

Global IT leaders driving growth with On-Demand Marketing, Trainings and Education for Partners

Tech Data—one of the world’s largest technology distributors—and WWT—a \$12 billion IT solutions provider—deliver innovative solutions to global resellers and Fortune 100 organizations by partnering with Dell Technologies. That’s because they gain an industry-leading product portfolio and complimentary marketing provided by the:

- Dell Technologies digital marketing tool
- Dell Technologies partner demand generation center
- Dell Technologies knowledge center

Dell Technologies digital marketing tool

Ready-to-go marketing collateral



Digital Marketing



Pipeline Generation



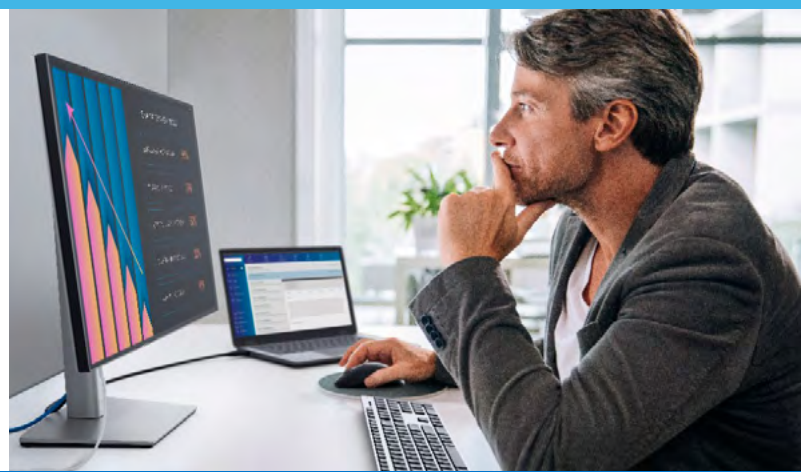
Whitepapers



Activation assets

“Having this toolset readily accessible via single sign-on is a huge time savings for our team—and for our partners—because we can quickly get to the heart of what everyone needs to be successful.”

NICK ATTINELLA
Director of Dell EMC Enterprise Business Development, Tech Data



Dell Technologies partner demand generation center

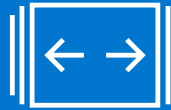
On-demand insights for building business



News & Communications



Campaigns



End-to-End Solutions



Rebates and incentives



“Getting our technical, sales and marketing teams aligned is easier with the complimentary marketing tools from Dell Technologies.”

SHANNON PIATCHEK
Dedicated Marketing Manager, World Wide Technology

Dell Technologies knowledge center

Anytime, anywhere learning



Partner Education content



Product training



Demo content



Technical specifications

By using the complimentary marketing tools, both organizations save time, increase agility and drive growth:



25% boost in marketing efficiency



Helps new reseller book \$60,000 in business within 30 days of onboarding



Cuts costs and resource requirements



World Wide Technology



Halves time spent on campaign research



Identifies target customers weeks faster



Improves marketing collateral

Learn more now.

[Read Tech Data’s case study](#)

[Read WWT’s case study](#)