

Introduction to Dell



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Country Manager – Bulgaria & Romania

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AGENDA

Facts about DELL

STATE OF THE INDUSTRY

KEY INITIATIVES

OUR VISION TO SIMPLIFY IT

- GET IT FASTER
- RUN IT BETTER
- GROW IT SMARTER

DELL PRODUCT LINES



WHO WE ARE

- **FOUNDED IN 1984** by Michael Dell
- Pioneered **DIRECT MODEL**, the revolution at the heart of our ever-evolving business
- **NO. 34** on the Fortune 500
- A direct partner to businesses and consumers that delivers **INNOVATIVE TECHNOLOGY** and services that customers can trust



25 Years

\$61bn



WHERE WE ARE

★ Manufacturing Facility

★ Headquarters



DID YOU KNOW...

- **Every Fortune 100 company does business with Dell.**
- **We've been the No. 1 PC supplier to U.S. SMBs for 10 years running.**
- **We're the #1 PC provider in the U.S. & #2 worldwide.**
- **We're the preferred desktop & laptop of companies in U.S. & Europe.**
- **We ship ~140,000 systems per day (more than 1/second)**
- **24 of the world's top supercomputers run on Dell.**
- **The 10 largest U.S. companies run on Dell.**
- **The top 6 Internet service companies run on Dell.**
- **The top 5 U.S. commercial banks run on Dell.**



