



Infrastructure Services

Enabling strategic
business initiatives



What can Dell do for you?

- Reduce operating costs by leveraging our resources to your benefit
- Reduce risks to your enterprise by letting Dell take ownership of both hardware and software issues
- Improve your network performance and enhance data security
- Establish a single point of accountability to reduce the time required to identify and resolve issues
- Create greater control over your IT budgets and convert large-scale capital expenses into more predictable and manageable operating costs

Open the doors to innovation by freeing your organization from tedious, routine IT tasks.

As your infrastructure grows to address the needs of your organization, maintenance and support requirements multiply. Consequently, routine operational tasks overwhelm IT resources, forcing innovation to take a backseat. Through automation, market-leading tools, and the support of a global workforce, we can help you offload maintenance duties and align key talent with higher value projects. Dell's Infrastructure Services include:

[Managed Services](#) | [Configuration & Deployment](#) | [Cloud Services](#)

Infrastructure Managed Services

Dell has more than 20 years of experience delivering Infrastructure Managed Services to customers in a variety of segments, including healthcare, financial services, insurance, manufacturing, commercial enterprises, education, government, and more. We can help you achieve your business goals in a modern managed IT environment. With deep levels of experience working with most major hardware and software brands, Dell can proactively support your PCs, servers, and networks. We offer simple packages that provide remote monitoring and resolution or full IT management — 24-hours-a-day, 7-days-a-week, 365-days-a-year. It's like putting your IT environment on autopilot.

Imagine:

- Around the clock monitoring of your entire IT environment
- Proactive detection and resolution of issues to guard against downtime
- Fully managed technology environment across the enterprise so your IT resources can focus on strategic, innovative initiatives
- Everything you need to ensure continuous IT operations and availability as well as reliable user support

Owens & Minor: Infrastructure management success

Delivering the right supplies, to the right place, at the right time was of vital importance to Owens & Minor (O&M), America's leading distributor of medical and surgical products to the acute-care market. O&M outsourced its technology infrastructure management to Dell to help ensure that its systems would support day-to-day operations, as well as anticipated business growth. The multiyear, multimillion dollar IT hosting and services agreement enabled Owens & Minor to leverage Dell's infrastructure management expertise to reduce technology costs, improve IT performance, and tap a wide range of IT talent. The result? A smoother supply chain and improved internal performance for O&M and external performance for the company's customers. Twelve years later, Dell continues to work closely with Owens & Minor as a primary IT support provider.

"We have outsourced most of our IT to Perot Systems, now Dell, since 1998, and we have never looked back. It's one of the best strategic decisions that Owens & Minor has ever made."

- G. Gilmer Minor, III
Chairman of the Board
Owens & Minor



Key Infrastructure Managed Services offerings:



End User

Our end user services are designed to improve the productivity and efficiency of your workforce. Dell understands that in many cases you face an increasingly mobile workforce over multiple locations. And, as you grow, so does the complexity and number of tools and applications you need to support your users. To increase user productivity and better serve your customers, our solutions are designed to securely enable access to key data and communication portals — anytime, anywhere. Our integrated portfolio of Messaging, Hosting, and Email Management services help improve collaboration and results.

Data Center

Through our long and successful history of helping customers assess their requirements and delivering the services they need, Dell has developed a portfolio of solutions that help ensure your infrastructure performs as needed without letting you down. Our services include: Hosting, Server Management, Mainframe Support, Storage, and Disaster Recovery. To further help you cut costs, improve efficiencies, and preserve the environment, we also offer the latest in Virtual Technologies, Cloud Computing, and Green IT.

Hosting

Services that deliver flexible solutions to meet your global operating needs in an increasingly competitive and mobile marketplace is critical. Whether your goal is to increase efficiency, decrease costs, improve security, or manage expansion, Dell is here to help your organization achieve results. Whether we host your IT infrastructure at our site or yours, we can provide the level of staffing and solutions that best meet your needs today, tomorrow, and beyond.

