

# PowerQuote for Dell EMC Servers

For Hosts

**PowerQuote**  
MAXIMIZE EVERY OPPORTUNITY

 CHANNEL  
**CENTRAL**  
.NET

### What is PowerQuote?

**PowerQuote**  
MAXIMIZE EVERY OPPORTUNITY

- ⌘ The **Configure Price Quote (CPQ)** Application for stocked **Dell EMC Servers**.
- ⌘ Specifically designed for **Distributors** and **Resellers** in the **IT Channel**.
- ⌘ Generates **fast** and **accurately configured quotations**.

## Why quote with PowerQuote?

PowerEdge R440

PowerEdge R440 Chassis 8 x 2.5in Hot-Plug Xeon Silver 4110 16GB 800GB Rails Bezel On-Board LOM DP PERC H330+ iDRAC9 Ent 550W 3Y Basic NBD

[TECH SPECS](#)

[QUOTE SUMMARY](#)

VPN	Description	Base Config	Promotion	Stock	Qty	Price	Rebate
K01YM	PowerEdge R440 Chassis 8 x 2.5in Hot-Plug Xeon Silver 4110 16GB 800GB Rails Bezel On-Board LOM DP PERC H330+ iDRAC9 Ent 550W 3Y Basic NBD	<a href="#">PROMO</a>	-		1	€ 1,472.00 *	€ 250.00
PER44X_3833	3 Year Next Business Day to 3 Year ProSupport Next Business Day	<a href="#">PROMO</a>	-		1	€ 328.75 *	€ 94.00
634-BIPU	Windows Server 2016 Standard ROK 16CORE (for Distributor sale only)	<a href="#">PROMO</a>	-		1	€ 0.00 *	€ 170.00

[New Quote](#) [Export](#) [Place Order](#)

Total Price € 1,800.75 \*

Total Rebate € 514.00 \*

Total Recommended Price € 1,286.75 \*

[Processor](#) [Memory](#) [Hard Disk Drive](#) [Fans & Cooling](#) [Power Supply](#) [Warranty](#) [Microsoft OS](#)

[VPN](#) [Description](#) [Base Config](#) [Promotion](#) [Stock](#) [Qty](#) [Price](#) [Rebate](#)

338-BLTT	Intel Xeon Silver 4110 2.10GHz 8C/16T 9.6GT/s 11M Cache Turbo HT (85W) DDR4-2400	<input checked="" type="checkbox"/>	<a href="#">PROMO</a>	-	0	€ 519.50 *	€ 72.50
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**DELL EMC**

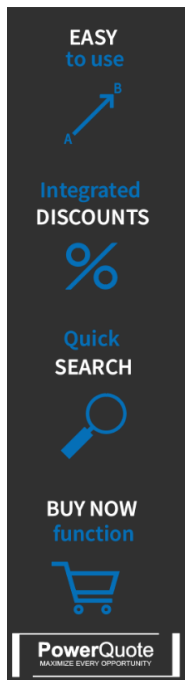
© Copyright 2018

Easy to use.

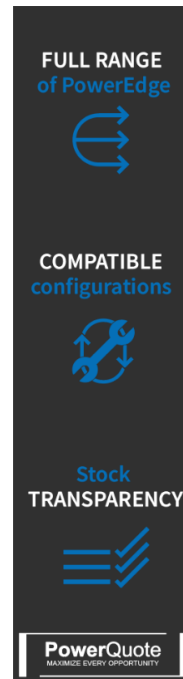
See your Buy Price, Promotions and Inventory in real-time.

Instantly accessible whenever you need to quote.

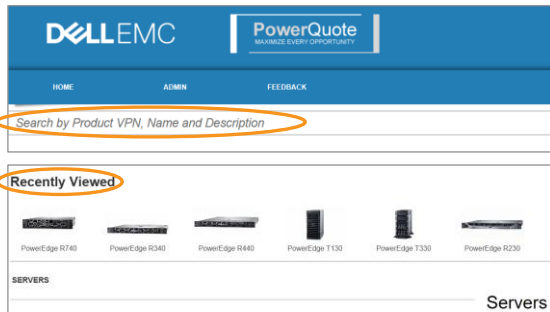
## Why host PowerQuote?



