



How to position Dell W-Series ClearPass and beat the competition

Many customers want to open up their networks to access from mobile devices (smartphones, laptops, tablets etc.), owned by the organization or by the user. They are responding to a growing expectation by employees and visitors that they should be able to connect once they enter the building or in range of the wireless network.

With ClearPass, it's easy for employees, contractors and partners to self-configure their own mobile devices. Did you know that the ClearPass registration portal automatically detects a device's operating system and presents the user with the appropriate configuration package?

The result is a streamlined workflow that allows IT personnel to automate and secure multiple processes that are required to successfully carry out BYOD initiatives while improving the user experience.

So when your customer is talking about BYOD, use the resources below to bring ClearPass to the conversation.

Three questions to ask

A 'YES' answer to some of the following questions opens the door

- 1. Do you have frequent and large numbers of guests?**
Customers want visibility of how their network is being accessed – from where, by whom and using which device. They need to be sure that only authorized users are allowed access, and that unsecure or compromised devices are either denied access or removed from the network.
- 2. Is a large proportion of your workforce using mobile devices?**
Many organizations are looking to improve employee productivity by providing staff with secure access from any device, so that users have a wider range of options to get the work done.
- 3. Have any organizations in your industry recently suffered a security breach?**
Your customers need to comply with mandatory security requirements, regulations and legislation, and protect networks against data loss and cyber-attacks.

Three conversations to start



You can have discussions with almost any level contact within an organization, because our ClearPass solution can address many business needs. Position ClearPass both from a technical and business vantage point.

1. IT MANAGER/DIRECTOR

Needs:

Simple implementation, minimal new hardware, minimal or no changes to existing infrastructure, reliability, scalability and positive effect on the network

How does Dell address their business needs:

- ClearPass requires fewer physical appliances than other solutions, and can be run as a virtual machine on existing hardware.
- There is no need to change out or upgrade existing network infrastructure
- Automatic device profiling and self-registration relieve the IT burden of onboarding
- Detailed diagnostic information assists network administrators

2. CIO OR MOST SENIOR IT EXECUTIVE

Needs:

Executives understand the productivity advantages of BYOD. Simultaneously they want to reduce the risk of a security breach and maintain the trust of customers and partners

How does Dell address their business needs:

- ClearPass OnGuard protects against unsecure and compromised devices, enabling organizations to allow use of employee-owned devices without putting the business at undue risk
- ClearPass Guest provides customizable portals, plus support for guest sponsors and IT-controlled guest privileges, to make self-registration by guests straightforward
- With ClearPass, network access security policy can be defined centrally, then implemented consistently across all wired and wireless network access points, minimizing security risks



3. SECURITY MANAGERS

Needs:

User identification, role-based profiling, device health checks, post-access removal, reports and audit trails.

How does Dell address their business needs:

- ClearPass provides granular access security management enabling contextual access control to a location, device and user level
- ClearPass OnGuard performs advanced endpoint posture assessments before devices connect
- Automatic remediation workflows can be applied to non-compliant devices
- Certificates and profiles can be issued to devices to allow for easy removal from the network if required (e.g. if devices are compromised, lost or stolen)
- Audit and reporting allow customers to check and demonstrate compliance

Three things to read/view

Prepare for your customer meeting with this small selection of Dell Wireless sales tools.

1. [How to beat the competition leveraging ClearPass](#)
Be ready to pull some arguments to unseat other players. These seven arguments and supporting facts and proof points are a good start

2. [How to deal with customer objections](#)
Prepare yourself to handle objections from the customer. With this information you can anticipate concerns like "We are a Cisco house", "We don't need a complete solution" or "We're happy with what we've got"

3. [Dell W-Series ClearPass Data Sheet](#)
Technical specifications and products highlights that can be shared with customer



Three things to share

Introduce the Dell ClearPass story to your customers with these assets

1.

[Dell W-Series ClearPass Guest Access Overview](#)

Share this overview with your customers outlining the many benefits of deploying Dell W-Series ClearPass.

2.

[Dell W-Series ClearPass Onboard Overview](#)

Drill down on how Dell W-Series ClearPass Onboard .helps enable, automate and manage BYOD

3.

[Dell response to Gartner MQ on wired/wireless LANs](#)

Back it all up with Dell's response to a recent Gartner report showing the strengths of the Dell/Aruba partnership and how this partnership leaves the competition behind

All of these assets and more are available at the [SalesEdge Networking Home Page](#)

[SalesEdge Dell Networking Home Page](#)