Dell Laptop and Desktop Deployment Services
How do I Minimize Disruption and Decrease Costs

- I need outside expertise to deploy my assets
- How do I efficiently utilize my people?
- I want to redeploy older/legacy assets
- I need to dramatically reduce my deployment costs
- I need to know what applications and assets I have in my environment
Different model = **better** results

**Process**
- Automated
- Low touch
- Single shipment
- Factory installed
- Dell onsite leadership

**People**
- Few partners
- PMO accountable
- 100% PMI trained
- PMP certified

**Technology**
- Automated
- Industry standard
- Point of need
- Pre-installed
Flexible service mapped to meet your unique business needs

Deployment service tiers

Pick the service level most suitable for your unique business needs

Managed Deployment
- Project management
- Custom logistics
- Asset discovery
- Site surveys
- Bundles available

Optimized Deployment
- Factory automation
- Configuration management
- Consulting engineered

Laptop & Desktop Installation
- Technical support
- On site technician visit
- Data settings migration option

Optional Add-on Services
- Windows 7 Readiness Assessment
- Cascade/Repurposing
- Asset Resale & Recycling
- Asset Tag
- Configuration
- Image Management
- Application
- Hardware Customization
Laptop & Desktop Installation
Managed Deployment Bundle
Simplified for exceptionally fast services execution.

Ideal for customers who need a rapidly executed, managed deployment of PCs. You get a fixed scope service with your choice of any combination of four key options for data migration and PC configuration. And our single point of contact for project coordination ensures that your IT staff remains unburdened by the deployment tasks.

**Bundle**

**Core**
- Basic installation of PC and monitor
- De-install Legacy PC and monitor
- On campus trash removal
- Dell project coordinator

*For 20 – 500 systems. The core SKU is mandatory on the order*

**Options**

Additional options for the core bundle. All delivered desk-side at your site

**A**
Peer to peer data/settings migration (Amount varies by segment)

**B**
Attended imaging via CD/DVD – up to 8GB / user

**C**
Asset tag install – customer provided

**D**
Attended application load (manual script/CD) – up to 3

NOTE: For Bundle pricing of the core and the optional add-ons please consult your local segment marketing representative.
Managed Deployment Bundle

**Bundle Requirements**
- For deployments of between 20 to 500 units
- Maximum of 25 sites and minimum of 10 units per site
- Monday to Friday Business hours only (excluding major holidays)
- Project duration will not be more than ninety (90) days from time of hardware delivery
- Data migration option – A customer appointed single point of contact will need to validate that the migration tool works within their environment

**Exclusions**
- Retail POS
- Night/weekend Install
- Locations 50 miles outside of major metropolitan areas
- Connectivity/construction (network cables, electrical, cable runs, furniture, wall mounts, etc.)
- Next day support
Laptop and Desktop Installation summary

Dell has installed millions of desktop and notebook units

**Key Benefits**
- On-site expertise
- Frees up internal resources
- Minimizes disruption
- Efficient and scalable model
- Application migration option

**Laptop and Desktop Installation**

- Simple scope
- Easy to purchase
- Standard technical support
- Limited application compatibility
- Options:
  - Data migration
    - De-installation
    - Asset tagging / Image loading
    - Asset recovery
Managed Deployment
Project management
Global standard approach to project management

Dell intellectual property

Dell project management framework (DPMF)

Infrastructure project methodology
Managed deployment framework
Best practices
Transition management methodology

Highest industry standards insures crisp execution for every deployment project
• Hundreds of project management professional (PMP) certifications
• All project managers PMI foundations trained
• Dell management representation on the PMI global corporate council

* PMI trademarked
## Project design

Maximize process design best practices

<table>
<thead>
<tr>
<th>Box</th>
<th>Description</th>
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| **Consolidate Schedule** | - Groups of at least 5-10 PCs at once  
                        |   - Limits technician idle time      |
| **Deploy After Hours**   | - Reduces user disruption  
                        |   - Improved technician efficiency   |
| **Notebook Exchange Rooms** | - Users drop off at end of day & get in morning  
                        |   - Can double technician efficiency |
| **Restore data/settings and apps to new PC** | - Migrate all data and settings  
                        |   - Reinstall users applications   |
| **Post Deployment Logistics** | - Avoid quarantine where possible  
                        |   - Backup old PC and wipe data immediately |
| **Post Deployment Support** | - Onsite support if >100 users in location  
                        |   - Trained phone support in smaller locations |
Provisioning
Maximize efficiency with best practices

Maximize technician multitasking
- Consolidate schedule
- Automate and minimize time walking

Reduce network traffic
- Leverage the factory
- One solution for branch, global and remote

Customize PC at destination
- Increases flexibility
- Simplifies logistics

Automate decisions and manual steps
- Reduce cost, no special training needed
- Increase quality

Reduce infrastructure dependencies
- No infrastructure investments
- Works just as well in remote locations

Remote management and reporting
- Metrics enable continuous improvement
- Real time tracking and issue resolution
Keeping supermarket PCs fresh

Roundy’s Supermarkets Inc.
Choosing Dell to manage its annual PC replacement program helps a large supermarket chain accelerate deployment by an estimated 10 percent.