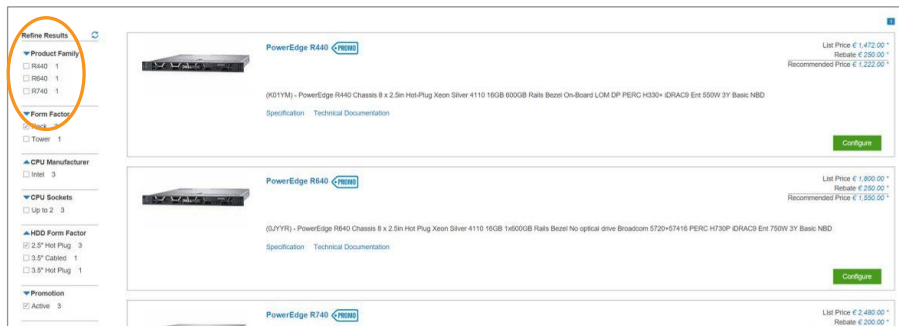
- Consistent and improved Customer and Partner Experiences.
- Data to drive improvements in Product Management/Marketing.
- View of Pitch Rates (pre-cursor to Attach Rates) generically or specific products of interest.
- Improvements to Attach Rates improves overall margin.
- Drive central promotions to optimize Sales.
- Incentive/SPIFF management capabilities.
- Support for Marketing assets.
- Fewer customer satisfaction issues due to Sales/Customer Errors.
- Faster Stock turns lowers aged stock.
- Liberates Pre-Sales specialists to work on high deal size opportunities through Sales and Reseller self-serve.



## Full range and fully searchable



- Full PowerEdge Now server range and all product information.
- Search by product number (SKU) or product description.
- Filter by category.
- Recently viewed.



## PowerQuote makes your quotes better

PowerEdge R440

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**New Quote** **Export** **Place Order**

**Total Price € 1,800.75 \***  
**Total Rebate € 514.00 \***  
**Total Recommended Price € 1,286.75 \***

**Memory Optimisation** - Optimum performance is achieved when Memory is installed in multiples of 6 modules

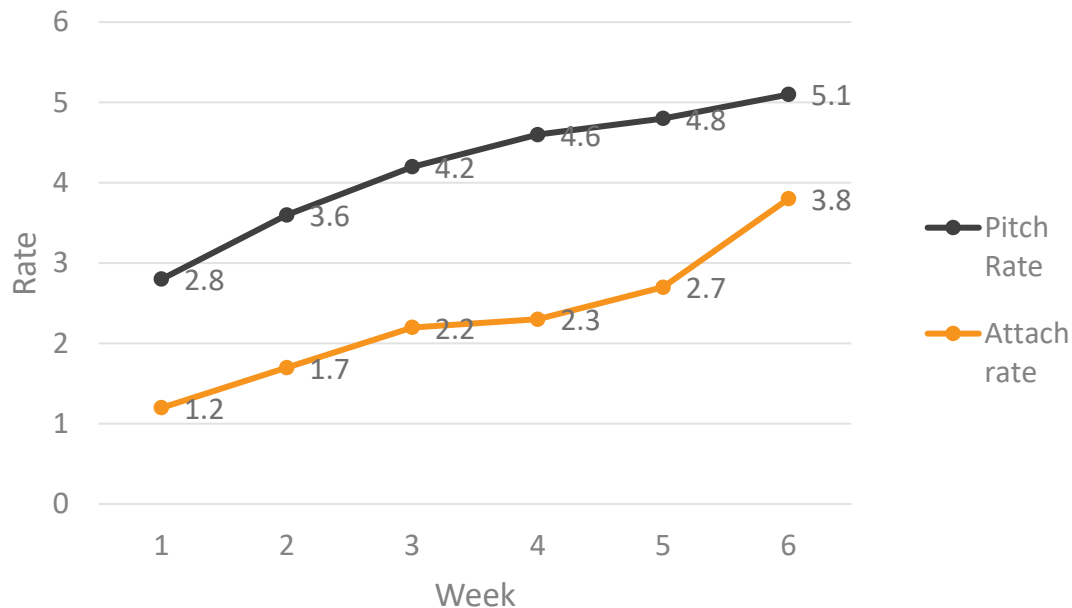
**Processor** **Memory** **Hard Disk Drive** **Fans & Cooling** **Power Supply** **Warranty** **Microsoft OS**

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**DELL EMC**  
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- Displays **up-to-date stock availability**.
- Base configuration **information to match** preinstalled and additional parts.
- Always **compatible configurations** – Customer satisfaction guaranteed.

