

## Dell Launches EMEA PartnerDirect

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### PartnerDirect Channel Program Expands to Europe



Lacking any more quick wit about the channel being inefficient middle men, Dell is supplementing its classic direct sales approach.

According to Josh Claman, GM Dell Channels EMEA, the pricing strategy would enable resellers to sell Dell equipment at the same price as Dell and still achieve “good margins.”

Despite being anti-channel for decades, Dell recently signed deals with large European retailers such as Carrefour, DSG and Tesco.

Video of [DELL&rsquo;s Deal for Partners](#)