

Essential IT-as-a-service solutions for SMBs



Become a one-stop shop for all your customers' IT-as-a-service needs.

If you provide hosted or managed services to small-and medium-sized businesses (SMBs), we have two solution areas – the CloudRunner service provider platform and Dell SMB Solutions service delivery capabilities – that will give you single-source provider status among your customers.

SMBs have countless options when it comes to consuming technology. They prefer to buy bundled solutions and increasingly rely on cloud services to meet their IT needs.

Dell's goal is to ensure that our Service Provider partners are the easy choice for SMBs, as trusted advisors who deliver the best value for their investment.

More than anything, SMB customers expect simplicity in value from your managed IT offerings. They want access to all their business-critical applications without the burden of supporting the IT infrastructure. And they expect to pay only for what they use in a cost-predictable, pay-as-you-go model.

Dell service delivery platform

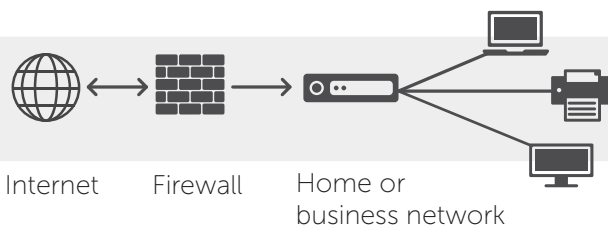


Self-service
application and
service marketplace

Hosted application
delivery



Remote infrastructure
management



Services management, usage analytics, billing, user administration

There's huge potential

for enabling your customers to outsource their IT to you through remotely managed services:

- Gartner says global spending on public cloud services is growing at more than 37 percent compound annual growth rate (CAGR), led by Cloud System Infrastructure Services.
- IDC says that companies with fewer than 100 employees already spend more than \$207 billion on IT, and that's expected to grow to more than \$256 billion in 2017.
- SMB use of software-as-a-service (SaaS) increased by 60 percent last year; and nearly 70 percent of SMBs said they prefer to purchase cloud solutions as part of bundled services.

Dell CloudRunner Service Provider Platform

With Dell CloudRunner, you offer an automated application hosting desktop-as-a-service management and monthly billing platform to your SMB customers in a non-IT user, click-together approach.

This comprehensive turnkey solution addresses your customers' two primary workloads:

1. Reliable access to business-critical applications anytime, anywhere on any securely managed device. We make bring-your-own-device a reality via built-in connectors for iOS®, Android™, Mac®, Linux®, and Java®.
2. Security and protection of critical infrastructure components, including physical and virtual layers (network, computing devices, firewall, and data).

The CloudRunner platform includes your own white-labeled marketplace with automated IT service provisioning and monthly billing model so that your customers pay for value as consumed. It is designed for a non-IT user to click together their IT service needs.

CloudRunner delivers on the foundational value proposition of hosting those high-value apps that SMBs depend on for business success, and securely delivering these apps to any

device. In effect, the cloud-based desktop is your entry point for moving all of your customers' on-premise applications, servers, and supporting infrastructure elements to you for hosting, management and delivery.

CloudRunner Platform benefits

- Manage provisioning and de-provisioning of users, applications, and other cloud-based IT services through a self-service portal in real time.
- Maintain peak performance of hosted desktops with advanced load-balancing schemes.
- Minimize the effects of network latency on end users in branch offices, home offices, and offshore locations.
- Accelerate screen updates, images, and multimedia content for an amazing user experience on different connections and devices.
- Choose from a wide selection of platforms, technologies, storage solutions, protocols, access devices, and licensing options.
- View rich reporting with capabilities including administrative actions, desktop state, and environment configuration.
- Monitor user experience in real time with diagnostics and reporting to display the most relevant data pertaining to the user experience in a single view.

