



# Partner Sales Academy

Simple.Predictable.Profitable.™



Windows Server 2016: Power your business.



Windows Hello: you are the password.



# Channel Partner Handbook

## Dell Financial Services (DFS)



## 1 Customers are facing challenges when trying to achieve their digital transformation strategy

Our customers are looking to transform their environments, and Dell EMC is at the forefront of enabling that transformation. This is the year of IT transformation.

In addition to transforming their technology, our customers are also looking to change the way they pay for that technology. And we are going to join our customers on that journey.

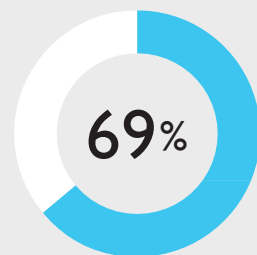
Some of the challenges customers are facing in achieving transformation are:

- Capital constrained
- Limited IT budget
- Technology adoption risks
- Unsure of best strategy

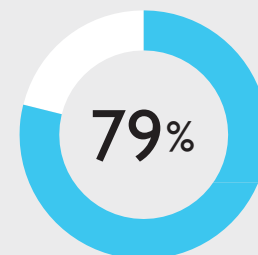
DFS can help address these challenges with our payment solutions for flexible consumption.

### Customers Value Financing

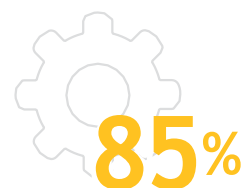
Does availability of financing impact your choice of vendor?



Has an influence when buying from vendor / OEM



Has an influence when buying from a channel partner



*of customers said the ability of a technology vendor to provide financing was a factor in their decision-making*

Source: Forrester



**60%** *of customers indicated that the ability to finance TOTAL solutions is an important benefit of financing*

Source: IDC IT Buyer Perceptions, Strategies and Requirements

Independent research backs up our view that customers are more interested in payment options than might have historically been the case.

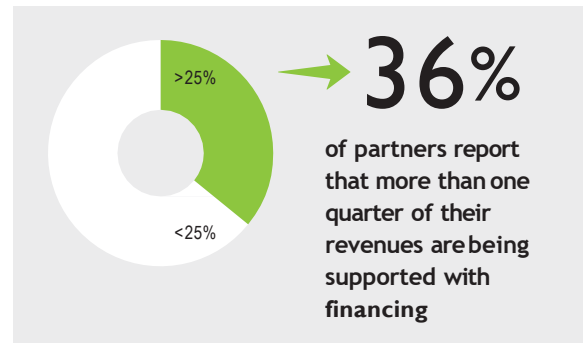
A recent survey from IDC<sup>1</sup> highlighted that a large majority of customers consider the availability of financing options when choosing their IT supplier. This is particularly true when customers are buying through a channel partner.

We are seeing more channel partners setting up their own financing business to work alongside vendors such as ourselves and believe that this is driven by customer demand for payment solutions.

<sup>1</sup> Source: IDC Competitive Market Survey.

Canalys did a survey<sup>2</sup> of 160 partners in EMEA for us recently. Again, their data confirms that partners are using financing more frequently with over a third of partners reporting that 25% or more of their revenues are being financed. We believe this reflects a growing demand from customers for payment solutions.

**And EMEA partners are using financing**  
What % of your business involves financing?

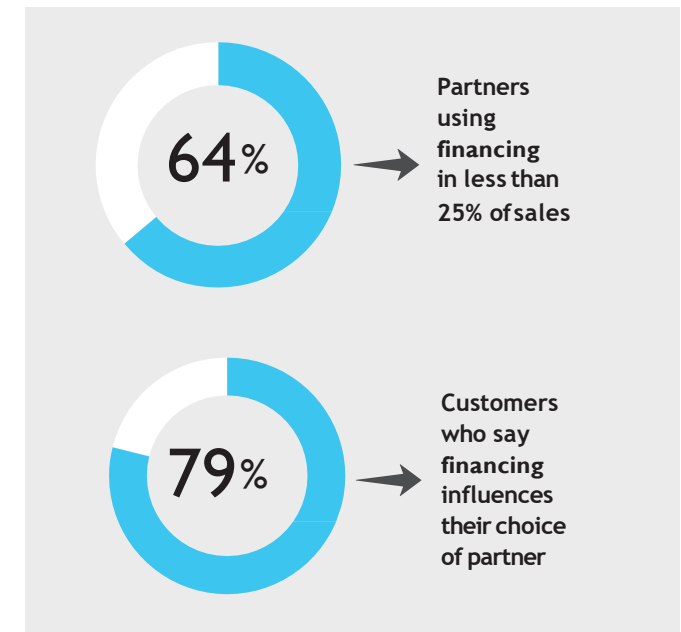


Source: IDC IT Buyer Perceptions, Strategies and Requirements

However, this still means that 64% of partners are using financing less frequently and are probably simply reacting to customer requests rather than using financing proactively as a close tool. For many partners, there seems to be a disconnect between what they are offering to customers and what customers are saying they require.

