



# Dell State of the Business Narratives

FY2015

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## Overview

### FY15 State of the Business

#### *The Dell Story*

For more than 30 years, Dell has played a critical role in transforming computing, enabling more affordable and more pervasive access to technology around the world. Today, the computer industry is at a critical inflection point that will redefine the types of products and services customers demand from their technology providers, including greater mobility, virtualization, cloud computing and ubiquitous data capacity and access.

In recent years, Dell has emerged as a new company. We have our strongest-ever product and services portfolio, we have acquired significant new skills and capabilities, reorganized our operations, optimized our global supply chain and put a world-class management team in place – all to provide solutions with the best value, ease of use and flexibility. Under a new private ownership structure, Dell is even more flexible and entrepreneurial, allowing it to do what it does best – to serve our customers with a single-minded purpose and drive the innovations that will help them achieve their goals.

Today, four major technology trends are forcing customers to rethink their entire IT infrastructures – Cloud, Big Data, Mobility and Security. Dell's strategy is aimed at these customer imperatives – aligning our businesses by the customer's perspective and pain points: Transform, Connect, Inform and Protect – the areas they need to solve to in order to be successful.

Dell's four business groups include:

- **Enterprise Solutions:** Combines enterprise solutions and commercial sales into an end-to-end solutions portfolio that includes servers, storage, networking and management, all delivered with unified solutions support;
- **Software:** End-to-end portfolio designed to help customers expertly navigate emerging workplace technology platforms and security concerns focused on data, virtualization and the cloud;
- **Services:** End-to-end portfolio with scalable solutions to help companies through applications and business process outsourcing, infrastructure and cloud computing, customer and sales office; and,
- **Client Solutions:** Complete range of tablet, laptop, desktop and thin client solutions that help customers achieve in work and play. Dell will invest in this important business.

#### *Dell Trajectory – State of the Business*

Dell has been a private company now for a year and has experienced momentum in its global business, with growth in Client Solutions, Services, Software, PowerEdge Servers and Networking businesses during its fiscal year 2015 to date. As a private company, Dell has been able to accelerate its investments in research, enterprise solutions and services and sales capabilities that will benefit customers and the company over the long-term.

The company accelerated its investments to build its capabilities and better serve customers in five primary areas:

1. Extending our enterprise solutions and services capabilities through investments in research and development and additional acquisitions;
2. Increasing sales training, expanding sales coverage and channel partnerships
3. Expanding presence and ability to compete in emerging markets;
4. Investing for growth in the PC and tablet business; and,
5. Accelerating the delivery of an enhanced and simplified customer experience.

Dell will continue to focus on profitable growth and leverage its efficient business model to fuel cash flow generation.

## Business Units

### FY15 State of the Business: Client Solutions

#### *Progress Overview*

Dell continues to invest heavily in its client solutions business to bring customers a broad range of mobile and desktop devices that help them stay productive and enjoy content in a manner that suits the individual. At the heart of this investment is a commitment to provide the most secure, manageable and reliable products on the market, as well as dedication to innovation in design, testing and engineering to give each customer a flawless user experience.

Dell went private in October 2013. Dell's Client Solutions business has driven continued growth in its focus areas of PCs, thin clients, workstations, monitors and tablets helping to accelerate Dell's momentum in this space. The business is succeeding by focusing on what customers want most – best-in-class innovative solutions that provide optimum security, manageability and reliability.

