



Winning with Dell Networking

Marketing guide



Table of contents

Introduction	3
Launch background	4
<ul style="list-style-type: none">• Dell Networking• Key campaign message• Target audience	
How to use this guide	8
Dell Campaign Builder	9
Campaign elements	10
<ul style="list-style-type: none">• Product image• Graphic elements• Dell logos	
Customisable copy and templates	13
<ul style="list-style-type: none">• One-to-many email• Twitter and Facebook• Email and LinkedIn• One-pager• Customer presentation	
Additional assets	20

Introduction

When modern applications push infrastructure to the limit, it may be time to help your customers rethink their networking strategies. With Dell Networking, you can help liberate your customers' IT with an agile, efficient and modernised open-standards-based network.

A fast, flexible and scalable IT architecture built with Dell technology can eliminate bottlenecks and other obstacles so your customers can quickly access the applications and data they need — where and when they need it.

Dell Networking Active Fabric solutions for the modern data centre are optimised for performance and facilitate cost savings. Organisations that have used Dell's modern networking solutions to launch new services and increase competitiveness have realised significant cost, time and energy savings:

- 59 percent average savings
- 86 percent less time to design and deploy*
- 77 percent less power consumption

This guide is designed to help you create your own marketing campaign to capitalise on the need for more efficient networks and more practical IT. In this guide, you'll find campaign messaging, product imagery, customisable copy, templates and presentations. These tools and assets are available to help you develop your own lead-generating marketing campaign and enable your team to engage in conversations with their contacts.

*Using Active Fabric Manager rather than manual installations

Launch
background



Modernise and transform your customers' networks

Dell Networking puts the choice back in your customers' hands. Now you can help them create networks that are right for their businesses with modern, high-performance solutions.

- **Networking for the future-ready data centre**

Virtualise and converge your customers' infrastructures and services with Dell Active Fabric and powerful, cost-effective switching platforms.

- **Networking for the wired and wireless user**

Modernise your customers' infrastructures with solutions optimised for virtual desktop infrastructure (VDI) and unified communications.

- **Networking for mobile devices**

Help your customers meet increasing mobile-access demands while ensuring security and quality of service (QoS).

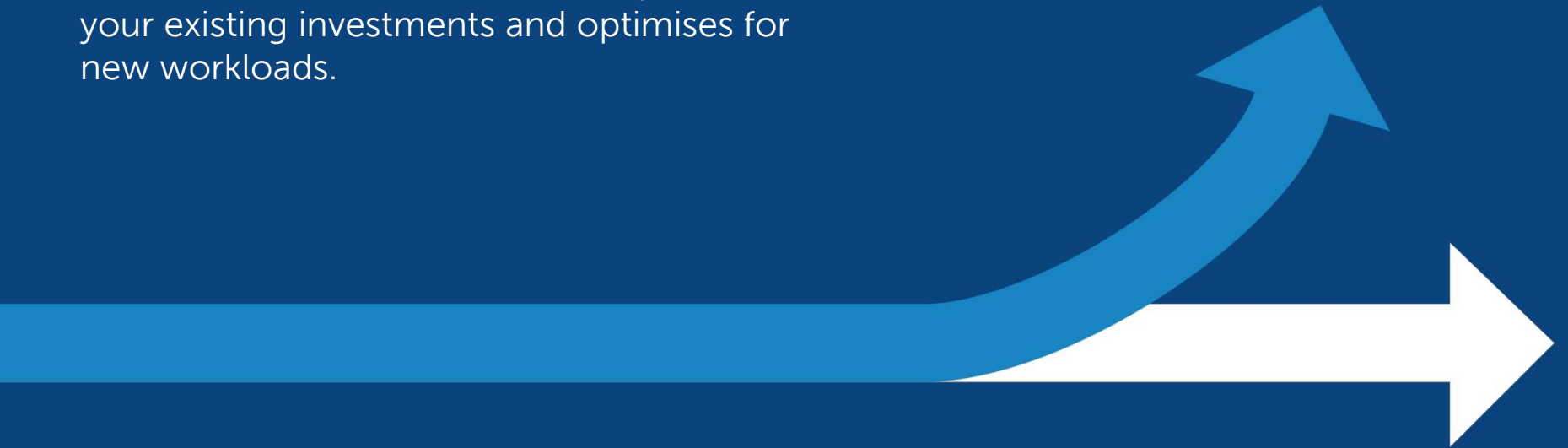
- **Software-defined networking (SDN) strategy**

Rely on Dell to enable your customers' SDN strategies regardless of which path they choose.

