Improve efficiency, productivity and costs with a ready to use solution for end user IT

Dell Simplified End User Managed Services

Transform end user IT into an automated, self-managing utility that effortlessly delivers the service levels you need

Your challenge
- **Best efforts aren't working**
- **End user productivity is down**
- **Customization is expensive**
- **Contract negotiation is complex**

Your goals
- **Increase overall IT efficiency**
- **Improve productivity**
- **Lower costs**
- **Solve the problem quickly**

How you get there
- **Ready to use solution**
- **Clear cut deliverables and SLAs**
- **Simple, transparent, upfront pricing**
- **Flexible service tiers and options**

What do you do when you can't afford to customize?

Managing end user laptops, desktops, smartphones and tablets just isn't worth its toll on your in-house resources. No one wants to recruit, train, and retain staff for a non-core competency, but managed services means customization, and customization is expensive.

Dell Simplified End User Managed Services give you another option: a bundled service solution that is predictable and cost-contained, includes everything you need, and covers your entire multi-vendor environment. Now that's simple – and suddenly managed services are a luxury you can afford after all.

Dell Simplified End User Managed Services

Ready to use | Automated | Cost-contained | Cloud-ready

| Governance | Service Desk | Onsite Services | Asset Management | Cost Elimination | Flexible Options |

Reclaim resources to improve IT efficiency.

An extension to Dell Simplified Service Desk, Dell Simplified End User Managed Services allows you to offload the daily grind of end user management to Dell. You focus on taking care of business while we focus on taking care of service levels, asset management, compliance, service desk and onsite support. That means you can invest into growth, not maintenance.

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Get off the phone and get back to business.

Offloading end user IT management will also improve productivity, because your end users will be spending less time with support and more time on the business. They'll be armed with multiple ways to help themselves, and a single point of contact into a faster, more effective Service Desk that's measured on first-call resolution.

Automation, remote management, SaaS from the Cloud and ITIL all will be working behind the scenes, preventing and mitigating impact to your day to day business. Your end users will be able to do their jobs well anywhere, anytime they choose, using the applications and services they need, on the devices they prefer.

Solve the problem quickly.

Replacing a complex requirements gathering process with a ready-to-use, bundled service solution is faster and more cost-effective. Your all-inclusive Dell Simplified Service bundles deliverables, tools, SLAs and services together. Everything is clear and upfront – you can even tune your service to align to your preferred delivery locations, hours or onsite needs.

The biggest advantage comes from the fact that the solution is standardized. Dell Simplified Services are by their very nature agile, flexible and scalable, because they are based on best practices that have been proven and repeated thousands of times before. Cost-effective standardized solutions also enable fast, easy adoption of innovation, less risk, centralization, and higher quality of service.

Lower, contain and eliminate costs.

End user management, maintenance and software costs can chip away at capital. By injecting 20 years of best practices into your end user environment, you'll gain control of it all, and be able to lower maintenance and licensing costs you may not have even realized you had.

You can side-step expensive customization with upfront, low usage-based pricing that gives you a clear value to price balance and replaces widely variable costs with predictable operating expenses. And, because Dell Simplified Services include all of the needed tools and infrastructure, you cross another cost off the list.

Gain the agility you need to move your business forward.

With more than 20 years of managing nearly 4 million end user devices, Dell knows how to create end user IT that is capable of facilitating business growth and change.

The Dell Difference:

- Over 2100 Service Desk agents
- Over 12 million service desk calls handled every year
- 2011 Gartner Magic Quadrant Help Desk Leader1
- 2011 Gartner Magic Quadrant Desktop Outsourcing Services Leader2
- Help Desk Institute (HDI)® Support Center certified
- ITIL® V3 certified
- Lean and Six Sigma® certified
- ISO 9001:2008 registered

Visit dell.com/services to learn how you can use Dell's fast, cost-contained solution to improve IT efficiency and end user productivity.

A locked and well-managed PC can cost 43% less to keep than an unmanaged one

Desktop Total Cost of Ownership: 2011 Update,
Gartner, ID G00208726,
16 November 2010

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Available Tiers

	Advanced Enriched end user productivity	**Premium** Enhanced reliability for end user IT
Governance	**Single point of contact and operational visibility** • Designated Service Delivery Leader to manage Dell resources and ensure effective and efficient delivery • Regular reporting on over 12 different metrics	**Proactive guidance to align IT to the business** Everything in Advanced plus: • Ongoing Service Improvement Management • Enhanced support for customer-designated VIPs
Service Desk	**First call resolution to boost end user productivity** Dell Simplified Service Desk Advanced: • Single point of contact and routing • Remote control • Incident management • Hardware troubleshooting & dispatch • SLAs for Customer Satisfaction, Average Speed of Answer, Call Abandonment Rate and First Call Resolution	**Enhanced Service Desk effectiveness and response** Add Dell Simplified Service Desk Premium, which includes everything in Dell Simplified Service Desk Advanced plus: • Password resets • Scripted application support • Stricter SLA for First Call Resolution • Additional Service Improvement Management reporting
Onsite Services	**Consistent, highly trained onsite support** • Multi-vendor Hardware Break/Fix • Deskside support for hardware & software • SLAs for IMAC Completion, Customer Satisfaction, Response Time and Resolve Time	**Higher levels of availability and resiliency** Everything in Advanced plus: • Stricter SLAs for Response and Resolve Time
Asset Management	**Effective inventory and tracking of end user assets** • Hardware asset tracking • Software asset tracking	**Patch and software management from the Cloud** Everything in Advanced plus: • Managed Services for Patch Management • Managed Services for Software Distribution
Cost Elimination	**End user management tools already included** • Dedicated Toll-free Phone Number • Knowledge Base • Remote Access • Incident Management • Resource & Dispatch Management • Call Routing and Recording • Asset Management	**Leverage the cloud to simplify & standardize** Everything in Advanced plus: • SaaS tools for Patch Management • SaaS tools for Software Distribution
Flexible Options 1 2 3	**Choose your preferred service tiers and options** • Hours of Service • Service Desk delivery location • Level of Install, Move, Add and Change activity • Extended Hardware Break/Fix for out-of-warranty hardware (parts provision)	

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

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