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Distributor

Tech Data and Dell

Working together

Tech Data and Dell Working together

Choosing to purchase Dell is a smart move for your business, and this pack will help you find out why – as well as how to get the best possible service from Tech Data and Dell.

This pack explains the benefits of working with Tech Data and Dell product files for you to use to help sell Dell to your customers. Find out more about Intel® technology and the whole Dell PC and monitor range to ensure you know all about the Dell products you sell.

Tech Data and Dell: giving you more together



Tech Data and Dell

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Tech Data and Dell

The ultimate partnership

Tech Data and Dell are proud partners in a rapidly changing IT environment. Our relationship provides VAR and reseller access to selected Dell technologies, combined with the Tech Data services, expertise and relationships you've come to rely on. Resellers now have a broader product portfolio to offer customers, and can take advantage of faster delivery of popular in-stock systems.

A great combination

Dell's capabilities as a vendor are world-class, whilst Tech Data focuses entirely on the needs of resellers – making for the perfect partnership. Tech Data has the people, experience, tools and processes to meet all the needs of resellers in the SMB, corporate, consumer and public-sector markets.

When buying through Tech Data, you will continue to receive any support you are currently receiving from Dell – plus the added advantages of buying through us.

Access to a huge portfolio of products

At Tech Data we give you the opportunity to maximise your return on investment through our extensive range of products. Our highly experienced specialists – and the tools on TechData.co.uk, also referred to as InTouch – will help you find the best products to recommend alongside Dell PCs to increase your margins and bring your customers a complete solution.

Dell's online portfolio will enable you to easily select from our award-winning range and add items to your order – and every device you select online will bring up a selection of accessories that work best with it. All of our products deliver the screen, performance, connectivity and productivity features to meet the needs of your customers.



Reseller opportunities

It's easy to get rewarded just for purchasing and selling Dell – and Tech Data is working with the company to put programmes in place designed to open new opportunities to resellers and their customers.

We will keep pricing competitive and notify you via email if any products you regularly buy from Dell see a significant price drop, so you can rest assured you'll never miss out on the best deals in the market. You will also find our current offers marked in red when searching on InTouch, so be sure to keep an eye out!

For further information, or if you have any questions about purchasing Dell products from Tech Data, please call us on **01256 864 207**.

Tech Data and Dell

Why work with Tech Data?

Tech Data is one of the leading distributors of digital technology, communications and consumer electronics products and services in the UK and Ireland. And with over 30,000 stock items, our customers can be sure they have the best range of quality products right at their fingertips. Our partnership with Dell is underpinned by the experience and expertise of our staff, enabling us to support you – whatever your unique requirements.

With over 40 years in the IT industry, Tech Data understands the importance of time and efficiency in forging and maintaining successful partnerships. We pride ourselves on delivering in these areas so we can continue to assist resellers on every step of their journey with us.

Delivery & Stock

Our industry-leading warehouse is located in the centre of England, within four hours of 85% of the population. Our 46,000m³ space enables us to fulfil over 20,000 orders a day.

We offer flexible delivery options – including next-working-day delivery on all UK orders placed before 4pm, end-user drop shipments, and custom labelling. We also provide additional timing options, special deliveries and secure bulk deliveries

Customer Services and After Sales

We understand the importance of excellent customer service. That's why we have a dedicated support team focused on providing assistance with delivery enquiries website issues and returns.

We also offer the configuration and imaging of most equipment, including PCs, servers and mobile devices, as well as the option to add asset-security tagging, laser engraving, and customised text and logos to the products you order.

What's more, InTouch can be used for 24/7 after sales services such as delivery tracking, returns, short-shipments and advance-replacement requests.



Credit services

We have a specialist credit team that provides extensive credit options to improve the cash flow within your business.

Plus, when partnering with a first-line distributor such as Tech Data, you can help accelerate your credit limit. By developing your credit line, you can increase working capital and better manage your growth strategy.