Information Assurance

The current global environment raises new security and cyber security challenges for nearly every IT manager, including: proliferation of mobile devices, workforce dispersion, a greater reliance on the internet, and increased technology sophistication, to name a few. Capturing, locating, managing, and securely storing information is a critical element of any organization's success — especially against the backdrop of increased data security threats and growing regulatory demands. To deliver the surest protection possible against developing risks, Dell Information Assurance professionals maintain industry-leading certifications and broad experience in business and government applications. Dell partners with leading technology and security providers to apply cutting-edge tools and stay on top of the latest industry trends. Using our deep industry knowledge and broad network of technology partners, Dell will help you implement and sustain improved information system security across the enterprise.

Networks

Efficient networking, both inside the organization and externally with partners and stakeholders, is critical to success. The experienced and highly trained professionals at Dell have deep domain expertise in all elements and phases of network services, engineering, configuration, security, and monitoring. Our solutions are designed to deliver the best set of services to optimally configure and administer information networks, including monitoring and maintenance to avoid failures and prevent downtime. We can greatly reduce the cost of information flow and ensure that you have a stable operating environment that provides full coverage, collaboration, and connectivity to meet your enterprise's daily network resource demands.

Levels of response designed to meet your needs

Dell gives you peace of mind with service levels that ensure your systems are receiving the attention they need so you can focus your resources on important strategic initiatives that directly contribute to success.

- **Alerts Service.** Remote monitoring ensures instant notification in the event any issues arise.
- **Resolution Service.** We go a step further and fix the problem for you.
- **Management Service.** Provides Help Desk support for your employees through our Network Operating Centers, which are designed to enable Dell to remotely monitor your environment.

Flexible options

Dell recognizes that your organization may prefer to configure your own solutions when issues arise that require extra service engagements. For these instances, we offer optional contract-based add-on services. For example — data migration and installation for upgrading to a new operating system.

"The Dell team helped us save time and reduce complexity with their ability to configure and image the computers prior to shipment."

Norman Mackensen
Network Services Director,
Roundy's Supermarkets

Configuration & Deployment: Configuration Services

Fully customized PCs direct to you

Deploying new systems can be an ominous undertaking from the moment of order placement. Your business is unique, and you need to decide when and how you want your systems delivered. Add individual user and departmental requirements, and your IT teams can waste significant amounts of time performing basic configuration tasks.

Get systems ready to work — out of the box

We have the solution. Through our Configuration Services, you receive the systems you need, already built to your specification during the manufacturing process. We provide the careful preparation — online or onsite — to build to your exact specifications with no upper limit to the number of systems that can be customized. We can integrate your hardware, corporate image, peripherals, and documents. Post manufacture, we can then consolidate orders, stage, and deliver to your requirements. Our Configuration Services can simplify all aspects of deployment before the PC even arrives at the end user's desk with solutions for: point of order, Goods In, and those labor intensive tasks that burden your IT staff.

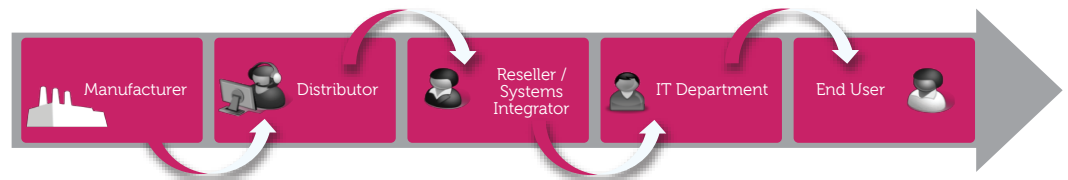
Solutions for every stage of the configuration and delivery process

- **Image Management.** We can provide imaging consultants to help integrate imaging onsite according to your specifications. Or, for those of you who prefer to do it yourselves, Dell ImageDirect enables you to create, upload, and manage your images online.
- **Hardware Customization.** We can integrate your hardware and software, including your images and applications. We also can add peripherals and documents as well as apply asset tags.
- **Consolidation and Staging.** Post manufacture we can consolidate orders, stage, and deliver to your requirements. The quality is assured, implementation is efficient, and scheduling is fast.

