



Intel® Server Products and VMware vSphere*

Win Deals with VMware and Intel in Three Easy Steps

“That’s the real power of the relationship—we evolved our customers’ perception of us from a small firm, to the point where the customer sees us as the agent with an inside track to implementing leading-edge VMware and Intel solutions.”

- David D’Agostino,
VP, Operations, Brite Computers

Don’t go it alone—rely on trusted partners to take advantage of the growing market for virtualized solutions. Resources from VMware and Intel provide a well-marked path to closing sales, offering benefits for resellers of all sizes.

As virtualization continues to become more mainstream, the sales opportunities around innovative virtualized solutions are growing dramatically. Because engineering individual implementations can be complex, you need strategic resources to deliver products to market with confidence and credibility.

VMware and Intel are here to help by teaming up to provide a simple, repeatable sequence of steps for Intel® Channel Partners to use to engage customers and help win deals.

Three Steps to Success With VMware and Intel

- 1** **TRAIN**
Train your sales team on VMware technology with highly effective, free courseware
- 2** **PROVE**
Prove the business value of your solution with a simple-to-use online calculator
- 3** **PROCURE**
Procure pre-certified combinations of solution components at advantaged pricing

Step 1: Train Your Sales Team with FREE Courseware

Intel® Resellers are eligible for **free** VMware sales training that starts with the basics of virtualization and brings your sales personnel up to speed quickly about how specific VMware products can benefit customers. Build sales expertise by learning how to take maximum advantage of your relationship with VMware and Intel—and get every sales call off on the right foot.

Working synergistically, technologies from VMware and Intel can help deliver new levels of flexibility, speed, resiliency, and efficiency to any business. After this training, your sales staff will have easy access to the information and strategies they need to deliver everything from an elevator pitch to an in-depth sales presentation.

The training consists of five modules, which take about four hours to complete and can be used toward VMware sales accreditations and certifications. For more information, please visit [Intel VMware Partner University*](#).¹

Step 2: Prove Your Solution's Business Value

When it's time to submit a proposal to the customer, VMware and Intel support you with financial analysis tools that are easy to use. Complete total cost of ownership (TCO) and return on investment (ROI) analysis will help show how the solution fits into tight budgets. Descriptions of how the technology works with the customer's existing environment will show that the solution is a good technical fit, as well.

In fact, to give you a full range of options in selling your solution, VMware and Intel offer multiple levels of analysis tools, including the following:

- **Simple, Robust Calculations: VMware Virtualization TCO and ROI Calculator.**

Use this tool to generate, in as little as 15 minutes, a customer-specific report of the solution's hard savings in capital expense and operating costs. For more information, please visit the [VMware Virtualization TCO and ROI Calculator](#).²

- **In-Depth Analysis: VMware Capacity Planner.** Use this tool to assess consolidation potential. Collect extensive data from the production environment to create a comprehensive, long-term virtualization strategy for the customer. For more information, please visit the [VMware Capacity Planner](#).³

Together, these two tools provide a winning combination of rapid proof of concept and value-added strategic design.

Step 3: Procure Pre-Certified Solutions with High Margins

In the late stages of brokering a deal with your customer for a solution based on VMware and Intel products? As an Intel Reseller, you have distinct advantages to help you close the deal and win new business:

- **Sales tools.** To support VMware and Intel solutions, the two companies have created in-depth [technical marketing documentation](#)⁴ that outlines the offerings and their benefits in various real-world implementations. These materials can be very helpful to resellers at various points in the sales cycle.
- **Pre-certified solutions.** A wide range of Intel® Server Boards and Systems are pre-certified to run with VMware software products and are listed on the [VMware Hardware Compatibility List](#).⁵ That frees you from the effort and expense of conducting certification yourself, which helps simplify the sales cycle and reduce your costs. Better yet, through the [Intel® Enabled Server Acceleration Alliance](#),⁶ you can get your branded Intel® Server Products-based systems added to the VMware Hardware Compatibility List at no additional charge.
- **Optimal margins.** As one of VMware's OEM Partners (the highest level of engagement VMware offers), Intel offers excellent pricing to its resellers when they buy Intel® Server Boards and Systems. Lowering your cost for the solution helps keep margins high while offering competitive pricing to

your customers. And best of all, you can benefit from this opportunity without having to meet any prerequisites or annual revenue requirements.

For more information on VMware and Intel solutions, and sales tools offered to resellers, see Intel's [VMware vSphere* Reseller Center](#).⁶

A Reseller Success Story from Brite

A full systems integrator and consultancy in Rochester, New York, Brite recently drew on its status as an Intel® Reseller to help deliver an outstanding solution to the Town of Irondequoit in upstate New York. In an effort by the town to reduce costs and increase efficiency, Brite proposed implementing VMware technology on the Intel® Modular Server.

The solution successfully virtualized Microsoft Exchange*, SQL Server*, and Active Directory*, as well as domain controller and print server functionality, with reliable, scalable performance for critical applications. At the same time, it created a greener computer environment. Jeff Hands, a network administrator for the Town of Irondequoit reports, "Consolidating our physical servers onto just a handful of computer modules on the Intel® Modular Server is going to reduce our power and cooling by two-thirds over two years."

www.britecomputers.com

Take the next step, and lead where others follow.

For more information about solutions from VMware and Intel, visit:

www.intel.com/go/vmwareonintel

Have a question? Send email to systembuilder@vmware.com

SOLUTION PROVIDED BY:



The Foundation of Virtualization

¹ <http://mylearn.vmware.com/mgrReg/plan.cfm?plan=13787&ui=www>

² https://roianalyst.alinean.com/ent_02/AutoLogin.do?d=593411470991915416

³ <http://www.vmware.com/products/capacity-planner>

⁴ <http://www.vmware.com/solutions/partners/alliances/intel-resource.html>

⁵ <http://www.vmware.com/resources/compatibility/search.php>

⁶ <http://www.intel.com/go/esaa>

⁷ <http://www.intel.com/go/vmwareonintel>