#### *Highlights*

- In September 2014, the Client Solutions business announced a range of new additions to the industry's most secure, manageable and reliable portfolio of business-class laptops, including the new Latitude 3000 Series, Latitude 5000 Series and the Latitude 13 7000 Series 2-in-1; as well as announced the new Latitude 14 Rugged notebook and updates to the leading OptiPlex range of space-conscious desktop PC devices
- At SIGGRAPH in August 2014, Dell Precision announced its highest performing workstations ever: the Dell Precision Tower 5810, Tower 7810, Tower 7910 and Rack 7910. Also announced was a new version of the Dell Precision Optimizer software tool and new software with Teradici to enable remote access to workstation users regardless of location
- At VMworld in August 2014, Dell Wyse released updated endpoints including the Intel dual-core processor based Wyse 3000 series thin client, new PCoIP capabilities for the Wyse 5000 series all-in-one thin client, and Wyse enhanced Linux solutions
- In June 2014, the Client Solutions business announced a range of class-leading security updates to its Dell Data Protection Suite with the launch of DDP | CE for Dropbox. This allowed Dell to become the first commercial provider to obtain FIPS 140-2 Level 3 certification for commercial PCs with DDP | Hardware Crypto Accelerator
- At Citrix Synergy in May 2014, Dell unveiled new desktop virtualization solutions and thin clients including the Wyse 5000 series all-in-one thin client, Wyse quad display 7000 series thin client, Xenith 3 zero client and Dell Wyse Datacenter for Citrix XenDesktop 7.5
- Dell has taken market leadership in Ultra HD monitor development with the release of the Dell 28 Ultra HD 4K Monitor and the Dell UltraSharp 32 HD 4K Monitor at CES,

along with the initial showing of the industry-leading [Dell 27 UltraSharp 5K monitor](#) and the [Dell 34 UltraSharp Curved LCD Monitor](#) in September 2014

- In December 2013, Dell introduced the [Chromebook 11](#), a high-quality education solution for school districts worldwide

### *Key Quotes*

**Analyst:** “Dell is continuing to emphasize a customer promise to create the most secure and manageable environments. Each of these areas is a critical component for any IT department, but so is the need to satisfy the user. Dell has wrapped its core IT strengths with new thoughtfully designed and attractive products geared for enhanced productivity in a variety of customer use cases.” – **Patrick Moorhead, founder, president and principal analyst, Moor Insights & Strategy**

**Executive:** “Dell understands the complexity of supporting the wide variety of devices present in today’s evolving workforce environment. Our new portfolio enables businesses of all sizes to embrace sleek and innovative form factors their workforces will be proud to use day after day to accomplish their productivity goals. While they look like thin and light consumer devices, these commercial PCs are backed by the industry’s best security and manageability that only Dell provides.” – **Kirk Schell, vice president and general manager, Commercial Client Solutions, Dell**

**Executive:** “The Dell Venue tablets and Inspiron 2-in-1s are designed to be essential companions to power projects, provide entertainment and share meaningful moments with family and friends. Dell customers have more flexibility than ever before to have their technology move with them throughout the day and become a seamless part of their lives,” **Sam Burd, vice president and general manager, Personal Computing Product Group, Dell**

**Executive:** “Increasingly, customers request a single, turnkey solution to secure their devices. Security is no longer solely the concern of large enterprises. Small, medium and midmarket organizations are placing a significant focus on their cyber security infrastructures. That’s why Dell offers a seamless end user security suite with file-level and full disk encryption, as well as advanced, multi-factor authentication that delivers proactive protection against the daily threat of malware. It’s a true *solution* and simply unmatched by the competition.” **Brett Hansen, executive director, Client Solutions Software, Dell**

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# FY15 State of the Business: Commercial Sales & Enterprise Solutions

## *Progress Overview*

The enterprise IT market is evolving and coming in Dell's direction, and the company is better positioned than ever before to take it. Dell PowerEdge Servers are the gold standard for x86 servers, and gaining share in their core markets. The Dell Storage business is also growing and now has world-class products in the fastest growing segments of the market. The Networking franchise is continuing to disrupt the market with the Open Networking consortium, which is gaining significant momentum.

This is just the start; as the world moves to a software-defined model, Dell's strength in servers—the center of any good software-defined strategy—positions it to outgrow the market. And Dell is expanding its presence in the traditional data center by delivering differentiated offerings for core workloads, converged and traditional IT environments.

