

# SOFTCHOICE & DELL EMC – BETTER TOGETHER

Unleashing the potential of people & business through technology

Softchoice is one of the largest IT solutions and managed services providers in North America. We are an influential, growth-oriented organization determined to enable our people, our clients, our partners and the communities we serve to realize their potential.

We help organizations like yours, use technology to become more productive, more competitive and ultimately, more successful. Leveraging our partnership with Dell EMC, we'll provide the technical know-how to help you make great decisions and turn your vision into reality.

## Softchoice helps customers in four ways

### We enable end users

**We start with user + business needs, not technical requirements.**

We define use-cases, and inventory all collaboration and productivity tools. We then create an implementation plan to drive the desired business outcomes.

### We enable asset management

**We're focused on ITAM in a hybrid cloud world.**

Our 50+ experts use proprietary tools to deliver a modern approach to ITAM. We connect the dots between usage, software and cloud contracts, and deployed assets, to deliver clarity on compliance and ROI.

### We enable hybrid IT

**We prioritize applications, not platforms.**

This means taking an app-centric approach to getting networks and datacenters modernized, and embracing the public cloud - with a plan that supports a customer's prioritized applications.

### We enable procurement

**Our virtual supply chain ensures we only sell what customers need.**

Through softchoice.com, combined with our Inside Sales Account Managers, customers buy technology products quickly, cost-effectively, and in a trouble-free, transparent way.

## Quick Stats:

- 2017 Dell EMC Canada's Channel Partner of the Year
- The first and only partner to receive this title three years in a row
- 500+ Technical Resources
- A dedicated team of Dell EMC resources
- 1,600+ Employees (and growing)
- 45+ Local branches across North America
- 12 Straight Years Voted By Employees As Best Workplace

## Dell EMC Competencies:

- Storage
- Server
- Converged Infrastructure
- Networking
- Data Protection
- Core Client
- Workstation

## Strategic Solution Partners:

- Microsoft - Gold Certified Partner
  - » Large Account Reseller
  - » Enterprise Software Advisor
- Intel - Platinum Partner
- VMware - Premier Level Corporate Reseller
  - » Enterprise Level Partner Professional Services Program Member
- Cisco - Gold Certified
- Citrix - Gold Partner
- NetApp - Platinum Partner

## Why Dell EMC through Softchoice?

Our Dell EMC Technical Architects meet regularly with our clients to understand their current infrastructure, technical requirements and future technology plans; we strategize and assess their Dell EMC products, new technology and road map these products and services to best meet those needs. The Softchoice and Dell EMC partnership allows our clients the option of where to purchase their Dell EMC products without disruption to their pricing or Dell EMC Direct team. Many clients are looking to consolidate their vendor list, utilize Softchoice resources on their Dell EMC products and streamline their purchasing process. We bring the Softchoice value to the Dell EMC brand giving you the best of both worlds.

