



PartnerDirect

Dell VRTX marketing

How-to-guide

 Windows Server 2012





Index

Introduction	3
Campaign elements	4
Overarching campaign messaging	5
Overarching campaign images	6
Campaign marcom elements	7
Campaign builder	8
Messaging Offline	9
Messaging Online	13



Introduction

Dell PowerEdge VRTX is an innovative new server solution.

This guide is designed to give you the latest creative recommendations, campaign messaging, product imagery and links to pre-built assets. Creating consistent communication is as simple as leveraging the specific copy and visuals that have been included on the following pages or following the links to the relevant pre-built assets on Dell's Campaign Builder.

With your help, we can continue to communicate consistent and relevant brand values to our customers every single time we start a conversation with them.

Windows Server 2012

Greater flexibility and agility with Windows Server 2012

At the heart of the Microsoft Cloud OS vision, Windows Server 2012 R2 brings Microsoft's experience delivering global-scale cloud services into your infrastructure with new features and enhancements in virtualization, management, storage, networking, virtual desktop infrastructure, access and information protection, the web and application platform, and more.





Campaign Elements



Overarching campaign messaging

The messaging that will follow in this guide has been developed to remain consistent across different vehicles, at different lengths for different purposes. If you are unsure of the whether or not you are communicating the simplest PowerEdge VRTX message, you can refer to the copy below. It is the overarching message and the starting point for the rest of the messaging and consists of a headline, subheadline and body copy. It contains all the information that needs to be communicated in the simplest, quickest and most versatile way.

HEADLINE

Redefining office IT.

SUBHEAD

Introducing the new Dell PowerEdge VRTX.

BODY COPY

Up until now, there hasn't been an IT solution designed specifically for an office environment. Enter the new Dell™ PowerEdge™ VRTX, an integrated end-to-end solution, built specifically for the growing office. It's the only PowerEdge shared infrastructure platform featuring up to four integrated servers, 48TB of storage, networking and systems management to simplify all aspects of IT.



Overarching campaign images

Primary image options for a consistent visual approach while developing campaign assets for your marcom.



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Campaign marcom elements

Please find here support images, logos and guidelines to aid in the creation of your marcom.



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The power to do more

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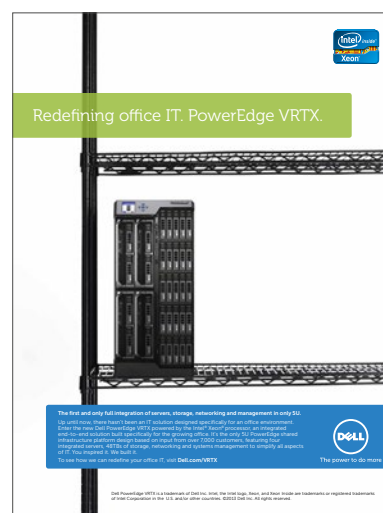


Campaign builder

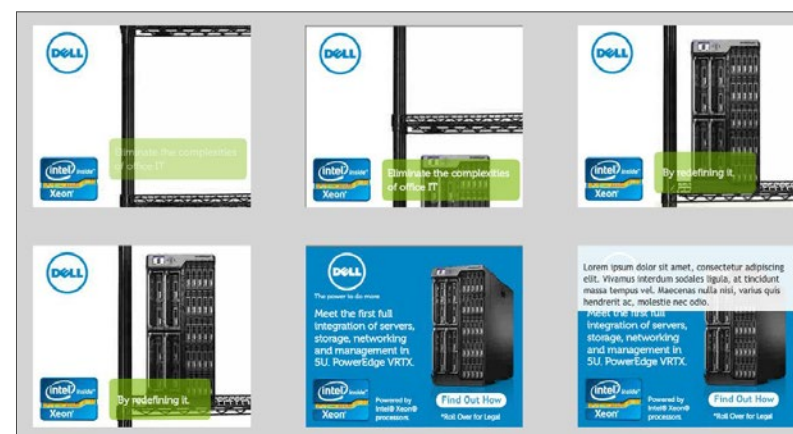
Dell's Campaign Builder gives you access to a wide range of pre-existing marcom pieces produced by Dell for the PowerEdge VRTX launch. To access these assets simply click the Campaign Builder icon (shown below) on the relevant pages or follow the links to specific assets featured in the guide. These assets are available in English, French, German, Italian, Spanish, Dutch, Swedish, Danish, and Norwegian.