## *Highlights*

- Dell Servers are ranked:
  - #1 in APJ with 19.0% unit share (Q2 2014 IDC)
  - #1 In North America with 24.8% unit share (Q2 2014 IDC)
  - #2 in EMEA with 22.1% unit share (Q2 2014 IDC)
- Dell was the #1 storage supplier in the first half of 2014 based on total terabytes sold for internal and external storage (IDC WW Quarterly Disk Storage Systems Tracker Q2 2014)
- Revolutionizing the data center with the Open Networking ecosystem and signed partnerships with Big Switch Networks, [Cumulus Networks](#) and [VMware](#)
- Launched most advanced server line-up, the [Dell PowerEdge 13<sup>th</sup> generation of servers](#) with industry's first near field communication server management built in and portfolio includes industry first hybrid storage server (Source: Dell)
- Dell is working closely with software partners, including [Oracle](#), [Cloudera](#) and [SAP](#) to help customers optimize and automate infrastructure, application, and IT service delivery and management through new application and workload-specific appliances
- From February 2014 through August 1, 2014, the Dell Channel organization has delivered +4,300 net new customers, 10,000+ new orders (1,200 in Storage, and 1,600+ in Software)
- [CRN ranked Dell](#), #1 vendor in in the Converged Infrastructure as measured by partners, and #2 for Biggest Vendor Gains due to partner satisfaction gains year over year

## *Key Quotes*

**Partner:** "The 13<sup>th</sup> generation of servers is another example of how Dell is continuing to deliver on their transformative vision for IT. This new generation of server delivers performance and capabilities previously not seen before. When it is coupled with Dell Storage and Networking, the combination creates an environment where workloads automatically move to where they are needed, something every customer is clamoring for

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and no one but Dell can deliver.” - **Sonia St. Charles, Chief Executive Officer, Davenport Group**

**Analyst:** “451 Research views Dell's enterprise product enhancements, alongside re-architected sales incentives and partnerships, as encouraging developments. The company is focusing on delivering growth in enterprise IT, but this must be executed quickly if it is to remain relevant. On a system level, Dell is already on parity, or even ahead of, the competition, not just in features, but also, more importantly, in its business value propositions. On the marketing side, Dell also seems to be hitting the right notes with the marketplace and the needs of enterprise customers. Now is the time for Dell to execute and claim its seat at the high table. The biggest question is, can it move fast enough?” - **Daniel Bizo, analyst, 451 Research**

**Executive:** “The business strategy is not changing and we remain singularly focused on achieving this result. We know customers have too much complexity in their data centers and want operational and management simplicity. That’s our sweet spot.” - **Marius Haas, Chief Commercial Officer and president, Commercial Sales and Enterprise Solutions, Dell**

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## FY15 State of the Business: Dell Services

### *Progress Overview*

Customers in all industries are facing market pressures that demand they move to the future faster. Since Dell went private in October 2013, Dell Services has accelerated our modernization, transformational outsourcing and digital business services that help customers transform, connect, inform and protect their businesses ahead of the pace the market demands.

Our win rate has improved and we are seeing positive growth across our business this year since we went private. Dell Services consistently receives customer satisfaction ratings (NPS scores) that are among the highest in the industry. Hilton – who recently said the work Dell Services has done for them is “nothing short of miraculous” – is just one example of the depth of our capabilities and customer relationships.