### Monitor and improve your pitch rate



- Quotations include the maximum range of compatible option products.
- Compare pitch and attach rate data for the first time.

## Exporting and eCommerce integration options

- ❑ Export to PDF or Excel.
- ❑ Place order (Buy-Now)

The screenshot displays the PowerQuote interface for a Dell PowerEdge R740 server. The top navigation bar includes the DELL EMC logo and the PowerQuote tagline 'MAXIMIZE EVERY OPPORTUNITY'. Below the navigation bar, there's a search bar and a list of servers, with 'PowerEdge R740' selected. The main content area shows the server's specifications and two primary action buttons: 'Export' (blue) and 'Place Order' (green). The 'Place Order' button is circled in orange. Below the 'Export' button, there's a dropdown menu for 'Export Format' with options for PDF and Excel (XLSX), and another dropdown for 'Options' with 'Download' and 'Send Email' choices. The 'Send Email' option is selected, and an email address 'smith@itsolutions.com' is entered. On the right side, a summary table shows the server's price and rebate details. The table has columns for 'Base Config', 'Promotion', 'Stock', 'Qty', 'Price', and 'Rebate'. The 'Place Order' button is also circled in orange. Below the table, there's a 'Total Price' of € 3,106.75, a 'Total Rebate' of € 140.00, and a 'Total Recommended Price' of € 2,966.75. An orange arrow points from the 'Place Order' button to the 'Total Recommended Price'.

Base Config	Promotion	Stock	Qty	Price	Rebate
Its Bezel No optical drive Broadcom 5720		In Stock	1	€ 2,550.00	
			1	€ 547.75 *	€ 140.00

**Total Price € 3,106.75 \***  
**Total Rebate € 140.00 \***  
**Total Recommended Price € 2,966.75 \***

- ❑ If PowerQuote is integrated into a Web Store, clicking the Place Order button takes the entire contents of the PowerQuote Cart and transfers it gracefully to the Host's own Shopping Cart.

- ❑ If the quantity of System Units is more than one, the system automatically multiplies all options accordingly.



### Last Chance

Price € 2,480.00 \*

Stock: 1

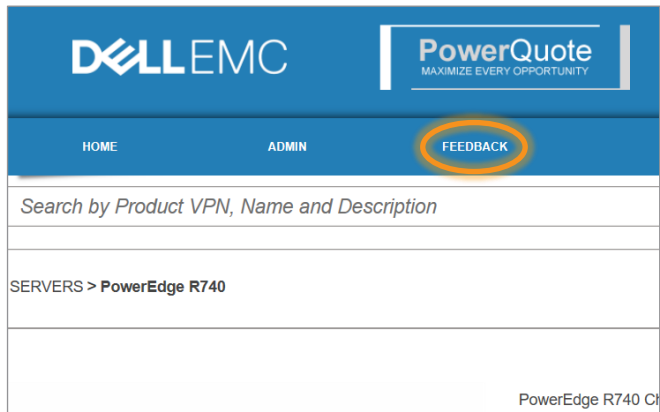


- ⌘ When a VPN is no longer orderable from Dell, but the Host still has stock, a helpful clock icon will appear next to the stock quantity.