Configuration Services benefits

Traditional in house / systems integrator deployment can yield:

Complex logistics, added time, added cost, and compromised quality



With Dell Hardware Customization, you get a streamlined process that is:
scalable, consistent, cost effective, global



We can offer the same streamlined process through our channel partners



- Pushes standard configuration work back to the factory
- Eliminates need to open and repack systems in your facility, saving you time
- Gain standard factory consistency & quality, improving customer experience

Configuration & Deployment: Laptop & Desktop Deployment

Deployments don't have to be unpleasant

PC deployments can be complicated, disruptive, and costly. Manual processes are too labor-intensive, and images and applications are often not well-managed or controlled. Adding operating system and data migration further complicates the impact on the organization, infrastructure, hardware, software, image management, and deployment. And, service desk calls tend to spike as end users require support following a deployment or migration. As a result, efficiently deploying PCs or migrating to a new OS requires extensive planning and project management.

Deploy your systems faster with services that reduce demands on your IT staff

- **Standard Install.** We send our technicians to your locations to perform a basic installation of your new desktop or notebook computers. We de-install computers that are being replaced, install the new ones, and can transfer your critical data as well as add peripherals, even at multiple sites.
- **Managed Deployment.** In addition to our Standard Install service, you get a single point of contact to plan and orchestrate all activities required to get your new PCs from our factory to your end users' desks — online and ready to use.
- **Optimized Deployment.** To achieve maximum efficiency, we apply our consulting services to assess your environment and create a custom end-to-end solution. This fully automated managed deployment can save you up to 55% of costs.*



We can save you time, money, and your sanity

Dell Managed Deployment is an end-to-end service designed to speed deployment time, save money, and provide comprehensive planning and project management to support your IT staff. This engagement can be customized to the unique needs of your IT environment.

- **Project Management.** We can assume end-to-end responsibility for deploying systems throughout your organization. With exceptional speed and minimal disruption, we execute the many tedious deployment tasks that can overwhelm your IT staff.
- **Data Migration.** Dell enables transfer of images, applications, end user settings, and data at the user's desk. We can migrate the data at a binary level cable-to-cable so there is no need to share user passwords with technicians.



Streamlined automation enables multi-tasking which can reduce technician desk-side setup time by an estimated 88%.**

Our automated process preserves network bandwidth by enabling the transfer of images, applications, end user settings, and data at the user's desk to eliminate the network bandwidth required for deployment by an estimated 70%.

*IDC White Paper sponsored by Dell, Dell PC Optimized Deployment Model, Doc #223437, June 2010. IDC found that a company with Optimized practices in all deployment activities would spend \$337 less (55%) in IT labor per PC than a company executing each activity at the Basic level.

**Based on an October 2009 Dell assessment of select customers' general use of automated deployment tools.



"We wanted to have our new infrastructure ready in four months. With help from Dell, it took only 30 days. That faster deployment meant our workers could begin to experience the productivity gains right away."

Jason Enzer
IT Manager,
LA Film School

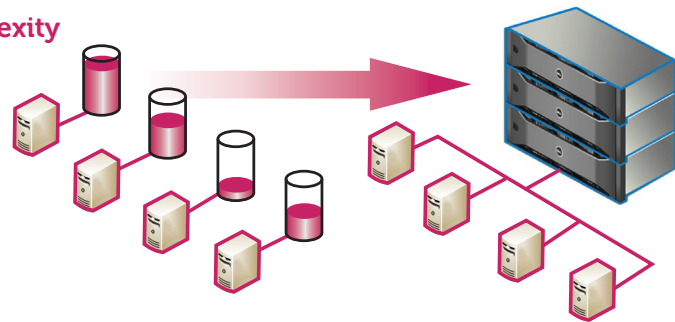
Configuration & Deployment: Server & Storage Deployment

Liberate your IT staff from the rigors of Data Center implementation

Implementing new server and storage products quickly without disrupting operations or end users is key to realizing returns on your investment. If you have one storage array connected to one server and running one application, implementation is simple. But when that single storage array is attached to multiple servers running multiple applications, complexity emerges. And if three or more arrays are in the mix, a simple installation is transformed into a complex implementation.

