

CUSTOMER STORY

Dell

Solution Overview

Products and Services
Execution

Industry
Information Technology & Services

Organization Size
10,001+ Employees

Country
Worldwide

Language
English

Dell Launches their second Microsoft Azure Service Offering

The right sales materials make the Microsoft Azure Business Continuity Disaster Recovery offering a success.

Understanding their needs:

After a successful Phase 1 launch of [Microsoft Azure Backup and Azure DevTest Labs Services](#), Dell, a leading, global, end-to-end computing solutions company, was ready to roll out Phase 2 of their Azure service offerings. Looking to make this launch as successful as Phase 1, Dell reached out to EMM, who was part of the original launch, to create sales materials for Dell's internal sales teams and customers for their Microsoft Azure Business Continuity Disaster Recovery (BCDR) offering.

How we helped:

Dell's launch of their Microsoft Azure Backup and DevTest Lab Services was such a success, their customer demands grew for more Microsoft Azure services. This led to the second phase of Dell's Microsoft Azure rollout, the Microsoft Azure Business Continuity Disaster Recovery (BCDR) solution. To help their sales team with this new offering, Dell reached out to EMM, who was part of the original launch, to create the new sales materials.

As a small business, it can be challenging for an IT team (often times a team of 1) to find the solutions to protect their company. Microsoft Azure BCDR provides a cost-effective solution for these companies to get the business protection they need.

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Protect Your Business with Azure Business Continuity Solution from Dell EMC

- Affordable and easy to use subscription-based pricing
- Removes the need to invest in a secondary datacenter
- Remote care of secondary and on-premise
- Expert guidance to build your digital recovery plan

The Azure Business Continuity Solution from Dell EMC handles the complexities of today's business continuity and disaster recovery challenges so you can focus on your business. The Dell EMC solution offers you a simple, unified system providing backup, data protection, automated restoration, and recovery, and continuous health monitoring, and Dell EMC makes it easy for you with your proven monitoring and orchestration.

Dell EMC's Azure-based solution can satisfy all your business continuity needs:

- Comprehensive protection: Data sovereignty with geo-replicated off-site storage. Meets regulatory compliance requirements with data retention up to 99 years.
- Scalable high volume data with flexibility delivered by the global Azure Cloud or over 100 data centers.
- Test your disaster recovery procedures as often as you want, without affecting production workloads.
- Minimal investments required. No secondary site build-out is required and you only pay for resources as needed.

Ideal for:

- Complex environments with a mix of virtualization technologies, cloud technologies, and physical assets
- Protecting rapidly growing volumes of data and expanding needs of virtual machines
- Controlling costs
- Adhering to increasingly stringent data retention and privacy regulations
- Protecting data and applications from new evolving attacks
- Reducing IT time spent on time-intensive media management and manual processes

Delivering IT time spent on time-intensive media management and manual processes

The Azure Business Continuity Solution from Dell EMC will satisfy all your business continuity needs. Delivered with Dell EMC's white glove on-boarding process and Dell EMC Consulting to build out your plans and operations.

- Automated failover and fallback
- No impact recovery plan testing
- Application replication
- Data security and secure transmission
- Data retention

To sign up today, email Get_Azure@Dell.com

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How we helped (continued):

As a small business leader, Dell is always looking out for their customers, providing the right services at the right time. Microsoft Azure products are often thought of as too technical and complicated. Wanting to make the product more approachable for Dell's customers, EMM made sure the sales materials were written and designed in a way that made Microsoft Azure BCDR understandable for an IT professional within a small or mid-sized company.

The Solution Sheets EMM designed and developed broke down Microsoft Azure BCDR into consumable pieces, helping the Dell sales team easily explain the product. With these tools, Dell's Sales team was able to successfully inform small businesses and sell their Azure BCDR offerings.

Did you know?



"42% of B2B organizations say email is one of their most effective lead generators for targeting new clients."