# PowerQuote Host Kick Off

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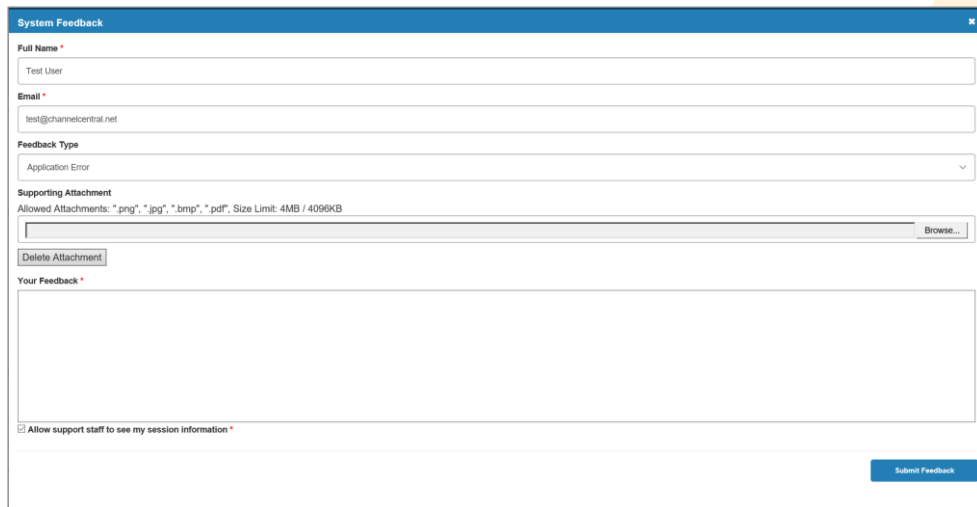
## User Help and Support



The screenshot shows the top navigation bar of the PowerQuote application. The bar is blue with the DELL EMC logo on the left and the PowerQuote logo on the right. In the center, there are three links: HOME, ADMIN, and FEEDBACK. The FEEDBACK link is circled in orange. Below the navigation bar, there is a search bar with the placeholder text "Search by Product VPN, Name and Description". Below the search bar, there is a breadcrumb trail: "SERVERS > PowerEdge R740". Below the breadcrumb trail, there is a table with one row containing the text "PowerEdge R740 Ci".

■ ■ ■ Built-in issue reporting.

■ ■ ■ Feedback link at the top and bottom of every page.



The screenshot shows the "System Feedback" form. The form has a blue header with the title "System Feedback". Below the header, there are several input fields: "Full Name" with the value "Test User", "Email" with the value "test@channelcentral.net", and "Feedback Type" with a dropdown menu showing "Application Error". Below these fields, there is a "Supporting Attachment" section with a text input field and a "Browse..." button. Below the attachment section, there is a "Delete Attachment" button. Below the delete button, there is a "Your Feedback" section with a large text area. At the bottom of the form, there is a checkbox labeled "Allow support staff to see my session information" which is checked. A "Submit Feedback" button is located at the bottom right of the form.

### Quarterly Reporting on Utilization



- Company Breadth
- User Breadth
- Number of quotes created
- Value of quotations created \$
- Services Attach Average %
- Pitch Rate Average %
- Quotes Created User Mix %