Data Center Complexity

When the simple becomes complex, Dell has the answer.



Let us deal with the complexity

Because we do this so many times, we have developed best practices that we have integrated into our process. Our method of execution has become second nature to our technicians. We have the people, technology, and process finely tuned to perform an implementation with exceptional efficiency.

Finally, when a project is complete, we can provide your IT staff with a product orientation to get you familiarized more quickly with your new technology. We can focus on only the aspects of the hardware and software that are pertinent to your specific application. This saves you the time you would have spent rummaging through all of the owner's manuals to figure out which section applies to your unique scenario.

Get new server and storage products into production faster

- **Data Center Solutions.** Hyperscale environments which require large server volume such as virtual server farms, HPCC, or social media sites, need to be custom designed and built from the ground up. Our team of system architects and power and thermal experts have deep industry knowledge and can engage engineer-to-engineer to design unique solutions optimized for each customer. Our global reach enables us to help you lower your total cost of computing anywhere in the world.
- **Server and Storage Installation.** Onsite deployments include the physical installation of your system, installation of Dell Power Distribution Units (PDUs), basic diagnostics testing, configuration of the hardware, installation of your Dell supported NOS, connection of the server or storage to your network, and creation of up to five user logins. Dell can also provide basic rack mounting services when no integration is needed.
- **Remote Deployment.** We also offer remote deployment for new or existing Dell server and storage products. Through a secure Internet connection, we can remotely configure your new server and storage to your specifications. This service is a cost effective and efficient way to integrate your new Dell server and storage products into your environment.
- **Optional Rack and Stack.** Direct from the factory, you can receive your products fully racked and cabled. We can consolidate all hardware in the fulfillment center. Racks, servers, storage, switches, and power are all merged along with third party components or customer consigned stock ready for the building of the rack. Qualified and experienced engineers run the end-to-end process, and once all components are racked, the system can be powered on, tested, and configured to your specifications.

Configuration & Deployment: Asset Recovery

Peace of mind for end of life recovery of computer equipment

Identity theft, standards compliance, environmental liability — these are increasingly top-of-mind for today's businesses. Dell can help you recover, resell, recycle, or return to lease your excess computer equipment in a secure and environmentally conscious manner that complies with local regulatory guidelines. To protect your company's assets and reputation in this area, Dell Asset Recovery Services help ensure that sensitive information does not fall into the wrong hands while also promoting environmental stewardship.

IT Asset Recycling

For greater peace of mind or to dispose of obsolete equipment, some customers choose the Dell recycling offer. Dell will handle the logistics of properly disposing your excess equipment in an environmentally sensitive way. During the recycling process, IT components are broken down into primary parts with materials separated into groups of ferrous metals, precious metals, and plastics. Once divided, these materials are then sent to specific partners who specialize in the disposal of each unique material.

IT Asset Resale

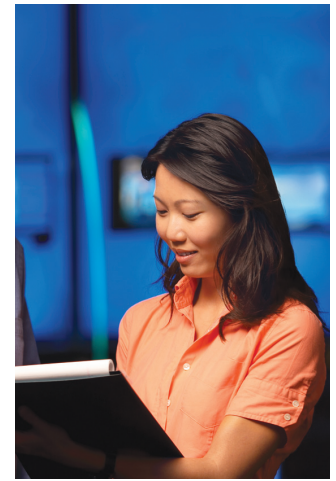
Dell will pick up your systems at your designated location, ship them to our facilities, cleanse the systems of all data, and audit your equipment to determine the value. We then help you resell it to a third party. Equipment that has no residual value is recycled.

