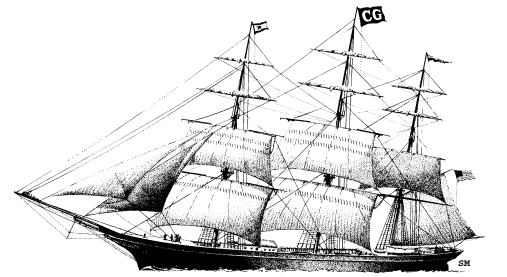


# THE CLIPPER GROUP *Captain's Log*™



*Navigating Information Technology Horizons*™

Published Since 2001

October 22, 2001

## **Giving the Customer What They Want, How They Want It - Dell to Sell EMC's CLARiiON**

Analyst: Anne MacFarland

**Convenience has become a necessity for many mid-tier enterprise IT buyers.** There is no time to savor the differences between alternatives: You set your objectives, you find the best fit, and you buy it. To you, it's not really about the procurement process, it about getting the equipment installed and the solution functioning. Then you can move to the next item on your list of too many things to do. **With the latest EMC-Dell five-year strategic alliance for co-branding EMC's CLARiiON product, customers get a way to acquire the quality of EMC's CLARiiON storage hardware and software using Dell's no-hassle procurement model.** This is great news for customers who need the availability of a CLARiiON and the functionality of EMC's storage software. **EMC and Dell have answered the emerging needs of Dell's mid-tier customers, who frequently buy storage as a component of a larger solution, but increasingly need some advanced functionality not found in lesser products.** With this new agreement, the mid-tier buyer can have them both, and buy them from a server vendor, a preferred approach for many.

In the process, **Dell and EMC have formed a bloc to address the broad, entry-level-to-enterprise market spectrum, without diluting either company's focus.** To a degree, Dell has been constrained by its business model from furnishing complex solutions. Now **Dell has access to a seasoned portfolio of storage products and services targeted at those upper-end needs.** EMC's professional services, best practices, training, tools and customer certifications are the kind of high-end services that mid-tier customers increasingly need as their business models get more convoluted.

On the other hand, EMC has been constrained by its distribution model, especially in its approach to the server-oriented mid market. Dell's highly visible channel solves that problem for them. **Dell allows EMC to place the CLARiiON product in a way that will maximize its acceptance.** Now, **EMC's direct sales force can focus on the high-touch market – those who buy storage strategically as a multifaceted infrastructure component.**

**With this announcement, EMC gets new kind of partner.** Beyond being an excellent channel for EMC's CLARiiON hardware and software, Dell's procurement and supply chain management expertise can help EMC to reduce costs. The 5-year product development collaboration may give both companies some useful synergy. When addressing a rapidly changing IT market, both highly focused companies need all the agility they can get.

The alliance of two high-visibility IT vendors is always hot news. **In this case, it is a good fit, for there is a lot they can do for each other – and for their customers. This alliance brings the right product to the right market through the right channel.** Enough said.



---

**The Clipper Group, Inc. - Technology Acquisition Consultants ♦ Strategic Advisors**

888 Worcester Street ♦ Suite 90 ♦ Wellesley, Massachusetts 02482 ♦ (781) 235-0085 ♦ (781) 235-5454 FAX

Visit Clipper on the Internet at <http://www.clipper.com> ♦ Send comments to [editor@clipper.com](mailto:editor@clipper.com)

### ***About The Clipper Group, Inc.***

***The Clipper Group, Inc.***, is an independent consulting firm specializing in acquisition decisions and strategic advice regarding complex, enterprise-class information technologies. Our team of industry professionals averages more than 25 years of real-world experience. A team of staff consultants augments our capabilities, with significant experience across a broad spectrum of applications and environments.

- ***The Clipper Group can be reached at (781) 235-0085 and found on the web at [www.clipper.com](http://www.clipper.com).***

### ***About the Author***

***Anne MacFarland*** is Director of Enterprise Systems Research with The Clipper Group. Ms. MacFarland specializes in the strategic solutions being offered by enterprise systems and storage vendors. She joined The Clipper Group after a long career in library systems, business archives and research, including work for Connecticut Historical Society, Stowe Center, Aetna Life and Casualty, and Travelers Insurance. Ms. MacFarland earned a Bachelor of Arts degree from Cornell University, where she was a College Scholar, and a Masters of Library Science from Southern Connecticut State University.

- ***Reach Anne MacFarland via e-mail at [AnneM@clipper.com](mailto:AnneM@clipper.com) or at (781) 235-0085 Ext. 28.***

### ***Regarding Trademarks and Service Marks***

**The Clipper Group Navigator, The Clipper Group Explorer, The Clipper Group Observer,** and **The Clipper Group** Captain's Log are trademarks of The Clipper Group, Inc., and the clipper ship drawings, "*Navigating Information Technology Horizons*", and "teraproductivity" are service marks of The Clipper Group, Inc. The Clipper Group, Inc., reserves all rights regarding its trademarks and service marks. All other trademarks, etc., belong to their respective owners.

### ***Disclosure***

Officers and/or employees of The Clipper Group may own as individuals, directly or indirectly, shares in one or more companies discussed in this bulletin. Company policy prohibits any officer or employee from holding more than one percent of the outstanding shares of any company covered by The Clipper Group. The Clipper Group, Inc., has no such equity holdings.

### ***Regarding the Information in this Issue***

The Clipper Group believes the information included in this report to be accurate. Data has been received from a variety of sources, which we believe to be reliable, including manufacturers, distributors, or users of the products discussed herein. The Clipper Group, Inc., cannot be held responsible for any consequential damages resulting from the application of information or opinions contained in this report.