

COMMITTING TO A TRUSTWORTHY IT BUYING EXPERIENCE

Groundbreaking Future-Proof Loyalty Program provides Fidelity & Guaranty Life with unprecedented satisfaction guarantees and investment protection of technology purchases



Financial services

United States

Business needs

Fidelity & Guaranty Life was often disappointed with technology vendors' unclear pricing and packaging of IT solutions and support offerings, along with only 30-day guarantees. That's all changed with the unprecedented Dell EMC Future-Proof Loyalty Program.

Solutions at a glance

- [Dell EMC Future-Proof Loyalty Program](#)

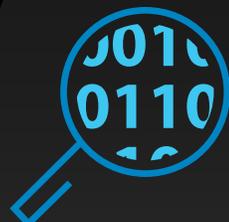
Business results

- Financial credit for old equipment
- Clear, predictable support pricing
- All-inclusive software with hardware purchases
- A more comfortable buying experience

At least

55:1

data deduplication



3 year

satisfaction
guarantee



By using Dell EMC storage and data protection technologies, Fidelity & Guaranty Life (FGL) has secured business operations that run 24x7, saved hundreds of thousands of dollars, and simplified access to critical business data. And that's only part of the value Dell EMC brings to FGL.

Equally important is Dell EMC's Future-Proof Loyalty Program, which provides storage, data protection and hyper-converged infrastructure (HCI) customers with guaranteed satisfaction and investment protection.

Jeff Sabin, director of IT infrastructure, Fidelity & Guaranty Life, says, "It's hard to find a technology company putting money where their mouth is. The Future-Proof Loyalty Program shows Dell EMC fully stands by their products."

Satisfaction guaranteed for 3 years

Dell EMC provides storage, data protection and HCI appliance customers with a 3-year satisfaction guarantee. That's compared to the 30-day guarantee offered by competitors. "The 3-year satisfaction guarantee fortified my view of Dell EMC as a high-quality vendor that leads the industry in its commitment to customers," comments Sabin. "The peace of mind we get from this is invaluable."

Data dedupe you can count on

Dell EMC data protection customers also can count on a dedupe compression ratio of at least 25:1 with Data Domain and Data Protection Software and a dedupe compression ratio of at least 55:1 with Dell EMC Integrated Data Protection Appliance (IDPA).

Sabin reflects, "The 55:1 data deduplication guarantee is possible because of Dell EMC's decades of experience. No company would guarantee specific numbers unless they knew their products would deliver. We've seen Dell EMC's data reduction statistics firsthand and can assure anyone that these numbers are accurate."

"Dell EMC's Future-Proof Loyalty Program goes well beyond what most technology companies provide. Dell EMC has been listening to their customers."

Jeff Sabin

Director of IT Infrastructure, Fidelity & Guaranty Life

Get credit on retired hardware

One of the biggest hassles with new IT purchases is retiring equipment. Dell EMC will trade in existing systems for credit toward next-generation Dell EMC solutions.

“We often don’t know what to do with old equipment,” says Sabin. “Dell EMC’s investment protection makes it easy to save money and remove equipment from the data center.”

No surprise pricing hikes

It’s a known issue in the tech industry: customers purchase a support plan only to find out that coverage is more limited, and the cost is higher than originally presented by the vendor. Sabin says, “Trust has always been important to our partnership with Dell EMC. Their predictable support pricing further confirms their commitment to honest and fair pricing of support offerings.”

Software included—really

How often do organizations make technology hardware purchases only to discover the software must be purchased at an additional cost? All too often. Sabin explains, “Including software with technology hardware has been a novelty. Dell EMC packaging all-inclusive software and hardware together is a breath of fresh air.”

A better buying experience

The concept of the Dell EMC Future-Proof Loyalty Program is simple: lay out clear commitments to customers and guarantee to fulfill them. “Dell EMC’s Future-Proof Loyalty Program goes well beyond what most technology companies provide,” states Sabin. “Dell EMC has been listening to their customers.”

He adds, “Satisfaction guaranteed may sound cliché, but the Dell EMC Future-Proof Loyalty Program is fantastic. The program is making the IT buying experience far more comfortable and rooted in trust than ever before.”



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