



## **Dell and CDW Expand Partnership to Make All Dell Solutions Available in North America, Europe and Asia**

October 13, 2015

- **Dell Server, Storage, Networking, Services and PCs are now available to customers through CDW**
- **Partnership expansion reflects strong demand from CDW's customers for Dell products**
- **Dell's end-to-end solutions now available through all major National Solution Providers (NSPs)**

Dell today announced an expansion of its channel partnership with [CDW](#) to include all Dell products and solutions in CDW's catalog in North America, Europe and the Asia-Pacific region. CDW will assist customers with the full range of Dell technology and ProSupport services, including pre-configured IT solutions. CDW will also provide its leading industry knowledge of technical and sales expertise, from initial configuration and quoting, all the way through financing and delivery.

Starting tomorrow, October 13, 2015, CDW will offer all Dell products and solutions in the United States and Canada. Additionally, CDW will offer Dell solutions through its recent acquisition of Kelway in United Kingdom, South Africa, United Arab Emirates, Singapore, Hong Kong and Australia.

"The combination of Dell's end-to-end solutions and CDW's sales and technical expertise is the perfect 'one-stop-shop' for customers," said Rory Read, Chief Operating Officer and President of Commercial Sales, Dell. "Our customers value a single vendor that can offer technology from the desktop to the datacenter, and together, we will enable customers to innovate and succeed. With this expanded partnership, Dell is able to reach more customers in North America while maintaining the high-quality of service that our customers expect."

"We are happy to expand our relationship with Dell to include its full portfolio of technology," said Matt Troka, Senior Vice President of Product and Partner Management, CDW. "This expanded relationship is a result of customers asking for access to more Dell products. We also anticipate the partnership will generate new opportunities for our account managers by allowing us to qualify to bid on opportunities that were previously closed to us."

Dell has invested heavily in its channel partner business and it now represents more than 40% of the company's overall revenue. Last year, Dell's channel business experienced double digit year-over-year revenue growth in 10 of its top 11 countries.

### **About Dell**

Dell Inc. listens to customers and delivers innovative technology and services that give them the power to do more. For more information, visit [www.dell.com](http://www.dell.com).

### **Dell World**

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