

Time Is Money: Customers Use Dell ProSupport to Save Time

EXECUTIVE SUMMARY: DELL PROSUPPORT CUSTOMERS POINT TO TIME SAVINGS AS A KEY ADVANTAGE

In both good and bad economic times, IT managers have one common concern: How to do more with less. IT managers are faced with the ever-increasing and complex role of IT in day-to-day operations, while budgets are tightening and IT staffs are shrinking. Given these critical challenges, many IT managers rely on partners such as Dell to help keep their systems up and running to avoid costly downtime.

This is where Dell ProSupport takes charge. ProSupport is Dell's premier support for PCs, servers, networking, storage and software applications. ProSupport offers extended warranty, help desk, break/fix and proactive services to Dell customers. Through capabilities ranging from on-site technicians to self-service parts ordering, customers can leverage ProSupport to tailor service for their specific environment.

When asking a panel of loyal ProSupport customers (many of whom have utilized Dell support services for nearly a decade) in a recent series of interviews, TBR found that the primary reason for choosing ProSupport was resoundingly the same: It helps save time and money. Whether leveraging Dell's expertise over the phone, online or in person, or simply using the self-service features of ProSupport, Dell's customers tout the service as key to running a smooth, efficient IT operation with lower risk of potentially devastating downtime.

Dell ProSupport Customer Insight:

*"It has saved critical time, from identifying a problem [to] giving us a solution ... as for savings, **time is money.**"* – IT Manager, Construction Industry, Georgia

Customers highlighted the following benefits of ProSupport:

- A large educational institution stated the breadth of Dell's relationships with its key partners – including VMware, CommVault and EMC – enables the company to act as **a single point of contact** for issues that span multiple platforms.
- A midsize U.S. manufacturing firm said **ProSupport cut problem resolution time nearly in half.**
- A global telecommunications provider stated that the customizable nature of Dell's ProSupport enabled his team to **more easily address IT issues**, despite the complexity of his organization's server environment.

From municipal offices to the world's largest corporations, customers leverage ProSupport to maintain their IT infrastructures. In return, ProSupport is helping customers proactively avoid future IT issues, while delivering increased productivity and, ultimately, time savings. During TBR's series of interviews, ProSupport customers indicated that time savings was the primary benefit of deploying ProSupport services over Basic Support or no warranty support at all. By reducing time needed for maintenance and repair, IT departments are afforded flexibility, allowing staffs to work on higher-value projects. This not only helps IT departments do more with less, but also boosts morale and capabilities, which better positions IT to focus on strategic activities, supporting the overall growth of the organization.

Time is money, and ProSupport helps save customers time

[ProSupport](#), Dell's top-level customer support offering, provides coverage for different types of IT environments. For organizations that do not have a separate IT staffs, ProSupport assures that end users not only receive hardware support, but also advice on getting started with some of the most common applications, such as Norton AntiVirus, Microsoft Office and Adobe. For customers that maintain IT staffs, ProSupport offers flexibility to bolster the capabilities of those internal staffs in a variety of ways. Each customer can choose the ProSupport option that work best for them.

Some examples of key ProSupport features and options include:

- Direct access to Level 2 technicians;
- Access to a designated Service Delivery Manager with Enterprise-Wide Contract;
- Ability to have on-site parts replacement for key components (such as memory and HDD);
- Accelerated response times, including emergency dispatch and 2- or 4-hour on-site service, 24/7;
- Single point of accountability for 3rd party software issues through collaborative support.

Dell ProSupport Customer Insight:

"I pretty much know that if there is a problem with a computer covered under ProSupport, it can be resolved quickly and without a lot of downtime – that provides peace of mind." – IT Manager, Electrical Industry, Wisconsin

Case Studies: ProSupport gives IT departments flexibility by lowering costs and saving time

During interviews administered by TBR, ProSupport users indicated that the service helps increase productivity. With features such as the Dell Online Self Dispatch program, ProSupport users can minimize time spent on troubleshooting and maintenance, which allows them to concentrate on higher-value tasks that help achieve their goals. One SMB IT manager stated, "I can just call [Dell] and tell them I want a new hard drive, and they will confirm that I have already done what needs to be done and just dispatch a replacement. That saves time and labor, definitely."