Key campaign message

Modernise and transform
your network.

Modernise and transform your network with open-standards-based technologies from Dell. Dell's open approach lets you build a modern, efficient network that plays well with your existing investments and optimises for new workloads.



Target audience

Loyal, heavily invested (both financially and emotionally) Cisco customers at the IT decision-maker level, who may not know Dell as a player in the enterprise IT space, but report to a C-level executive who is familiar, and who:

- Invests (or has invested) in the 12th generation of Dell PowerEdge servers (M1000e chassis), storage and/or rack/chassis switches
- Holds most networking conversations as part of a broader Dell solution conversation that is most often a head-to-head comparison with Cisco Unified Computing System (UCS)
- Considers a two-vendor switching strategy a possible option
- Struggles with overly complex network administration tasks
- Requires constant justification of the cost to innovate their network
- Works on the campus side, in which their current networking solution may have just come off support and has become too costly to maintain

How to use this guide

Show your customers how Dell Networking can help them modernise and transform their networks. Everything you need is here.

In the pages that follow, you'll find marketing materials and messaging to enable your team to effectively communicate the benefits and advantages of Dell Networking. Sold jointly with your solutions, Dell Networking can deliver greater IT efficiency, superior IT agility and better IT reliability for your customers.

Dell Campaign Builder

Dell Campaign Builder gives you access to a range of customisable marketing communications tools and assets produced by Dell to help you promote Dell Networking, along with your other solutions.

To access these assets, click on the thumbnail images in this guide or visit [Dell Campaign Builder](#).

Dell Networking
campaign elements



Product image

These are the main Dell Networking product images. Use them with the graphics and other campaign elements to maintain consistency in your Dell Networking marketing communications.

[Download Now](#)



Graphic elements

The following graphics are from the Dell Networking campaign. They are available to assist you in creating your marketing communications and can help to maintain visual consistency across your campaign.

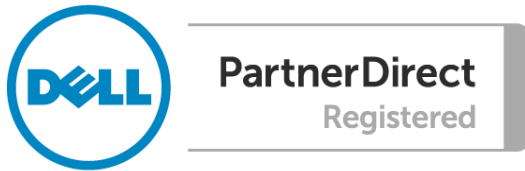
[Download Now \(CMYK\)](#)

[Download Now \(RGB\)](#)



Dell logos

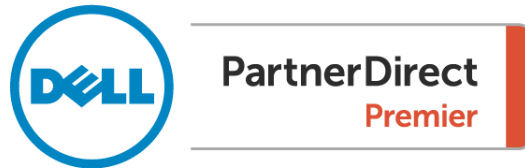
If you create your own cobranded assets, use the Dell partner logo that reflects your current partner status. If you are not sure of your partner status, please contact your Dell partner representative for details.



[Download Logo](#)



[Download Logo](#)



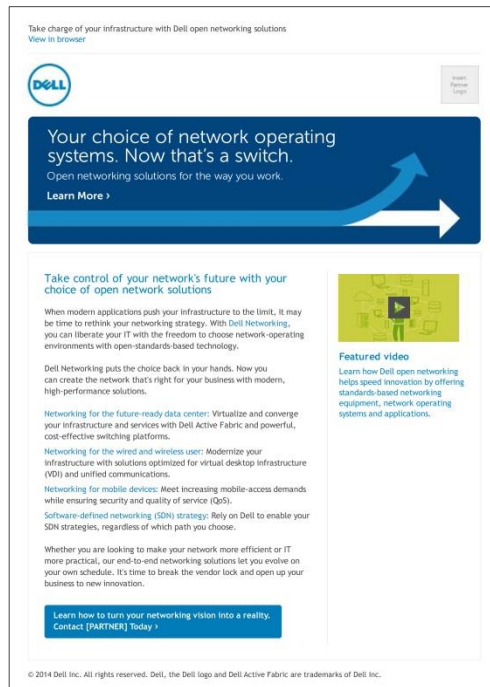
[Download Logo](#)

Customisable copy
and templates



Customisable copy: One-to-many email

To drive awareness of Dell Networking, build a cobranded email using your company template or customise this Dell Campaign Builder template email.