• Dell factory configuration accelerated deployment by 10%
• Internal customer satisfaction increased by 35 percent
• Timely PC replacement helped lower repair costs by 20%
• Dell program enabled Roundy’s to reduce PC replacement downtime by 20%
Optimized Deployment
# Optimized Deployment

**PC refresh or Win 7 migration**

## Revisit deployment processes

**$337**

Savings per PC by optimizing deployment process**

<table>
<thead>
<tr>
<th>Your automation inflection point</th>
<th>Estimate deployment costs</th>
<th>Permanently reduce costs</th>
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| • Let your Windows 7 migration be the compelling event to permanently reduce deployment costs | • It can cost up to $700 (average of $615) to deploy a PC **
  • Logistics and staging alone can cost as much as $81 per PC** | • Dynamic Deployment can deliver costs as low as $278 per PC**
  • Reduce desk side technician time by 88%**
  • Eliminate the network bandwidth required for deployment by an estimated 70% |

* Based on an October 2009 Dell assessment of select customers general use of automated deployment tools

** IDC White Paper sponsored by Dell, Dell PC Optimized Deployment Model, Doc #223437, June 2010. IDC found that a company with Optimized practices in all deployment activities would spend $337 less (55%) in IT labor per PC than a company executing each activity at the Basic level.
Optimized Deployment
PC refresh or Win 7 migration

Revisit deployment processes

$337
Savings per PC by optimizing deployment process*

Dell can cut deployment costs by 55%*

+ Deployment management and logistic/staging ($64/PC savings)
+ Imaging and applications loading ($175/PC savings)
+ User state migration and post deployment support ($97/PC savings)

* IDC White Paper sponsored by Dell, Dell PC Optimized Deployment Model, Doc #223437, June 2010. IDC found that a company with Optimized practices in all deployment activities would spend $337 less (55%) in IT labor per PC than a company executing each activity at the Basic level.
Optimized Deployment
Automation increases speed and ensures consistency.

Key benefits
- Maximize technician multitasking
- Reduce network traffic
- Customize at destination
- Automate decision steps
- Eliminate infrastructure dependency
- Remote management

1. Pre-Stage images & applications on hard drive in the factory
2. Connect old and new PC for secure data & settings transfer
3. Complete One Touch interview & select the profile for deployment
4. Automatically install image, data, applications, & settings
5. Centralized Monitoring inside firewall

Old PC
New PC
Command center
Deployment contents placed on PC in the factory

Deployment container

- OS Image 1
- App cache
- OS Driver Files
- OS Image 2
- Other content
- Content updates

- One touch GUI
- Deployment automation engine
- Configuration manifest
- Deployment database
- PC migration automation
Rules based deployments

One process – multiple paths

**Group 1**
- Format drive
- Install OS
- Join domain
- **Install applications**
- Migrate PC settings
- **OS customization**

IT Policy A

**Group 2**
- Format drive
- Install OS
- **VPN connection**
- Join domain
- **Install applications**
- Migrate PC settings

IT Policy B

**Group 3**
- Format drive
- Install OS
- Migrate PC settings
- **OS customization**
- Join domain
- **Encrypt drive**

IT Policy C

All pc’s deployed to organization's specifications
Optimized Deployment sample customers

- JPMorgan Chase
- Citibank
- Alltel Wireless
- OXY
- Schering-Plough
- Schlumberger
- UPS
- Unisys
- EMC
- Fluor
- Caterpillar
- Ford
- Rockwell
- Farmers
- Allstate
- Dole
- Weyerhaeuser
- BMO Financial Group
Navigating a demanding deployment

**MSC**
Mediterranean Shipping Company uses Dell to deploy new desktop systems on a tight timeline and increases PC performance by up to 70 percent.

- Dell helped implement the project 75 percent faster than anticipated
- Weekend installation by Dell kept shipping operations uninterrupted
- Desktop power consumption was reduced by approx. 50%
For more information:
- Windows 7
- vPro
- Mobility
- KACE Managability
- Application Testing
- Image Management
- Deployment processes and tools
- Storage, Server and Network deployment