



# Dell Technologies Streamlines Customer Procurement on AWS Marketplace with Tackle

## EXECUTIVE SUMMARY

Dell Technologies is a global leader of personal computers, network servers, data storage solutions, and software. The Fortune 500 company had been providing its data protection products as bring-your-own-license offerings on AWS Marketplace, but it wanted to offer additional procurement options that would enable customer success, count toward committed cloud spend, and facilitate co-sell motions with partners. Looking for an AWS Marketplace expert, Dell thought of Tackle, which came highly recommended by Amazon Web Services (AWS)—making the choice an easy one.

## ENABLING CUSTOMER SUCCESS ON AWS MARKETPLACE

As Dell considered how to best expand its AWS Marketplace presence, one of its customers reached out because they wanted to make their next purchase of Dell's data protection products on AWS Marketplace to leverage their cloud spend commitment. Additionally, many of Dell's partners were requesting the ability to pursue opportunities with Dell on AWS Marketplace. In light of this, Dell sought to expedite deployment and reached out to Tackle, a software company dedicated to helping companies launch, grow, and scale on AWS Marketplace.

## Key Highlights



**Meet partners** where wanted to transact via Marketplace



**Streamlined** private offer process



**Easily manage** AWS Marketplace business from beginning to end

## DELL Technologies

### ABOUT DELL

Dell Technologies provides the essential infrastructure for organizations to build their digital future, transform IT, and protect their most important asset, information.

“ Tackle helped us simplify and accelerate procurement on AWS Marketplace and provide the very best experience for our customers. ”

**Kris Carrara**  
Senior Director for Global Sales Strategy and Business Development,  
Dell Technologies

“At Dell Technologies we put our customer first in everything we do—customer satisfaction is incredibly important,” said Kris Carrara, Senior Director for Global Sales Strategy and Business Development at Dell Technologies. “Marketplaces are key to our commitment to offer customers greater flexibility and choice as they develop new applications and modernize existing ones. We knew that Tackle’s experience with AWS Marketplace would be of great help in simplifying and streamlining the procurement process for our customers.”

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## Accelerating the Private Offer Process for Customers

Dell and Tackle worked together to help streamline the private offer process. This allowed the company to deliver solutions to customers and provide the ability to purchase upgrades or, for those who already have SaaS subscriptions, to renew on AWS Marketplace.



## Optimizing AWS Marketplace Procurement

Another benefit of leveraging Tackle is that Dell gains more information about its customer transactions. For example, Tackle’s unique Cloud Marketplace Platform sends Dell additional contact and purchase information that helps Dell’s operations team track its customers’ usage and streamlines the way Dell’s finance team tracks payments from AWS. Dell can easily manage its AWS Marketplace business from beginning to end with Tackle.

“From the onset, we determined tracking customer usage would be the key to Dell’s AWS Marketplace success,” said Patrick Riley, Marketplace Success Manager at Tackle. “We worked closely together to ensure that Dell would have the purchase information from the Tackle platform needed to track and quickly respond to customers. We have regular sync meetings with Dell and our partnership is strengthened at every check-in through direct feedback and best practice sharing.”



## DELL AND TACKLE MOVING FORWARD

What does the future hold for Dell and Tackle? “Right now, we’re looking at using more of Tackle’s reporting tools and learning how they can help us scale larger,” Carrara said. “We’re also looking at integrating Tackle into our software tools, such as Slack and Salesforce. To sum up, Tackle helped us simplify and accelerate procurement on AWS Marketplace and provide the very best experience for our customers.”