### *Highlights*

- #1 Worldwide IT Services Healthcare Provider based on revenue, 4 years running (Gartner)
  - Gartner, Inc., Market Share: IT Services, 2013, Kathryn Hale et al, March 31, 2014
- Industry’s largest vendor-neutral cloud (110M studies and 8B images stored on the Dell Unified Clinical Archive)
- 19 Partner of the Year awards from Microsoft in the last three years - award link (1), award link (2), award link (3)
- 11 Outsourcing Excellence awards since 2004 (Outsourcing Center)
- A Leader in the 2014 Gartner Magic Quadrant for Data Center Outsourcing and Infrastructure Utility, North America, 4 years running
  - Gartner, Inc., Magic Quadrant for Data Center Outsourcing and Infrastructure Utility Services, North America, William Maurer et al, July 31, 2014
- A Leader in the 2014 Gartner End User Outsourcing Magic Quadrant, North America<sup>3</sup>, 2 years running
  - Gartner, Inc. Magic Quadrant for End-User Outsourcing Services, North America, David Ackerman et al, August 26, 2014
- Positioned as “Major Contender” in Everest Group PEAK Matrix for Applications Outsourcing in Healthcare Provider, 3 years running
- HfS Cloud Infrastructure Services - Winner’s Circle, 2014
- IDC BPO Analytics – Major Player, 2014
- Modernized mission-critical applications for eight of the top ten stock exchanges in the world, including NYSE, NASDAQ, and Singapore Exchange
- Announced digital business services partnerships with Kony, Apperian, Cloudera and Informatica
- Major Contender in Everest Group Insurance BPO – Service Provider Landscape with PEAK Matrix™ Assessment 2013
- Major Contender in Everest IT Outsourcing in Banking with PEAK Matrix™ Assessment 2013
- Covered in Novarica Market Navigator for Insurance IT Services 2014
- Profiled in HfS Blueprint on Insurance BPO (purchase only)

- Major Contender in Everest Group IT Outsourcing in Life Sciences

### *Key Quotes*

**Customer:** "When people ask me what Dell Services has done for Hilton Worldwide, the simple answer is nothing short of miraculous. We transitioned to Dell last year and it has been a sea change in terms of operational excellence. For example, in our core reservation and distribution system, the uptime continues to improve month over month. The performance of Dell has just surpassed our expectations and is only getting better as we work with them." - **Michael Leidinger, vice president of IT infrastructure and operations, Hilton Worldwide**

**Analyst:** "TBR believes Dell Services fills a key role within the organization, helping design and implement IT solutions that customers can easily incorporate into their businesses and that can transform customers' business models. In this way, Dell Services strives to simplify technology for Dell customers ...TBR believes the streamlined Services organization will be able to act more nimbly in the fast-changing IT services market and focus investment on critical client need areas of cloud, application modernization and mobility, calling on its internal technology partners when needed to compile a best-of-breed solution." - **TBR**

**Executive:** "It is in our DNA to actively listen to our customers' needs and understand their business environment. Becoming a private company has allowed Dell Services to focus even more intently on our customers' future and how IT can help them achieve their business goals over the long term. In the past year, we've seen tremendous positive growth in our business and have substantially enhanced our modernization, transformational outsourcing and digital business services to benefit customers." - **Suresh Vaswani, president, Services, Dell**

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## FY15 State of the Business: Dell Software

### *Progress Overview*

Since Dell went private in October 2013, Dell Software has made substantial strides in growing its software business to meet enterprise customers' increasing demand for more flexible, elastic and dynamic IT software solutions. Dell's progress has been rewarded with numerous industry awards and recognition from the analyst community. Dell Software's sales continue to exceed market growth as its capabilities expand, and the company continues to focus on knowing its customers and exceeding its expectations with solutions that are simple, powerful and scalable.

### *Highlights*

- Ninety percent of Fortune 1000 companies use Dell Software, which has 2 million users across 100,000 customers
- Since the addition of software to the Dell PartnerDirect program in Sept. 2013, Dell Software's channel-related revenue has experienced double-digit growth.
- Industry analysts recognized Dell Software solutions as leaders on various fronts:
  - NSS Labs awarded Dell SonicWALL a rating of Recommended: highest overall protection, Next-Gen Firewall, for the third consecutive year
  - Gartner named Dell Boomi a leader in the Magic Quadrant for Enterprise Integration Platform as a Service (January 27, 2014)
    - Gartner, Inc., Magic Quadrant for Enterprise Integration Platform as a Service, January 27, 2014
  - Forrester Research, Inc. named Dell Boomi a Leader in "The Forrester Wave™: Hybrid<sup>2</sup> Integration, Q1 2014"
  - Ovum named Dell a Leader in the Ovum Decision Matrix: Selecting an Enterprise Backup and Recovery Solution, 2014–2015
- Building on more than a decade of development, Dell Software delivered its first commercial APM SaaS offering to market – Foglight APM SaaS Edition
- Dell Software enhanced its KACE K1000 Systems Management with greater visibility across corporate networks and faster discovery of all connected devices, to help customers better prepare for the Internet of Things
- In its first acquisition as a private company, Dell acquired StatSoft, a leading provider of advanced analytics software, bolstering its Dell's portfolio of big data solutions
- Released 10 new network security and IAM product updates including four with first-to-market capabilities
- Launched first combined data protection offering with the release of the Dell Backup & Disaster Recovery Suite, giving customers access to the company's full backup and recovery software portfolio by way of a single capacity-based licensing model

