

The Dell Advantage



1984



19 year old guy + \$1,000 + dorm room
changed how technology was designed,
manufactured and sold

A change agent **1**
from day

We have been making
technology more accessible
and affordable to more people.

Today



We're a private company again.
Our entrepreneurial spirit lives on.
We remain an agent of change.

We serve:

95%
of global
Fortune 500



10M
small businesses



400,000
classrooms



Every
G20
government



200,000
physicians



140,000
channel partners



60,000
retail
locations



Our reach includes:

More than 1

Dell system
shipped every
second



65%

of Dell team dedicated
to servers, storage,
networking and services



8,000

team
members
in China



27,000

team
members
in India



22

Solutions
Centers
in 2012



R&D centers

in Israel, Silicon Valley
and Austin



120,000+

Dell systems
shipped each day



Our purpose remains unchanged:

Delivering technology solutions that enable people
everywhere to grow, thrive and reach their full potential

- Simplifying the complex
- Making the powerful easy to use
- Driving out inefficiency
- Delivering superior long-term value

Giving you the power to do more.

We are recognized as a leader in our markets.

What does #1 mean?

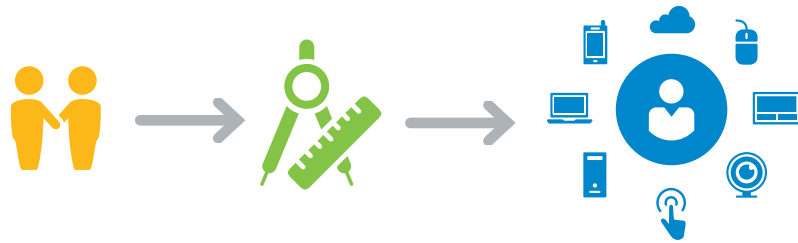
- Greater functionality
- Less complexity
- Better value



Get more out of what you have.

Listening drives our strategy.

We actively engage with customers and create solutions that meet their needs.



We lead discussions with customers in social media, through technical forums, industry groups and with our major partners.



We work with industry experts and analysts, as well as our own IT to develop practical innovation that solves real-world customer challenges in unique and customized ways.



Dell's unique design philosophy truly sets us apart.

We make technology

Easier to buy

- Simplify purchasing
- Streamline deployment
- Accelerate planning
- Engage on your terms

Easier to use

- Ease administration
- Automate maintenance tasks
- Prevent support issues
- Boost productivity

Easier to grow







- Scale without constraints
- Unleash functionality at any scale
- Grow on your terms
- Leverage existing investments

Rapid time to value

Superior ease of use

Unrivalled flexibility to adapt

How is Dell different?

-  **Standards-based** No deliberate proprietary lock in
-  **Open approach** No intentionally closed ecosystems
-  **Modular systems** No costly monolithic stacks
-  **Flexible scaling** No forced constraints or rip-and-replace
-  **Modern platforms** No vested interest in legacy systems
-  **End-to-end solutions** No siloed viewpoint or hidden agenda





What is your technology doing for you?

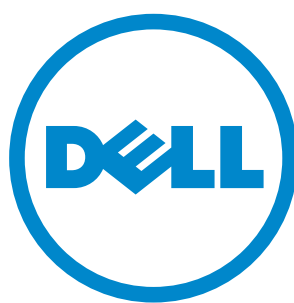


- Is it delivering **value** → or costing money?
- It is **enabling** your workforce and making them productive → or the thing they complain about?
- Is it making you more **competitive** → or holding you back?
- Is it helping you **meet** your customers' needs better → or making them dissatisfied?
- Can it keep up with or even **anticipate** the needs of the organization → or is it a drag?

Let's get started.

Where are you on the journey to **IT efficiency**?

Maximize what you have	Converge management	Decommission legacy	Leverage cloud efficiently
			
Break through the virtual wall Hardware & apps	Overcome management silos Admin software & tools	Minimize risk & disruption Apps on modern platforms	Architect for the future Private, public, hybrid
Balance productivity & control Mobility & BYOD	Reduce touch points HW, SW, data, & security	Rehost, re-architect or replace New capabilities for new demands	Streamline integration Workloads & data



The power to do more