- **Offsite Data Wipe Option.** We perform a 3-pass data wipe in which the data on the seated hard drive is overwritten¹ by using an automated script or, in the case of non-functional hard drives, by shredding or otherwise destroying the hard drives in a controlled, secure environment.
- **Onsite Data Wipe Option.** Provides an extra level of security because we perform the 3-pass data wipe of the seated hard drive at your site before the PC leaves your office.

IT Asset Lease Return

If you need to return IT equipment to the company from which it was leased, Dell can manage the logistics and processing of your equipment return. You can choose from the following options.

- **Transportation Only.** We come onsite and cosmetically grade your equipment. Then we pack and ship your equipment back to your leasing company.
- **Offsite Data Wipe Option.** We come onsite, pack your equipment, and ship it to our processing center where we perform a 3-pass data wipe of the seated hard drives. Then we clean and test your equipment. After fully processing your equipment we ship it back to your leasing company.
- **Onsite Data Wipe Option.** We come onsite and cosmetically grade your equipment and perform a 3-pass data wipe of the seated hard drive. Then we pack and ship your equipment back to your leasing company.



From fiscal year 2004 through 2009, we recovered 130 million KGs (275 million lbs) of computer equipment worldwide.²

¹No data removal process leaves a hard drive or computer as free from residual data as a new product. Dell makes no recommendations regarding the customer's security needs or representations regarding the effectiveness of one method of data removal over another. It is the customer's responsibility to protect any confidential or sensitive information contained on its hard drives recovered by Dell.

²Source: Dell Sustainability Report 08



Dell IT Management SaaS has over 10,000 customers and manages more than 6,000,000 mailboxes and devices.

Cloud Services

Simplify IT management, lower deployment costs, and minimize time and efforts spent on non-strategic tasks with Dell Cloud Services.

In a traditional IT model, adding new applications and expanding your infrastructure can lead to excessive operational expenses driven by:

- Complex, monolithic systems that are difficult to modify or expand
- A constantly growing staff of specialists for each solution
- Poor utilization levels of servers and storage, increasing your hardware, power / cooling, and data center real estate costs

Cloud Services from Dell can help transform your IT department into a highly agile and efficient organization. By combining deep industry knowledge, experienced consultants, and efficient processes, we can help deliver the technology you need without the burdens of upfront costs and complex maintenance.

IT Management Software as a Service

Despite being faced with ever tightening budgetary restraints, IT departments are faced with escalating security concerns and the need to manage people and assets in an increasingly distributed and regulated environment. Existing on-premise solutions can take months to deploy and are often maintenance-intensive, keeping your staff from addressing more strategic issues. These solutions are often highly customized, difficult to upgrade, and inflexible when it comes to making changes to meet evolving needs.

Dell IT Management Software as a Service (SaaS) is a full portfolio of Dell-hosted, cloud-delivered solutions that are optimized for the management of your IT environment — from your desktop and server environments, to protecting your data and devices, to protecting and managing email. Dell can accelerate results by getting you up and running faster, while providing flexibility so you can maintain better control of your resources and infrastructure. Dell IT Management SaaS solutions are cloud optimized for simplified delivery and management, giving you a better balance of technology and people. You gain the efficiencies of the cloud, including automatic upgrades to the latest technology, while still being able to rely on Dell expertise when needed.

IT Management SaaS: Systems Management and Security Services

Distributed Device Management

Distributed Device Management (DDM) services automate processes that help enable effective, real-time, virtual management of client PCs, regardless of location. Dell Distributed Device Management includes:

DDM Asset Management. Discover, track, and manage distributed desktop and notebook computers to help reduce Total Cost of Ownership, while helping improve security, risk management, and regulatory compliance.