### *Key Quotes*

**Customer:** "Dell made us feel very personalized in the relationship and developed a very custom solution for us. That was something that we weren't getting with our prior vendors. And it made a real difference in our planning and our confidence in how we move forward as a business." – **Rob Cavitt, Chief Executive Officer, Jenkon**

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**Partner:** "Corporate IT Solutions has been a Premier Dell Channel Partner since the program began. Our commitment to Dell as a go to market strategy has been validated over the last few years with the continued investment Dell has made in the channel. Dell continues to deliver very compelling end-to-end solutions that meet the needs of our customers, and this has been amplified by Dell's strengthened efforts in software. The new channel has enabled our firm to expand our footprint and increase revenue, which makes this a focused business strategy for Corporate IT Solutions." - **Karen Penticost, director of vendor relations, Corporate IT Solutions**

**Executive:** "Effective IT is now pivotal to any organization's ability to grow and succeed. Over the past year, we have worked with our customers to deliver solutions that are both powerful and easy to use. In addition, better alignment with the channel has improved our ability to address the unique benefits our customers require, which is reflected in our improved channel sales. As we move into FY16, we will continue to leverage our considerable in-house expertise and strong partnerships to bring to market software that simplifies IT management, mitigates security risks, and accelerates results." – **John Swainson, president, Software, Dell**

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## Regions

### FY15 State of the Business: APJ

#### *Progress Overview*

Privatization has greatly benefited Dell's business in APJ as the company continues to optimize sales, streamline operations and improve overall efficiency. In the past year, Dell has implemented a number of operational and structural changes to increase its focus on customers. Dell's progress includes a new go-to-market strategy that is being implemented and enables the company to be more agile and flexible to respond to customers' needs. APJ remains a key focus and growth driver for Dell as highlighted by successes and accelerating momentum. Dell has achieved leadership positions including #1 in x86 servers in China, #1 in iSCSI storage in Japan, and #2 in PC market across APJ. Dell is poised to listen to its customers better and help them to do more.

#### *Highlights*

- Dell is the #1 storage supplier in Asia/Pacific including Japan in the first half of 2014 for total storage (internal and External) based on total terabytes sold
  - IDC Asia/Pacific External and Internal Disk Storage Systems Tracker, Q2 2014
- Dell is the #1 vendor in Greater China x86 Server market for nine consecutive quarters since Q1 2012
  - IDC AP Quarterly x86 Server Strategist Tracker 2Q 2014
- Dell ranked #1 in the iSCSI storage market for 24th consecutive quarter in Japan as of CY15Q2
  - IDC Worldwide Quarterly Disk Storage Systems Tracker, 2014Q2
- Awarded the prestigious CIO Choice 2014 Award in India for a second consecutive year in five categories - Server, Datacenter Consultant, Datacenter Transformation Services, Desktop Virtualization and Networking Active. Dell is the only company to be recognized in five categories
- Dell's momentum continued across South Asia with top rankings across various segments. Customers in Thailand look to Dell for their end-to-end technology needs from delivering world-class entertainment in a water theme park to enhancing productivity of a mobile workforce
- Dell will be working closely with Lockheed Martin Australia to help overhaul the Australian Department of Defense's IT system