## IT Integration

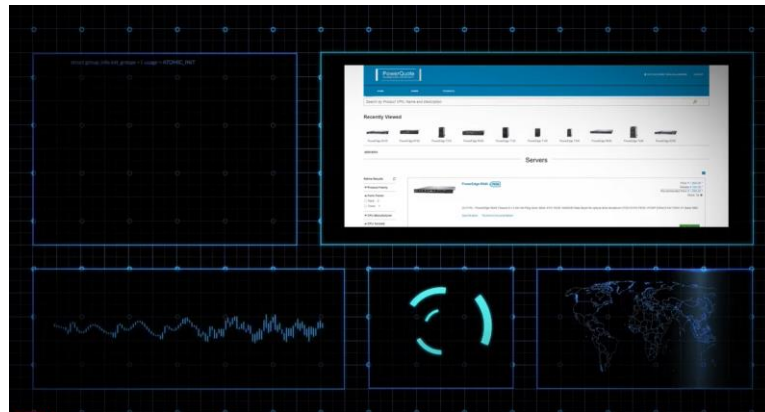
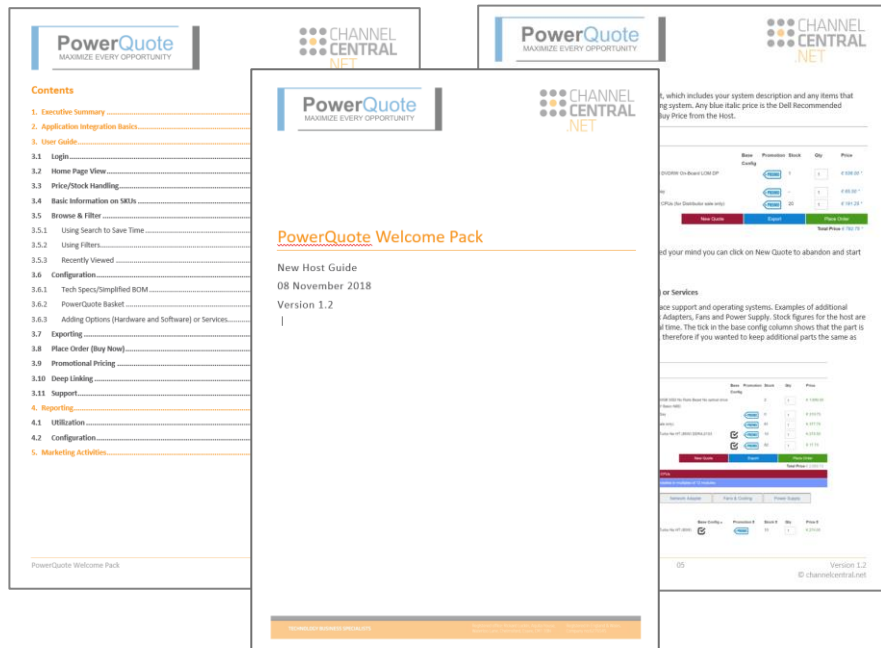
<b>Contents</b>	<b>channelcentral Services</b>
<b>1. Introduction</b>	<b>1. Introduction</b>
1.1 Data Feeds	that allow complex configurations of IT systems (e.g. Servers) to be built and validated.
1.2 Integrating with the channelcentral quotation tool	Include your own stock and pricing information, so sales people can see it in one place. As an example of pricing, for an internal sales team price at which they would quote to customers. For external
1.3 Your Host ID	system as text files delivered to our FTP server. To display your own data feeds should be provided to us regularly to update your system and explain the two different feeds supported – one mandatory
<b>2. Data Feeds – Overview</b>	tion could be updated from your feed files as a single price for all our eCommerce engine and provide customer-specific pricing and
2.1 File Formats	quotation tool
2.2 Feed Content	Info from users who have been passed over from a Distributor or the application before. The <b>Integration</b> section of this document directly from your website, and how to integrate with customer-
2.3 Feed Delivery	and. This is your company's user ID for data interactions with separately.
<b>3. Data Feeds – File Definitions</b>	For
3.1 Feed One – Price and Availability	is not providing a value. column BLANK.
3.1.1 "Why two prices?"	the more useful you and your customers will find channelcentral
3.1.2 "We want to provide our own Promotional price calculating it"	stomers included in channelcentral services. Product Categories that you wish to see in our services. for full <b>Catalogue for each Manufacturer</b> .
3.2 Feed Two – Availability Only	customer support manager. Following completion of testing, user credentials for the FTP server will be provided separately.
<b>4. Integration with your webshop</b>	Page 4 of 5
4.1 The channelcentral CPQ Gatekeeper API	Confidential
4.2 Positioning the channelcentral tool on your website	
4.3 System Catalogue for the channelcentral tool	
<b>5. Integration – Webshop Basket / Cart</b>	
5.1 XML Document format	
5.2 Sample XML Output	
<b>6. Integration – Customer-Specific Pricing and Availability</b>	
<b>7. Contact Us</b>	

■ Fully supported technical integration and implementation.

