

Case Study: Getting Dell to Build a Program

Managed Services Through a Channel That Only Carried Professional Services

How results delivered inside one Dell program earned the case for building another, and more than twenty customers for nDivision through it.

The Situation

Dell ran GeoPartner, a program through which its account teams resold partner professional services to small and medium business customers. Managed services were not part of it, so a Dell salesperson with a customer that needed its environment managed on an ongoing basis had nothing to sell.

The Opportunity

Dell's own overhead was too heavy to serve the small and medium business market cost-effectively with its own services. GeoPartner had already proven that partner-delivered professional services worked in that segment, and the contracting and selling mechanism was in place. Extending the same model to managed services had not been considered.

The Approach

- **Built the track record inside the program first.** CMC was taken into GeoPartner and rapidly became one of the top three performing partners in the program in the US.
- **Used that to get a business with no history admitted.** The following year the Dell executive who had seen that result backed nDivision, newly founded and with no trading history, into GeoPartner from the start. Dell would normally require a trading record. nDivision repeated the performance.
- **Bought the delivery capability for the next step.** nDivision acquired a managed services business the year after, so the proposal to extend the program arrived with engineers and customers behind it rather than as a plan.
- **Took the case to the same executive.** The pitch went to the vice president responsible for Dell services into the US small and medium business market. The cost structure the proposal solved was his.
- **Got it staffed and paid for.** Dell appointed a manager responsible for the managed services initiative and put its small and medium business services sales team on compensation for the offering, so selling it counted toward their number.

The Result

Dell created a managed services program within GeoPartner, appointed a manager to run it, and compensated its sales team on it.

nDivision was one of the founding partners when the program launched, and it became an established route to market for Dell in that segment. nDivision signed more than twenty contracts of its own through it over ten years, and Dell later recognized it with an award for its accomplishments as a managed services partner.

Growth Pillars Applied

Channels & Partnerships

Target Market Segments

Commission & Incentives