SUCCESS PACK FOR PARTNER SALES AND MARKETING TEAMS

Cybersecurity Campaign

Everything you need to **initiate meaningful conversations with your customers** around their cybersecurity goals.



DELL Technologies PARTNER PROGRAM

Innovation Built-in intel

We've developed this interactive guide to give you everything you need to start a conversation with your customers around their cybersecurity goals and how they can achieve them with innovative Dell Technologies solutions and services.

EXPLORE EACH SECTION TO DISCOVER KEY INFORMATION AND TOOLS DESIGNED TO HELP YOU INCREASE YOUR MARGIN POTENTIAL AND EARN TRUSTED PARTNER STATUS.



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THE CYBERSECURITY LANDSCAPE

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START THE CONVERSATION

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Why we should be rethinking cybersecurity in today's digital age

ENSURING THE SECURITY AND RESILIENCY OF YOUR CUSTOMERS' ORGANIZATIONS AND VALUABLE DATA ARE A TOP PRIORITY IN OUR DIGITAL TRANSFORMATION ERA.

$2.66M

average cost savings associated with a incident response (IR) team and regularly tested IR plan.[1]

65,2%

cost savings over organizations that don't deploy AI and automation tools to help with cybersecurity.[1]

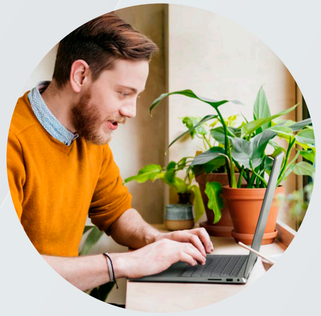
Cyberattacks never sleep. So businesses simply can't afford to switch off for a second – because their operations, reputation, and finances are at risk.

At the same time, cybercriminals are becoming more sophisticated – and more creative. IT teams must deal with challenges on ransomware, cryptojacking, control-flow hijacking and corruption of supply chains, across a greater attack surface than ever.

You're the transformer your customers need

Your customers need confidence in the end-to-end security of their solutions – and the guidance of a trusted partner who understands the importance of security across the entire enterprise, plus access to the people, technology, and processes needed to build their breakthrough.

Working with us, **you can become the transformer your customers need.**



A ZERO TRUST APPROACH TO CYBERSECURITY

+



DELL TRUSTED INFRASTRUCTURE

+



SECURE SUPPLY CHAIN

+



A Zero Trust approach to cybersecurity

Distributed data, intelligent, software-defined systems, multicloud environments, and as-a-service delivery call for a shift towards a Zero Trust approach to IT security. We believe this requires a continual improvement in how we design, build and deliver secure solutions and services to our customers and with our ecosystem partners.

Organizations are managing

10x



the data they were just five years ago, almost 15 petabytes on average now.[1]

1 - The Dell Technologies 2021 Global Data Protection Index



Dell Trusted Infrastructure

We refer to our portfolio of IT infrastructure solutions as Dell Trusted Infrastructure, developed with a Zero Trust architecture in mind. Dell Trusted Infrastructure is the modern, resilient and intelligent technology foundation your customers need to securely build their breakthrough.



Secure Supply Chain

Our strategy of “defense-in-depth” and “defense-in-breadth” involves multiple layers of controls to mitigate threats that could be introduced into the supply chain. These controls, along with effective risk management, help establish supply chain security.

Learn more about our Secure Supply Chain on page 25

Fortify with Modern Security



As your partner, we want to help you initiate customer conversations around your capability to:

- **PROTECT DATA AND SYSTEMS**
- **ENHANCE CYBER RESILIENCY**
- **OVERCOME SECURITY COMPLEXITY**

Take advantage of the numerous assets produced as part of Cybersecurity Awareness Month, showcasing how security features are incorporated into all of our infrastructure products.

Learn more about
Cybersecurity Awareness Month

Protect data and systems

Offer design for true flexibility with advanced capabilities that help customers effectively identify authorized users, and **detect**, **defend** and **recover** from cyber threats – whether at the edge, on-premises or across multicloud.