DELL PROSUPPORT CUSTOMER SAVINGS

Industry	# of Systems	Customer Statements
Electrical	~100	"We resolved a problem relatively quickly because we had ProSupport: It was resolved and took an hour of my time, versus say, 8 hours of my time without ProSupport."
Manufacturing	~120	"I would say probably around 800 hours of saved time , and production cost would be probably around \$100,000. "
Telecommunications	~10,000	"[Dell ProSupport] has helped reduce headcount by 25%, from 2,000 employees to 1,500. "
Automotive	~350	"With ProSupport, we've saved, between the 350 units, at least an average of \$100 per unit, or about \$35,000 total. "
Education	~400	"They have helped us save hours on a lot of the research and troubleshooting they do for us on a fairly regular basis."

CASE STUDY #1: PROSUPPORT HOLDS THE KEYS TO IMPROVED EFFICIENCY

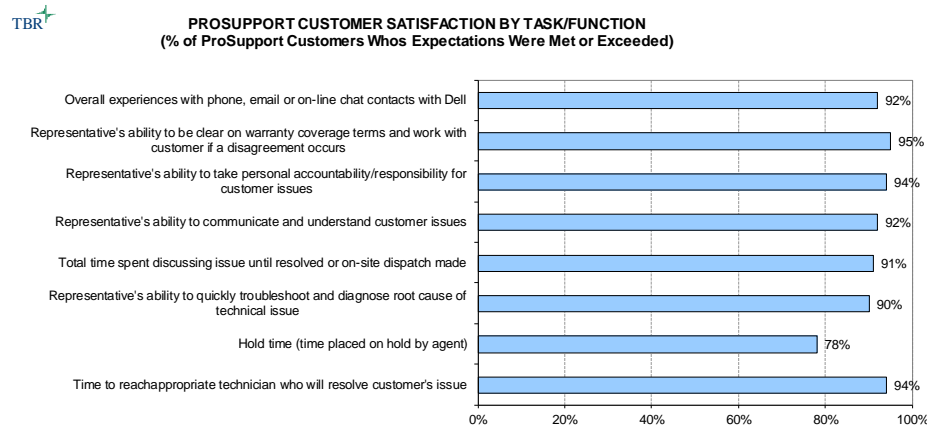
- **Systems covered: Approximately 1,800 Notebooks & Desktops**
- **Industry: Government Agency**
- **Impact of ProSupport: The Dell Online Self Dispatch program enabled the organization to establish a near-automated process, improving efficiency**

Facing smaller budgets, less flexibility and a reduced workforce, government agencies are looking for opportunities to operate leaner. Through ProSupport, one government agency increased the lifespan of IT hardware, enhanced the efficiency of its troubleshooting practices and strengthened the capabilities of its technicians. The agency continues to face a fate similar to many organizations: Budget cuts have led to outdated hardware and fewer individuals to maintain it. It has seen its 19-year history of a four-year replacement cycle end, leading to outdated equipment and a need for its IT personnel to retrieve replacement parts and repair systems themselves. By leveraging ProSupport, however, the agency is regularly informed of ways to extend the life of its systems early on, such as with software and driver updates, which better position the organization for post-warranty life. The IT help desk manager stated, “All the equipment, all operating systems ... it keeps on running, it’s a challenge so [Dell] is helping us in that aspect.”

Dell ProSupport Customer Insight:

“I don’t think we could have any more time savings than what has been in place for the last couple of years.”

– IT Help Desk Manager,
Government Agency



SOURCE: Dell Support Customer Satisfaction Study, June/July 2010

ProSupport enables IT technicians to do their jobs more efficiently. Through the Dell Online Self Dispatch program, IT departments can instantly request parts online which typically arrive within 24 hours, helping reduce downtime. According to the agency’s IT help desk manager, the DOSD program delivers the correct part 95% of the time, enabling the IT department to install the new part and have the system working in less than two days. “Most of the time, [the technicians] know what part it is, request the part online and the part shows up the next day. They put the new one in and send the defective one back to Dell. That’s a very nice automated process for us.”

Through its training and certification programs, ProSupport enables the agency’s workforce to be better prepared to tackle IT challenges on its own. According to the IT help desk manager, the costs the agency incurs to maintain the certification of its technicians and have online access to parts are generally paid for in full within the first two incidents.