**Customers Value Financing**

Does availability of financing impact your choice of vendor?



<sup>2</sup> Source: Canalys - Comparison of financial services.


## 2 Key assets of financing

### The expertise of Dell Financial Services

Dell Financial Services (DFS) delivers proven and innovative IT financing solutions that leverage an in-depth understanding of the unique demands of the IT environment, unparalleled technology expertise and a seamless customer process.

Dell Financial Services is dedicated to providing organizations the freedom to acquire and deploy the right technology solution right now, not just when the budget allows. Providing full-service leasing, financing solutions and alternative procurement methods to tens of thousands of customers in over 50 countries worldwide, DFS funds over six billion dollars annually.

Delivering a single solution for all customers technology financing needs, DFS covers hardware, software and services from Dell EMC as well as third-parties, providing the same financing terms whether customers choose to buy direct or through a channel partner.

 **73%** of customers consider their funding options before the quoting stage, and only 17% evaluate options at the pricing/quoting stage.

Forrester

### How to win with Dell Financial Services

Firstly, we encourage you to involve Dell Financial Services early in customer planning. We know that when customers integrate financing into their thinking at the outset, they often will achieve better business outcomes.

Secondly, we also encourage you to ask us to run financial simulations. These are totally free, fast to turn-around and they enable you to make well informed decisions and compare scenarios over different terms so you can then weigh up the pros and cons of each.



**Involve DFS early in your Sales cycle** when customers integrate financing into their thinking from the outset, they often achieve better business outcomes



Ask us to run financing simulations so you can **evaluate the best scenario for your business**

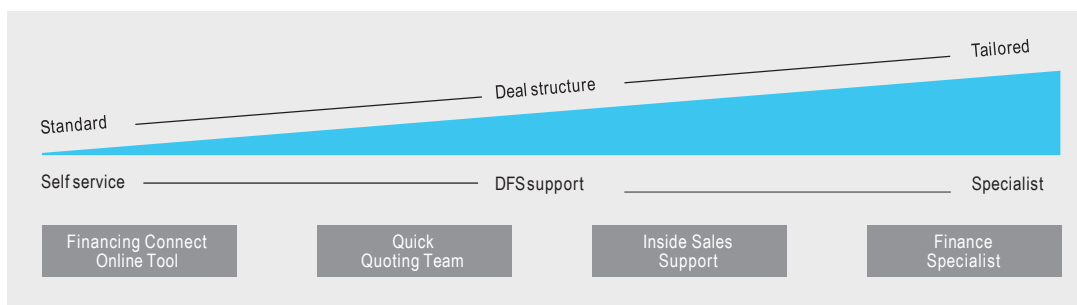


**Contact a DFS representative today**

### What's it like partnering with DFS?

By partnering with DFS you will be able to offer your customers a full suite of payment solutions.

We understand that speed is of the essence in your business. Therefore there are multiple ways to access DFS support depending on the type of deal and required financial services.



**A lease vs. buy analysis shows an x86 server managed on a three-year rotation cycle costs only 75% when compared with servers that are purchased outright.**

Source: IDC white paper commissioned by Dell EMC, "Managing IT Infrastructure Renewal,"

**70%**

*of customers said that easier access to funds allows them to think beyond their immediate needs with a more strategic mind-set. Financing is a critical enabler for business.*

Forrester



**Dedicated account management** and inside sales support with technology financing expertise, fully integrated with Dell EMC sales motion



**Fast decisions** and a seamless process without delays associated with independent lenders



**Take advantage of the current special offers:** promotions, close tools...



**Master Leasing Agreements** ensure streamlined future IT acquisitions with little to no additional paperwork



**Lifecycle support:** everything from planned acquisition through to secure, responsible recycling



**Self-serve online portal:** have easy, anytime, anywhere access to their portfolio and account

### 3 Partner & customer benefits



**Servers managed  
on a 3-year systematic  
replacement cycle  
cost at least 32%  
less when compared  
with servers on a buy  
once model**

Source: IDC white paper (sponsored by Dell EMC), "Deploying an Effective Server Life-Cycle Strategy Will Minimize Costs: Leasing Is a Valuable Tool,"



**Notebooks managed  
on a 3-year replacement  
cycle cost on average  
24% less per PC  
when compared with  
notebooks on a buy once  
model**

Source: IDC white paper (sponsored by Dell EMC), "PC Leasing and Financing: The Benefits to Enterprises Pursuing a PC Leasing Strategy,"

In a business environment where access to working capital and credit is a challenge, Dell Financial Services (DFS) can be your perfect trusted business partner in addressing that critical need, helping you to accelerate your business and IT Transformation with solutions that benefit you, our partner and your customer.