Campaign Builder
Click [here](#) to connect



Example of campaign assets
Click [here](#) to view marcom toolbox



Example of campaign assets
Click [here](#) to view marcom toolbox



Messaging Offline

Messaging – Direct Mail and newsletter

Use this messaging structure for marcom pieces such as direct mail and newsletters that have room for detailed content.

HEADLINE

Redefining office IT: Introducing the new Dell PowerEdge VRTX

SUBHEAD

The new Dell™ PowerEdge™ VRTX is the first and only full integration of servers, storage and networking in either a tower or 5U chassis form factor.

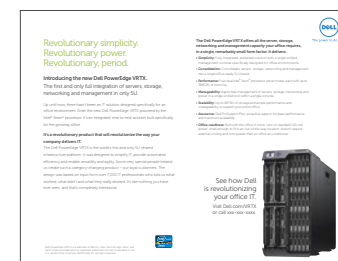
BODY

Up until now, there hasn't been an IT solution designed specifically for an office environment. Enter the new PowerEdge VRTX powered by Intel® Xeon® processors. It's an integrated end-to-end solution built specifically for the growing office. It delivers:

- **Simplicity:** Fully integrated, pretested solution with a single unified management console specifically designed for office environments
- **Consolidation:** Consolidates servers, storage, networking and management into a single office-ready tower or 5U chassis
- **Performance:** Four dual Intel Xeon processor server nodes, each with up to 768GB of memory
- **Manageability:** Agent-free management of servers, storage, networking and power in a single unified tool within a single console
- **Scalability:** Up to 48TB of storage and ample performance and manageability to support your entire office
- **Assurance:** Dell ProSupport™ Plus, proactive support for peak performance and maximum availability
- **Office-readiness:** Built with the office in mind, it uses standard office power; is small enough to fit in an out-of-the-way location; doesn't require external cooling; and runs quieter than an office air conditioner

CTA

Discover how [PARTNER] and Dell are revolutionising your office IT at [LINK]



Example of campaign assets
Click [here](#) to view marcom toolbox



Messaging – Print ads, posters and pull up banners

Use this messaging structure for marcom pieces such as print ads, posters and pull up banners where space is limited.

HEADLINE

Redefining office IT. PowerEdge VRTX.

SUBHEAD

Complete integration of servers, storage, networking and management in only 5U.

BODY

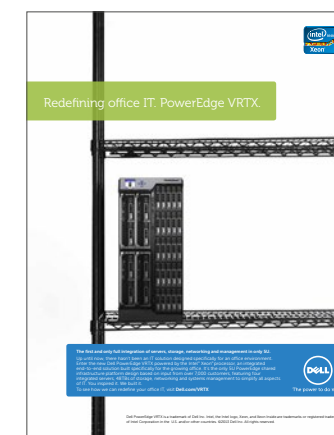
Up until now, there hasn't been an IT solution designed specifically for an office environment. Enter the new Dell PowerEdge VRTX powered by the Intel® Xeon® processor, an integrated end-to-end solution built specifically for the growing office. It's the only 5U PowerEdge shared infrastructure platform design based on input from over 7,000 customers, featuring four integrated servers, 48TBs of storage, networking and systems management to simplify all aspects of IT. You inspired it. We built it.

CTA

To see how we can redefine your office IT, visit Dell.com/VRTX

LEGAL

Dell PowerEdge VRTX is a trademark of Dell Inc. Intel, the Intel logo, Xeon, and Xeon Inside are trademarks or registered trademarks of Intel Corporation in the U.S. and/or other countries. ©2013 Dell Inc. All rights reserved.



Example of campaign assets

Click [here](#) to view marcom toolbox

Headline options

Below are additional headlines that can be used when DM formats allow for messaging on the outside of the mailer as well as the inside to ensure messaging does not become repetitive.

