

*Dell Dimension* desktop computers

*OptiPlex* desktop computers

*Latitude* notebook computers

*Inspiron* notebook computers

*Dell Precision* workstations

*PowerEdge* network servers

*PowerVault* storage products

*Dell Services*

*www.gigabuys.com* on-line software, peripherals

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## It's what sets Dell apart.

*Dell Computer Corporation pioneered the direct business model in the computer systems industry 15 years ago. Today, competitors are still chasing Dell's rising standards for efficiency and effectiveness.*

*What does it mean to "Be Direct"? Simply, Dell deals directly with customers, from the world's largest corporations to individual home-PC users. Dell is their single point of contact and accountability; there are no intermediaries. Specialized sales and support teams understand unique customer needs. With that insight, Dell delivers the latest relevant technology. Customized products, built one at a time. Excellent value. And exceptional service and support.*

*Direct is about striving to provide a superior customer experience by being accountable. Efficient. Responsive. Engaged. Reliable. And evolutionary. Those traits are demonstrated on the following pages, in customer case studies and some of more than 350 product and service awards Dell earned last year alone.*

*Be Direct. It's a better way of doing business. For customers buying computer systems and services. And for Dell.*

Being Direct means Dell is

**accountable**

the single point of contact  
for customers worldwide.

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## SONY CORPORATION

Sony Corporation, the Tokyo-based manufacturer of audio, video, communications and information technology products and global entertainment company, four years ago changed the corporate computing standard at its operations in Japan to Microsoft Windows-based PCs. With the platform change came a need for a new computer system supplier, one that could deliver large numbers of high-performance desktop systems quickly and efficiently.

As one of the solutions, Sony chose Dell, which has a dedicated team of sales and technology professionals to help Sony

select the best products for its information technology needs. At its manufacturing facility in Penang, Malaysia, Dell assembles, custom-configures and tests OptiPlex desktop systems, then ships them to Sony locations across Japan.

By choosing Dell desktops, Sony saves significant amounts of time and money, in part because of the efficiency of purchasing directly. Sony buys its systems from Dell on-line, through a unique Premier Page at [www.dell.com](http://www.dell.com). Today, Sony is purchasing high-quality, custom-built Dell computer systems for 30 subsidiaries around the world.

Being Direct means Dell is

# efficient

delivering cost-effective,  
industry-leading products and services.

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## New York Public Library

Long distinguished as one of the world's great libraries, the New York Public Library is expanding the use of information technology to provide global access to its renowned collections. To reach that goal, the library sought a strategic business partner that would deliver cost-effective computers on tight schedules, quickly solve problems and collaborate on new projects.

Over two years the library will purchase nearly 1,000 Dell OptiPlex desktop computers for an upgraded network spanning four research libraries and 85 branches.

Dell delivered one order in time to meet tight construction deadlines for renovation of the landmark Rose Main Reading Room of the Humanities and Social Sciences Library. Dell also saved the library \$200 per system by factory-installing the library's cataloging software and other customized programs.

Dell is a strategic business partner on the library's information-technology team, and the two have worked together on a variety of projects. For example, last year Dell consulted with the library, along with other customers, on possible new designs for future models of desktop computers.

Being Direct means Dell is

**responsive**

providing services ranked among the industry's best.

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America Online Inc., the world leader in branded interactive Internet services and original content, wanted to reduce the cost and improve the efficiency of purchasing and supporting notebook computers deployed to its global employee base.

