

A win for distributors, resellers and clients

Tech Data helps its teams and its resellers improve sales, savings and client outcomes with complimentary marketing, education and business tools from Dell Technologies.



Customer profile



Information Technology | United States



“With all of the products and support that we get from Dell Technologies, we can help partners give their customers a frictionless experience.”

Sid Earley

Vice President of Vendor
Solutions and Dell Global
Leader, Tech Data

Business needs

To help global resellers deliver competitive solutions and scale their businesses, Tech Data must provide leading technologies, marketing support, business-strategy guidance and IT education. Tech Data also aims to boost its teams' efficiency, especially in relation to learning about and marketing emerging solutions, so that it can increase growth.

Business results

- Increases competitiveness.
- Minimizes costs and resources.
- Facilitates measurable partner revenue.
- Helps resellers expand offerings.

Solutions at a glance

- [Dell Technologies digital marketing tool](#)
- [Dell Technologies knowledge center](#)
- [Dell Technologies partner demand generation center](#)



“We increase efficiency by at least 25 percent with the [Dell Technologies] digital marketing tool. With it, we don’t have to be subject matter experts.”

Stephanie Oskandy

Marketing Manager, Tech Data

Tech Data is one of the largest IT distributors in the world. The company’s reseller partners range from garage-based businesses to global enterprises. To differentiate offerings from other resellers and IT companies, Tech Data delivers end-to-end solutions—and helps partners understand emerging markets improve technical competency and drive growth.

When it started to work with Dell Technologies, Tech Data found that it could not only help partners sell solutions for any industry but also improve marketing, technical education and business strategy by taking advantage of complimentary, single-sign-on partner services. Sid Earley, vice president of Vendor Solutions and Dell Technologies global leader at Tech Data, says, “With all of the products and support that we get from Dell Technologies, we can help partners give their customers a frictionless experience with end-to-end global solutions that deliver the outcomes they’re looking for.”

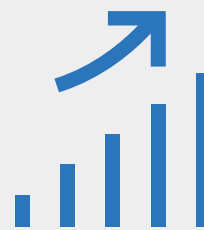
Boosting marketing efficiency by 25%

For professional collateral, email messages, web pages, campaigns and playbooks, Tech Data and its partners go to the Dell Technologies digital marketing tool. Stephanie Oskandy, marketing manager at Tech Data, says, “We increase efficiency by at least 25 percent with the digital marketing tool. With it, we don’t have to be subject matter experts, and we don’t always need a copywriter or designer. A VP of sales can go in, customize an email and send it out. We use the tool daily.”

Today, Tech Data is driving growth with the Dell EMC PowerEdge server refresh and Tech Refresh storage campaigns, and providing a social-selling boot camp and campaign to resellers based on the PowerEdge Playbook for Distributors. Tech Data and its resellers are also using virtual-event ideas from a playbook that offers new ways to connect with customers, despite current restrictions in travel and in-person meetings.

Expert guidance, on demand

Engineers use the Dell Technologies knowledge center to obtain accurate technical and marketing content, about all Dell Technologies offerings. Nick Attinella, director of Dell EMC Solutions at Tech Data, says, “The knowledge center is the first place we go to get answers and trusted materials to put in front of partners and their customers.”



25% boost
in marketing
efficiency



“The [Dell Technologies] knowledge center is the first place we go to get answers and trusted materials to put in front of partners and their customers.”

Nick Attinella

Director of Dell EMC Solutions,
Tech Data

Earley says, “We also use the knowledge center to learn about building next-generation AI, security, cloud and digital transformation solutions with Dell Technologies PowerStore, PowerScale, VxRail and VCF offerings.”

To help partners improve effectiveness and strategy, Tech Data shows them how to use the Dell Technologies partner demand generation center. Laura Mayeux, director of Marketing Strategy at Tech Data, explains, “Partners save time by managing their Dell Technologies business relationship from the one-stop dashboard in the partner demand generation center. They can track rebates, leverage virtual trainings and take advantage of campaigns.”

Driving measurable growth

Tech Data’s enablement teams recently showed a startup reseller how to fuel growth with the knowledge center and the other resources from Dell Technologies. Shannon van den Bosch, manager of Vendor Business Development at Tech Data, says, “Within 30 days of onboarding this partner, they had more than \$60,000 in their pipeline, and they’re working on a \$500,000 opportunity.”

Tech Data also helped a medium-sized reseller who wanted to start selling storage and servers in the government, construction and healthcare verticals. Within three months, the reseller closed a \$77,000 storage deal, while meeting its existing business goals.

“Tech Data and Dell Technologies go to market with partners as a unified team,” says Attinella. “Partners gain the complimentary tools and access to Dell Technologies global supply chain, demo centers, briefing centers, seed units and an army of experts who can help with anything from technical training to operations—to make sure everything goes smoothly and support virtual selling.”

Learn more about Dell Technologies solutions.

DELL Technologies

Copyright © 2020 Dell Inc. or its subsidiaries. All Rights Reserved. Dell Technologies, Dell, EMC, Dell EMC and other trademarks are trademarks of Dell Inc. or its subsidiaries. Intel, the Intel logo, Xeon and Xeon Inside are trademarks or registered trademarks of Intel Corporation in the U.S. and/or other countries. Other trademarks may be trademarks of their respective owners. This case study is for informational purposes only. Dell believes the information in this case study is accurate as of its publication date, October 2020. The information is subject to change without notice. Dell makes no warranties—express or implied—in this case study.

Intel Innovation
Built-in

intel®

Connect
on social