OUTSIDE HEADLINE

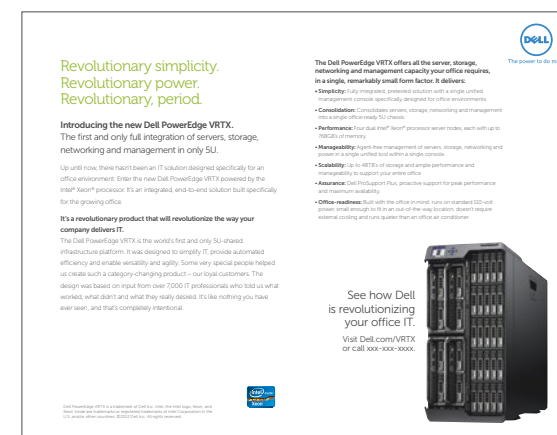
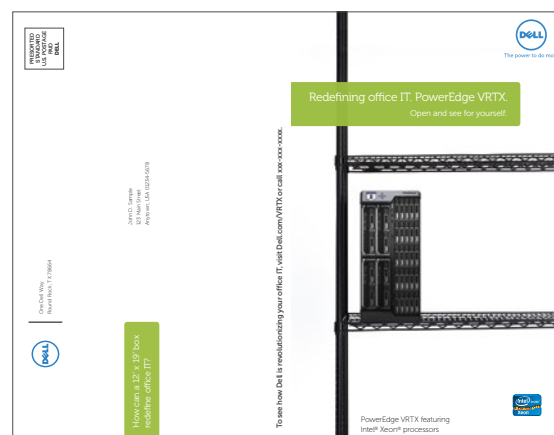
How can a 12" x 19" box redefine office IT?

OUTSIDE HEADLINE ALTERNATIVE

Redefining office IT. PowerEdge VRTX.
Open and see for yourself.

INSIDE HEADLINE ALTERNATIVE

Revolutionary simplicity. Revolutionary power. Revolutionary, period.



Example of campaign assets
Click [here](#) to view marcom toolbox



Messaging Online



Messaging – Email

Use this messaging structure on marcom pieces such as online newsletters, emails and eDMs.

SUBJECT LINE

Reduce the complexity of office IT with Dell

HEADLINE

Redefining office IT: Introducing the new Dell PowerEdge VRTX.

SUBHEAD

The new Dell™ PowerEdge™ VRTX is the first and only full integration of servers, storage and networking in either a tower or 5U chassis form factor.

BODY

Up until now, there hasn't been an IT solution designed specifically for an office environment. Enter the new PowerEdge VRTX powered by Intel® Xeon® processors. It's an integrated end-to-end solution built specifically for the growing office. It delivers:

- **Simplicity:** Fully integrated, pretested solution with a single unified management console specifically designed for office environments
- **Consolidation:** Consolidates servers, storage, networking and management into a single office-ready tower or 5U chassis

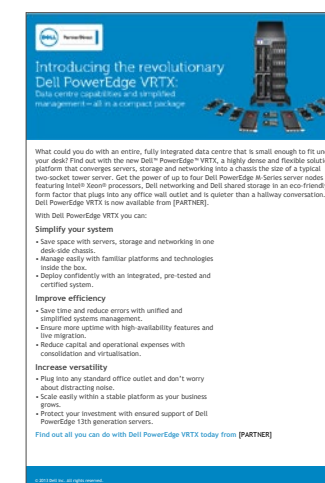
- **Performance:** Four dual Intel Xeon processor server nodes, each with up to 768GB of memory
- **Manageability:** Agent-free management of servers, storage, networking and power in a single unified tool within a single console
- **Scalability:** Up to 48TB of storage and ample performance and manageability to support your entire office
- **Assurance:** Dell ProSupport™ Plus, proactive support for peak performance and maximum availability
- **Office-readiness:** Built with the office in mind, it uses standard office power; is small enough to fit in an out-of-the-way location; doesn't require external cooling; and runs quieter than an office air conditioner

CTA

To see how Dell is revolutionizing your office IT visit xxx.com/xxxxx

HYPERLINKED CTA

[Discover More](#)



Example of campaign assets

Click [here](#) to view marcom toolbox



Messaging – Online banners

Use these messaging options for headlines for marcom pieces such as site banners where artwork dimensions may vary.