DDM Software Distribution. Helps maintain corporate standards by automating the distribution of applications and upgrades to control configurations throughout the organization.

DDM Patch Management. Helps ensure security and identifies vulnerabilities requiring patches by automating the patch management process for Microsoft® Windows®, Microsoft Office®, and over 500 applications from other leading vendors such as Adobe® and Apple®.

DDM Anti-Malware and Virus Management. Helps protect your PCs through central deployment of Symantec® and McAfee® anti-virus software and updates for distributed computers — whether they are on the corporate network or not.

DDM Remote Administration. Deliver instant, personalized remote services to end users and devices wherever they're located over the Internet (no network connectivity required).

Software Inventory & Usage Management

Software Inventory & Usage Management is a hosted hardware and software asset management solution that automates asset discovery and reporting, monitors software usage, and helps simplify software license compliance by reconciling with purchase history. The service helps organizations better manage IT costs, reduce compliance risks, and make informed purchase decisions.

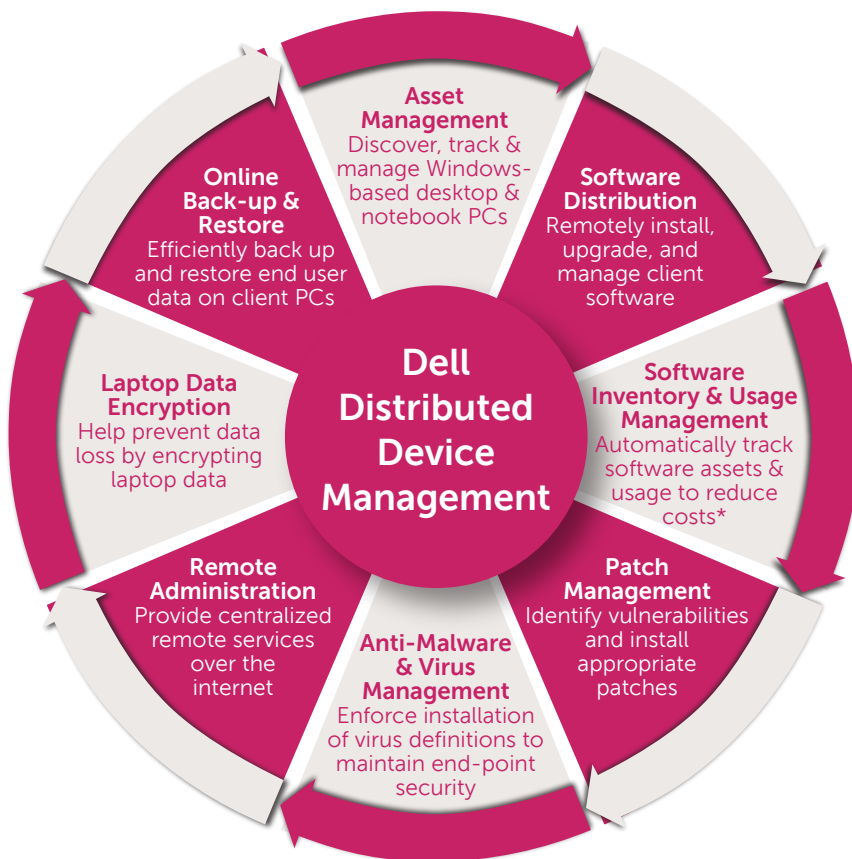
Laptop Data Encryption

Laptop Data Encryption intelligently encrypts data to help ensure that a lost or stolen computer cannot be compromised or misused. The service provides centralized encryption management of local and remote Windows-based PCs to help ensure that a company remains in control of critical data — even when a PC is offline.

Online Backup & Restore

Online Backup & Restore is a fully automated online backup solution for desktop and laptop PCs. Integrated with Distributed Device Management, the service provides IT with centralized management over data backups and helps eliminate the uncertainty of traditional data backup methods through an automated process that sends data from the PCs to an offsite top-tier data center via a secure Internet connection — without requiring the PC to access the corporate network or VPN.

