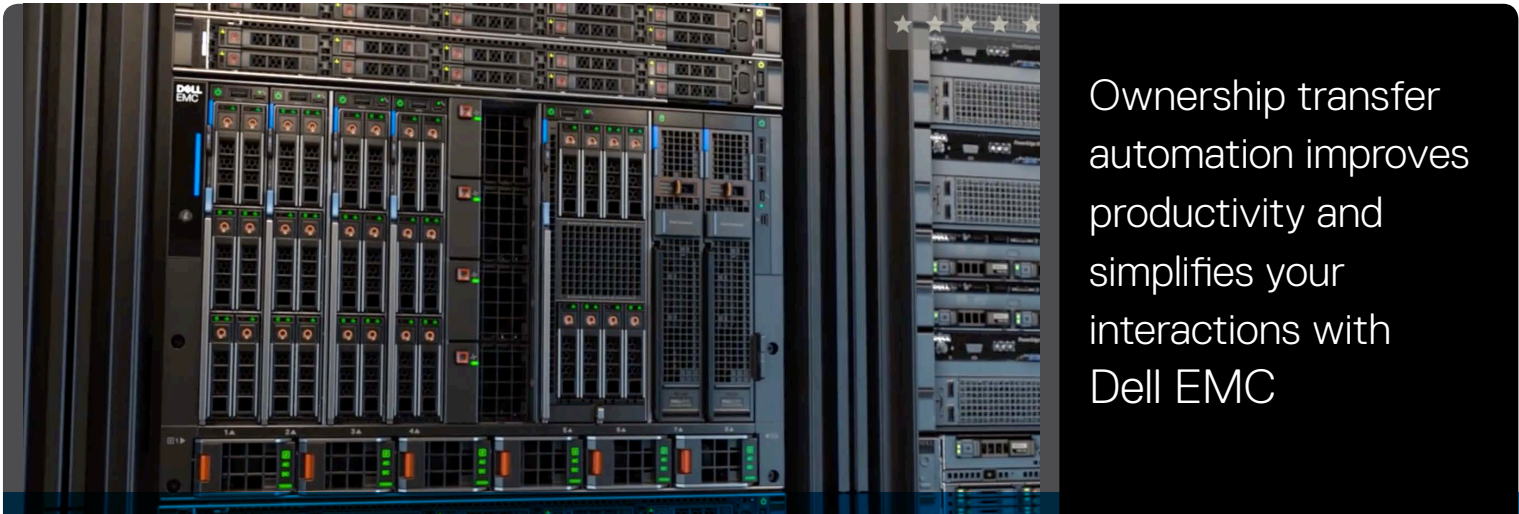


# Automated Service Tag Ownership Transfer Process



Ownership transfer automation improves productivity and simplifies your interactions with Dell EMC

## Synergy Associates' Distribution

Dell EMC has automated the service tag transfer process to the end user customer based on data you provide in your weekly point of sale reports to Dell EMC.

### Why is this important?

This automated process means you or your solution providers no longer need to submit tag transfer requests online to transfer the ownership to the end user customer.

### What's in it for my customer?

End user customers will have an improved support experience because systems purchased through distribution and resold to customers will now be automatically registered in their company names when the data is provided by your company in the point of sale reports to Dell EMC.

In order to take advantage of the automated process, the following customer information is required to be provided:

Company or End-User Name	Physical Address	City	State/Province	Postal Code	Country
--------------------------	------------------	------	----------------	-------------	---------

- Simple**  
 Provide Dell EMC your customer data at point of sale and the ownership will transfer to your customer automatically.
- Predictable**  
 Service tags are consistently transferred to your customer.
- Profitable**  
 Less administration allows you to focus more on growing your business.

Contact your Synergy Sales Representative to learn more! [dell@synllc.com](mailto:dell@synllc.com)