

**SIMPLIFY YOUR OEM SOLUTION:
GO TO MARKET FASTER,
RUN YOUR OPERATIONS BETTER,
GROW YOUR BUSINESS SMARTER**

DELL OEM CAN HELP



DELL IS A GLOBAL LEADER AT SUPPORTING OEM BUSINESSES

Dell's proven OEM track record:

- 10 years of experience
- Provider for more than 40 industries
- Support for OEMs that build diverse hardware-based products

Dell's customers require high-quality, stable, well-engineered technology. They trust Dell OEM to deliver world-class hardware and services as the backbone of their solution.



SMART STRATEGIES TO ADDRESS YOUR MARKET

OEMs share common challenges—too much time and too many resources spent on computer hardware and related operational issues throughout the value chain. The following factors can cause these issues for OEMs:

- Lack of scale to meet demand variability and changing customer needs
- Lack of standardized processes
- Too many diverse suppliers with unique processes and order minimums
- Insufficient control over supplier behavior and quality
- Fragmented logistics and in-field service offerings

The more you deal with these issues, the less time you have for innovation. Change the game by standardizing the hardware decision, streamlining operational tasks and extending your reach into new markets. Dell OEM can help your business:

- Shift resources from hardware design and development to corporate growth initiatives
- Provide a single point of contact, saving you time and money managing multiple hardware suppliers
- Reduce unnecessary in-house or third-party costs related to hardware logistics and inventory management
- Right-source the support and service of your IT-powered solution to a partner with the infrastructure and expertise to handle it efficiently

The Dell solution can help you consolidate your suppliers and standardize on highly stable technology already accepted by the broader IT market. This can help you differentiate your product, meet evolving customer value and performance needs while efficiently growing into new markets—faster, better and smarter.

DELL OEM INDUSTRY SOLUTIONS: POS AND KIOSKS

As a point-of-sale (POS) or kiosk provider, you face unique challenges. Dell has provided solutions to this industry for more than 10 years and understands the obstacles you face, which may include:

- Delayed time-to-market
- Constrained and extreme environments
- Platform instability and lifecycle challenges
- Demands brought on by global growth
- Controlling and managing inventory
- Connecting multiple peripherals

Speeding Time-to-Market

By using off-the-shelf Dell small and ultra-portable PCs, you can streamline design cycles and get your solution to market faster. Dell OEM offers the support of its engineering team, allowing you to create a custom solution that fits your customers' unique needs. Custom Fulfillment Service also gives you the option to have Dell facilitate the manufacturing and logistics process, giving you more time to focus on product development and innovation.

Handling Environmental Challenges

Dell designs and builds hardware to handle constrained environments, temperature fluctuations, dust and extensive physical contact. From busy airport check-in kiosks to high-traffic supermarket self-checkouts, Dell provides durable solutions built to withstand the extremes.

“We are confident that we can produce and install more units than anybody else in the industry, and the ability of Dell to get us the equipment we need when we need it is a key component of our scalability.”

— Tom Weaver, Vice President of Sales and Marketing, Kiosk Information Systems

Maintaining Platform Stability and Managing the Lifecycle

Standardizing on tier-one technology gives you the stability and reliability that is known and trusted by customers worldwide. Dell offers extended lifecycle products with comprehensive communications regarding product transitions, allowing you to plan and manage your products effectively.

Growing Globally

Based on Dell's expertise in the POS and kiosk industry, Dell can help with design, manufacturing, environmental compliance and shipping logistics with services such as managed delivery hubs and regional systems integrators to help streamline the process. With Dell, you know that your solution is delivered across the globe with the consistency and quality you expect.

Peripherals and Partners

Dell's top-tier software and peripheral partners provide screens, scanners, printers and other peripherals to deliver fully integrated systems. OEM products are also designed to meet peripheral needs in small, enclosed spaces and demanding environments.

Inventory Control and Management

With low order minimums and Dell's expertise in order fulfillment and inventory management, you don't have to worry about excess inventory—and can scale as your business grows.



FROM BLUEPRINT TO MARKET WE'VE GOT YOU COVERED

As an OEM, Dell can help you simplify your operations and develop your innovative product faster, better and smarter.

- Customize Dell hardware and services in a flexible and affordable way
- Adopt Dell's world-class supply chain as your own to help decrease time to market
- Provide highly stable and reliable platforms to your customers
- Deliver your product on time by shipping to a variety of destinations or drop shipping if necessary
- Optimize your operations and customer satisfaction with the backing of a top-tier provider that offers quality and comprehensive warranties and support services

GO TO MARKET FASTER

Staying competitive means innovating and speeding up time to market. Dell OEM understands that any delays in product development can mean lost market share and customer confidence. Dell can help you overcome these challenges.