#### *Key Quotes*

**Customer:** "About two years ago we knew that BYOD was coming, but what that looked like for schools we didn't know ... so the KACE software helped us out to start with. When we installed it all of sudden everything lit up like a tree and we knew who had what in the school." - **Matt Robinson, ICT manager, Lowanna College**

**Customer:** "Agility is a key business differentiator when it comes to encouraging the India market to shop online. With Dell, we can add hundreds of virtual machines within a couple of

minutes to meet a predicted increase in traffic volume, then automatically reduce the number to ensure we maintain our energy efficiency at all times.” – **Sumeet Ghosh, head of engineering, operations and infrastructure, Flipkart**

**Executive:** “Consolidation in the industry is happening, which clearly benefits us. Second, we wanted to change the culture – be more customer-focused and be more entrepreneurial. And both these things are happening. The last piece is we wanted to make sure we are increasing the speed of decision-making, be less bureaucratic, and that has happened as well.” – **Amit Midha, president, APJ, Dell**

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## FY15 State of the Business: EMEA

### *Progress Overview*

Dell EMEA has experienced real growth in its business over the last 12 months and is a key region for Dell. Since the privatization, Dell is continuing to invest and grow across the region, with a thriving channel, an expanding customer base and more than 15,000 team members.

### *Highlights*

- Dell EMEA is continuing to demonstrate Dell's capabilities in managing large scale IT deployments in key vertical markets:
  - For the Commonwealth Games, Glasgow 2014, Dell EMEA provided 123TB storage, 2,400 PC's, 2300 displays, 500 laptops, 100 tablets, 50 servers systems management and security solutions – a true end to end solution set
  - British visual effects company Framestore deployed end-to-end Dell solutions to support big-budget projects at its Montreal office, following a long-standing relationship in the UK
  - In Russia, Dell was selected to exclusively build the IT infrastructure for one of the country's largest online stores, Wildberries
  - In Germany, Dell works with Lufthansa, the largest airline in Europe, to provide maintenance and support for the front-end of Lufthansa's ticketing and reservations booking system
  - Dell is providing a state-of-the-art surveillance solution for the Sharjah Police in the United Arab Emirates to provide live video capture, deeper data analysis, better investigation and evidence tracking capabilities, and improved incident response times
  - Sana Klinikum Offenbach, a major German hospital, worked with Dell to boost patient care via a virtualized infrastructure featuring Dell PowerEdge servers, Dell Compellent storage, Dell Networking switches and Dell OptiPlex desktops
- Dell EMEA's channel business continues to grow. Few vendors have a channel business at this scale:
  - In EMEA, Dell has grown to more than 105,000 partners, of which more than 1,000 are Preferred/Premier partners
- Since going private in October 2013, Dell has been delivering on its promise to expand the company's presence and ability to compete in the growing emerging markets:
  - The launch of the Dell Solution Center in Dubai is the first in Dell's emerging markets region, giving customers and partners across the region access to an innovation hub connected to an entire global network
- Analyst figures for 2014 underline momentum across the EMEA business:
  - IDC noted that "Dell continued to leverage its commercial strength and the investment made in building an indirect channel in recent quarters"
    - PC Shipments in EMEA Return to Growth in 2Q14, July 17, 2014
  - For the second year running, Dell was ranked as a niche player in Gartner's Magic Quadrant for End-user Outsourcing Services in Europe

- Gianluca Tramacere, Claudio Da Rold, Federica Troni, Eric Goodness, Gartner analysts: Magic Quadrant for End-User Outsourcing Services, Europe, July 15, 2014
- IDC described Dell's services offering in EMEA as having been "reignited through a targeted focus on geographies, focused customers and strategic big bets"
  - Chris Barnard, IDC analysts: Dell Aims to Reignite Services in EMEA with Targeted Focus and Big Bets, March 12, 2014

### *Key Quotes*

**Analyst:** "Two days with Dell and it is clear that being a private company is good for the sense of energy and direction (May 30, 2014)." - **Roy Illsley, analyst, Ovum**

