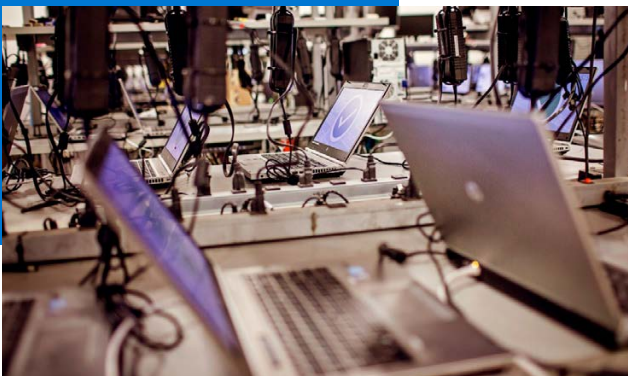**DELL**Technologies

Meeting customer demands for greener technology solutions

Swedish independent reseller provides complete workplace systems built on Dell Technologies products and ProSupport services.

> "Take full advantage of the educational materials that Dell Technologies makes available on its Partner Portal."

Rasmus Mellerup
Co-Founder, Lifecycle IT

Business needs

Lifecycle IT is an independent IT reseller that focuses on product supply and full lifecycle management, from sourcing to recycling and resale. It needed to work with a technology partner that would support its vision to help companies consume IT in a more cost-effective and sustainable way.

Solutions at a glance

- Dell Latitude laptops
- Dell servers
- ProSupport
- Logitech AV solutions

Business results

- Growth from 0 to 80 clients in two years.
- ProSupport built into solutions under one leasing payment.
- Sustainable technology fits vision.
- Partnership creates foundation for future growth.

DELL

Founded in 2020, Lifecycle IT now has 80 clients and provides solutions in six areas: IT-Workplace, AV-Solutions, Software, Enterprise, Cloud Solutions and Recycle.

Co-founders Rasmus Mellerup and Joshua Moore established the company to bridge the gap between large IT service companies and small providers. They also spotted an opportunity to help customers manage the full lifecycle of IT products from acquisition to recycling and resale.

This was driven by customer demand for greener IT as part of CSR initiatives, as well as its personal commitment to sustainability.

Selecting the right partner

When considering which partners to work with, Mellerup and Moore were impressed by Dell Technologies approach to sustainability. Mellerup explains, "The environmental work that Dell Technologies does is outstanding, and it's a really big selling point for our customers." He highlights pledges by Dell Technologies to support the circular economy and reduce e-waste, as well as its commitment run a sustainable global supply chain, as key determining factors.

Other reasons for Lifecycle IT to choose Dell Technologies included its wide range of products, pricing transparency and brand reputation.

Building a new company

Lifecycle IT's relationship with Dell Technologies has helped drive its growth from start-up to 80 clients today.

The provision of ProSupport services means that Lifecycle IT can focus on looking after clients and securing new business, safe in the knowledge that Dell Technologies technicians are on hand to help.

Mellerup says, "We provide ProSupport as part of a monthly lease payment, so we know Dell Technologies is there to take care of any issues."

Another driver is the approach taken by Dell Technologies to customer pricing registration, which ensures a level playing field for Lifecycle IT with larger and longer-established providers.

Lifecycle IT's strong relationship with the account team at Dell Technologies, which enables the company to access in-depth technical knowledge to meet emerging customer needs, is another contributor to the success of the partnership.

Providing carbon reports

One of the key differentiators for Lifecycle IT is the carbon reports it creates for customers. These detail the impact of products on the environment from manufacturing to eventual data erasure and disposal. Customers use this information within their own quarterly or annual CSR/ESG reports, helping to prove their own sustainability credentials.

Lifecycle IT aims to double its business by sales volume in the year ahead and expand its workforce. Dell Technologies will continue to play a vital role in the company's growth going forward, including new opportunities around the provision of secure remote working set-ups based on VPNs.

Mellerup concludes, "What's driving our success is the determination of our team to make a difference with our environmental proposition, the confidence of our customers in the financial arrangements we have in place, and the quality of products we provide."

> "
> "As a Dell Technologies partner you can tap into their wide range of expertise to meet emerging customer needs."
>
> **Rasmus Mellerup**
> Co-Founder, Lifecycle IT

Can Dell Technologies help you grow your client base? **Learn more.**

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