Leverage Dell Trusted Infrastructure solutions and services to help your customers combat cyber threats to critical applications and data.



Read more

Enhance cyber resiliency

Enable fearless innovation by helping your customers lessen the impact of cyberattacks and resume operations rapidly with innovative solutions and services.



Read more

Overcome security complexity

Combine your own expertise with our wide range of intelligent security applications and intrinsic hardware and firmware-based features to help your customers confidently scale in the face of increasing security complexity.

With Dell Trusted Infrastructure, you can consolidate services and solutions to offer cybersecurity as simple as your customers need it to be – from one trusted vendor.



Read more

Why protecting data has never been more critical

In a data-driven multicloud world, cyber threats like ransomware are fueling the need for infrastructure modernization to help organizations reduce risk, recover data and maintain business continuity.

Explore the different areas in-depth:

Data Storage +

Servers +

Networking +

Hyperconverged Infrastructure +

Data Protection +

Whatever your starting point in discussing a customer's security concerns, there are plenty of additional opportunities you can explore to expand the products and services you can offer – across the full breadth of the data protection and cyber recovery landscape, as well as wider end-to-end IT solutions, including servers, storage, networking, and hyperconverged systems.

Data Storage

Dell Technologies Storage ensures that data is secure, protected and available by providing intrinsically secure solutions along with comprehensive threat detection and response capabilities.

In addition, Dell Technologies Storage protects critical data from cyber threats like ransomware by preventing unauthorized access and enhancing overall cyber resiliency. By aggregating threat intelligence and cascading it to upstream security platforms, Dell Technologies Storage helps organizations overcome security complexity and harness the full power of data.

Learn more about Primary Storage

Servers

As a critical component in software-defined datacenter architecture, server security is fundamental to an organization's overall security strategy. Dell Technologies Servers are built to be cyber resilient, with a security-first approach that encompasses every phase of the product lifecycle including evolving security controls and features to meet the ever-growing threat landscape.

Organizations can protect their server investments and valuable data with Dell Technologies tools that detect anomalies, breaches and unauthorized operations while enabling recovery from unintended or malicious events.

Learn more about Servers

Networking

Dell Technologies Networking combines multiple layers of security at the edge and in the network, in hardware and software including a set of rules and configurations designed to protect integrity, confidentiality and accessibility of network assets.

Each network security layer implements policies and controls, including network segmentation, centralized management, automation and scalability. When implemented through open standards, software-defined networking simplifies network design, operation and helps bring about other security trends, such as Zero Trust network access and increased cloud adoption.

Learn more about Networking

Hyperconverged Infrastructure

Dell Technologies Hyperconverged Infrastructure (HCI) solutions are designed to fortify applications with security at every layer of the stack – from the supply chain to hardware infrastructure, through software development and lifecycle management software.

Each Dell Technologies HCI product delivers an agile infrastructure with full stack integrity and comprehensive lifecycle management to drive operational efficiencies and reduce security risks, which helps your customers focus on their business. That's why we've been the market leader in HCI for 20 consecutive quarters.[1]

Learn more about HCI / CI

1 - Source: IDC Worldwide Quarterly Converged Systems Tracker, 1Q2022

Data Protection

Dell Technologies Data Protection provides customers with a full suite of offerings that span software and hardware, with management tools to simplify and automate operations at scale.

Provide the flexibility to fill potential gaps in data protection and cyber resiliency with solutions that best fit your customers' infrastructure and IT needs. Our proven, modern and intelligent protection includes PowerProtect Cyber Recovery to isolate critical data, identify suspicious activity through intelligent analytics, and accelerate automated data recovery.

Learn more about Data Protection

End-to-End Cybersecurity ›
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Cybersecurity Services

Against the backdrop of near daily reports of major cyberattacks, customers must have a strategy in place which defines proactive preparations and reactive actions if they find themselves a victim.