OUR BEST PRODUCT LINE-UP **EVER**



OptiPlex Desktops



Vostro
Desktops &
Notebooks

Inspiron
Desktops &
Notebooks



Studio
Notebooks



Latitude
Notebooks

Studio
Hybrid Desktops



Inspiron
Mini



XPS
Notebooks



Latitude XT Tablet



Precision
Mobile
Workstations



Next-
Generation
Services



Software



PowerEdge
Servers



Precision
Workstations

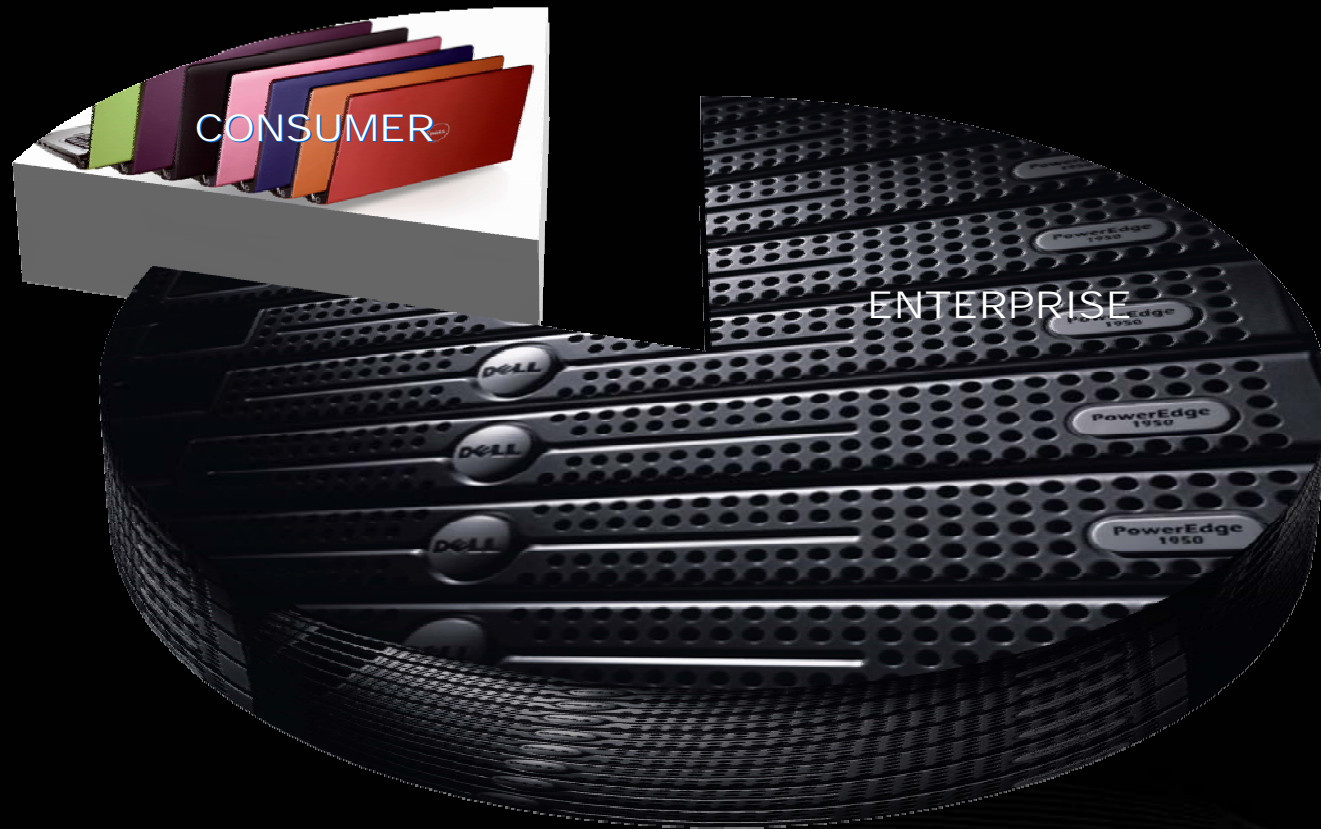


Dell/EMC &
EqualLogic
Storage



ENTERPRISE = 80% OF REVENUE

GLOBAL CONSUMER MAKES UP 20%



The context change



43%

**OF FIRMS HAVE
SLASHED IT BUDGETS**



24%

**HAVE PUT DISCRETIONARY
SPENDING ON HOLD**



OUR THREE IMPERATIVES

1 COMPETITIVE COST
STRUCTURE.

2 TRANSFORMATION TO
SOLUTIONS.

3 EMBRACING THE
CHANNEL.



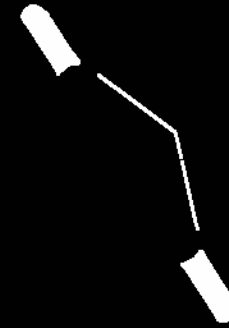
**Can
WE
do it?**



THE DELL EFFECT

WE DISRUPT MARKETS

OVERPRICED
COMPLEX
UNDERUTILIZED



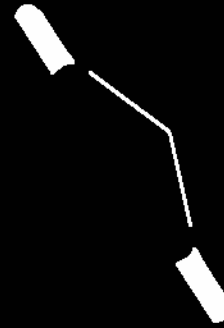
Storage

Server

PC



WE DISRUPT MARKETS



Storage

Server

PC

EASY-TO-BUY
EASY-TO-OWN
EASY-TO-USE



WE SIMPLIFY IT

Our vision: SIMPLIFY IT

GET IT FASTER

- 100% tested and validated factory configurations
- Greatest degree of customization in the industry
- Most streamlined & eco-friendly packaging
- Lowest deployment effort and cost

RUN IT BETTER

- 100% open systems management strategy
- Fewer Image impacting changes compared to HP and IBM
- Ultimate managed and support services
- Superior value, performance and productivity

GROW IT SMARTER

- 100% standards-based approach with no lock-in
- Greatest range of scalability and ease of upgradeability
- Greenest technology company on earth
- Exclusive IT simplification index and assessment



COMPLEXITY IS A HIDDEN COST



DISCRETIONARY IT SPEND

30%
INNOVATION

70%
MAINTENANCE

NON-DISCRETIONARY IT SPEND



\$1 SPENT
ON
HARDWARE

\$2 SPENT
ON
MANAGEMENT



STANDARDIZE

CREATE ORDER AND UNIFORMITY



CONSOLIDATE

ELIMINATE UNNECESSARY SPRAWL

AUTOMATE

LIMIT HUMAN INVOLVEMENT



SIMPLIFY IT

GET IT
FASTER

RUN IT
BETTER

GROW IT
SMARTER

RECLAIM TIME, MONEY AND PEOPLE

Why Dell?

- Dedicated partners, part of Dell virtual team
 - (the best) price performance – hardware products
 - (the best) price performance – services
 - Relevant & up-to-date product and services
 - Full range of product and services (one stop shop)
-
- You can make a profit by selling Dell products !



Bulgaria Network



LDC	★
PUDO	●
FSL	■



DELL COMMERCIAL NOTEBOOKS

MAXIMISE PRODUCTIVITY AND LOWER TCO

PRECISION



Optimised and certified for **high performance needs**

LATITUDE™



Superior manageability and security with uncompromised productivity to deliver the **best return for your IT spend**