# PowerQuote Host Kick Off

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## Resources: Welcome Guide & Training Video





### PowerQuote Training Video

- <https://www.youtube.com/watch?v=keGavQF-GGM&t=368s>

## Marketing Support Resources

### Press release



**TITLE:** [DISTRIBUTOR\_NAME] launches PowerQuote for Dell EMC Servers

**BODY:** [DATE/TIME] [DISTRIBUTOR\_NAME] is offering PowerQuote, a Configure Price Quote application, to its customers in [COUNTRY NAME].

PowerQuote for Dell EMC Servers produces fast, accurate and entirely relevant quotations across the full range of 'stock' PowerEdge servers, for resellers in the IT Channel. Easy to navigate and intuitive to use, PowerQuote allows users to provide customers with fantastic customer service delivering quotations with speed, pricing, accuracy, product information and relevant options.

**Easy to use at any time**

PowerQuote has been designed with simplicity in mind so requires minimal training to be able to generate a quotation at any time. Through integration with the Host, the buy price and available inventory is quickly available for a user to see.

**Quick to find what you want**

Several search facilities allow users to access the wide range of Dell EMC servers and associated upgrades, either by product number (SKU) or product description, or by using filters when a user wishes to narrow down options available within a category. In addition, it is quick to go back to recently viewed items.

**Full product information available**

Product information has been included for ALL Dell EMC stock Servers in PowerQuote, including a high-level system description containing the most useful attributes of the System Unit and full technical documentation.

**Accurate and include quoting**



It is easy in PowerQuote to add additional options or remove or replace support and operating systems, including Memory, Hard Disk Drives and Network Adapters. Stock figures for the host are shown for each option, usually updated in real time. It is easy to see if a part is already installed in the customer's base configuration, so it is straightforward to keep additional parts the same as any pre-installed parts. PowerQuote automatically adds a suggested Pro Support and a Microsoft Operating System.

**Never get a configuration wrong**

Additional parts can easily be added, validated and re-priced in the cart instant. Built-in configuration intelligence will warn users if a configuration becomes invalid. A notification of what needs to be changed is displayed, preventing an order being placed or reported until rectified. Simply clicking on New Quote abandons the order to start a new quotation.

Press Release Template PowerQuote 02 © channelcentral.net

### User Guide



**1. What is PowerQuote?**

PowerQuote for Dell EMC Servers is a plug-in for e-Commerce Store.

- Channel Sales directly
- Online Stores embed
- Dell Call Centre enabled

PowerQuote has been created dynamic data and software plug-in.

**2. Why PowerQuote?**

PowerQuote produces fast, accurate and entirely relevant quotations for the full range of 'stock' PowerEdge servers, for resellers in the IT Channel. Easy to navigate and intuitive to use, PowerQuote allows users to provide customers with fantastic customer service delivering quotations with speed, pricing, accuracy, product information and relevant options.

PowerQuote also generates an increasing the customer for you.

Specifically, PowerQuote offers:

- The full PowerEdge line up
- Includes a powerful search engine
- The user can navigate the full range of options
- Handling is also supported
- Easy access to Dell parts

**3. How easy is it to use?**

PowerQuote has been designed with simplicity in mind so requires NO training. Through IT integration with our systems, the buy price and available inventory is quickly available to view. No call, no waiting. Simply log in whenever you need to search and quote - spend your quotation by generating them in PowerQuote.

If you are ready to place an order just click Buy Now to send your quotation to [DISTRIBUTOR\_NAME], add products and check out!

**Quick to find what you want**

Quickly access the wide range of Dell EMC Servers and associated upgrades with several search facilities, either by product number (SKU) or product description for a specific search. If you need to narrow down options available just select a product category filter. Want to go back to a product you've previously viewed? It's easy, just click on your recently viewed products.

**Widest choice of stock**

The full range of Dell EMC PowerEdge Servers is available in PowerQuote including Tower and Rack Servers (1 or 2 sockets) plus a wide range of accessories, software and services.

**Full product information on ALL products**



Product information has been included for ALL Dell EMC stock Servers in PowerQuote, including a high-level system description containing the most useful attributes of the system Unit. If you need further information you can click directly to the technical documentation PDF of the Owner's Manual so you can always access the correct product specification quickly.