Dell Technologies Cybersecurity and Business Resiliency Services can help you integrate our scalable IT security services into your customers conversations. By taking advantage of our security services from Managed Detection and Response Service to Cyber Recovery Services, **we can help open new markets and new opportunities** to continuously protect your customers' infrastructure and data, and adapt to what are becoming increasingly complex threats.



Explore Dell Technologies Cybersecurity Services

HOW OUR CYBERSECURITY SERVICES CAN HELP YOU SUPPORT UNIQUE BUSINESS NEEDS

Partnering with Dell Technologies helps you scale and deliver cybersecurity services to your customers by creating a minimum viable company in the cyber recovery vault which is trusted to recover core business functions after a cyber attack, as well as develop and test recovery plans and procedures. We partner with you to integrate our solutions into your existing security practice – across your team and processes.



OVERCOME CYBERSECURITY COMPLEXITY

Help customers scale confidently without complexity

USING ZERO TRUST FOR A MORE SECURE WORLD

Keep data, applications and systems secure with a Zero Trust architecture



Overcome cybersecurity complexity

It’s the fear of complexity that intimidates many organizations from doing what they know they should be doing. Put your customers’ minds at ease with cybersecurity solutions as simple as they need them to be.

Help them scale confidently and overcome the security complexity of multi-cloud and hybrid working environments with intelligent security applications and flexible as-a-Service consumption for their data protection technology.

Together, we can help organizations of all sizes protect their data across hybrid multi-cloud and edge locations.



Learn more

Using Zero Trust for a more secure world

Combining Dell Technologies security enabled solutions with a Zero Trust architecture, you can offer a cybersecurity solution for every step of your customer's journey.

We believe that a Zero Trust approach to cybersecurity will facilitate greater control over access, authorization to applications and sensitive data, and reduced IT complexity while delivering a superior user experience.



Learn more

Triple Protection

WHERE DO YOUR CUSTOMERS STAND IN THEIR ABILITY TO DETECT, DEFEND AND RECOVER FROM A CYBERATTACK?

Find out with the **Dell Cyber Resiliency Assessment Tool** and discover how to strengthen their cyber preparedness with our **Triple Protection** approach.

Dell Technologies three-point approach to cybersecurity means triple the opportunity to protect your customers.

Leverage our **Triple Protection** approach to give your customers the power to effectively detect, defend and recover from cyber threats.

Learn more on the next page.

Triple Protection

Click to open pop-ups that provide more information on each dimension and explore the Cyber Resiliency Assessment Tool on the next page

1

Detect

Proactively detect incoming cyber threats across a greater attack surface than ever.

64%

of organizations are concerned they will experience a disruptive event within the next year.[1]

+ Learn More

2

Defend

Keep devices secure through a Zero Trust approach. Strengthen access, authentication and authorization.

74%

of organizations feel their exposure to data loss has increased with the growth of remote working.[1]

+ Learn More

3

Recover

Lessen the impact of cyberattacks. Bounce back quickly.

67%

of organizations are not confident in their ability to recover in the event of a destructive cyberattack.[1]

+ Learn More

Solutions: PowerProtect Cyber Recovery | APEX Backup Services | Dell PowerSwitch (TPM-based Secure Boot in select TAA models) | Enterprise Airgap for Powerscale and ECS | PowerEdge

1 - Source: www.delltechnologies.com/gdpi

Detect

Dell Technologies provides cybersecurity solutions that enable businesses to proactively detect unusual patterns, send alerts, and protect data while ensuring compliance.

CyberSense is fully integrated with Dell PowerProtect Cyber Recovery, and is a technology that finds corruption in data when a cyber threat penetrates the datacenter.

Learn more

Defend

Your customers need to trust that their security works in any environment; that they are enabling the right user at the right time with the right credentials.

Dell Technologies offers advanced capabilities to effectively identify authorized users, and detect, defend and recover from cyber threats, whether at the edge, on-premises or across multiple cloud providers.

Learn more

Recover

Lessen the impact of cyberattacks and resume operations rapidly with Dell Technologies intelligent software-defined solutions and expert services to streamline recovery activities.