**Executive:** "Becoming a private company has instilled more energy, passion and entrepreneurial risk-taking into the business, leading to acceleration in business performance across EMEA." - **Aongus Hegarty, president, EMEA, Dell**

**Executive:** "We're very focused on being relevant and that means being number one or two in all of our chosen technologies, both in terms of the way we are perceived by analysts like Gartner and their Magic Quadrant, but also in terms of how the market votes with their dollars. We want to be the major player." - **Tim Griffin, vice president and managing director, UK, Dell**

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## FY15 State of the Business: Latin America

### *Progress Overview*

Over the past year, Dell experienced a transformation through going private. The company has the power to take the decisions on investments for the long-term that will benefit its customers most. In the last year, Dell in Latin America has seen tremendous progress, won key customers, improved NPS and gained participation.

### *Highlights*

- Dell in Latin America has experienced business acceleration, with a consistent growth, gaining key customers across the business units. It is not only about winning but *winning the right way*
- Dell Financial Services expanded into Latin America for the first time by offering Dell customers and channel partners in Mexico access to technology financing and leasing solutions
- Dell in Latin America has two Solutions Centers (Mexico City and Sao Paulo) that offer the opportunity for customers to try the whole solution as it would run on their own environment, leveraging the computing power of Solutions Centers connected across the world for simulations
- Dell in Latin America has been named as a Great Place to Work #1 in Panamá, #4 in Mexico, #14 in Brazil
- Due to Dell in Latin America's economics, demography and geography, medium businesses benefit from IT solutions most, so they can focus on innovation as a competitive advantage
- Dell currently has about 800 (220 Premier) channel partners; Brazil 355 (78 Premier), México 220 (56 Premier); MCLA 300 (100 Premier)
- In March 2014, Dell announced its distribution strategy in Brazil
- Dell LatAm announced the migration of Software channels to its Dell PartnerDirect program, consolidating and strengthening its go-to-market model through channels
- Dell Brazil software grew strongly at a double-digit rate in the first half of 2014
- Dell has been the leader in x86 servers for 9 consecutive years in Brazil (IDC)
- Dell Mexico has registered significant double digit growth year-over-year (+27%) in x86 server market during 1H14 growing faster than the industry in terms of revenue, with an outstanding performance in Blade servers (+155% YoY growth) (IDC)
- Dell Mexico is the number one Storage vendor in the small business segment with 58% of the external disk storage market during 1H14 (IDC)
- Dell Brazil continues to make gains in the world's fifth-largest PC market. After going private in 2013, Dell has reached double-digit market share in the overall PC market for the first time in Q2 2014 (12.2%)
- On November 5, 2014, Dell will celebrate its 15<sup>th</sup> anniversary in Brazil. The company began in Brazil by manufacturing and selling Latitude laptops and OptiPlex desktops; today, Dell Brazil offers local customers of all sizes a complete end-to-end portfolio through a strong sales model – including direct, channels, distribution and retail
- Brazil is one of the Top 10 priority countries for Dell

### *Key Quotes*

**Customer:** “For compliance reasons, the hospital doesn’t usually deal with a single provider, but since we began working with Dell, this has changed. Healthy partnerships tend to endure.” - **Antonio Carlos Kfoury, corporate superintendent, HCor Hospital**

**Customer:** “Aeromexico Delta TechOps has one source for hardware, software, virtualization and services—which yielded huge savings, both in finances and time. It became the largest aircraft maintenance center in Latin America. “We only have five people in our IT department and yet we’re supporting 1,000 users and maintaining 99.8 percent reliability with our Dell infrastructure.” - **Ramon Sanchez Ortega, IT infrastructure manager, AeroMéxico Delta TechOp**

**Executive:** “It stop being a conversation on hardware, software or services; it is now a conversation about knowledge and how Dell IT solutions help our customers grow and thrive.” – **Diego Majdalani, president, Latin America, Dell**

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