User Guide for Distribution, Partners, Call Centres

PowerQuote  
04 February 2019  
Version 1.2

User Guide for Distribution, Partners, Call Centres

### Email text



**FOR RESELLERS – EMAIL TEXT**

**Context of copy: this is designed for a Distributor to leverage in Reseller-facing comms.**

**[START]**

**[SUBJECT]**

PowerQuote for Dell EMC Servers is available from [DISTRIBUTOR\_NAME] NOW! Maximize every opportunity.

**[BODY TEXT]**

Gain competitive advantage - quote customers faster and more accurately across the full range of PowerEdge stock servers with PowerQuote. Simply log in to [DISTRIBUTOR\_NAME] and visit [LINK\_LOCATION].

PowerQuote for Dell EMC Servers produces fast, accurate and entirely relevant quotations for you. Easy to navigate and intuitive to use, PowerQuote allows you to provide customers with fantastic customer service delivering quotations with speed, pricing, accuracy, product information and always with relevant upgrades.

**Easy to use and ready when you are**

PowerQuote has been designed with simplicity in mind so requires NO training. Through IT integration with our systems, the buy price and available inventory is quickly available to view. No call, no waiting. Simply log in whenever you need to search and quote - spend your quotation by generating them in PowerQuote.

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Send text to Resellers 08-02-2019 03 © channelcentral.net

### Case Study



**1. CGI: PowerQuote-Case-Study**

**About CGI**

Computer Graphics (CGI) is a Distributor providing Information-Communications Technology (ICT) solutions to Resellers and System Integrators, nationwide. CGI's main office is in Ennis, with offices across the country, including major cities such as Athlone, Kildare and Dublin.

Since the mid-1990s CGI has consistently grown its revenue and by 2017 its turnover was over €10m. CGI's supplier breadth is strong, providing customers with plenty of choice. CGI is an Authorized Distributor for Dell EMC.

**Case Study Summary**

CGI is one of a number of European Distributors participating in the PowerEdge Now (PEN) Program. This Program enables Resellers to order from the full range of Dell PowerEdge Servers and add-on options from inventory. Although it has been very successful, CGI is looking at ways to make the user experience for Sales and Customers simpler, while also driving sales of attach-items such as Hardware Accessories, Support Services and ROK Operating Systems.

**1. Legacy Challenges**

The PowerEdge Now (PEN) Program had become very successful and as it reached scale this rated a few challenges:

- Unlike Dell EMC's factory supply chain, its stock and sell business for distributors was very dependent on spreadsheets to provide configuration options and advice.
- CGI's e-Commerce environment showed System Units and Options but without any validation Resellers were reluctant to self-quote.
- Some of the pricing structures created a requirement to handle bundles which is a notoriously challenging process in most e-commerce environments.
- Some specialists were working on relatively small deal orders.

**PowerQuote**

CGI selected channelcentral to develop a tool called PowerQuote for Dell EMC Servers. The key features & benefits:

- Contains the full PowerEdge Stock portfolio of Servers and an increasing number of Options.
- Includes a powerful configuration engine to ensure compatibility and prevent invalid configurations.
- The user can navigate the tool easily while seeing their Buy Price, Promotions and Inventory in real time.
- Quotations can be exported or emailed to PDF or Excel OR ordered from CGI directly.
- Complete handling is also supported making pricing much easier.
- Reporting on utilization and configurations is available from PowerQuote. This includes reporting key metrics such as which Rates are most valuable products. All very important as part of the Return on Investment (ROI) case.

Send text to Resellers 08-02-2019 03 © channelcentral.net

### Who wants to make their quotes better?



- ⌘ Get quotations faster.
- ⌘ Always accurate.
- ⌘ Delight your customers.

### What are you waiting for?

**DELL EMC** | **PowerQuote** MAXIMIZE EVERY OPPORTUNITY | LOGIN

HOME

**Sign In**

Hello, welcome to your account

Email

Password

**Secure Sign In**

[Forgot your password?](#)

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- Start generating faster and accurate quotes.
- Login now - [url, application/other instructions].



PowerQuote

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MAXIMIZE EVERY OPPORTUNITY

**PowerQuote for Dell EMC Servers. Log in now!**

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