



The power to do more

Doing business in China

Growing and thriving

China is a huge market, while unique with opportunities and challenges. To develop in this dynamic market, you need a trusted partner to back you up - Dell would like to be along with you growing and thriving in China together.





Dell global accounts focus strategy support you with all-rounded services.

Dell takes a four-pronged approach in taking care of your business in China – from analyzing the market to achieving next level of success; from zero IT infrastructure setup to setting up a country-level and regional platform; from IT infrastructure offerings to Management Consulting Services offerings. There are always customized solutions and services that meet your business needs.



Understanding China

With the initial stage, you are trying to know more about this unique market. Opportunities – tax and investment incentives, potentially huge consumer market, competitive environment not yet mature, management condition is open and new.

Challenges – macro economy evolving systematically, insufficient education on work force, uncertainty of the market.



Carving way in China

Many multinational corporations will take setting up representative offices in China as first step developing and expanding in China. At this stage, you will have limited or even zero IT infrastructure and local IT department. There emerges a challenge - your IT needs distract you from core business issues – you are in desperate need for getting a foothold in the market.



Expanding in China



At this stage, your company owns the IT infrastructure to manage and maintain. Client loyalty, innovations development and collaboration with offices in the region are the main concerns. Your IT environment requires availability, flexibility, scalability and security. You need a trusted and credible advisor who could consult you on enterprise application system selection, infrastructure implementation and deployment, datacenter management, etc.



Reaching next level of success in China



When you have already expanded with research and development centers, manufacturing centers, branch offices all over China, your IT environments are faced with asset and configuration challenges. You are possessing diversified models of server, storage and network gears which need complicate support, increase maintenance and total cost of ownership.



Dell solutions meet your needs.



New FDI entry services

Dell's new foreign direct investment entry services will better support you with understanding of China. This includes market entry analysis and China operational diagnostics, which enable customers to:

- Accelerate the cycle time associated with operational start-up or expansion.
- Capitalize thoughtful acquisitions and expansion strategies.
- Manage more effectively the risks of doing business in China.
- Improve the efficiency and effectiveness of local operations.
- Integrate China operations into a global business model.



Office in a box

To help you re-focus on the core business and support you in a simple and high efficient manner, Dell will offer you the new efficient IT solution Office-in-a-Box. This includes "Office architecture in a box" and "office service in a box". With the box, from IT architecture construction to on-going infrastructure maintenance, it's just as easy as opening a magic box. Meanwhile, you can also benefit from:

- Quick starting of all enterprise applications on needs.
- Dedicated IT technical support.
- Single point of contact for all infrastructure issues.
- Active issues monitoring.



Dell services



To back your growth, Dell consulting and services team will support you to set up a country-level platform.

- IT infrastructure - IT consulting, managed services, cloud services, configuration and deployment.
- Application management - enterprise resources planning, customer relationship management, business intelligence, industry solutions, custom development service, business system integration, modernization.
- Core business - management consulting services, business process services, original equipment manufacturing (OEM) services.

3 months

with completely new office.
A foreign bank's quick start
in China.

Through cooperation with Dell,overcomes their shortage of IT personnel, completes successfully the project of the IT infrastructure construction for the office in Shanghai within the 3 months, and ensures the smooth progress of their business expansion in China. Dell provides high-efficiency and reliable one-stop services: besides hardware products, we deliver professional consulting services for the data center business system and offer the third-party technological consulting and related services in alliance with Microsoft, Cisco and Polycom. The products and services include:

- PCs and servers from Dell: PCs and servers for intranet and internet applications (email, database, internet proxy and local regulatory) based on PC technologies from MS.
- Software and peripherals from Dell: IPT solution from Cisco, video conference system from Polycom.
- One-stop professional services from Dell: data center assessment, planning, conceptual design, implement services.



Dell's strengthened, capabilities in China.

To support customers in Greater China better with the right solutions, Dell has been investing to acquire key technology IP, such as Perot Systems, KACE systems, Exanet, Scalent, Ocarina, Boomi, Insite, SecureWorks, Compellent and Force10 Networks, among others.

These acquisitions strengthened Dell's services and solutions capabilities while building on Dell's foundational core strengths. As a total solution provider, Dell hopes to provide end-to-end IT solutions.

Dell's key milestones in China: A global team with local network and knowledge.

Dell entered into China in 1998. Over the past years, Dell's tremendous growth in China reflects the dedication of Dell's 6,000 professionals who support customers from all verticals and industries across Greater China, Japan and Korea.

- 1998 establishment of Xiamen site.
- 1999 establishment of Shanghai.
- 2000 establishment of Xiamen customer center.
- 2002 establishment of Dalian International Services Center.
- 2004-2005 No. 1 X86 servers.
- 2004 establishment of Xiamen enterprise.
- 2006 establishment of second product site in Xiamen.
- 2007 No. 1 X86 servers market share.
- 2009 acquisition of perot systems and bearingpoint.
- 2011 Dell services sets up legal entity in China launched Chengdu solution demo center first solution center in APJ opened in Shanghai#1 in iSCSI market share(27.2%) in greater China.

"We needed a storage solution that
could keep pace with Mazda's standards
for performance and efficiency."

Barry Blakeley
Infrastructure Architect
Mazda North American Operations



To read the full story,
scan here or text
EIT to DELL4U (335548).

Do more with **Efficient IT**

See how we helped Mazda create a storage system to handle their operational needs, with Dell storage solutions featuring automated tiered archiving and faster database throughput. Learn more at Dell.com/EfficientIT.



The power to do more

Standard message and data rates apply.



"We needed to process geographic data
for the entire earth—while minimizing
our environmental impact upon it."

Brad Clark
Group Program Manager
Bing® Maps from Microsoft®



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Do more with **Efficient IT**

See how we helped Bing Maps from Microsoft increase computing density fivefold, while decreasing power consumption 80% using Dell modular data centers that can be delivered and deployed in just a few weeks.

Learn more at Dell.com/EfficientIT.



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