Subject line:

Take charge of your infrastructure with
Dell open networking solutions

[Download Now](#)

Customisable copy

On the next few pages are cobrandable conversation starters developed specifically for Twitter, Facebook, LinkedIn and email.

Copy and paste the customisable Twitter, Facebook and LinkedIn copy to generate interest and customer engagement on social media.

Customisable copy: Twitter and Facebook

DELL NETWORK ACCELERATION CUSTOMISABLE COPY — EMEA



TWITTER — REQUIRED 140 CHARACTER LIMIT EACH, INCLUDING SPACES

NOTE: The Twitter copy below is based on Dell-approved messaging. Copy, paste and edit the tweets to customise for your company as needed, and then post to Twitter from your company's Twitter account.

Learn how #DellNetworking solutions can help you take charge of your infrastructure.

[shorten.ed/url](#)
[107/110 CHARACTERS]

Your choice of network OS? Now that's freedom! Learn more: [shorten.ed/url](#)

[81/110 CHARACTERS]

Create the right network for your business with modern, high-performance solutions.

[shorten.ed/url](#)
[106/110 CHARACTERS]

Your choice of open network operating systems? Now that's a switch! Learn more:

[shorten.ed/url](#)
[102/110 CHARACTERS]

Liberate your IT with open-standards-based #DellNetworking technology. Learn more:

[shorten.ed/url](#)
[105/110 CHARACTERS]

Your network, your vision, your terms: #DellNetworking open-standards-based technology.

[shorten.ed/url](#)
[110/110 CHARACTERS]

Take control of your network's future and evolve it on your timeline. Learn more:

[shorten.ed/url](#)
[104/110 CHARACTERS]

Free your network and innovate with open-standards-based technology. Learn more:

[shorten.ed/url](#)
[91/110 CHARACTERS]

Evolve on your own schedule with end-to-end, open-standards-based networking solutions.

[shorten.ed/url](#)
[110/110 CHARACTERS]

Turn your networking vision into a reality with open-standards-based solutions.

[shorten.ed/url](#)
[102/110 CHARACTERS]

Learn how #DellNetworking helps speed innovation with open-standards-based solutions.

[shorten.ed/url](#)
[108/110 CHARACTERS]

Virtualise and converge your infrastructure with future-ready networking solutions.

[shorten.ed/url](#)
[106/110 CHARACTERS]

Bring your own switching with #Dell open networking! Learn more: [shorten.ed/url](#)

[65/110 CHARACTERS]

DELL NETWORK ACCELERATION CUSTOMISABLE COPY — EMEA



[FACEBOOK]

When modern applications push your infrastructure to the limit, it's time to rethink your networking strategy. Dell Networking open-standards-based solutions can liberate your IT by putting the choice back in your hands. Now you can create the network that's right for your business with modern, high-performance, future-ready solutions. Contact [PARTNER] today to discover how.

LINK: [shorten.ed/url](#)

NOTE: Copy and paste the provided link into your post and customise with your company name as needed. Wait for the preview image to appear below it and then delete the link from the body copy. The preview image will not disappear when you delete the link from the body copy.

Whether you are looking to make your network more efficient or IT more practical, our end-to-end networking solutions let you evolve on your own schedule. It's time to break the vendor lock and open up your business to new innovation. Learn how to turn your networking vision into a reality with future-ready, open-standards-based networking solutions from #DellNetworking. Contact us today to learn more.

LINK: [shorten.ed/url](#)

NOTE: Copy and paste the provided link into your post and customise with your company name as needed. Wait for the preview image to appear below it and then delete the link from the body copy. The preview image will not disappear when you delete the link from the body copy.

Don't you wish you could create a network that's just right for your business with modern, high-performance solutions? Now you can, with Dell Networking open-standards-based solutions. Put the choice back in your hands — contact [PARTNER] today to learn how open networking helps speed innovation by offering standards-based networking equipment, network operating systems and applications.


LINK: [shorten.ed/url](#)

NOTE: Copy and paste the provided link into your post and customise with your company name as needed. Wait for the preview image to appear below it and then delete the link from the body copy. The preview image will not disappear when you delete the link from the body copy.

