

# Dell VxRail refresh program



Campaign-in-a-Box

Everything you need to promote and sell the latest VxRail offerings.

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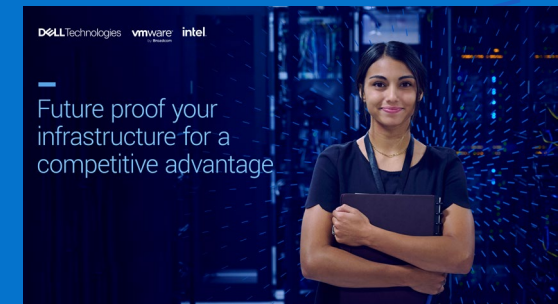
# Campaign overview

## What are the goals of the VxRail refresh program?

1. Build awareness among both partners and end user customers about the latest VxRail and its ability to meet the demands of modern IT.
2. Increase the number of top-of-funnel leads interested in these solutions.
3. Drive more meaningful conversations between our combined sales teams and target audiences.

## Tell me more about this campaign-in-a-box?

This interactive PDF contains all the context, partner, and end user messaging, downloadable templates, and other tools needed to understand and successfully sell the latest VxRail refresh. While this document contains emails, socials, and infographics, all of them have been designed to drive traffic to our new eBook, "Futureproof your infrastructure for a competitive advantage," which is the primary asset being used to promote this program.



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# Target audiences & key messages

This program is designed to address our two key audiences: Dell partner and channel partner account managers, on the one hand, and our end user customers on the other hand.

## DELL PARTNER & CHANNEL PARTNER ACCOUNT MANAGERS

### Relevant job titles

- Account managers
- Sales engineers
- Partner and field marketers

### Key messages

#### **Dell continues to be #1 in HCI**

Dell is #1 in HCI with a 35% market share and VxRail leading the way. This nearly \$11B market is projected to continue growing at more than 10% per year to nearly \$16B in 2026.

#### **The VxRail refresh presents a \$2B sales opportunity**

The latest VxRail refresh offers a \$2B sales opportunity, with 41% (or \$811.6M) of refresh revenue yet to be claimed.



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## Key messages continued

### The latest VxRail delivers a whole lot more

The latest platform enhancements enable organizations to unlock innovation across edge, core, and cloud.

**Modernize IT:** In addition to further streamlining operations and boosting efficiencies, this VxRail delivers unmatched performance for managing large, complex workloads; optimizes power and spatial efficiencies; and reduces storage costs while increasing capacity.

**Embrace AI** with the first HCI system certified by NVIDIA and co-engineered with VMware to ensure seamless integration of AI technologies for easier deployment and management.

**Extend to the edge** with numerous flexible, ruggedized, and secure edge deployment options.

### And expand workload possibilities:

- **Video surveillance** – OEM offer on VxRail, as well as other storage-heavy applications with external storage support on VxRail.
- **In-memory databases** – new P580N based on PowerEdge R840 4-socket server platform, and new SAP HANA certification on this platform.
- **Kubernetes** – traditional and cloud-native applications: vSphere 7.0, PRA, and PKS on VCF on VxRail (visit whisper suite).

### The latest VxRail enables partners to deliver significant value to customers:

- **Maximize returns with tailored solutions:** Whether it's APEX Hybrid Cloud, Tanzu on VxRail, or the latest generation Dell nodes with 4th generation Intel Xeon processors, each sale caters to unique client needs, enhancing our partners' value propositions and profit potential.
- **Capitalize on changing market dynamics:** This versatile solution enables partners to capture revenue from a range of emerging opportunities, such as cloud transformation.
- **Simplify complex solutions:** As our partners introduce customers to various options, our solutions enable them to simplify the complex, automate the mundane, and implement solutions that will impact their organization's business today.



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## Other reasons to believe

### Dell and VMware help our partners help their customers innovate

Dell VxRail, jointly engineered with VMware, is the HCI solution of choice for customers standardized on the full VMware stack. Dell and VMware have long collaborated to seamlessly integrate cutting-edge innovations into an automated HCI solution that addresses both current and future needs.