Option 1

HEADLINE

Redefining office IT. PowerEdge VRTX.

SUBHEAD

Complete integration of servers, storage, networking and management in only 5U.

Option 2

HEADLINE

The new PowerEdge VRTX.

SUBHEAD

The first integration of servers, storage, networking and management in 5U.

Option 3

HEADLINE

Redefining office IT.

SUBHEADLINE

The converged PowerEdge VRTX.



Messaging – Online banners

Use this messaging structure for marcom pieces such as animated banners (OA) where there are frame transitions.

Frame 1

HEADLINE

Eliminate the complexities of office IT

Frame 2

HEADLINE (CONTINUED)

by redefining it.

End Frame

SUBHEAD

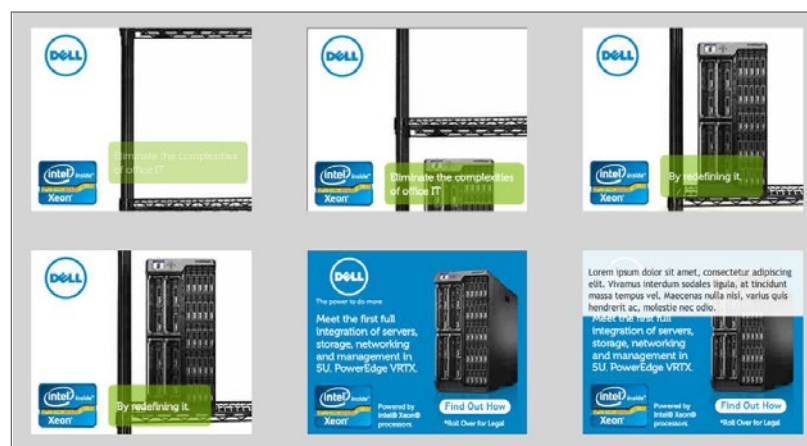
Complete integration of servers, storage, networking and management in 5U. PowerEdge VRTX.

CTA

Find Out More >

LEGAL

Powered by Intel® Xeon® processors.



Example of campaign assets

Click [here](#) to view marcom toolbox



Messaging – social media

Social media is a great way to keep your customers updated. Here are some simple and customizable conversation starters developed specifically for Twitter. For other social media platforms such as LinkedIn and Facebook please use messaging from our Online options.

Redefine office IT with the new Dell #PowerEdge #VRTX solutions platform. See what it can do for you. shorten.ed/url

[102/140 CHARACTERS]

What could you do with a data centre on your desk? Find out with Dell #PowerEdge #VRTX. shorten.ed/url

[102/140 CHARACTERS]

A fully integrated solutions platform the size of a tower server? It does exist. Meet Dell #PowerEdge #VRTX. shorten.ed/url

[123/140 CHARACTERS]

Get the power of Dell #PowerEdge servers, networking and storage in a compact package. See how. #VRTX shorten.ed/url

[116/140 CHARACTERS]

Introducing Dell #PowerEdge #VRTX, the first full integration of servers, storage & networking, in a tower or 5U chassis. shorten.ed/url

[136/140 CHARACTERS]

Looking for an IT solution designed specifically for an office environment? Enter Dell #PowerEdge #VRTX. shorten.ed/url

[119/140 CHARACTERS]

Dell #PowerEdge #VRTX, a fully integrated solution with a single unified management console, designed for offices. shorten.ed/url

[129/140 CHARACTERS]

How do you get Dell #PowerEdge server, storage, networking and management in a single chassis? Find out. #VRTX shorten.ed/url

[125/140 CHARACTERS]

Finally, an office-optimised, easy-to-manage data centre for small and medium businesses. Learn about Dell #PowerEdge #VRTX. shorten.ed/url

[139/140 CHARACTERS]

Give remote or branch offices data centre power with the new compact Dell #PowerEdge #VRTX solutions platform. shorten.ed/url

[125/140 CHARACTERS]

New compact Dell #PowerEdge #VRTX solutions platform is office-optimised and virtualisation-ready. shorten.ed/url

[113/140 CHARACTERS]



Thank you

If you have any questions regarding this How-to-guide, Dell Campaign Builder or PowerEdge VRTX please contact your Dell representative.