Standardize Technology

Use Dell industry-standard technology that the market already knows and trusts. Focus on your core competency and leave the hardware to Dell. Dell can help reduce qualification and testing times on industry-standard hardware and even relieve you of having to develop custom-computing solutions from scratch.

Customize Inside with Your Specs and Outside with Your Brand

Dell offers a flexible approach to customization. You can customize on top of Dell's ready-made platforms leveraging Dell's built-to-order model or custom-branding solutions through Dell's OEM-ready and OEM-custom products.

OEM READY

For faster time to market, OEM-ready products provide generic packaging and documentation and do not require additional setup fees. Simply add your own labeling and logos to blank Dell™ PowerEdge™ server bezels or select Dell OptiPlex™ desktops.



Dell PowerEdge T710 server

OEM CUSTOM

When you need fully customized systems with your own brand, OEM-custom products allow you to modify the look and feel of select Dell hardware the way you want. For instance, you can add your own color and logo to a Dell server bezel or even integrate your own bezel design. You can also access custom-consulting services to help with mechanical, engineering and regulatory requirements.



OEM ready customized
Dell™ PowerEdge™ R710 server

Simplify the Entire OEM Process with Help from Dell Experts

Dell OEM is a separate business unit within Dell's corporation. Dell has more than 200 dedicated specialists worldwide devoted to the needs of their OEM customers, who are empowered to make decisions quickly on your behalf.

DEDICATED OEM ACCOUNT MANAGEMENT

Experienced sales executives know how to address the unique needs of OEMs.

OEM ENGINEERING SUPPORT

System consultants can provide future-ready, component-level roadmaps, vertical specialization and access to Dell engineers who handle technical escalations. They can help you easily and cost-effectively develop new products and manage change.

OEM LOGISTICS AND PROGRAM MANAGEMENT

Dell can help manage operational details including order management, issue resolution, custom fulfillment and a variety of other logistics services.

CUSTOM SOLUTIONS DEVELOPMENT

Dell's services are designed to help you customize hardware with your specifications on the inside and your branding on the outside.*

*Custom branding services on select products only.



DELL'S HOLISTIC APPROACH TO QUALITY

Dell OEM offers a comprehensive partnership throughout the value chain—from design to lifecycle management. This includes:

- ONGOING RELIABILITY TESTING (ORT) conducted at the Dell test facility in Round Rock, Texas
- WEEKLY STRESS TESTING AND PARAMETRIC MONITORING on products ready to be shipped out
- REGULAR SUPPLIER PERFORMANCE MONITORING in which Dell imposes corrective action as needed to help ensure your customers get the most reliable products on the market

RUN YOUR OPERATIONS BETTER

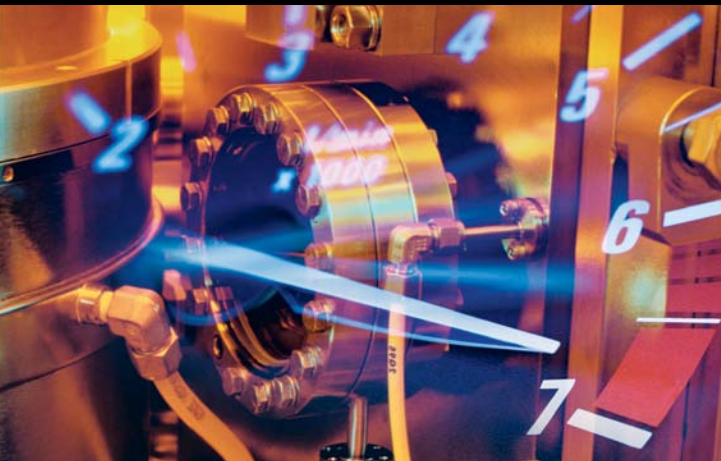
Dell wants to free you from maintenance chores that drain time and money from your operational processes. Dell achieves this with strategies, service capabilities and with focused attention on quality throughout the supply chain, design and manufacturing processes.

Quality Assurance and Cost Savings

From notebooks to networking, Dell OEM offers a wide range of high-performance technology that can power your end solution. No matter what you need, you can have your technology custom built to your specifications.

Dell is committed to delivering quality technology—that's why every Dell product platform is rigorously tested to perform as you expect. Dell's state-of-the-art testing facilities simulate real-world experiences to help ensure product reliability. Dell closely monitors critical components and sub-assemblies to confirm they function properly.