Like many ProSupport users, this government agency’s IT department expressed strong satisfaction with the program. The IT help desk manager stated, “I don’t think we could have any more time savings than what has been in place for the last couple of years. The minor money we pay every year for the ability to go in and order parts directly and to do our own repairs has made us very efficient in getting things done.” He added, “[Dell] is doing an excellent job. They offer very good support that has always been one of the primary reasons why we have stayed with them. They do everything they can to support the equipment efficiently, which means websites, as well as providing tools so customers can do all self-servicing as much as possible.”

CASE STUDY #2: CONFIGURABLE FEATURES MAKE PROSUPPORT A KEY TOOL FOR MISSION- CRITICAL ENVIRONMENTS

- **Systems covered: Approximately 10,000 Servers**
- **Industry: Telecommunications**
- **Impact of ProSupport: Enabled the company to eliminate redundant processes and improve efficiency, including a 25% reduction in IT headcount**

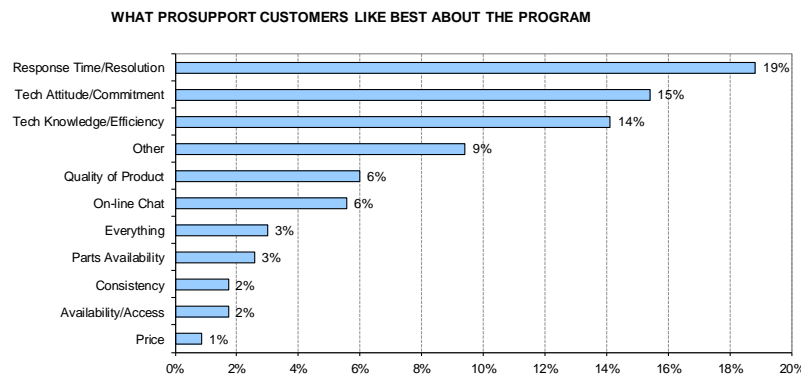
Large tech-centric companies that rely on compute power to deliver their product or service perceive the value of support services as a means to more easily manage complex, mission-critical infrastructures. By leveraging ProSupport, this large, global telecommunications provider streamlined its IT staff while directing more resources to higher-value projects.

Dell ProSupport Customer Insights:

“ProSupport is beneficial for the larger enterprises, especially when you have a complex server firm such as my company does, as Dell can customize service to our set of standards. ...Dell can then quickly try to identify the problems and quickly resolve the problems.”

– Manager of IT, Telecommunications Industry, New Jersey

Additionally, by utilizing options within ProSupport, the company increased service efficiency, reducing downtime of mission-critical activities. ProSupport enabled this global telecommunications provider to save money by improving workforce efficiency. The Manager of Information Technology said, “The IT staff is really happy not having to go into detailed support of a particular server, helping free up their time to work on more important projects affecting the revenues for the company.” Because the company leans on Dell for support, it is not forced to spend resources on large-scale internal training.



SOURCE: Dell Support Customer Satisfaction Study, June/July 2010

By leveraging the features of ProSupport, Dell provides customers using complex datacenters a set of standards to accurately and efficiently deliver support service. According to the IT manager, Dell is able to quickly deliver service by the provider’s standard set of servers. This helps Dell efficiently identify and resolve issues, resulting in less revenue lost from server failure. Ultimately, the use of ProSupport enabled the company to cut operating costs. In addition to helping direct its IT staff to higher-value and revenue-generating activities, the company reduced headcount by 25% in recent years. This has eliminated redundancies, while reducing the need for human resources and management within the IT group.

CASE STUDY #3: DELL’S FOCUS ON PROSUPPORT CUSTOMER SATISFACTION HELPS RETAIN AN EDUCATED CUSTOMER BASE

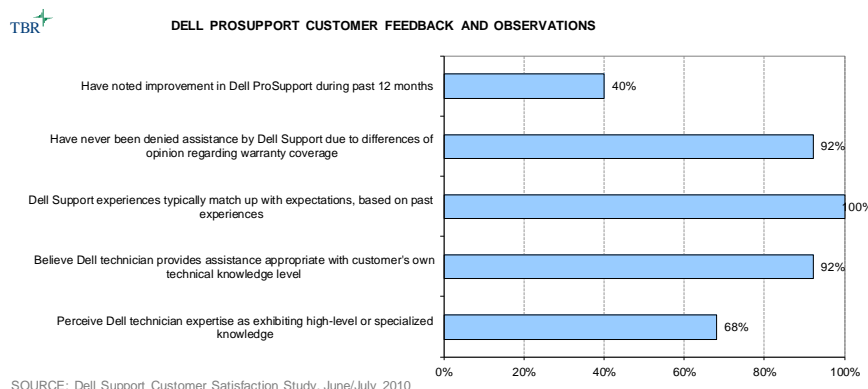
- **Systems covered: Approximately 350 Notebooks, Desktops and Servers**
- **Industry: Automotive**
- **Impact of ProSupport: Helped the customer save more than \$100 per unit per year, for over \$35,000 in total savings**

