**Dell EMC PowerEdge & OpenManage**

## Email copy

**Subject line**Dell EMC PowerEdge and OpenManage: Intelligent collaboration

**Super subject line**Introducing Dell EMC PowerEdge and OpenManage: Technology and solutions to help innovate, adapt, and grow

**Headline**The Dell EMC PowerEdge & OpenManage

**Body**
Dear [Reseller Name],

The advanced Dell EMC PowerEdge servers, powered by Intel® technology, help businesses meet the demands of digital transformation by delivering a secure infrastructure that supports diverse workloads and business objectives.

The Dell EMC PowerEdge server portfolio powered by Intel® Xeon® Scalable Processors, delivers technology and solutions to help customers innovate, adapt, and grow – and Dell EMC OpenManage is the key to the innovation engine, unlocking intelligent systems management tools and automation that help organizations scale, manage, and protect their technology environment.

Regular server refresh is now an essential IT requirement.

Upgrading to the latest PowerEdge servers delivers the enhanced performance, automation, scalability, and security that organizations of all sizes need to:

• Increase agility

• Improve efficiency

• Reduce operational expenses

Your resellers can help customers get even more from their server refresh investment by only paying for the technology they need, as they need it – and boost business for both of you at the same time.

Flex on Demand is a Dell Technologies metered payment solution, enabled by Dell Financial Services, for Dell EMC products, including storage, data protection, hyperconverged infrastructure, servers, Dell Technologies Cloud Platform and Dell professional services.

It provides customers with a monthly invoice that reflects their actual use of committed and buffer capacity during their contract term. They can scale up and down within the available buffer capacity and easily manage unpredictable growth, workload bursts, and temporary changes in IT infrastructure requirements.

To learn more, please contact us at [Distributor email], visit the [Distributor website], or call us at [Distributor phone number].

We look forward to speaking to you soon.

Best regards,

[Distributor name]

[SECONDARY EMAIL BODY COPY]

The Dell EMC PowerEdge servers are built with a no-compromise approach from one of the leading\* global server providers.

Powered by Intel® Xeon® Scalable processors and latest OpenManage Enterprise systems management technology, the innovated PowerEdge server portfolio delivers:

• Enhanced performance and memory speed

• Easy scalability and upgradability

Collaborate with customers and help organizations of all sizes leverage these optimized servers and intelligent systems management technologies to drive innovation and improved business outcomes.

\* Dell Technologies is #1 in x86 Server – units shipped, IDC Quarterly Server Tracker, Q3 2020.

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