Dell Technologies Cyber Recovery Services helps your customers develop a strategy to maintain operational continuity and data availability in the event of a cyber incident, while Dell PowerProtect Cyber Recovery enables a secure move of business-critical data to an isolated vault environment via an operational air gap to isolate data from attack surfaces.

Learn more about Cyber Recovery

Learn more about PowerProtect Cyber Recovery

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Fill your pipeline with good quality leads with

Cyber Resiliency Assessment Tool

ASSESS YOUR CUSTOMERS' ABILITY TO DETECT, DEFEND AND RECOVER FROM A CYBER ATTACK AND HELP THEM IMPROVE THEIR RATING WITH THE TRIPLE PROTECTION APPROACH.

OVER 140K VISITS IN 12 MONTHS

The Cyber Resiliency Assessment Tool provides a good starting point for your customer conversations around cybersecurity. The tool is the most visited page on the Dell Cybersecurity & Data Protection site.

This points to a clear desire from customers for more guided business tools that allow them to better understand their needs and the solutions that Dell Technologies can offer.



Leverage the tool to engage your customers and help them find out where they stand in their ability to detect, defend and recover from a cyberattack.

"This gave us a dose of reality on cyber readiness. We're now adopting a cyber resiliency plan to mitigate risk & ensure business continuity, ensuring a position of confidence."
Josh Kohloff, Network Administrator, Dodge County, Wisconsin

Try the **Assessment Tool**

Cyber Resiliency Awareness Tool ›
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Assess your customers' cyber preparedness

HOW IT WORKS:

1 **COMPLETE A COMPREHENSIVE 5-MINUTE ASSESSMENT:**
Your customers will begin with a comprehensive cyber resiliency health check from Enterprise Strategy Group (ESG) analysts.

2 **RECEIVE PRESCRIPTIVE RECOMMENDATIONS:**
The assessment will measure exposures and vulnerabilities, so you can provide best practices and tailored recommendations.

3 **LEARN HOW TO DETECT, DEFEND AND RECOVER:**
Show them how the Dell Technologies Triple Protection approach can help them address gaps and reduce cyber risk.



Try the **Assessment Tool**

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Establishing trust with

Supply Chain Security

SAFELY INSULATING OUR SUPPLY CHAIN AND DEVELOPMENT PROCESSES FOR HOW WE DESIGN, SOURCE, BUILD, SHIP AND MANAGE OUR PRODUCTS.

The security of IT hardware and the supply chain that supports its production and delivery has never been more at the forefront of customers' minds. Our supply chain security strategy involves multiple layers of control and effective risk management to mitigate threats that could be introduced into the supply chain

Find out more on the next page.

Why supply chain security matters:

A single ransomware incident can lead to operational disruptions, lost revenue, compromised data, diminished productivity and a tarnished brand or corporate reputation.

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Security in the Dell Technologies supply chain

THERE ARE FOUR CAPABILITIES THAT DETERMINE WHICH CONTROLS SHOULD BE IMPLEMENTED THROUGHOUT EACH PHASE OF THE SUPPLY CHAIN:

Security

Provides the confidentiality, integrity, and availability of information that describes the IT supply chain, or traverses the IT supply chain, as well as information about the parties participating in the IT supply chain.

Integrity

Ensures IT products or services in the IT supply chain are genuine, unaltered, and will perform according to specifications and without additional unwanted functionality.

Quality

Reduces vulnerabilities that may limit the intended function of a component, lead to component failure, or provide opportunities for exploitation.

Resilience

Ensures that the IT supply chain will provide required IT products and services despite disruptions.

Learn More about
Supply Chain Security

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Your breakthrough partner benefits

Leverage the Dell Trusted Infrastructure approach and solutions and enjoy a wealth of benefits that move your business forward.

