**Marketing 3.0**

The second motive for problems faced by Dell was the fact that company gained value through its direct relationship with consumers. When market grew, consumers found other types of computers. Dell could have been concentrated on other developing markets, as China and India. Unfortunately in these countries consumers don’t usually buy from Internet. They prefer interface of human *high-touch* than interface *high-tech* of Internet. The direct model did not manage to meet needs of consumers in developing markets. But once, it was necessary for Dell to search a totally different business model: indirect sales.

Apart from this, Dell did not admit in 2002 to have completed the indirect model of distribution through solution providers that assisted consumers of company.

But 2005 was the year of change. As some people believed, Dell began to hire resellers, who did not trust company at the beginning. This initiative started making profits. In the middle of 2007, sales of Dell through increased by 15% on total sales, as no official partnership was announced.

In December 2007, Dell finally launched program Direct Partner and revealed that it had partnered with 11500 resellers and accrued 250 to 300 weekly.

It was clear that in the last few years, Dell had managed to transform its main ability of direct contact with consumers to an ability of building direct relations with resellers. Dell contacted resellers one by one, heard their feedback and invited them for discussion in meetings in order to convince the rest of resellers. In view of a big concurrence of sector, Dell is now embracing its new partners with the same kind of attention that shows also to users.

The story of Dell reflects hard competition today in world. Technology allowed Dell to capture value of direct distribution through dealers. But it was technology also that enabled globalization. The major value does not exist anymore in developing markets, but markets under development, as use of technology did has not reached its full potential. Markets under development require a different approach, where traditional sales do not work. Social, financial and environmental problems exist in markets and need a different approach, so that company can manage to build a new net of distribution. In small countries not well known, companies have to collaborate with new partners.