For a credit assessment, contact us on **01256 864 244** or by email: **limitreviews@techdata.co.uk**

InTouch 24/7 access

InTouch is Tech Data's one-stop shop, offering you the opportunity to check prices and stock levels, place orders directly, automate order processes, view electronic invoices, access delivery information and more. By using InTouch, you have easy access to our stock profiling at any time of day – reducing errors and cutting administration costs

Tech Data and Dell

What can Dell do to help?

The first Dell PC was launched in 1986. Since then, Dell has continued to shape the industry by breaking new ground and pioneering critical developments in home, enterprise and small-business computing.

Dell's restricted product-line strategy has been designed to help users focus on specific criteria and needs, enabling relevant and smart new product development based on customer feedback and extensive research. Here are just a few of the great benefits our customers receive when they decide to purchase Dell:

Dell Partner Direct Programme

Dell provides many tools and resources on its online Partner Portal to help resellers raise profits and deliver the flexibility and expertise your customers deserve.

With the Dell Partner Programme you'll receive up-to-date news, solution overviews and high-quality training to ensure you have the best knowledge of Dell products – making selling easy. You'll also gain access to co-branding marketing materials, plus a document library and the Sales Master tool, so you'll always have the marketing materials to hand.

From business development to sales and marketing support, this portal will give you everything you need as a reseller.

Visit www.dell.com/uk/partner for more information.

The power to do more



Focused, versatile product range

Dell provides a strong offering in thin clients, including a virus-immune thin OS, and a mobile thin-client dongle that plays nicely in digital signage. Dell also offers a fully rugged product portfolio that is extremely secure and reliable for those who need devices in more practical environments, where the risk of damage is higher. With Dell's range, your customers can rest assured that their business needs will be met – from the office to the field.

Intel® Core™ processors

The majority of Dell PCs feature an Intel processor, from the powerful, energy-efficient and cost-effective Intel Celeron® processor family to the mid-range Pentium® family and the high-performance Core™ family. With a processor for every individual need, Intel is guaranteed to keep your customers happy.



Premium, durable materials and components

The only vendor using Corning® Gorilla® Glass in its commercial laptops and workstations, Dell ensures that its products are suitable for any working environment. Corning Gorilla Glass is more than ten times more scratch-resistant than that used on a normal PC, and is further tested against bending. This also allows for the brightest viewing experience.

Tech Data and Dell Intel technology

“The only thing more amazing than our technology is what the world does with it.”

Personal computing has entered a new era. Instead of relying on a single device, we are surrounded by machines at home and work – laptops, a family computer, smartphones, tablets, TVs and more – that help us to stay connected and be more productive.

Since 1992, Dell has focused on specific environmental impacts through its Design for Environment (DfE). At Intel, they imagine their technology to be more than a practical tool. They envision it as a true extension of our natural, creative selves, elevating our expectations of how intuitive and helpful devices and environments should be.

Because of this, Intel is determined to make technology more natural. Changing everything takes everyone, and Intel is leading the way. Intel looks to bring together an entire ecosystem to create these experiences, building a world where wants and needs are anticipated to make lives easier and better. Intel makes technology a truly personal experience – and it all starts with Intel Inside®.

Dell and Intel understand that not every desktop solution will fit every business. This is why they've partnered to create a series of workstation, laptop and desktop solutions to suit each individual and organisation. These devices provide the number-crunching performance to help power complex analysis and – with Intel® Core™ processors, equipped with Intel® vPro™ technology – simplify management and protection, keeping users ahead of the competition.



Intel® vPro™ technology can empower you to:

- Reduce PC management costs and desk-side visits
- Repair systems even when they're powered down
- Take care of hardware and software issues inside and outside the corporate firewall
- Manage mobile systems as if they never left the office

Intel® Xeon® processors found in the Dell Precision™ mobile and workstation range give you:

- Top-of-the-line reliability, availability and performance on your x86-based Dell PowerEdge™ architecture
- Unparalleled virtualisation optimisation that puts total data-centre virtualisation within reach

Intel® Core™ processors in most Dell PC devices offer you:

- An incredible new standard of performance that's versatile enough for the busiest lifestyles, yet powerful and secure enough for thriving enterprises
- A new wave of innovation with features such as 3D scanning, gesture control and voice commands

Tech Data and Dell

Dell's PC product range

Mobility PC

From rugged PC devices designed for work in construction to highly affordable entry-level laptops, we can assure you that we offer a product suited to each set of needs.