Demonstrate your knowledge of cutting-edge cybersecurity solutions

+

Increase your margin potential with Dell Trusted Infrastructure products, services and security

+

Earn Trusted Partner Status by extending your offering to include Dell Trusted Infrastructure Solutions

+

Demonstrate your commitment to progressive partnerships with Dell Trusted Infrastructure Solutions

+

Demonstrate your knowledge of cutting--edge cybersecurity solutions

Dell Trusted Infrastructure approach and solutions offer a flexible, modular proposition that allows you to tailor your cybersecurity offerings to customers depending on their needs.

Combine our expertise with your own to meet every customer need across the full breadth of the cybersecurity landscape.

Increase your margin potential with Dell Trusted Infrastructure products, services and security

Extend your offering through upsell and cross--sell opportunities using our expert solutions and services, while enhancing your own revenue.

Together, we can simplify how your customers choose, deploy and manage their cybersecurity solutions, while driving down risk and cost.

Earn Trusted Partner Status by extending your offering to include Dell Trusted Infrastructure Solutions

The Dell Technologies Partner Program is structured to maximize your profitability when you commit and invest in Dell Technologies.

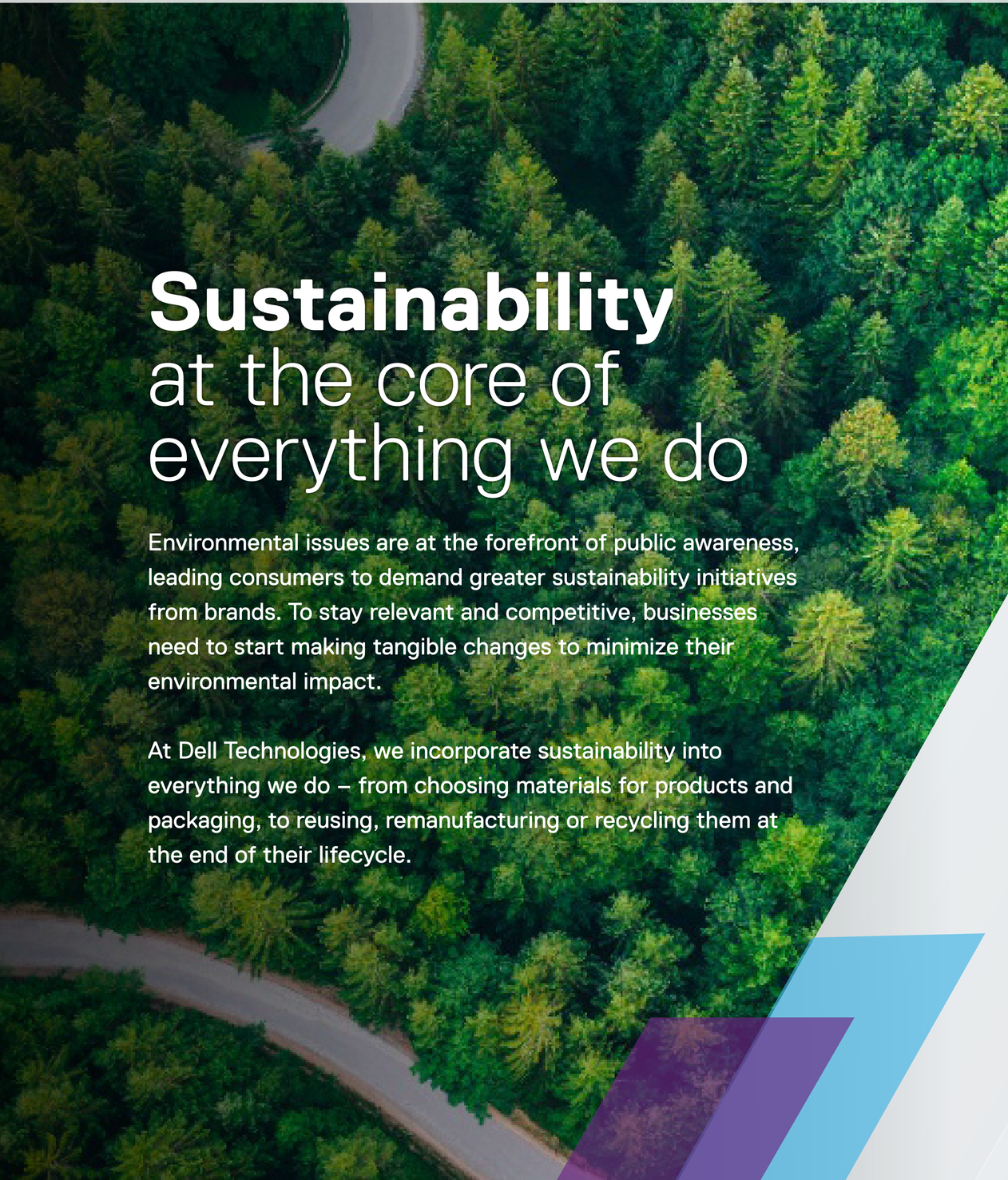
As you grow your Dell Technologies revenue and complete training competencies, we will reward you through tier promotion and increased rebates.