### END USER/CUSTOMERS

## Relevant job titles

- CIO/CTO
- VP/Director/Manager of IT Infrastructure
- VP/Director/Manager of IT Operations
- VP/Director of System Architecture
- VP/Director of Applications & Platforms
- VP/Director of Cloud Operations
- VP/Director of Networking
- VP/Director of Security





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## Key messages

### Future proof your infrastructure with the latest VxRail

VxRail is the simplest path to straightforward modernization. It will enable you to deliver greater flexibility and higher performance, while enabling future innovation – without all that complexity.

#### Expand IT modernization everywhere

By updating to our latest VxRail portfolio, you'll get unmatched performance and cost-efficiency. Whether you're extending your data center to the edge, deploying multicloud, or embracing emerging technologies, VxRail enables you to:

- Rejuvenate aging infrastructure to drive enhanced operational performance.
- Simplify complex IT through advanced engineering and automation.
- Consolidate and optimize workloads effectively, aligning them in the most suitable solution.

#### Embrace the AI revolution

As the first HCI system certified by NVIDIA and co-engineered with VMware, the latest VxRail ensures seamless integration of AI technologies for easier deployment and management.

#### VxRail natively boosts AI workloads with Intel® AMX

70% of data center inferencing currently happens on processors

#### VxRail AI partnerships and integration

Dell Validated Design for AI, VMware private AI solutions on VxRail, integration and certification with NVIDIA AI Enterprise suite

#### Performance Improvements\*\*

Image classification and NPL inferencing gains

\*\* Based on internal Dell analysis. VxRail E660N compared to VE-660. Results may vary. December 2023.

#### Extend simplified operations to the edge

The latest VxRail extends your data center and cloud deployments to your edge, enabling you to securely deploy applications and analyze data anywhere.

- Centralize management for all edge locations.
- Assess infrastructure health across all edge locations.
- Leverage a range of flexible edge deployment options.

#### VxRail puts you at the forefront of innovation

From seamless multicloud management to accelerated cloud-native operations and cost-effective IT infrastructure, VxRail puts your organization at the forefront of innovation, enabling you to seamlessly adapt to the evolving digital landscape.



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## Other reasons to believe

### Flexible Deployment Options

Take advantage of the many flexible hardware configurations, including two- and three-node VxRail clusters, satellite nodes, and edge-validated designs.

### Pay-As-You-Go IT Services Model

Dell APEX Subscription makes VxRail and a wide range of Dell products more accessible, affordable, and financially manageable.

### Complete Suite of Support Services

Reduce complexities and achieve business outcomes with Dell Managed Services for VxRail, the end-to-end suite of services for managing data center environments.



# Promote

Below are various assets we encourage you to use to promote and build awareness about the capabilities of VxRail to help organizations modernize IT, embrace AI, and get to their edge. To download, just click on the icons below.



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**Extend your business to the edge**  
Upgrade to the latest Dell VxRail

With many organizations embracing edge solutions to help them optimize operations, extending to the edge creates operational complexities. That's why leading organizations are upgrading to the latest Dell VxRail - a modern, secure, and easy-to-manage solution that extends your data center and cloud applications to the edge, enabling you to reach your remote edge applications and remote data centers.

- Simplify and centralize management for all edge locations and address the need for local network and network edge access.
- Expand intelligence for extending infrastructure health across all edge locations.
- Provide a range of secure edge expansion options, including local and three-node VxRail systems, satellite racks, and edge software images.

To learn how the latest Dell VxRail can help you extend your business to the edge, download our new eBook.

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**Futureproof your IT infrastructure with the latest VxRail**

As technology continues to evolve, you need an IT infrastructure that delivers greater flexibility and higher performance, while enabling future innovation. That's why leading organizations are upgrading to the latest VxRail. Its advanced edge-to-IT architecture, superior feature set, and streamlined operations, the new VxRail makes it easier to deploy, scale, and manage AI infrastructure and workloads efficiently and cost-effectively. Read our eBook to learn how you can make AI a seamless part of your business.

- Reduces time-to-market for critical, time-sensitive workloads.
- Optimizes space and power efficiency.
- And saves overall costs.

From simplified multitenant management to accelerated cloud-native operations and cloud-edge IT infrastructure, VxRail puts your organization at the forefront of innovation.

