

# CUSTOMER STORY

## Dell Azure Backup and Azure DevTest



**Solution Overview**

**Products and Services**  
Product Launch

**Industry**  
Information Technology & Services

**Organization Size**  
10,001+ Employees

**Country**  
United States

**Language**  
English

## Dell Initiates Microsoft Azure Services Offerings

Solution Sheets, Battlecards and a unique customer giveaway create a successful product launch.

### Understanding their needs:

Dell, a leading, global, end-to-end computing solutions company, recently started offering Microsoft Azure Backup and Azure DevTest Labs services to serve the needs of their cloud-based customers. Wanting to ensure the launch of these two services was successful, Dell engaged EMM to help create sales materials for both the internal sales team and their customers.

### How we helped:

When looking to launch their Microsoft Azure Backup and Azure DevTest Labs service offerings, Dell reached out to EMM to create the basic components needed to provide their customers with accurate and helpful information, and give their sales team the necessary tools and training materials. EMM delivered Solution Sheets and Battlecards for both the Microsoft Azure Backup and Azure DevTest Labs services, and designed a unique and creative giveaway for the first 25 Dell customers to sign-up for the Azure DevTest Labs services.

For the Azure Backup Solution Sheet and Battlecard, EMM started by researching the Dell Customer pain-points. Focusing on the concerns and challenges a customer has around the safety of their data allowed EMM to create meaningful materials for the Dell sales team. The internal-use Battlecard gave the sales team the information and training materials they needed to be prepared to sell the solution to customers. The public-facing Solution Sheet offered customers the data and understanding needed to make an informed decision.

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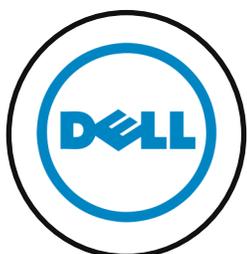
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### How we helped (continued):

Taking a similar approach with Azure DevTest Labs, the Solution Sheet and Battlecard outlined the speed, scalability and cost effectiveness of the service. In addition to ensuring the Sales Team had the materials they needed to sell Azure DevTest labs successfully, EMM designed a beaker shaped mug to be used as a give-away item to the first 25 customers who subscribed. The mugs added an element of interest and fun for both the customers and the Dell team.

Following the success of the launch of Azure Backup and Azure DevTest Labs services, Dell will roll-out additional Azure Services as they make sense for their small business customers.



*“Lori is a highly professional Cloud Marketing Leader with deep understanding of the SMB market. I would recommend Lori and her team to any company wishing to build a successful Cloud/Hosting business.”*

*- Mayra Luis-Castillo, Microsoft*