



Understand your market and make data-driven decisions.

Dell™ Analytics Services for the Manufacturing Industry



Use underlying data trends to help identify meaningful patterns and make the changes you need to remain competitive.

The global economy has created a more complex business environment

As technology has brought the world closer together, it has also forced businesses to evolve more quickly and adopt the latest advances and methods to thrive in a global economy. This has resulted in a more complex value chain with multiple stakeholders — vendors, suppliers, channel partners and original equipment manufacturers, among others. Businesses are also dealing with rising costs, changing customer needs and technological advancements that make it increasingly more challenging to stay competitive.

Achieve better results with a scientific, data-driven strategy

How can you make better decisions amid increasing complexity? By adding predictive analytics to your decision-making process. Analytics can help you gain insights by revealing valuable information hidden in data. By studying underlying trends, analytics help identify meaningful patterns. You can convert meaningful data into actionable insights and use your existing systems to build scientific decision-making capabilities.

Dell Analytics Services

It is no wonder that more businesses are investing in analytics to improve their decision-making capabilities, revenues and margins in this increasingly competitive global economy.¹ Dell has used predictive analytics to add value to our own business for the past seven years across major functions such as supply chain, pricing, marketing, product planning, online, services and customer support. We are now offering this expertise to help you grow your business and thrive.

Analytics can help you answer key questions more accurately:

- How can I reduce my procurement costs?
- How can I reduce my manufacturing cycle time?
- How can I optimize my marketing and communications spend?
- How should I plan and schedule my production?
- Who are the new customers I should target?
- How can I reduce product defects?
- How can I manage and reduce product returns?

Dell Analytics Services for Manufacturing industry at a glance

Operations

- Inventory management
- Quality analytics
- Demand planning analytics
- Reverse supply chain analytics
- Logistics and distribution management
- Retail analytics

Marketing

- Marketing analytics
- Market basket analysis
- Customer relationship management analytics
- Loyalty analytics
- Customer segmentation
- Customer lifetime value analysis

Sales

- Demand generation analytics
- Sales forecasting
- Demand sensing and shaping analytics
- Campaign tracking analysis

Product

- New product analytics
- Product assortment analysis
- Brand health performance monitoring
- Product strategy
- Product design

Pricing

- Promotion and discount planning
- Price competitiveness analytics
- Optimal pricing strategy
- Sales and operations planning
- Research and development spend analytics

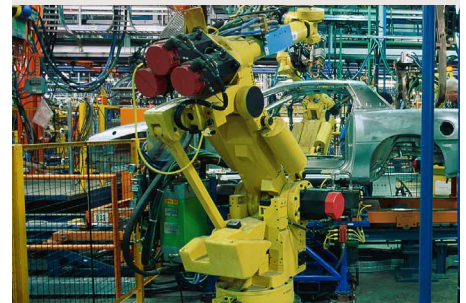
Online

- Web analytics
- Effectiveness of channel analytics
- Link placement
- Campaign tracking
- Advertisement analytics
- Social media analytics

The analytics advantage for manufacturing industry

Even the most seasoned manufacturing industry veteran is challenged by the number of disparate and critical factors that must be analyzed as part of a decision making process:

- Increasing input costs
- Global and multi-channel presence
- High- and low-margin products
- Complex supply chain with multiple stakeholders
- Relentless competition
- Technology advancement and changing consumer preferences



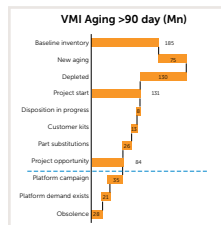
Dell Analytics Services can help you derive more customer intelligence, marketing savvy, operational insights and help you make data-driven decisions that help you succeed.

“When data volume doubles every year and 80 percent of that lies in unstructured formats, enterprises struggle to make meaningful insights to plan for the future. Recent innovations, powered by technology, help enterprises with predictive analytics that analyze most forms of data in conjunction with human behavior. It’s great to see the focus on this from the Dell Global Analytics team that will help our customers do business better.”

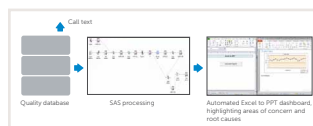
Ramki Ramamurthy,
Vice President, Dell IT Services

Examples of our success

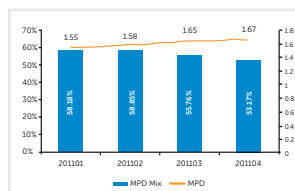
Ship to commit (STC) risk analytics: Identified root cause of STC misses and developed tool that helps proactively identify orders that are at risk of missing STC. **Reduced overdue orders due to part shortages by 5%.**



Statistical process control in supply chain: Studied and gained an understanding of key reasons for product defects and took preventive actions. **Resulted in 70 percent reduction in defect rate and improved customer experience.**



Service parts planning optimization: Developed a forecasting model to determine optimal inventory for spare parts and staffing for service engineers. **Service level improved by 15% and associated penalties reduced by 4%.**



For more information about any of our service offerings, please visit Dell.com/services, email analytics_service@dell.com or contact your Dell representative.



Scan or click this code to learn how Dell Services can help your organization.

1. "Gartner's 2012 CIO survey showed that analytics and BI is the No. 1 technology priority for CIOs in 2012."; From Gartner Press Release "Gartner Says Worldwide Business Intelligence, Analytics and Performance Management Software Market Surpassed the \$12 Billion Mark in 2011," April 2, 2012, <http://www.gartner.com/it/page.jsp?id=1971516>
 Product and service availability varies by country. Specifications are correct at date of publication but are subject to availability or change without notice at any time. Dell and its affiliates cannot be responsible for errors or omissions in typography or photography. Dell's Terms and Conditions of Sales and Service apply and are available on request. Dell and the Dell logo are trademarks of Dell Inc. Dell disclaims proprietary interest in the marks and names of others.
 © 2013 Dell Inc. All rights reserved. January 2013 | D172_Analytics_Manufacturing_DS.indd | Rev. 1.0

