DELL Technologies
AUTHORIZED DISTRIBUTOR

Your guide to Dell OEM

How to make the most out of Dell OEM opportunities

Intel Innovation Built-in intel

What's in this guide?

01 Who are Dell OEM?
02 The OEM opportunity
03 Why Dell OEM?
04 Dell OEM storage
05 Why Exertis Enterprise?
06 Verticalised use cases
07 Dell support

Who are Dell OEM?

Dell OEM are the division that helps resellers include Dell Technologies platforms, such as hardware, software, and services, into a customer's commercial product solution.

Dell OEM use customer insight to plan their next generation of products to optimise innovation. They offer OEM-specific products you won't get in the Dell standard catalogue.

They focus on your customers solutions and deliver trusted expert advice that helps you manage the details to find the right fit. The Dell OEM team include:

Product experts
Dedicated system architects, engineers, and program managers for your idea.

Procurement specialists
With established suppliers and channels to acquire parts, certify and deliver solutions.

Service experts
Available next day service and support virtually anywhere in the world.

Financial consultants
Providing innovative means to maximise your precious working capital.

Small and mighty solutions
The reason Dell OEM works for Exertis customers, is that Dell OEM look beyond just IT for the benefits of computation. Just like our reseller partners, their solutions work in countless environments such as medical, travel, and education, where power and performance are key.

Their newest suite of products focus on the need for smaller size and greater acceleration. They're the ideal fit for unique tight spaces, without scarifying power you need to power the world's most innovative solutions.
See video

Dell OEM product offerings

Dell OEM offer a wide variety of solutions for every type of customer you may have:

Dell standard
You can bring your IP to the world fast with global access to tier-1 industry standard solutions, from desktop to data centre to the edge.

OEM-ready
Expand your presence and create a better customer experience with tier-1 globally available, de-branded products that you can add your own brand to.

XL/XE
Focus on innovating for your competitive edge, not technology churn, with the product stability, visibility, and longevity of OEM XL and XE offerings.

Industrialised
Get the industrial-grade durability and industry certifications your solution needs, right out of the box, for demanding jobs beyond the desktop and data centre.

Custom
Make your ideas a reality by partnering with Dell technology experts for fast to market delivery of branding, personalisation, fit & function, and specialised environment design custom solutions.

The OEM opportunity

Why is this such a great opportunity? The OEM market is growing and expected to climb from £77bn in 2020 to $103bn by 2023. Dell are in the prime position to capitalise, with their industry-leading portfolio, engineering capabilities, flexibility a global reach which beats the competition.

OEM is a growth business, seeing a $5.2bn in FY20 revenue, 15+% of Dell Technologies server revenue, and 17+% YoY revenue growth. The EMEA market is also predicted to grow from $20bn in 2020 to $30bn in 2023.

This makes partnering with OEM an opportunity not to miss. It will not only help you grow your business but drive new revenue streams and build customer loyalty. And our partners help Dell OEM to capitalise on this massive market opportunity.

How to use an OEM opportunity

When you think that a Dell OEM solution is right for your customer, here's three questions to ask to help you take advantage of your OEM opportunity.

1. **Does the customer embed or attach technology to their product or intellectual property to create a unified solution?**
2. **Do they sell this unified solution to generate revenue?**
3. **Does it require customisation?**

Why Dell OEM?

So why should you choose Dell OEM for your customers' solutions?

- Support with planning, with a dedicated engineering and PM team assigned
- An understanding of global trade compliance and regulatory impacts
- Design and development with one of the industry's broadest solutions portfolio
- Customisation capabilities from basic rebranding to complex, OEM-ready hardware
- Global supply chain, which in most cases shortens lead times and reduces costs
- Ability to build, certify and deploy in most regions and countries
- Global support and lifecycle management, extended warranties, and roadmap support
- Expertise in global fulfilment and deployment

Dell OEM Storage

Dell OEM can transform businesses digitally, which means strong growth opportunity for vertical solutions providers. OEM's digital transformation-ready portfolio leverages data and technology, with leading entry level to high-end storage for all types of workload.

- All-flash storage
- Scale-out NAS
- Object storage
- Hyperconverged systems
- Purpose-built backup appliance
- Public/private cloud IT infrastructure

Innovative storage solutions

It's easy to innovate using Dell's leading storage solutions, from the high-end storage Dell EMC PowerVault, to the fully hyperconverged infrastructure appliance the Dell EMC VxRail.

Storage customisation options

OEM standard offering
Industry leading off the shelf products. These include Dell branded products and in some cases no branding HW/SW.

OEM-ready
Completely de-branded products. That means the Dell branding has been removed from HW, SW, documentation, and packaging. It also includes global regulatory certifications.

OEM custom*
These are fully customisable options. That means you can go to market with a completely different brand.

*The level of customisation depends on requirement and specific product.

Why Exertis Enterprise?

Exertis Enterprise

We have the ability to create a tailored, scalable, and cost-effective stack of tools and products that are optimised for your exact environment. We're a distributor with a true value-add ethos, which means we offer our customers and partners unrivalled choice and flexibility. We also have:

- UK headquarters
- 7 regional European offices
- Warehouse facilities in both the UK & mainland Europe
- State-of-the-art ISO accredited integration facility
- Professional services division

exertis | ENTERPRISE

The ideal distributor

Our vast experience in working with top manufactures around the world means we are in the perfect position to help you grow your business with Dell OEM. We provide you with:

INNOVATION
With a market and application-focused approach

UNDERSTANDING
A range of support options across the complete solution

FLEXIBILITY
All-encompassing support structure for our customers

EXPERTISE
With product experts across the entire portfolio

DEDICATION
State-of-the-art ISO accredited integration facility

PARTNERSHIPS
As a trusted advisor to the channel you work in

Fully supported solutions

We use our knowledge of markets and applications and our expertise across the portfolio, to ensure we supply you with right product to fit the application and workload. And we offer an unrivalled integration service portfolio and flexible support offerings.

