Marketing Plan of Record for Small Resellers

Reignite data center business

New

- Storage
 - Lauchlan thru-partner demand gen supporting Rising Stars
- Data Protection
 - Partner trainings on DMXXX

Continue/Evolve

- · Server Digital Door Opener
 - Driving engagement w/ incentive redeemable after taking short survey
- · Server "Welcome Back" customer gift kit
 - High-level server portfolio value prop to increase conversion & create loyalty
- Dedicated monthly email series
 - Focused on Servers Q3-4, expanding to other lines of business in 1H
- One Affinity & The Channel Co thrupartner demand gen
- · Optimize virtual event strategy
- Distributor-led Storage programs

Achieve PC Buyer Growth/Attach

New

- · To-partner strategic marcom
 - Launch digital door opener to drive peripherals "bundles" post-DT/LT purchase & drive traffic to WorkReimagined site
 - Sales-driven Windows OS refresh clutter buster to ~100 Partners w/ open opportunities to drive deal closure
- Collaborate with Client Solutions
 Group field marketing team to optimize
 sales activations

Continue/Evolve

- Leverage One Affinity thru-partner demand gen
 - Position Premium PC products
 - Promote peripherals attach

Drive online purchase paths

New

- To-partner strategic marcom
 - Channelize Premier clutter buster (below) done as digital door opener
 - · Drive traffic via email comms
- Virtual event educating unmanaged partners on Premier & special discount

Continue/Evolve

- Enable sales to drive the right transactions to online
 - Trainings/Power weeks
 - · Outbound pilot for unmanaged

Account Strategy

- Give more support to ~4k Prime accounts with inside-led coverage
- Reach ~40k unmanaged accounts via marketing vehicles with scale
- Seek net-new/whitespace accounts
- Achieve growth in high-potential Authorized and all Gold partners



We hope you enjoy your complementary Daylite Cinch gift. Schedule a virtual visit with your Dell Technologies representative to learn more about Dell Premier.



PREMIER

offers customers a suite of online solutions allowing them to purchase, track and manage their IT assets more efficiently through all phases pf product ownership.



Gain Autonomy



in water overnight. Cover with a thin layer of soil. Keep moist until seedlings are established. Sprouts should appear in about one week.

This paper is embedded with a

andful of wildflower seeds. Soak

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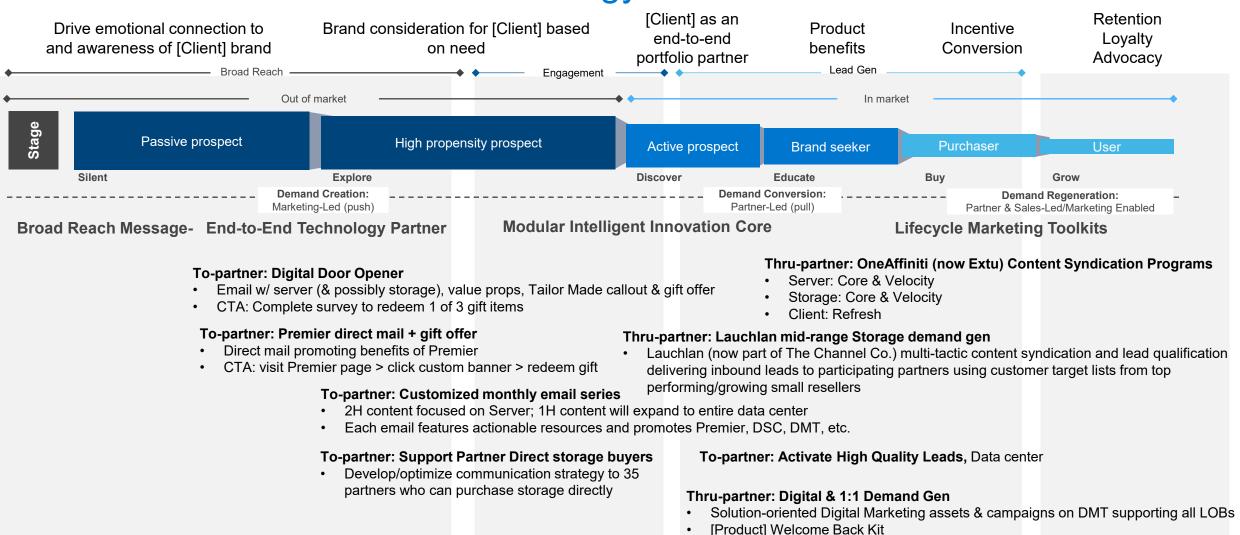
TO LEARN MORE VISIT:



Key Outcomes

- Increased exposure of sales teams to events & marketing activations they can drive w/ partners
- Increased partner engagement with value-add resources (e.g. Digitsl Marketing Tool Partner Portal)
- Transactional business recovery & buyer base growth in Server, Storage+ & PC

Small Reseller Acceleration Strategy



To-partner: Continue to leverage distribution for Storage

- 1000s of activities per quarter, tied to [Client's] strategic priorities
- Activities: awareness/demand gen, enablement, & incentive programs
- Efforts focused only on Authorized, Gold & net-new small resellers