



The logo for Computer Gross consists of the words 'COMPUTER' and 'GROSS' stacked vertically in a bold, black, sans-serif font. A teal-colored circle is positioned between the 'O' in 'COMPUTER' and the 'O' in 'GROSS'.

The logo for PowerQuote features the word 'PowerQuote' in a bold, white, sans-serif font, with 'MAXIMIZE EVERY OPPORTUNITY' in a smaller, white, sans-serif font below it. The entire logo is set against a dark grey background with a white border.

“

Matteo D'Elia, Italy Distributor Senior Sales Manager, Dell EMC

Distribution plays a fundamental role in the PowerEdge NOW! initiative and the development of this new tool, thanks to the collaboration with Computer Gross, will increase the growth of the Dell EMC brand in a 'go to' market where it's fundamental to be able to provide a complete structured solution which allows the distributor to personalise the offer, also thanks to a delivery time 24/48 hours, based on the specific needs of the partner.

”

About CGI

Computer Gross Italy (CGI) is a Distributor providing Information Communications Technology (ICT) solutions to Resellers and System Integrator, nationwide. CGI's main office is in Empoli, with offices around the country, including major cities such as Milan, Rome and Naples.

Since the mid-1990s CGI has consistently grown its revenue and by 2017 its turnover was over €1bn. CGI's supplier breadth is strong, providing customers with plenty of choice. CGI is an Authorized Distributor for Dell EMC.

**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 upgrade 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.

“

Dario Marsilio, Business Unit Manager, Dell EMC Computer

The PowerEdge NOW! initiative will certainly have a significant and positive impact on the Server and Storage Run Rate business. Computer Gross' strategic choice to bring value to the Channel and the consolidated partnership with Dell EMC are the main factors which have led it to actively collaborate in the development of an application, which allows us to further accelerate the Business Server and Storage and above all it guarantees Partners to have more innovative and profitable tools, maximising the active proposition in the market.

”

Legacy Challenges

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

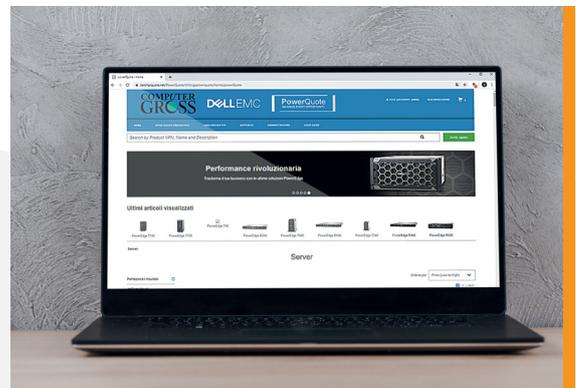
- Unlike Dell EMC's factory supply chain, its stock and sell business for distributors was very dependent on spreadsheets to provide configuration options and advice.
- CGI's eCommerce environment showed System Units and Options but without any validation Resellers were reluctant to self-quote.
- Some of the pricing motions created a requirement to handle Bundles which is a notoriously challenging process in most Distributors.
- Measuring performance was difficult on key metrics such as Pitch Rate (#Options to #System Units).
- Sales specialists were working on relatively small deal size 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.
- Complex bundling is also supported making pricing much easier.
- Reporting on utilization and configurations is available from PowerQuote. This includes reporting key metrics such as Pitch Rates on most valuable products. All very important as part of the Return on Investment (ROI) case.

PowerQuote
MAXIMIZE EVERY OPPORTUNITY



“

Younes Belmaachi, PowerEdge NOW! Program Director, Infrastructure Solutions Group, Dell EMC

This programme aims specifically at simplifying and speeding up market processes. Unlike B2B or B2C, which consist mainly in adapting servers to more specific and complex needs, the SnS server is designed to meet the needs of channel Partners, primarily aimed at small and medium-sized enterprises, which more than any other criterion, take into account the price, the availability and a certain configuration flexibility.

”

“

Tim Moyle, CEO, channelcentral.net

CGI is such a great organization to deal with. Their positive attitude and agility meant that PowerQuote went from concept to live within one quarter. Deploying a CPQ System, to replace the spreadsheets and standard Web Store experience, makes such a huge difference to user confidence. We wish Dario and everyone at CGI the best of success.



”

About channelcentral

channelcentral is a highly focused and dynamic software provider for organisations in the IT Channel.



channelcentral's key strength is its expertise and ability to take complex data sets and provide user friendly tools that provide fast, accurate and relevant product and service quotations for Manufacturers, Resellers and Distributors in the IT Channel. channelcentral services enable companies in the IT Channel to become more efficient, profitable and easier to do business with. channelcentral is a leading Configure, Price, Quote (CPQ) Software as a Service (SaaS) Company with clear specialisms in the IT Industry and eCommerce environments.

channelcentral designed, built and operates PowerQuote.

For more information on channelcentral services go to
www.channelcentral.net