#### Customer benefits

##### ✓ Lower monthly payments

Financing will help your customer to achieve lower monthly payments and because of this they will be able to see their return on investment more quickly than if they purchased the equipment outright.

##### ✓ Preserve cash for other business investments

- Beat budget constraints by spreading costs over several budget cycles.
- Accelerate ROI by phasing payments to match benefits.
- Increase operational efficiency with payment deferrals & flexible upgrades.

##### ✓ Lower total cost of ownership

Depending on the type of agreement, financing can also reduce the total cost of ownership (TCO), delivering continually updated equipment at lower costs than buying outright.

##### ✓ Technology refresh options

Our customer focused end of lease terms include multiple return options with minimal damage charges and no lengthy renewals.

#### Partner benefits

##### ✓ Total solution

DFS can finance Dell EMC and non-Dell EMC hardware, software and services sold directly through Dell or you, our partner, which means your customers can finance the total solutions using only one financing partner.

##### ✓ Maximize margin potential

Introduce DFS early in the sales cycle, to remove the budget constraints by providing finance options like loans, leases, promotions and flexible procurement options.

##### ✓ Close larger deals

Utilize financing to maximize your customer's buying power

##### ✓ Improve cash flow

DFS typically pays you within 72 hours of your customer confirming they have received the product.

##### ✓ Minimize risk

DFS works with the end user to establish credit, shifting the repayment risk from you to DFS.

##### ✓ Increase customer loyalty

Gain insight into customer purchasing cycles, allowing you to proactively position solutions prior to contract expiration

##### ✓ Rewarding loyalty program

DFS loyalty program. Earn referral fees for bringing new business to DFS. To be implemented in Poland in FY20



## 4 Summary of Dell Financial Services solutions



OWNERSHIP	Helps customers manage cash flow by spreading payments
<b>Finance Lease</b>	Provides affordable technology acquisition through budgeted payments
<b>Loan</b>	Make predictable payments over time while maintaining ownership of hardware, software and services














ROTATION	Implements a regular rotation cycle to maximize useful life
<b>Fair Market Value Lease</b>	Enables regular technology refresh cycles contributing to a circular economy at the lowest total cost of ownership
<b>End of Lease Services</b>	Extend, buy or return the assets at end of lease. Fee-based return services include data wipe certification and logistics options



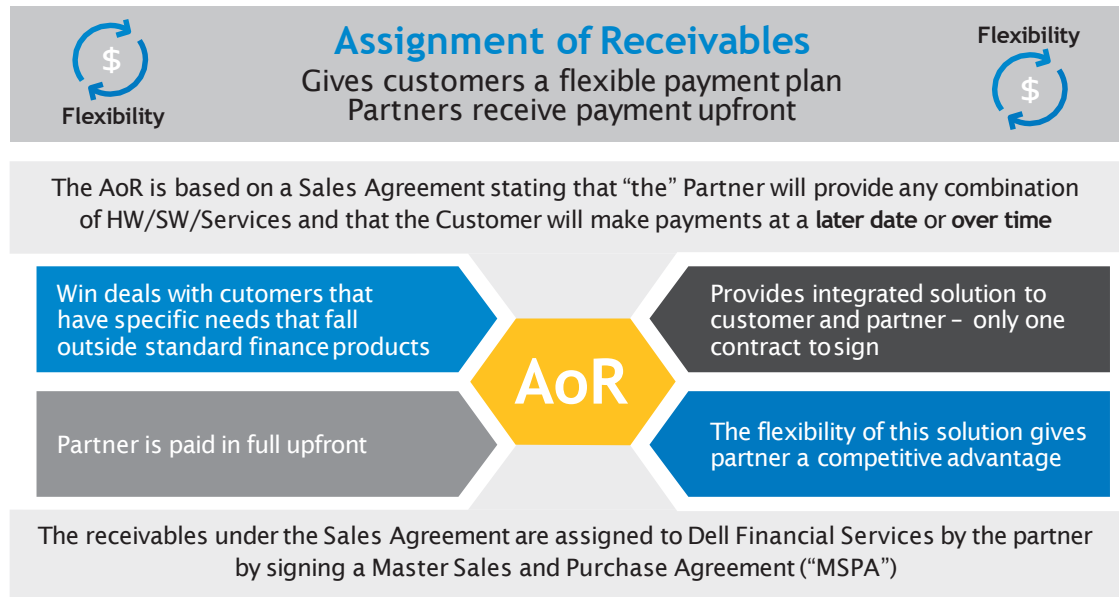
SOFTWARE	Financing software transactions, including service and maintenance fees
<b>Flexible software payments</b>	Acquire the software you need today and plan for the future by taking advantage of multi-year maintenance discounts and meeting your budgetary needs with flexible payments.
<b>Transformational License Agreement (TLA)</b>	Enable your IT transformation through a single, simple software agreement for license and maintenance that provides maximum flexibility for future IT needs.