[Download Now](#)

[Download Now](#)

Customisable copy: Email and LinkedIn

DELL NETWORK ACCELERATION CUSTOMISABLE COPY — EMEA 

[Email]
[SUBJECT LINE OPTIONS]
Take charge of your infrastructure with Dell open networking solutions
Your choice of network operating systems: Now that's freedom
Your choice of network OS: Now that's freedom

[DISCLAIMER]
This email is not from the advertiser directly. It is from [PARTNER].

[TOP BANNER/HEADLINE]
Your choice of network operating systems. Now that's a switch.
Open networking solutions for the way you work.

[BODY COPY]
Take control of your network's future with your choice of open network solutions

When modern applications push your infrastructure to the limit, it may be time to rethink your networking strategy. With Dell Networking, you can liberate your IT with the freedom to choose network-operating environments with open-standards-based technology.

Dell Networking puts the choice back in your hands. Now you can create the network that's right for your business with modern, high-performance solutions.

Networking for the future-ready data centre: Virtualise and converge your infrastructure and services with Dell Active Fabric and powerful, cost-effective switching platforms.
Networking for the wired and wireless user: Modernise your infrastructure with solutions optimised for virtual desktop infrastructure (VDI) and unified communications.
Networking for mobile devices: Meet increasing mobile-access demands while ensuring security and quality of service (QoS).
Software-defined networking (SDN) strategy: Rely on Dell to enable your SDN strategies, regardless of which path you choose.

Whether you are looking to make your network more efficient or IT more practical, our end-to-end networking solutions let you evolve on your own schedule. It's time to break the vendor lock and open up your business to new innovation.

Learn how to turn your networking vision into a reality.

Contact [PARTNER] Today >

[SIDEBAR]
Featured video
Learn how Dell open networking helps speed innovation by offering standards-based networking equipment, network operating systems and applications.

[video player]

[LEGAL]
© 2014 Dell Inc. All rights reserved. Dell, the Dell logo and Dell Active Fabric are trademarks of Dell Inc.
[INSERT PARTNER LEGAL HERE]

[Download Now](#)

DELL NETWORK ACCELERATION CUSTOMISABLE COPY — EMEA 

[LINKEDIN — REQUIRED 4000 CHARACTER LIMIT, INCLUDING SPACES]
Have you ever wished for a way to make your data centre future-ready? With Dell Networking open-standards-based solutions, you can virtualise and converge your infrastructure with Dell Active Fabric and powerful, cost-effective switching platforms, modernise with solutions optimised for virtual desktop infrastructure and unified communications, and meet increasing mobile-access demands whilst ensuring security and service quality. It's time to turn your networking vision into a reality; contact [PARTNER] today to learn how we can help you modernise and accelerate your network.
[583 CHARACTERS, INCLUDING SPACES]
LINK: shorten.ed/url
NOTE: Copy and paste the provided link into your post and customise with your company name as needed. Wait for the preview image to appear below it and then delete the link from the body copy. The preview image will not disappear when you delete the link from the body copy.

[Download Now](#)

Cobrandable one-pager

Share this Dell Networking one-pager with your customers by emailing or printing it.

The graphic is a vertical one-pager for Dell Networking. At the top, the Dell logo is on the left, and the text 'Modern network, real results' and 'Dell Networking' is on the right. The main body is divided into several sections. On the left, there's a section titled 'Accelerate results and improve IT economics' with a quote from Qir Jing, Project Implementation Manager at Turtai.com, about the Dell network architecture design. Below this is a photo of server racks. To the right of the photo is a 'PARTNER LOGO' box. Further right, there are four key metrics: '2013 Grew 3x the market', '24,000 new customers', '30% faster virtual machine migration', and '5 out of 5 stars' with the ITPRO logo. Below these metrics is a photo of a Dell Networking N4032 switch. At the bottom, there's a 'Learn More from PARTNER' section with a 'PARTNER LOGO' box. The footer contains small copyright and disclaimer text.

Modern network, real results
Dell Networking

Accelerate results and improve IT economics
Doing more with less is the mantra of every IT administrator. While physical footprints continue to shrink in the data center, you're powering growing virtual infrastructures. An increasingly mobile workforce demands easy-to-manage, scalable, high-performance access regardless of where employees work, leaving little room for legacy network architectures to contribute to the bottom line.
Your network technology needs to evolve to keep pace with rapid advancements in virtualization, local area network (LAN) and storage area network (SAN) convergence, mobility and the cloud—all the IT capabilities essential to driving business today. With Dell Networking solutions, you can transform your network with an end-to-end portfolio of open-standards-based platforms and complementary services that improve networking economics and performance.