VOSTRO™



Technology solutions and expertise **committed to your small business success**



DELL POWEREDGE LINEUP

TOWER SERVERS



PowerEdge T100
1S/2 Drive
Dual Core Xeon



PowerEdge T105
1S/2 Drive
Opteron



PowerEdge T300
1S/4 Drive
Quad Core Xeon



PowerEdge T410
2S/6 Drive
Quad Core Xeon 5500



PowerEdge T610
2S/8 Drive
Quad Core Xeon 5500



PowerEdge T710
2S/8 Drive
Quad Core Xeon 5500

BLADE SERVER



PowerEdge M1000e
2P/4P
8/16-blade
Quad Core Xeon 5500
or 6 Core Opteron

RACK SERVERS



PowerEdge R200
1U/1S/ 2 Drive
Quad Core Xeon



PowerEdge R300
1U/1S/ 2 Drive
Quad Core Xeon



PowerEdge R410
1U/2S/4 Drive
Quad Core Xeon 5500



PowerEdge R610
1U/2S/6 Drive
Quad Core Xeon 5500



PowerEdge R710
2U/2S/8 Drive
Quad Core Xeon 5500



PowerEdge 2970
2U/2S/8 Drive
Up to 6 Core Opteron



PowerEdge R805
2U/2S/2 Drive
Up to 6 Core Opteron



PowerEdge R900
4U/4S/8 Drive
Up to 6 Core Xeon



PowerEdge R905
4U/4S/8 Drive
Up to 6 Core Opteron



DELL STORAGE OPTIONS

FILE STORAGE

NF100



NF600



Dell Network File Appliances

NX3000



Windows Based NAS

NX4



EMC Celerra Based NAS

BLOCK STORAGE

MD1000/MD1120

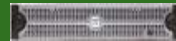


MD3000/MD3000i



Dell | PowerVault Solutions

AX4-5



Dell | EMC CX4-120



Dell | EMC CX4-240



Dell | EMC CX4-480



Dell | EMC CX4-960



Dell | EMC Fibre Channel Solutions

PS4000



PS6000



PS6500



Dell EqualLogic iSCSI Solutions

DATA PROTECTION

DL 2000 Symantec Edition



DL 2000 CommVault Edition



Dell Backup Appliance

RD1000



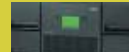
PV124T



TL2000



TL4000



ML6010



ML6030

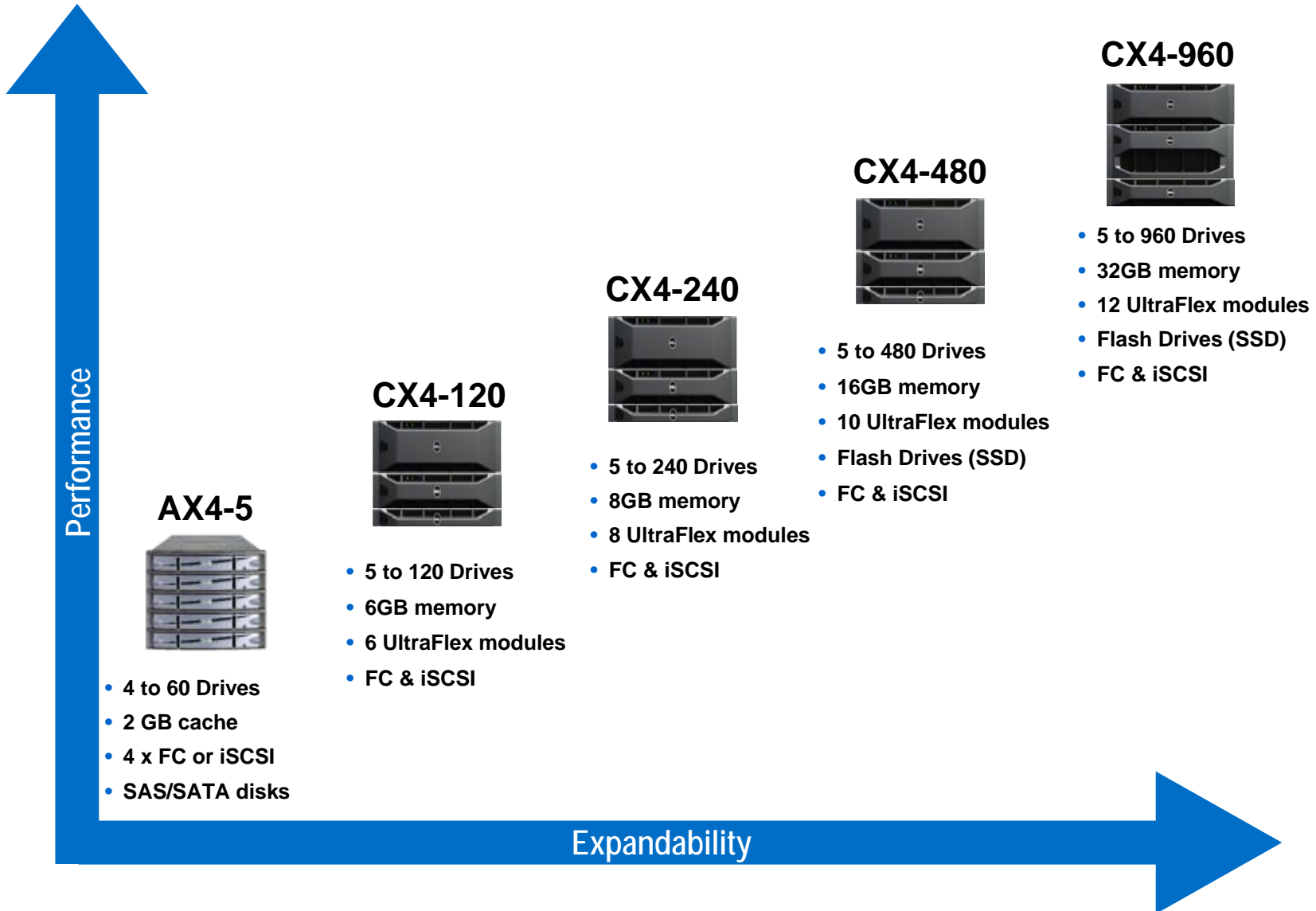


ML6020



Dell PowerVault Media Based Solutions

DELL | EMC STORAGE FAMILY



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Latitude XT Tablet



Precision
Mobile
Workstations



Next-
Generation
Services



Software



PowerEdge
Servers



Precision
Workstations



Dell/EMC &
EqualLogic
Storage



Dell welcomes





&

DELL SIMPLIFY IT



THANK YOU

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