Dell Provides Comprehensive Client Systems Management and Protection with Distributed Device Management



*Software Inventory & Usage Management is not currently integrated with Distributed Management console



Credentials you can rely on

Our team is continually upgrading their skill sets and certifications to provide you with the latest expertise and process mastery. Dell was an early adopter of the Information Technology Infrastructure Library (ITIL) standards in the United States and has remained a leader in applying clear, repeatable, and measurable processes. To meet your certification requirements, our services management, delivery, and support are driven by ITIL v3-based processes and tools, as well as Service Oriented Architecture (SOA) approaches. Several of our facilities maintain Tier 3 and 4 level services. In addition, we have earned certifications for ISO/ IEC 9000, 20000, and 27000.

The Dell difference

By leveraging proven delivery methods, local talent, and in-depth domain knowledge for the lowest TCO, Dell can help reduce IT complexity, lower costs and improve the efficiency of your business. Dell also offers IT and Business Consulting, Application Development and Support, and Business Process Services. By looking at the big picture, we can bundle integrated end-to-end solutions for your environment to optimize productivity and value across the organization.

System Track

Dell System Track helps you locate lost or stolen systems and, most importantly, protect the corporate data that resides in these machines. Dell can also work with local law enforcement to help you beat the odds and recover stolen systems.

Remote Infrastructure Monitoring

Dell Remote Infrastructure Monitoring helps increase the reliability and cost efficiency of monitoring and managing your critical remote IT assets, such as servers, storage and network devices, and other IP connected assets (printers, etc.). Internet connected devices (both Dell and non-Dell) can be managed virtually, regardless of the location. The Standard service includes Fault Monitoring, Performance Monitoring, and Asset Management. Optional services include Patch Management and Vulnerability Scanning.

IT Management SaaS: Business Continuity Services

Dell Email Management Services

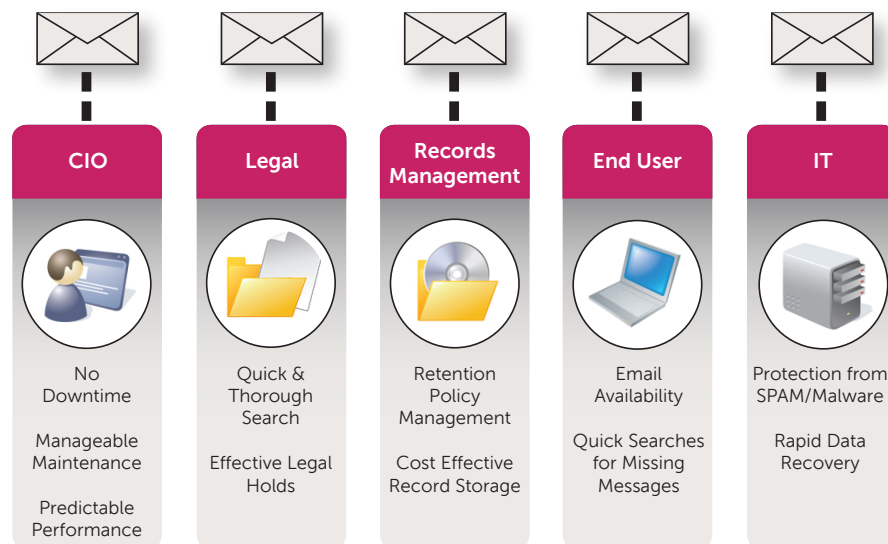
Email Management Services (EMS) help eliminate the downtime, compliance, and financial risks of managing email.

Dell EMS Email Continuity. A standby email failover system that can be activated in minutes to make primary email outages virtually invisible to end users and help ensure your data is never lost; users can also still send and receive email via their BlackBerry devices.