Change your network, activate your business
Modernize and transform your network, your way. Dell enables a fast, flexible path to future-ready IT that allows you to optimize connections between data, devices and people with an open, end-to-end networking portfolio. Connect servers, storage and workload elements, bring together end users and endpoints, and economically deliver the bandwidth and services needed to accomplish the business goals of today—while building an efficient, scalable foundation to meet the increased demands of tomorrow.

Reduce capital and operating expenses
Get the capabilities you need without replacing the network you have. An open-standards-based network infrastructure allows you to upgrade your network infrastructure on your schedule and budget, while protecting your investment in the future.

Deliver results faster
Be prepared for change with the ability to scale your network up, down and out, easily and economically. Simplify management with open automation tools and built-in support for virtualization. Automate complex processes to get your network up and running sooner.

Run reliably
Get the results you expect when you expect them through a proven and time-tested networking approach. Ensure reliability and continuity with industry-leading warranty support, and increase flexibility with a pay-as-you-grow foundation based on modular, stackable and interoperable switches.

2013 Grew 3x the market¹
24,000 new customers

30% faster virtual machine migration²

5 out of 5 stars³
ITPRO
Dell Networking N4032

Learn More from
PARTNER

© 2014 Dell Inc. All rights reserved. Dell, the Dell logo and Active Roles Solutions are trademarks of Dell Inc. Cisco is a trademark of Cisco Systems, Inc. in the United States and/or other countries. HP is a trademark of Hewlett-Packard Company in the United States and/or other countries. IBM, the IBM logo, IBM Cloud, IBM i and IBM Cloud are trademarks of IBM Corporation in the United States and/or other countries.

[Download Now](#)

Customer presentation

Share this informative PowerPoint® presentation detailing the technology and benefits of Dell Networking with your customers by presenting it in person.

The first several slides contain information for partners only and should be removed before presenting. To add your company logo, download the presentation.



[Download Now](#)

Additional assets

For more in-depth information, view the following videos and download the case studies, white papers and sales assets for your own use or to share them with your customers. Please note that some assets may not be available in all languages.

Videos:

- [Dell open networking](#)
- [Dell's approach to software-defined networking](#)
- [Dell Networking: relieving network congestion](#)
- [Why choose Dell Networking?](#)
- [Dell Networking wows customers with innovation and reliability](#)
- [Telefonica Digital creates a hyperscale public cloud service](#)

Case studies:

- [Active Fabric case study](#)
- [Renewable energy firm makes sound investments](#)
- [Perfect conditions for bright business future](#)
- [Dubai Culture & Arts Authority promotes academic excellence](#)
- [UK college embraces BYOD and cuts IT spend](#)
- [Skyscanner reduces costs by one third over three years](#)
- [University gains competitive edge with HPC](#)
- [WetterOnline predicts 30 percent business growth](#)
- [Vechtdal College helps students and teachers excel with fast WiFi](#)



[Watch Now](#)

Additional assets

White papers:

- [Open networking and software-defined networks white paper](#)
- [Dell and Cumulus open networking joint solution brief](#)
- [Dell and Big Switch Networks open networking joint solution brief](#)

Supporting assets:

- [Open networking elevator pitch](#)
- [Software-defined networks portfolio brochure](#)
- [Dell Networking sales card](#)
- [N-series sales card](#)
- [W-series sales card](#)
- [Active Fabric and Active Fabric Manager battle card](#)
- [Dell Wireless 7000 series battle card](#)
- [W-series battle card](#)
- [N-series battle card](#)
- [S5000 series battle card](#)
- [S6000 series battle card](#)
- [Z9500 fabric switch battle card](#)
- [Dell Campus Networking talking points](#)
- [Why Dell Networking playbook](#)
- [Dell Networking converged I/O TCO calculator](#)
- [Dell Active Fabric advisor](#)

Thank you

Dell is committed to helping you grow your business whether you are selling hardware, software, services or a combination of integrated solutions.

If you have any questions regarding how to use this marketing guide, Dell Campaign Builder or Dell Networking, please contact your Dell channel account manager.

