

BASINGSTOKE, England--([BUSINESS WIRE](#))--Dedicated storage and server distributor, Hammer, has been given international Original Equipment Manufacturer (OEM) rights to Dell's entire portfolio.

The Hammer and Dell OEM Solutions partnership will serve over 40 vertical markets, including media & entertainment, telecom, industrial automation, medical, transportation & utilities and military & defence.

Hammer has been selected to become a Dell OEM Channel Partner based on its established storage and server resources and capabilities, and its in-depth knowledge of vertical markets. Its renowned value-add approach, its 23 years' experience in the OEM and system integration space and its expertise in designing and creating bespoke, innovative servers and storage solutions backed by superior pre-sales and technical consultancy makes Hammer an ideal match for Dell's OEM business.

Gerard Marlow, General Manager of Business Development at Hammer, says: "Our experience in bespoke server design means that we are ideally set up for Dell OEM. Adding value from concept to deployment, Hammer supports Dell in offering local flexibility for the bespoke customization of systems in our on-site integration centre, from one unit to thousands of units."

"We have over 50 Dell OEM certified sales and technical professionals in-house at Hammer, and we look forward to working closely with another element of Dell's business to increase our offering to new and existing customers, helping OEM customers bring products to market efficiently."

With over 15 years' experience, Dell is a leading supplier of computer hardware and services to OEMs. Its value proposition includes features such as fully customized integration and configuration, custom branding, OEM XL (extended hardware and service lifecycle options whilst minimizing configuration change), and customers have access to globally owned support.

Hammer Signed as Dell OEM Partner

Written by Australian Business

“I’m delighted that Hammer has decided to join forces with Dell OEM as our valued partner, delivering OEM solutions to Hammer’s international customer base,” says Dermot O’Connell, Executive Director and General Manager, OEM Solutions at Dell. “The partnership with Hammer fits perfectly in Dell’s overall channel strategy to expand our market presence via value-added channel partners with a focus on our end to end solutions, and we are very pleased to have Hammer onboard our OEM Partner Programme.”

About Hammer

Hammer is a leading specialist storage distributor. Its success is based on a total commitment to storage, combined with unrivalled technical knowledge and customer service quality in providing data storage for any storage requirement. Recognized for its commitment to innovation, Hammer works closely with selected world-class vendors and market-leading resellers and integrators. It also develops and provides flexible and bespoke storage solutions for all markets. Founded in 1991 and a privately owned company, Hammer has its headquarters in Basingstoke, England, with a staff of 130+, and has increasing European presence with offices in the Nordics, Italy, Netherlands, Belgium, France and Germany. For further information visit the website at www.hammerplc.com.

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