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**Futureproof your IT infrastructure with the latest VxRail**

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**Make AI a seamless part of your business growth**  
Upgrade to the latest Dell VxRail

As you know, Artificial Intelligence has moved from a distant dream to a practical reality. Deploying AI successfully, however, remains a challenge. That's why leading organizations are upgrading to the latest Dell VxRail. Early implementation of AI technology, making it easier to deploy, scale, and manage.

- VxRail simplifies AI operations with Intel AMX capabilities.
- Easily scales a range of workloads, including large language models (LLMs), generative AI, and more.
- Improves AI performance to help it reach its full potential.

To learn more about the new Dell VxRail, download our new eBook.

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**Simplify IT modernization**  
Upgrade to the latest Dell VxRail

To meet the needs of today's changing business environment, you need an IT infrastructure that delivers greater flexibility and higher performance, while enabling future innovation. That's why leading organizations are upgrading to the latest VxRail. Its advanced edge-to-IT architecture, superior feature set, and streamlined operations, the new VxRail makes it easier to deploy, scale, and manage AI infrastructure and workloads efficiently and cost-effectively. Read our eBook to learn how you can make AI a seamless part of your business.

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**Three reasons to upgrade to the latest VxRail.**

To meet the needs of today's changing business environment, you need an IT infrastructure that delivers greater flexibility and higher performance, while enabling future innovation. That's why leading organizations are upgrading to the latest VxRail. Its advanced edge-to-IT architecture, superior feature set, and streamlined operations, the new VxRail makes it easier to deploy, scale, and manage AI infrastructure and workloads efficiently and cost-effectively. Read our eBook to see your future.

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**VxRail simplifies AI**  
Upgrade to the latest VxRail

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**Futureproof your IT infrastructure to ensure ongoing innovation and modernization**

To meet the needs of today's changing business environment, you need an IT infrastructure that delivers greater flexibility and higher performance, while enabling future innovation. That's why leading organizations are upgrading to the latest VxRail. Its advanced edge-to-IT architecture, superior feature set, and streamlined operations, the new VxRail makes it easier to deploy, scale, and manage AI infrastructure and workloads efficiently and cost-effectively. Read our eBook to see your future.

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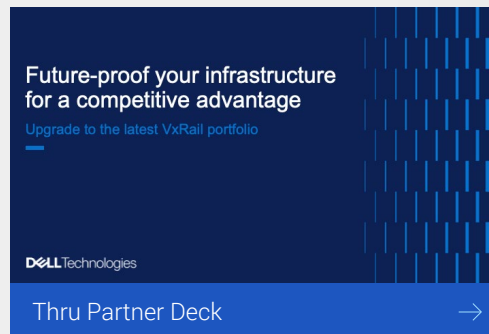
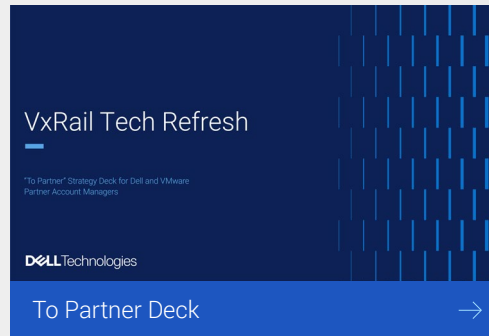
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Below are the two presentations we have created for you to use when speaking directly with our two target audiences. Just click on the icons below to download.



# Asset library



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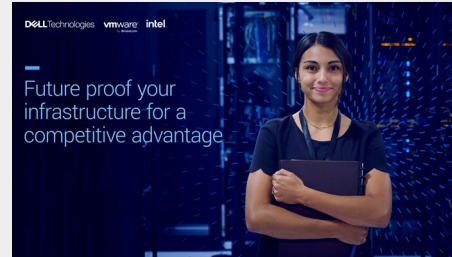
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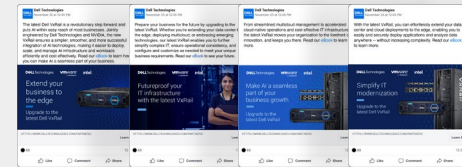


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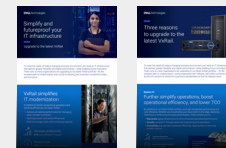
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If you have any questions, please contact \_\_\_\_\_