For more information visit
Dell.com/partner/serviceprovider

Delivering on foundational service provider needs



Customer marketplace
Self-service application and IT services marketplace for click-together ITaaS selection and delivery



Auto-provisioning platform
Automated provisioning of hosted and managed IT services



Billing system
Complete billing and reporting system for all recurring charges and revenue by user



Customer support
Administrative portal for services, billing and technical support

Managed Service Provider Value

- White-label and personalize your instance of Dell CloudRunner
- Consumer-based IT consumption platform
- Self-service approach, built for the non-IT user
- Focus on business applications value first
- Services delivered to any managed device
- Remote management and protection across your network, firewall, data, and devices
- Consolidate all of your customers' technology sourcing, enabling you to become the one-stop shop for all their IT needs
- Focus on sales, not technology, and capture your customers' total IT spend
- Leverage your own brand to gain immediate access to a customized application marketplace, which includes hundreds of software application titles in accounting, CRM, SFA, office productivity, and more
- Differentiate your offering by adding any additional application upon customer request

SMB End-Customer Value

- Simplified non-IT user experience
- Monthly usage billing
- Immediate time to value for any app as a service (BYOL or buy new)
- Access to enterprise-grade capabilities at SMB price point
- Cost control, management, and containment at user or aggregate
- Complete cloud-based IT ecosystem delivered as a service
- Complete remote management of physical on-premise IT infrastructure
- All services delivered on any device
- Greater staff productivity and cost efficiency
- Focus on core business to deliver better products and services to increase customer loyalty
- No longer manage technology with a single source ITaaS solutions provider.



Interested? Send us an email at
SPquestions@software.dell.com

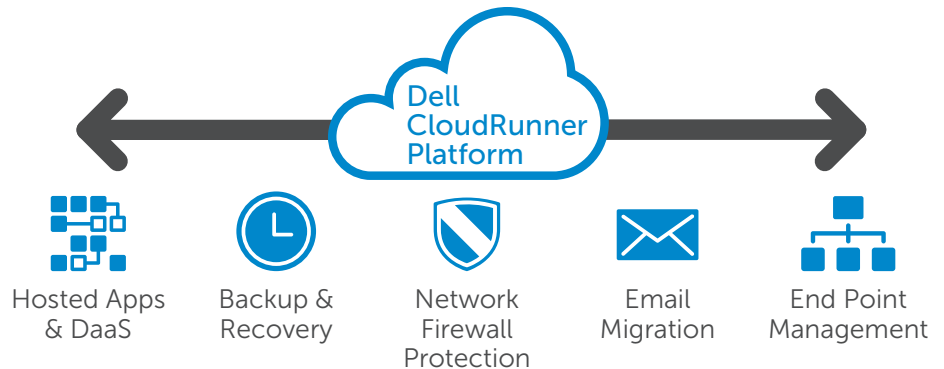


Dell SMB Solutions service delivery capabilities for all of your SMB customer needs

According to Gartner, for every \$1 of hosted apps and desktops, there are 5x of upsell opportunities. With CloudRunner as the beachhead solution offering, Dell SMB Solutions delivers on the 5x upsell promise. Dell SMB Solutions helps you leverage the recurring revenue opportunity with easy, effective solutions that address your customers' needs

for both cloud-based and remotely managed infrastructure.

Together with the CloudRunner platform, these essential ITaaS capabilities abstract the complexity of technology from the user. With you as their trusted adviser for ongoing IT administration and management, SMBs can focus on their primary business. You become the easy choice.



About Dell Service Provider Program

More than 2000 service providers collaborate with Dell for market-ready technology and sales enablement. As a Dell service provider, you're assured to be a part of the next "big thing." Together, we can transform the way customers work by abstracting and automating complex technologies in a simple-to-consume, click-together ITaaS approach. We want to enable you to become that one-stop-shop IT-as-a-service provider by offering you the essential ITaaS solutions that customers need for all their cloud and remotely managed IT needs.

With a tactical plan leveraging Dell software and hardware IP, combined

with your service delivery know-how, you will be empowered to land and expand your service delivery capabilities to capture customers' total IT wallet spend. To this end, we provide business planning tools and marketing support that help launch new offerings and generate more recurring revenue by speeding up customer onboarding, enhancing solution value and easing expansion into new service delivery areas.

Enabling your success

Visit our Enablement area on Dell PartnerDirect portal to access everything you need to confidently evaluate the opportunity for your business, and then competently deliver and manage the entire offering.

For more information visit
Dell.com/partner/serviceprovider

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