You will always benefit from the support of our large specialised team of experts, who will help you with business development and support with pre-sales and post-sales. This support starts at initial engagement, continues through deployment, and remains in place as long as you need.

Our consultative vendor agnostic approach means we understand all the market challenges that help us retain our market share. We work directly with server focused third-party partners including Intel, AMD, Nvidia Mellanox and Xilinx.

Global reach supply chain

Employing 4,200 people in 21 countries, our businesses are located across Europe, North America, Asia-Pacific, and the Middle East. We've also obtained AEO (Authorised Economic status Operator) status within Europe and have a Netherlands warehouse supplying component stock to customers.

Flexible credit services

We work with resellers and retail partners to try and arrange extra credit where possible. We regularly review credit levels and we're happy to discuss the opportunity to broaden credit.

Leasing solutions

Our leasing solutions provide a unique approach. Whatever your customers' financial needs, we tailor-make a solution to meet everyone's cash flow requirements. We've a range of options to suit each asset and company and will guide you through your solution every step of the way.

Global reach supply chain

- Image load to HDD
- Software installation
- Soak/splash screen modifications logo etc
- Firmware modification
- Revision control
- Defect management
- Failure analysis
- Custom packaging
- HDD de-stroking
- Capacity to serialise all the memory modules with documentation
- German speaking support mechanism in place
- Extensive burn-in testing
- Customer specific test procedures
- Project specific build documentation
- Dedicated QA personnel
- ISO 9001:2008 accredited
- Manufacturer certified engineers
- CompTIA A+/Server+ certified engineers
- Line and cell build capabilities

Verticalised use cases

Healthcare

This can include medical devices, equipment, and cutting-edge technology that improves patient care within hospitals and surgeries.

Appliances
Integrated HW/SW devices with locked-down components, genomic sequencing, pharma research, diagnostics, computer vision, and health information systems.

Embedded
Compute integrated within a bigger machine with embedded diagnostics solutions, healthcare kiosks, medical devices, and monitoring equipment.

Attached
Customer requirements integrated at the factory and attached to machines for MRI, research equipment, and image viewing systems.

Edge
Deployment of technologies into remote environments and connected to the cloud, such as telehealth, and mobile MRI machines.

Military & defence

These need to be ruggedized, secure and compliant solutions for mission-critical environments.

Appliances
Ruggedized enterprise-grade platforms that can be deployed in forward operating bases, command posts, ground vehicles, air, and sea craft.

Embedded
Compute integrated within a bigger machines such as unmanned vehicles, computer vision systems, and weapons guidance systems.

Attached
Customer requirements integrated at the factory and attached to machines. Often for AI-aided imagery analysis, cybersecurity, and predictive equipment maintenance.

Edge
Deployment of tactical edge computing into remote environments and connected to the cloud for use in drone fleets and with digital soldiers.

Industrial

These solutions drive innovation and improve operational efficiencies from factory floor to energy field.

Appliances
Integrated HW/SW devices with locked-down components. Used for building control and automation, smart supply chain, etc.

Embedded
Compute integrated within a bigger machine such as the technology inside of a production line.

Attached
Customer requirements integrated at the factory and attached to machines. For use in AI and computer vision quality assurance, and collaborative robots.

Edge
Deployment into remote environments and connected to the cloud. Often used for turbines, mines, pipeline valve monitoring, and fleet management.

Telecom

Use cases mean partnering with network equipment providers to transform networks from cloud to the core to the edge.

Infrastructure
Enable telecom equipment vendors to integrate Dell hardware within their fully engineered and validated products for service providers.

Appliances
Enable customized requirements, such as product modifications and industry certifications, validation, custom s/w images, branding, and extended product life support.

GTM
Partner with NEPs/ISVs through joint GTM agreements, enabling Dell to sell validated infrastructure to service providers.

Edge
Offer hardware form factors and customizations for deployment outside traditional data centres, such as edge appliances for 5G services.

Dell offer a range of support for every type of customer. They've made it easy to choose from every support package from Basic to Pro Support Plus:

Basic

- Parts-only support
- Next-business-day response
- Business hours support
- Out of region phone support
- Support on SATA drives limited to 1 year

ProSupport

- Access to OEM support team
- Scheduled onsite visits
- 4 hour or next business day response
- Access to Tech Direct
- 24/7 phone support with secure remote tool set
- Global command centre case management
- Emergency dispatch
- Escalation management
- Collaborative support
- Support assist
- Additional 90-day support

ProSupport Plus

- Support planning and reporting
- Technical account manager
- Quarterly business reviews
- Established joint policies and procedures

With ProSupport you also get OEM queue.
This provides a regional single point of contact for technical support specifically for OEM customers.

- Can be used as a regional single point of contact for calls on products with ProSupport
- Staffed by agents who understand the OEM model
- Staffed by agents who have access to customer specific information
- Ability to optimize tech support portal with OEM customer-specific instructions for agents
- Leads to shorter calls for a better customer experience

Contact our Exertis Enterprise Specialists

Contact Us