

25 years of Dell in Canada

Since its founding 25 years ago Dell Canada has listened to its customers and delivered innovative technology and services that give them the power to do more.

dell.ca



Dell Canada celebrates its 25 anniversary 2013 on May 26.



20's

10's

00's

90's

80's



2012

- Dell among the first to introduce touch enabled Windows 8 devices.
- Dell named among Greater Toronto Area's top 95 employers by Canada's top employers.
- Dell named Polycultural Immigration and Community Services (PICS) employer of the year.
- Dell announces its first Canadian Powering the Possible partnership – recipient is Boys and Girls Club Canada.
- Acquisitions include AppAssure, SonicWALL, Clarity, Make Technologies, Wyse, Quest, Gale Technologies and Credant.

- Dell Canada recognized by the Progressive Employers of Canada for its contribution to leading change in the workplace for working parents and their families.

2010

- Dell makes several key acquisitions including Boomi®, Exanet, InSite One®, KACE™, Ocarina™ Networks, Scalent™ and Dell Compellent®.

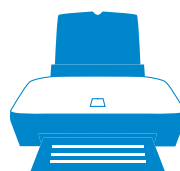
2007

- Dell ramps up its social media efforts – joins Twitter and creates IdeaStorm.com



- Dell Canada ranked No. five on the list of "Most admired corporate cultures" in Canada.
- Dell acquires computer gaming company Alienware.

2006



- Dell introduces printers, rounding out its product portfolio.

2003

2001

1

- Dell becomes the No. one computer systems provider worldwide.

- Dell is ranked No. one in PCs in the U.S., No. one worldwide in PCs for large and medium businesses and No. one in worldwide workstation shipments.

1999

1997

- Head office moves to 155 Gordon Baker Rd, North York, ON – current HO site.
- Dell ships its 10-millionth PC.

- Dell.com launches, generating \$one million in sales per day after six months of operation.

1996



- Head office relocated to 230 Consumers Road, Toronto, ON.
- Dell introduces the PowerEdge™ server line, challenging the proprietary network server market.

1994

1993

- Dell joins the ranks of the top five computer system makers worldwide.



- Entered the personal computer notebook business.
- Michael Dell appears on the cover of Fortune Magazine.

1991

1989



- Michael Dell visits to celebrate Dell Canada's first anniversary with 51 employees.

- Named on the Maclean's/Jantzi-Sustainalytics list of the Top 50 socially responsible corporations in Canada for 2011, 2012 and 2013.

2011

- Dell acquires Perot Systems and launches Dell™ Services, giving customers end-to-end IT services to help lower total cost of IT ownership.

2009

2008

- First retail engagement in Canada.
- Channel partner program introduced in Canada.
- Dell acquires storage leader EqualLogic™.

2005

- Dell tops the list of "America's most admired companies" in Fortune Magazine.
- Dell Canada launches its recycling program.



2004

- Dell becomes China's third largest provider of computer systems and services.

2002

- Dell launches the PowerEdge™ 1655MC – their first blade server.



- Sales on dell.com reach \$40 million a day, making it one of the highest-volume e-commerce sites in the world.

2000

1998

- Celebrated 10 year anniversary in Canada with gala event at the ROM.
- Dell rounds out data centre offerings with the PowerVault™ series – a robust line of storage products.



1995

- Dell expands worldwide operations in Europe, Asia, Japan and the Americas.

1992

- First \$one million quarter in Canada.
- Dell debuts on the Fortune 500 list. Michael Dell becomes the youngest CEO to receive this honour.



- Moved offices to 121 Granton, Richmond Hill, ON.
- Dell Servers introduced to Canada (433TE).

1990

1988

- May 26, 1988, established in Canada as PCs Limited with offices and manufacturing at 2 East Beaver Creek, Richmond Hill, ON – when Dell went public on June 22, 1988 the name changed to Dell Computer Corporation.
- First Canadian order received for a 20MHz 386 system for approximately \$10,000.