Demonstrate your commitment to progressive partnerships with Dell Trusted Infrastructure solutions

Dell Technologies is a security vendor that takes sustainability very seriously. We're committed to creating a positive impact on our planet while protecting our customers.

Demonstrate your commitment to this progressive partnership by utilizing Dell Asset Recovery Services to securely and responsibly retire IT assets that your customers no longer need.

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Sustainability at the core of everything we do

Environmental issues are at the forefront of public awareness, leading consumers to demand greater sustainability initiatives from brands. To stay relevant and competitive, businesses need to start making tangible changes to minimize their environmental impact.

At Dell Technologies, we incorporate sustainability into everything we do – from choosing materials for products and packaging, to reusing, remanufacturing or recycling them at the end of their lifecycle.

2030 Moonshot Goals

By 2030, for every product a customer buys, we will reuse or recycle an equivalent product.

100% of our packaging will be made from recycled or renewable material.

More than half of our product content will be made from recycled or renewable material.

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Collaborating to keep your customers safe

INTEL® PROVIDES A TRUSTED, HARDWARE--BASED FOUNDATION TO PROTECT YOUR CUSTOMERS' DATA

Attackers can get anywhere now. Relying on a secure perimeter defense is no longer sufficient. Encryption is becoming pervasive within datacenter networking, storage, and compression, leading to an explosion of encryption cycles and causing performance penalties.

But with Intel® Integrated Security, rooted in silicon and optimized for Dell Technologies products, you can enable a more seamless and secure user experience.

Innovation Built-in intel®



Intel invests millions in secure development practices before they ship product. In 2021, Intel and Intel-sponsored external researchers found 93% of our own vulnerabilities. In the same period, 100% of our main CPU competitor's vulnerabilities were found by unaffiliated external researchers.*

Customers that use Dell's Intel-based servers, storage and data protection solutions enjoy the combined research and security support both companies bring to the table to help keep them safe.

HOW DOES IT WORK?

The advanced crypto-acceleration technologies embedded in 3rd Gen Intel® Xeon® Scalable processors enable high levels of cryptographic security and enhance performance.

Learn more on the next page.

*www.intel.com/content/www/us/en/security/intel-2021-product-security-report.html

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Speed Cryptography Everywhere

Crypto-acceleration is a feature of 3rd Gen Intel Xeon Scalable processors, and benefits performance on three main areas of cryptographic computing at the algorithm level:

Public key encryption

Up to **6x**
faster public encryption and decryption

Usages: Secure Sockets Layer (SSL) front-end web, public key infrasctructure (PKI)*

Bulk cryptography

Up to **4x**
faster and stronger encryption with Intel Advanced Extensions 512 (Intel AVX-512)

Usages: Secure data transmission, disk encryption, and similar*

Hashing

Up to **2x**
faster secure hash performance

Usages: Digital signatures, blockchain, and similar*

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* Performance varies by use, configuration and other factors. For workloads and configurations visit www.Intel.com/PerformanceIndex. Results may vary

Thank You



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