Ultimately, Dell's attention to quality translates into savings for their OEM customers. Quality can contribute to fewer service calls, spare parts and repair inventory, as well as an overall better brand image in your market.



Custom Fulfillment and Logistics Services

Receive hardware and software integration before your product leaves the Dell factory. Custom Fulfillment Service (CFS) includes scripted OS installation and configuration, image-based deployments and application loading. CFS lets you manage additional custom logistics after your product leaves the factory, including shipping consolidation, custom packaging, hardware and software configuration, and more.

Supply Chain Management

Dell can help you manage the entire supply chain—from customers and suppliers to payments, manufacturing, packaging and shipping. With Dell's expertise, you get help controlling and coordinating a multitude of IT suppliers behind each system we manufacture.

Less Inventory

Dell's built-to-order model helps lower inventory storage costs while minimizing the risks associated with keeping inventory on the shelf too long, along with other over-production expenses.



GROW YOUR BUSINESS SMARTER

Take Advantage of Dell's Comprehensive Services

- Comprehensive Dell ProSupport services
- Presence in 180 countries
- Five global command centers
- 60 expert technical support centers
- 15,000 certified field technicians
- 500 part depots
- Over 500 Dell platforms supported
- Warranty parts direct

Hardware Services

Get local and global comprehensive support that is flexible enough to meet both your needs and those of your end customers. Available Dell hardware services, support and warranties include:

- Limited warranty and spare parts services
- Custom OEM help desk
- Product training and certification
- Asset recovery services
- On-site service and installation through Dell managed services
- Extended warranties for OEMs
- Proactive maintenance
- Remote advisory service
- Enterprise-wide contract featuring a service delivery manager



Lifecycle Management

Dell recognizes that OEMs need to balance adopting the latest hardware and components into their solution while minimizing costs related to lifecycle management. Dell's lifecycle management strategy goes above and beyond for OEM customers to optimize the benefits of new hardware platforms while reducing disruption.

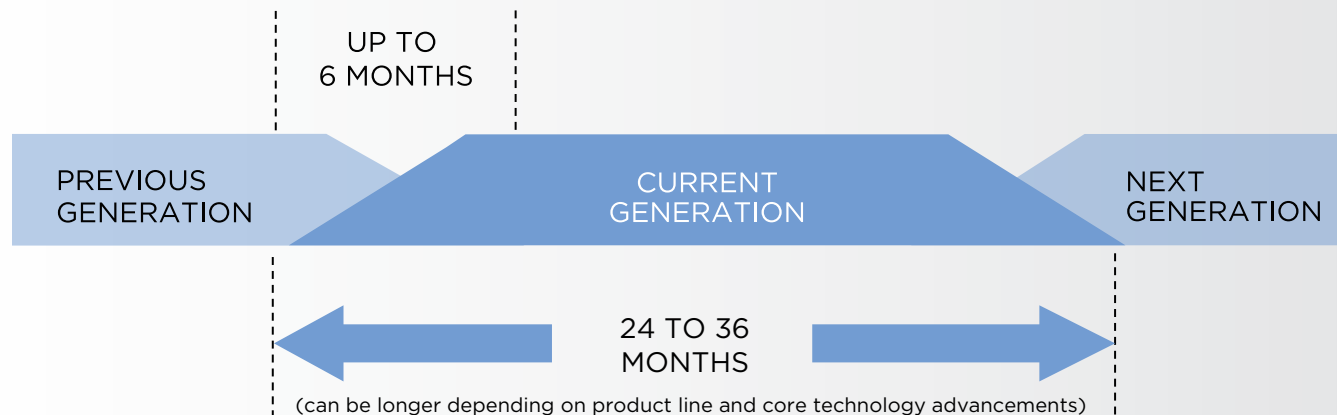
Dell provides tools to manage throughout platform transitions effectively so you can deploy new hardware options with minimal disruption:

- Assigned technical consultants
- Online image management with Dell™ ImageWatch™
- Regular roadmap webcasts
- Overlapping transitions
- Inventory services
- Pre-production units

Stay Nimble — Grow at Your Own Pace as Your Opportunities Expand

- No need to commit to bulk purchases
- Dell's global presence in growth markets
- Extend your offerings with Dell's wide array of products and services

Ultimately, with Dell you can order as you need to and get customized, built-to-order products and services. **The result:** solutions that are fast, efficient, profitable and scalable, helping you deliver on your brand promise.



**DISCOVER HOW DELL CAN HELP
SIMPLIFY YOUR OEM SOLUTION TODAY.**
Contact your Dell representative or visit DELL.COM/OEM