Dell’s use of ProSupport enables the company to flex its customer service muscles and nurture long relationships with its customer base. In a recent Dell Support Customer Satisfaction Study, TBR found that 92% of ProSupport users find that Dell is able to cater its support assistance the customer’s level of technical expertise. Additionally, as was found with a global automobile auction company, Dell’s hands-on approach with IT staff has enabled the company to expand its internal resources to better position it to complete troubleshooting, upgrading or other support service on its own in the future.

“ProSupport has made me feel like Dell values me more as a customer and has done more to retain me as a customer.” – IT Manager, Automotive Industry, Georgia

Through its ProSupport service, Dell has put customer satisfaction at the forefront. The IT manager of the large automobile auction house stated, “The level of professionalism is high. Dell accepts [our IT staff] as professionals and accepts the steps we have gone through.”

That’s something I think Dell is definitely doing right – encouraging their people to meet their customers at their level of expertise and not talk down. That’s really refreshing and we talk to our other vendors and we don’t always get that.”



About TBR

TBR specializes in providing in-depth and timely insights within the computer, software, telecom, mobility and professional services industries. These critical insights can provide value to all levels of your organization: executive, sales, marketing, product and business development, finance, procurement and others. We deliver this intelligence in a format that is uniquely responsive and tailored to your needs, and we do so as an objective source, which allows you to look at the market with a fresh, impartial perspective.

This document is the result of research performed by TBR, underwritten by Dell, Inc. TBR believes its analysis of the findings is objective and represents the most reliable interpretation of the data available at the time of its publication in January 2011.

Dell uses ProSupport to educate its customers and poise users to catch potential pitfalls early and internally reducing the risk of costly outages. Stated the automobile auction house’s IT manager, “They have been more than happy to share their knowledge and educate us. They have actually increased our knowledge base. It’s not just a matter of having an expert at our call, but also that they come out and help us improve our job.”

In addition to better positioning the automobile auction house to complete IT tasks in-house, ProSupport enabled the company to save money and run more efficiently. The auction house’s IT manager states that the increasing role of IT in its day-to-day business has led to more work without increasing staff. The organization’s IT staff must focus on higher-value tasks, chipping away at time reserved for support and maintenance. By leveraging ProSupport, including online chat and a one-day turnaround on replacement parts, the auction house increased IT productivity without adding employees. The IT manager states the company saved approximately \$100 per unit over the course of the year – a total of more than \$35,000. “There is peace of mind in knowing that we can figure things out. And in this day and age, that turns into job security, knowing that you have somebody at your back who you can call in for backup.”

Conclusion

PROSUPPORT - CUSTOMERS HAVE COME TO RELY ON IT

TBR believes ProSupport service is a key piece of the Dell portfolio that keeps customer retention high. As evidenced by customers’ responses in interviews, as well as consistent top rankings in TBR’s quarterly *Services & Support Customer Satisfaction* studies, customers that deploy ProSupport view the service as valuable. Customers are saving time and money by utilizing ProSupport. At a time when IT is increasingly important to more and more business functions, IT staffs are forced to do more with less. By leveraging ProSupport, customers demonstrated that they have peace of mind knowing Dell will back them up. The increased level of support lets IT departments focus on higher-value tasks and activities, better allocating limited capacity resources to activities that generate revenue or reduce costs.

Dell’s relentless efforts to identify every opportunity for services improvement are a uniform concept that motivates all Dell employees, services partners and suppliers. This commitment on the part of the Dell family is corroborated by the consistent positive responses and tone of its customers interviewed as part of TBR’s ongoing customer satisfaction studies. Dell Services’ leadership position in the studies, which continues to strengthen, is a testament to the consistency of experience expressed by its customers.