Dell EMS Enterprise Archive. Painlessly solves the email archiving needs of even the largest organizations. EMS Enterprise Archive is designed to provide near sub-second search, flexible policy compliance, comprehensive storage management, seamless end user access, and help eliminate data loss.

Dell EMS Email Security. An anti-virus and anti-spam service incorporating machine-learning technology to block attacks before they reach your server without manual tuning or administrator intervention.

Email challenges span the enterprise



Dell Crisis Management & Alerting

During a crisis or emergency, normal lines of communication often fail when they are needed most. The most immediate tasks in any crisis situation are to ascertain the safety of employees and the status of the organization, gather feedback and distribute information on developing situations, and rapidly mobilize teams to respond to the crisis situation. This service provides emergency notification and a fully integrated collaboration tool, helping you manage the crisis to recovery.

Virtual Infrastructure Services

Virtual Data Center

Dell Virtual Data Center services deliver dynamically scalable infrastructure so you can increase or decrease computing power as needed. Dell offers highly secure access over the Internet or your private network. The result is data processing, information storage, and management with "anywhere accessibility."

When you use our Virtual Data Center capabilities, you achieve maximum user flexibility and cost control. We offer a pay-per-use fee structure that frees you from crippling capital expenditures as well as having to maintain and upgrade your own hardware. We also manage the underlying technology infrastructure so you don't have that added burden. And, we continually impart best practices and innovative upgrades in technology, tools, processes, and security.

We supply a variety of pre-bundled packages of processing and memory to meet your requirements — from test and development to high availability applications. Or, we can help you carve out only the amount of capacity needed when minimal computing capability is required.

Virtual Desktop

Dell Virtual Desktop Services provide a standardized and centrally managed desktop environment so you can simplify the process of maintaining, distributing, and patching applications as well as reduce the labor and staffing costs required for desktop management. We provide you with a choice of infrastructure locations — whether at your data center, or at one of ours if you desire or require advanced security, back-up, and disaster recovery services.

When you use our Virtual Desktop Services, you increase operating efficiency, user performance, and cost control. Our pay-per-use fee structure reduces your capital costs for desktop equipment as well as the staffing needed to maintain and upgrade individual user devices. We also manage the underlying technology infrastructure for greater standardization and integration efficiencies. Plus, our consistent use of best practices along with innovative upgrades in technology, tools, processes, and security make you more effective at delivering business outcomes.

We offer a variety of preconfigured packages of computing power, memory, and data storage, supporting the most common operating systems. This allows you to balance costs with business needs and user satisfaction.



Industry recognition

Leader in Desktop and Help Desk Services

Our company was rated as a "Leader" in Gartner, Inc. reports for both "Magic Quadrant for Desktop Outsourcing Services, North America" (Gartner Research, W. Maurer and R. Matlus, March 3, 2009) and "Magic Quadrant for Help Desk Outsourcing, North America" (Gartner Research, R. Matlus and W. Maurer, March 4, 2009).*

"Strong Positive" Data Center rating

Dell earned a "Strong Positive" rating by Gartner in the 2010 MarketScope for Data Center Outsourcing, North America Report. Strong Positive is the highest rating possible and is based on a weighted evaluation of a company's data center capabilities as well as interviews with current and potential customers.*

Achieving the highest standards of excellence in customer support

We were awarded the prestigious Team Excellence Award for External Service Desk Support from Think Services' HDI®, the world's largest IT service and support membership association, certification, and training body.

*The Magic Quadrant is copyrighted March 2009 by Gartner, Inc. and the MarketScope for Data Center Outsourcing, North America is copyrighted March, 2010 by Gartner, Inc. and both are reused with permission. The Magic Quadrant is a graphical representation and the MarketScope is an evaluation of a marketplace at and for a specific time period. They depict Gartner's analysis of how certain vendors measure against criteria for those marketplaces, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted, and does not advise technology users to select only those vendors with the highest ratings. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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

