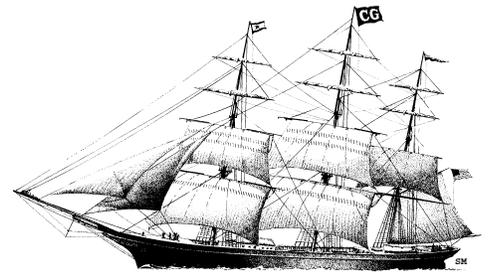


THE CLIPPER GROUP *Captain's Log*™



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

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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 or at (781) 235-0085 Ext. 28.***

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