

The Dell Advantage



1984



A change agent **1** from day

We have been making technology more accessible and affordable to more people.



19 year old guy + \$1,000 + dorm room changed how technology was designed, manufactured and sold

Today



We're a private company again.
Our entrepreneurial spirit lives on.
We remain an agent of change.

We serve:

95% of global Fortune 500



10M small businesses



400,000 classrooms



Every G20 government



200,000 physicians



140,000 channel partners



60,000 retail locations



Our reach includes:

More than 1 Dell system shipped every second



65% of Dell team dedicated to servers, storage, networking and services



8,000 team members in China



27,000 team members in India



22 Solutions Centers in 2012



R&D centers in Israel, Silicon Valley and Austin



120,000+ Dell systems shipped each day



Our purpose remains unchanged:

Delivering technology solutions that enable people everywhere to grow, thrive and reach their full potential

- Simplifying the complex
- Making the powerful easy to use
- Driving out inefficiency
- Delivering superior long-term value

Giving you the power to do more.

We are recognized as a leader in our markets.

What does #1 mean?

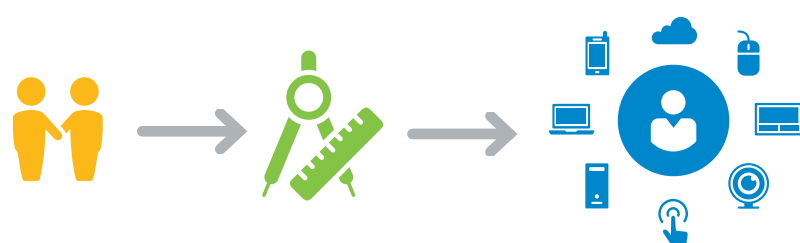
- Greater functionality
- Less complexity
- Better value



Get more out of what you have.

Listening drives our strategy.

We actively engage with customers and create solutions that meet their needs.



We lead discussions with customers in social media, through technical forums, industry groups and with our major partners.



We work with industry experts and analysts, as well as our own IT to develop practical innovation that solves real-world customer challenges in unique and customized ways.



Dell's unique design philosophy truly sets us apart.

We make technology

Easier to buy

- Simplify purchasing
- Streamline deployment
- Accelerate planning
- Engage on your terms

Easier to use

- Ease administration
- Automate maintenance tasks
- Prevent support issues
- Boost productivity

Easier to grow

- Scale without constraints
- Unleash functionality at any scale
- Grow on your terms
- Leverage existing investments

Rapid time to value

Superior ease of use

Unrivalled flexibility to adapt

How is Dell different?

- Standards-based** No deliberate proprietary lock in
- Open approach** No intentionally closed ecosystems
- Modular systems** No costly monolithic stacks
- Flexible scaling** No forced constraints or rip-and-replace
- Modern platforms** No vested interest in legacy systems
- End-to-end solutions** No siloed viewpoint or hidden agenda

What is your technology doing for you?



- Is it delivering **value** → or costing money?
- It is **enabling** your workforce and making them productive → or the thing they complain about?
- Is it making you more **competitive** → or holding you back?
- Is it helping you **meet** your customers' needs better → or making them dissatisfied?
- Can it keep up with or even **anticipate** the needs of the organization → or is it a drag?

Let's continue the conversation.

What are your priorities? What are your views?

Make IT more agile and responsive to change			Make the workforce more productive	Make more data-driven decisions	Make the organization more secure
Is the risk and cost of modernizing apps/platforms worth the reward?	Can collapsing silos and converging infrastructure lead to increased IT innovation?	Should IT become an objective cloud broker for your entire organization?	Can mobility become an engine for improving your business performance?	Do you see enhanced data analytics as a path to progress or economic growth?	Do you feel your overall security strategy enables or impedes the success of your organization?
Transform your data center			Connect your workforce	Inform your decisions	Protect your organization