Latitude

Manageable mobile range made from strong construction materials. The Dell Latitude has managed life cycles and planned transitions.

Perfect for enterprise businesses, education, healthcare and government.

Chrome

Our Chrome devices provide easy and affordable access to the cloud and web-based applications.

Perfect for education, small and medium businesses, and personal users.

Dell Precision™

The world's most powerful mobile workstation, the Dell Precision comes with the latest Intel® Core™ and Xeon® processors for professional graphics, amazing displays and robust memory and storage.

Rugged

The best products for the worst conditions, these devices have gone through a range of tests to ensure they surpass the standards of real-world situations.

Perfect for military, public safety and manufacturing environments.





Dell Venue™

Designed to meet the modern demands of mobility, these Dell tablets deliver a flawless experience and have undergone extensive testing to ensure they stand up to the demands of any job. These also offer the best security and manageability options.

Perfect for retail, healthcare, education and manufacturing.

Vostro™

These great-value laptops, available in a 14" or 15" form factor, have been made for small businesses – with essential features that make working easier.

Perfect for small businesses and other unmanaged environments.

XPS™

The Dell XPS Ultrabook™ range is made of premium materials and features a higher-resolution display than most. This selection of Ultrabook devices is ultra-mobile, providing full business productivity.

Perfect for business and prosumers.

Desktop PC

OptiPlex™

Dell OptiPlex desktops get up to 145% better system performance, reduce IT labour time by 97%, use 60% less power, and support up to 10x faster data transfer compared with a five-year-old desktop.

Perfect for enterprise businesses, education, healthcare and government.

Dell Precision™

The Precision range offers the most powerful and scalable workstations in tower and rack forms. With the latest Intel® Core™ and Xeon® processors, customers can expect high performance.

Perfect for science and healthcare, architecture, construction, and media and entertainment.

Vostro™

Available as a Small Desktop (SD) or All In One (AIO), with the option to choose between an AMD® and an Intel® Core™ processor, these desktops are designed for smaller businesses and offer the best desktop value.

Tech Data and Dell Dell monitors

With a Dell monitor, you can expect premium viewing and stunning images. Adding one to your order will help increase your margins and give your customers the full PC package. We guarantee we'll offer the screen to suit their exact needs.

Customers can take their vision to a new level with a Dell UltraSharp™ monitor – offering award-winning high performance, Ultra HD resolution, high pixel density, superb PremierColor accuracy and ultra-wide viewing.

They can expect to revel in a virtually seamless view with ultra-thin bezel monitors that maximise their viewable screen area and can easily be combined for a multi-monitor setup. Plus, they can collaborate easily with Microsoft® Lync® optimisation, complete with multimedia configurations like a Full HD webcam, integrated speakers and a microphone.

Or, for those on a budget, take a look at Dell's further range. This offers amazing long-term value with reliable monitors that help drive efficiency and productivity, meeting daily business needs. The range's visually brilliant and co-efficient monitors boost productivity with full adjustability features and a wide range of connectivity ports.

Virtually borderless, these stylishly designed monitors are great for expanding a user's home-computing experience with engaging multimedia and entertainment features.



Tech Data and Dell Meet the team

Tech Data's Authorised dedicated Dell team has a deep understanding of what businesses need to do to achieve amazing results.





PartnerDirect
Distributor

Get in touch

Sales

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Quotes

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Orders

smbdevorders@techdata.co.uk

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Tel: 01256 788 770

Customer Services

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Credit Services Team

credit@techdata.co.uk Tel: 01256 880 424



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Linked in linkedin.com/company/Dell



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