

A LOGICAL CHOICE

Dell PartnerDirect helps Nalta win new business

Dell Certified Partner Nalta provides its customers with end-to-end solutions based on multi-vendor technology. Its 25 employees work in Almere and Rijswijk in the Netherlands to develop solutions ranging from single servers to infrastructure renewal and management. Customers include banks, retailers and non-governmental organisations (NGOs), mainly in the Netherlands but also in Belgium and Germany.



SITUATION

Nalta prides itself on offering customers a comprehensive service. In fact, consultancy, managed deployment and post-sales support are as important to Nalta's customers as hardware and software. Mike Veldhuis, project director, Nalta, says: "We tailor our solutions to the precise needs of each customer. We're a long-term partner, rather than a short-term vendor. Services are at the core of what we do"

BUSINESS OBJECTIVES

Nalta bases all its storage solutions on EqualLogic iSCSI technology. So, when Dell acquired the storage company, Veldhuis saw an opportunity to build a long-term strategic relationship that would streamline product development and delivery with the input of Dell engineering expertise. It would also strengthen and simplify service offerings, and increase the visibility of Nalta's EqualLogic solutions.

The PartnerDirect programme gave Nalta the opportunity to meet all of these goals and more. Veldhuis and his team have a dedicated channel account manager (CAM) who provides product information, processes all orders and ensures that Nalta has access to the EqualLogic range at discounted prices.

RESULTS - LOOKING FORWARD

Nalta has formed a strong alliance with Dell that strengthens its product offerings and promotes them across an extended customer base.



CUSTOMER PROFILE

COMPANY: Nalta
INDUSTRY: IT
COUNTRY: Netherlands
FOUNDED: 2000
EMPLOYEES: 25
WEBSITE: www.nalta.nl

CHALLENGE

IT consultancy Nalta needed to streamline delivery of EqualLogic-based products offered by Dell.

SOLUTION

The company became a Dell Certified Partner and member of the PartnerDirect programme. It now has a dedicated channel account manager (CAM), access to reduced prices and support in attracting and securing new business.

BENEFITS

- **More sales through collaboration and co-marketing:** Dell and Nalta collaborate to generate leads and pitch offerings to potential customers, resulting in two new contracts.
- **Seamless customer experience:** Dell ProSupport services added value to Nalta's own offerings to create a seamless customer experience managed by a single account manager at Nalta.
- **Reduced product development costs:** Dell's Simplified IT Strategy reduces Nalta's cost of product development, deployment and management, as well as increasing opportunities for broader services engagements.
- **Single point of contact:** Dedicated Dell CAM provides single point of contact for pre-sales, sales and post-sales support, advocates Nalta solutions throughout Dell and connects the company with other partners seeking EqualLogic solutions.



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Says Veldhuis: "We've won two new contracts as a result of the PartnerDirect programme – both for several thousand users."

Dell helps Nalta secure new business by providing customer evidence, references, demonstrations and proofs-of-concept. And if a prospect is already a Dell customer, the CAM will supply details of previous purchases and help identify appropriate offerings. The two companies are also working on a joint marketing initiative to promote Nalta's storage solutions and drive mutual revenue.

"We work directly with Dell Direct sales representatives to engage potential customers," Veldhuis says. "And our CAM connects us with other partners who are looking for EqualLogic solutions."

The programme supports Nalta's focus on services in two ways. Firstly, all solutions based on EqualLogic automatically include Dell ProSupport for IT*. "The PartnerDirect programme adds direct value to our offerings," says Veldhuis. "Our tailored storage solutions now combine our own customised services with the added reassurance of Dell ProSupport."

Secondly, Nalta benefits from reduced pricing up front. Ralph Biesbrouck, commercial director, explains: "With PartnerDirect,

we get the best prices on hardware, which means we can invest more in our core business – consultancy and support."

The CAM speaks to Veldhuis almost daily. "We're very impressed with our CAM. He's always available to discuss purchases, new products and business opportunities, and he's an advocate for Nalta throughout Dell, making sure word of our solutions reaches the right people." And for quick pricing estimates, Nalta can use the Partner Portal, a dedicated resource for partners supplying the latest product information.

Communication is simpler, both for Nalta and its customers. "Our customers have a single point of contact at Nalta, and we have a single point of contact at Dell – it's a simple, efficient process for everyone."

For more information on this case study or to read additional case studies, go to www.dell.co.uk/partner.

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