FLEXIBLE	Custom payment structures to solve customers business needs
<b>006 Lease</b>	Get the technology your customers need now, pay nothing for 6 months and gain an extra 6 months' free maintenance
	42 months of maintenance for the cost of 36
	Migrate to the next IT environment without upfront costs
<b>OpenScale products</b>	 <b>PAY AS YOU GROW</b> Acquire all assets up front with payments that scale to match your forecasted business growth.
	 <b>PROVISION AND PAY</b> Acquire technology over time with recurring plan, deploy "AND" pay cycles.
	 <b>READY CAPACITY</b> Acquire base and buffer capacity now while deferring buffer capacity payments until it is activated or nine months have elapsed
	 <b>FLEX ONDEMAND</b> Acquire base and buffer capacity now. Make a set minimum payment for base capacity, and pay for buffer as you use it.
	 <b>DATA CENTER UTILITY</b> Establish a pay-per-use environment across your entire IT infrastructure.
	 <b>CLOUD FLEX</b> Evaluate the feasibility of on-premise hybrid cloud products..
<b>PC as a Service</b>	<p>Dell PC as a Service (PCaaS) solutions combine hardware, software, PC lifecycle services and financing into one all-encompassing service providing a single, predictable price per seat per month</p> <div>  Hardware           +             Deployment           +             Support           +             Asset Recovery           +             Year Term         </div>



## ASSIGNMENT OF RECEIVABLES... A FLEXIBLE ALTERNATIVE



## 5 Summary of Dell Financial Services tools

### MLA/GMLA: (Global) Master Lease Agreement

A single (global) framework lease agreement for direct leasing with Dell Financial Services.

#### Simplicity

(Global) customers can negotiate one framework lease agreement to provide for leasing across different countries

#### Consistency

Provides for a single set of core leasing terms for the customer

#### Flexibility

Allows customers to grow their business with the flexibility to manage their leasing requirements through a single framework lease agreement allowing their leasing requirements to keep up with their business needs

### myDFS.com (Online Asset Management Tool)

Dell Financial Services' new online tool to manage customers account needs.

- Review account details at any time
- View and manage DFS assets
- Easily view contract information
- Review invoices and payment status as required
- Manage end-of-lease options

## 7 Why Dell Financial Services and why IT investment solutions?

We know that budget restrictions represent one of the biggest barriers to customer purchase decisions. However, financing solutions from Dell Financial Services enable you to move the conversation away from the requirement for large upfront funding commitments to the potential for acquiring and deploying the right technology right now and paying over a number of years, without the need for significant capital outlay.

According to Forrester research, introducing financing early in the conversation can be critical to sales success, presenting customers with the opportunity to evaluate technology solutions without having to worry about budgets.

Dell Financial Services offer solutions that address the concerns of both key decision-makers: the IT Director and the CFO.

### IT DIRECTOR

#### Prime concern: operational flexibility



##### CHALLENGES:

- ❌ Obsolete solutions that are costly to maintain and which drive up management costs.
- ❌ Budget restrictions that impede immediate upgrades. For example: the IT Director faces pressure from the business to deliver more innovation and agility but lacks the financial resources to modernise the infrastructure.
- ❌ Operational restrictions, like not having the appropriate in-house expertise or capabilities.



##### HOW FINANCING CAN HELP:

- ✅ Protects against obsolescence, allowing technology to be refreshed at a time that suits the business.
- ✅ Offers upgrade flexibility and choice, providing the budget to influence upgraded decisions.
- ✅ Provides operational flexibility by allowing for alignment of appropriate resources to new solutions.

### CFO

#### Prime concern: financial flexibility



##### CHALLENGES:

- ❌ Preventing budget overspend.
- ❌ Conserving capital for core business initiatives.
- ❌ Continually increasing infrastructure costs.



##### HOW FINANCING CAN HELP:

- ✅ Generates predictable costs spread over time, avoiding surprises and budget overspend.
- ✅ Protects CAPEX budget by shifting spend from capital expenditure to operational expenditure.
- ✅ Infrastructure costs can be reduced by modernising the infrastructure. Financing can stop the escalation of infrastructure.
- ✅ Costs and even reduce them by enabling solutions that are more efficient and easier to manage.

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# Dell Financial Services, the freedom to deploy the right solution, right now

Change can bring rich **opportunities...**

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