sized organisations, which normally expect single-digit growth."

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Ioannis Tsoultsidis, Vendor Manager, Medialine

## The secret weapon

Medialine's ProSupport Plus TSM is a particular benefit of its partner status. "Having a TSM is a huge bonus," says Tsoultsidis. "We're very close to ours. He accelerates



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Ioannis Tsoultsidis, Vendor Manager, Medialine

the support process, and, when necessary, the escalation phase. As a Titanium partner, our requests can be sent right up to executive level.”

Overall, the ProSupport Plus TSM saves Medialine up to three hours throughout the support process. That’s equivalent of around 10 percent of the time Medialine used to need to conclude queries. This extra time allows Medialine to keep its data centres running with 100 percent uptime and maintain seamless interactions with customers.

## Exclusively Dell EMC

Medialine has also won several awards as an exclusive Dell EMC solutions partner. It was named Dell Partner of the Year in 2010, and Storage Partner of the Year in 2014. Most recently, the brand was recognised by the Financial Times as one of Europe’s fastest growing companies in 2017.

“Our success comes down to end customer trust in our services,” explains Tsoultsidis. “As we operate with the highest partner status, not only are we best placed to sell Dell EMC products, but we also receive the best possible pre- and post-sales support to guarantee a successful project every time.”

Medialine further ensures its customers’ trust by partnering with the Dell EMC Customer Solution Centres. At these centres, end customers can see any solution in action and ask Dell EMC specialists questions there and then. It’s a level of transparency that gives the end customer confidence that their new product has been tried and tested by experts. Medialine also offers Dell EMC services such as consulting, support, financing and deployment to complement its portfolio.

## Mission-critical support

A key component in Medialine’s arsenal is the ProSupport suite. These services provide superior support for the end user and add an extra layer of security to Medialine’s offering. They are incredibly popular. Around 90 percent of customers purchase ProSupport and a fifth of them go on to buy ProSupport Plus.

ProSupport suite includes:

- 24/7 access to Dell EMC customer service and support for troubleshooting hardware and software
- On-site dispatch of a technician and/or delivery of replacement parts to an approved location

“Even though we’re highly certified, Dell EMC can offer more support, faster especially regarding spare parts or complex issues. Using and selling with Dell EMC support services is the best option for our customers,” says Tsoultsidis.

Building on the success of these features, Medialine is now considering ProDeploy, Dell EMC’s packaged deployment services suite, as a way of growing its portfolio to meet the demands of its customers. It’s just one way the partner is continuing to evolve.

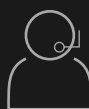
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