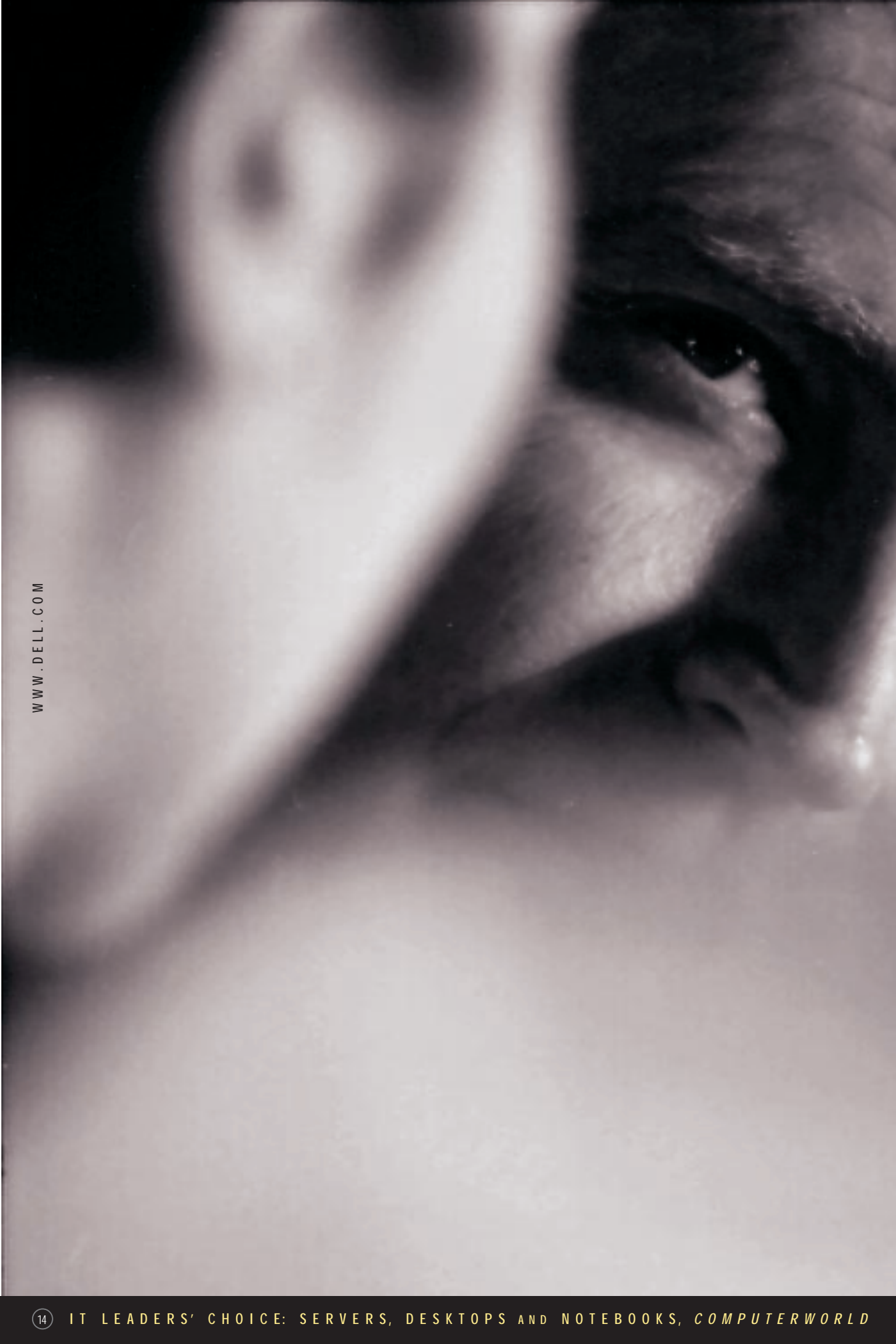
Dell gave AOL access to notebook computer systems that were not yet publicly available for testing in AOL's computing environment. AOL then selected configurations of Dell Latitude notebooks—systems known for long product life cycles—and in the process reduced support requirements and eliminated the need for frequent product upgrades. Dell now supplies the majority of

AOL's notebook computers, into which Dell factory-installs AOL's standard and proprietary software through the DellPlus program. AOL saves time and money by making Dell its single point of contact for ordering, delivery, service and support of these products.

Dell also keeps AOL updated on coming product changes through Dell's ImageWatch program, helping the Internet company plan for its future technology needs. In just the first year of the relationship, America Online's implementation of a computing standard based on Dell Latitude notebooks has saved the company significantly in support and procurement costs.



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Being Direct means Dell is

**engaged**

dealing one-to-one with customers of all sizes.

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## **Microsoft**

Microsoft Corporation, the worldwide leader in software for personal computers, needed a faster and more cost-effective way of purchasing the computers its employees use to design products. Dell, with its industry-leading on-line capabilities, gave Microsoft the ability to buy desktop and notebook computers, network servers and workstations through [www.dell.com](http://www.dell.com) and a Premier Page Web site customized for Microsoft. Dell also loads and tests software and installs the customer's asset tags in the factory through

the DellPlus program, putting systems into use dramatically faster and helping Microsoft track its computer purchases across its sprawling Redmond, Wash., campus.

Microsoft technology buyers who purchase directly from Dell typically receive their preconfigured systems in about four days. The efficiency of Dell's on-line paperless purchase orders and electronic invoicing capabilities combined to save Microsoft an estimated \$1 million in procurement costs in the first year alone.



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Being Direct means Dell is

**reliable**

building high-performing computers one at a time.

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## *Megan & Darren*

At 1:22 a.m. on Feb. 5, Darren Denenberg and Megan Roback found themselves trapped in their Baltimore, Md., apartment by a fire that started two doors down. The eight-alarm blaze left the dwelling uninhabitable and most of their belongings severely damaged by smoke and water. Most—but not all.

The couple's three Dell Dimension desktop computers were still running when Darren and Megan returned to the apartment the following day. Darren, a Ph.D. student at the University of Maryland, uses the computers to create and store his dissertation on

human-computer interaction, and to maintain student records for the courses he teaches. The systems also encounter heavy-duty use by the couple to play games, design Web sites and access the Internet.

According to Darren, the Dell systems survived "almost as if nothing had happened." The couple and the computers have moved to a new home, where the research and computer projects were resumed almost without interruption. Darren for years has recommended Dell computers to friends and family members—who now know why.

Being Direct means Dell is

# evolutionary

a global leader in on-line sales,  
services and support.

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## Mobil

As part of a companywide effort to become more cost effective, Mobil Corporation, a leading global oil, natural gas and petrochemical company, in 1998 established a goal of reducing the cost of procuring and supporting its computer systems by 25 percent over three years.

Dell—which is Mobil's single source worldwide for desktop and notebook computers and servers—helped the customer define standard system configurations and extended uniform global pricing for the specified systems. Dell established on-line ordering for Mobil via [www.dell.com](http://www.dell.com). In its factory, Dell installs software for Mobil as systems

are being built, and provides tools that help Mobil track its system purchases worldwide. Orders placed electronically are routed to the appropriate Dell regional manufacturing facilities for system configuration, testing and shipment. Notebook computers from Limerick, Ireland, for example, are built with the same processes and to the same standards as those assembled for Mobil in Austin, Texas.

Dell's global account management helps Mobil, which has subsidiary operations in 140 countries, simplify the procurement process, accelerate the receipt of new computer systems and significantly reduce associated costs.



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