

Case Study

Challenge

Dell EMC has always worked closely with its network of partners to ensure they have the best, most up to date technology for their data centers. As Dell EMC's offerings increased in size and scope, however, it was becoming more and more challenging to keep up with their partners' complex needs using the home-grown spreadsheet configurators. The Sales Engineering team realized they needed something more robust, more reliable and easier to use. They needed a Configure, Price, Quote (CPQ) system...but not just any system, Dell EMC needed one that could help them transform their quotes to be more partner-centric. After an extensive evaluation, Dell EMC chose servicePath.



"servicePath has helped us scale our sales operations. Many partners can now generate their own proposals and configurations using the platform. This efficiency allows us to spend more time with our partners, helping them solve more strategic business and technology challenges."

– **Brandon DaCosta**
Consultant Product Manager, Sales Enablement, Dell EMC

Top Benefits Achieved

- **98% faster** – Complex changes to proposals take as little as 15 minutes vs a day
- **More control** - Partners can generate their own quotes and configurations by entering their business needs
- **Competitive advantage** – Partners see that Dell EMC is working to reduce friction of doing business with them
- **More strategic focus** - Now that account executives and solution engineers are not buried in spreadsheets
- **Higher accuracy** - No more bad quotes with standardized processes and centralized, always-up-to-date configurations in servicePath

Dell EMC Overview

Dell EMC, a part of Dell Technologies, enables organizations to modernize, automate and transform their data centers using industry-leading converged infrastructure, servers, storage and data protection technologies. This provides customers with a trusted foundation upon which they can build hybrid cloud platforms, cloud-native applications and big data solutions. Dell EMC serves customers across 180 countries – including 98 percent of the Fortune 500 – with a comprehensive and innovative portfolio from edge to core to cloud.

The Solution Journey

Dell EMC has a history of working closely with its top-tier partners - Managed Service Providers (MSPs). The Sales and Engineering teams collaborate with MSPs to develop data-center solutions that meet the current and future needs of end-users. As the pace of cloud computing continued to accelerate, the Dell EMC teams realized they needed something that would allow them to configure, price and quote solutions faster and more accurately than the home-grown spreadsheets they had been using.

Dell EMC also smartly realized that the way their quotes were did not fully meet the needs of MSPs. They noticed that when their partners received a Dell EMC quote, they would take the long list of hardware/services and reconstitute them into cost-for-capacity metrics that made more sense for their business. For example, rather than looking at storage capacity in terms of GBs or even as \$ per GBs, partners saw storage in terms of the number of Platinum, Gold and Silver customers it could accommodate.

When the Dell EMC team embarked on their search for a Configure Price Quote (CPQ) solution, a key “must-have” was the ability to customize the output so that it would be easier for MSPs to understand what they were buying (which in turn would give Dell EMC a competitive advantage). At the end of an expansive search, servicePath was selected because:

- Output from servicePath could be personalized (branding, layout, content)
- The platform could be implemented such that partners could configure solutions themselves
- The servicePath team is extremely knowledgeable and experienced in managed service operations

Lessons Learned

The initial implementation of servicePath at Dell EMC was successful and now serves as a model that other internal departments can use. The Dell EMC team had learned some lessons from the the implementation experience:

- Start the implementation earlier. Do not delay in getting away from spreadsheets.
- Start with simple use cases. Don't be tempted to tackle your complex problems first.
- Publicly celebrate your wins to help build momentum for the platform and the project.
- Get buy-in from end-users early (salespeople, solution engineers, etc.)
- Take the time to truly understand the needs and challenges of all the stakeholders in the proposal process, especially the end-customer who receives it.

About servicePath

servicePath is on a mission to eliminate the use of spreadsheets and poorly implemented CPQ software for configuring solutions at technology companies. Companies that are serious about accelerated growth choose servicePath's cloud-based Configure Price Quote (CPQ) platform. The platform smoothly handles complex pricing models, multi-step approval processes and complex technology + service configurations. servicePath clients have shortened proposal times by as much as 90% and reduced their financial risk by \$Millions. The company serves clients in the US, Canada, Europe and the Middle East.

Frictionless sales starts with servicePath.