

Generation Office LLC Joins Dell's PartnerDirect Program

Written by Australian Business

LOS ANGELES, CA, February 19, 2014 -- Generation Office LLC, a provider of office solutions including general supplies, technology and furniture, today announced it has joined Dell's PartnerDirect program as a Registered Dell Partner. Built on three main tenets of simplifying IT, less complexity, and the advantages offered by the Dell business model, PartnerDirect will create a lasting and mutually beneficial relationship between Dell and Generation Office.

As a Registered Dell Partner specializing in Enterprise Architecture, Generation Office gains additional expertise in key enterprise products and solutions, including servers, storage, virtualization, computing flexibility and energy efficiency.

PartnerDirect, administered by the Dell Global Commercial Channel Group led by Greg Davis, is designed to provide companies like Generation Office with the opportunity to utilize Dell's enterprise expertise while also helping Dell to evolve its culture.

"We are excited to partner with Dell and offer a breadth of technology supplies and solutions to our clients," says Theresa Campbell, Chief Executive Officer at Generation. "Dell offers incredible products and powerful tools that simplifies the entire workflow with a true turnkey solution from production to delivery to payment receipt. We look forward to a long-term partnership."

Through PartnerDirect, Dell is formalizing existing initiatives to help partners like Generation Office LLC increase profitability and deliver greater value and choice to their customers. In December 2007, Dell launched a dedicated partner online community to broaden conversations about how Dell can best meet the needs of its partners and work with them to simplify information technology for their customers.

Based on feedback from thousands of solution providers, features developed as part of the PartnerDirect program include:

- Access to a dedicated partner Web site at <http://www.dell.com/partner>;
- Partner logos and guidelines for certain marketing activities;
- 100-percent dedicated sales and customer care;
- Certification paths and training;
- Range of financing options; and,
- Deal registration serviced by Salesforce.com's partner relationship management tool.

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Organizations interested in Dell's PartnerDirect program can learn more by visiting <http://www.dell.com/partner>.

About Generation Office LLCAs we move further into the digital world, the need for essential office supplies remains as strong as ever. Generation Office understands this shift in focus and has grown to cover a wide range of office products from paper and pens, to ink toners, computer accessories and EOS (electronic office supplies). With a catalog of over 80,000 office products from a wide range of leading suppliers, buying office product from Generation Office guarantees our customers high quality products, competitive prices and a reliable service every time. For more information, visit <http://www.generationoffice.com>.

About Dell Dell Inc. (NASDAQ: DELL) listens to customers and delivers innovative technology and services that give them the power to do more. For more information, visit <http://www.dell.com>.