



- BACKUP/RECOVERY/ARCHIVING ■
- PROFESSIONAL DEVELOPMENT ■
- STUDENT COMPUTING ■
- DATABASE ■
- MANAGEMENT/UTILITIES ■
- NEW TECHNOLOGY/NETWORKS ■
- VIRTUALIZATION ■

#### CUSTOMER OVERVIEW

University of North Carolina Wilmington is located on a 650-acre campus with nearly 12,000 students and approximately 2,000 faculty and staff. In 1999, a student notebook initiative was instituted that included a wireless network, wireless classrooms and buildings as well as group computing areas. The wireless environment gives students, faculty and administrators access to information any time, from any wireless location.

#### CHALLENGE

Initially notebook computers were sold through the campus bookstore. Ordering computers on behalf of students, receiving the shipments, and distributing and supporting the machines was labor intensive. When the bookstore stopped supplying computers, the program fell to the small IT staff.

#### SOLUTION

The University of North Carolina Wilmington technology team partnered with Dell™ to provide students with notebook computers and an on-campus warranty and service center for convenient and prompt support. Students can order online easily and have the notebooks shipped directly to them ready to use.

#### BENEFIT

As a result of the technology partnership with Dell, UNC Wilmington has been able to grow the program and increase sales without adding staff members to support it. It helps save the university money, and the student notebook initiative distinguishes the institution from others in the state by providing standard configurations and on-campus warranty support.

## Unwired for Success

Through a Dell technology partnership, University of North Carolina Wilmington manages mobile student computing initiative with minimal resources

**T**he University of North Carolina Wilmington started in 1947 as a small two-year institution located near downtown Wilmington. Today the four-year university resides on a 650-acre campus and provides educational opportunities to nearly 12,000 students with approximately 2,000 faculty, staff and administration members.

The university offers 73 bachelor degree programs and 27 graduate programs. UNC Wilmington awards one of only three doctorate degrees in marine biology on the East Coast and has well-known creative writing and film studies programs. UNCW is also active in the surrounding community. The school of nursing and Watson School of Education, for example, are designed to meet the workforce needs of area pharmaceutical companies and public schools. Plus, Memory Assessment and Research Services (MARS), a limited liability company owned by three UNCW professors, is part of the UNCW Knowledge Transfer Initiative, which facilitates the transfer of knowledge from the academic setting to the community.

Educational and administrative efforts at UNCW are aligned with Seven Strategic Goals, which include creating the most powerful learning experience possible for students as well as creating an educational environment that prepares students to be global citizens. Technology is a core piece of accomplishing these goals.

#### Running a student computing initiative without running out of resources

UNCW's Seven Strategic Goals include facilitating access to information. UNCW recognizes that wireless technology is a reliable way to keep vital avenues of communication open to support learning as well as





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— **Dana Ward**, Instructional Technology Consultant, University of North Carolina Wilmington

global and community involvement. Wireless capabilities are integrated into classrooms and buildings; group computing areas located throughout campus encourage students to take advantage of technology in their studies and collaborations.

In 1999, the university instituted a student notebook initiative supported by the campus’s growing wireless network. “Wireless technology has changed the way students learn and interact on campus,” says Dana Ward, instructional technology consultant at UNCW.

UNCW’s technology staff needed a technology vendor partnership to create a streamlined, efficient program that could be managed by fewer people. The student notebook sales program had to be an end-to-end solution that included providing promotional materials and sales information to students and their parents, easy ordering and customer support, and competitive pricing. What’s more, the program had to include a comprehensive maintenance service component on campus.

### **Dell helps place knowledge at students’ fingertips**

With Dell™, the University of North Carolina Wilmington found a technology partner that could meet its criteria. Dell helps UNCW manage the notebook initiative from beginning to end with student education and promotional materials, simple ordering, and ongoing service and maintenance programs.

While notebook purchases are not required, the university recommends that each student bring a computer to campus; Dell is the recommended brand. When students arrive at UNCW’s freshman and new student orientation, Dana and her team are on hand to answer student questions about the notebook initiative. What’s more, a Dell representative attends one day of each orientation event to provide more information. “Having a Dell representative at the orientations communicates to parents and students that Dell stands behind its products. This makes a difference to them as they decide which computer to purchase,” Dana explains. Seventy-two percent of incoming freshmen arrive on campus with notebooks, she says.

Another way Dell stands behind its computers and the program is by supplying communications and marketing materials that explain the product lineup and the choices available to students. “Having colorful, graphically rich brochures presents the information in a way that makes it easy to understand

the options,” Dana adds.

Students and their parents can easily order computers online through a Dell Premier Page website specifically dedicated to and customized for the University of North Carolina Wilmington’s student notebook initiative. This page includes the recommended Dell Latitude™ notebook configurations listed at special UNCW prices along with peripheral equipment such as printers. Students can order with confidence knowing that their systems are compatible with the university’s environment. The program also meets the needs of students who are dependent upon financial aid because they can use financial aid funding to purchase computers.

Additionally, the computers are delivered to the students’ homes and arrive pre-loaded with UNCW’s software package through Dell Custom Factory Integration services. This eliminates the need for the IT team to receive and prepare each system for student use.

The systems are loaded with applications like Microsoft® Office Professional and Norton Anti-Virus software. The anti-virus software is an important part of the program’s overall success. It enables the IT team to stay on top of virus updates and push them out over the network instead of relying on students to individually maintain them. “Before we put this solution in place, handling infected student computers was a challenge for our staff. The student was automatically removed from the network and had to go through a time-consuming process to clean up their system to get back on,” Dana describes.

The notebooks are also supported by Dell to augment the support provided





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by UNCW’s Technology Assistance Center. The systems come with Dell Four Year Limited Warranties<sup>1</sup> and Four Year Next Business Day On-Site Service<sup>2</sup> support. Also included is Dell CompleteCare™ Accidental Damage Service<sup>3</sup> to help cover accidental damage such as drops and spills not usually covered under a traditional warranty. The university’s IT staff includes technicians certified through Dell’s Warranty Parts Direct Program so they can keep replacement parts on hand and fix computers on campus at the warranty service center. In addition, UNCW offers a loaner program to keep students connected even as their systems are being repaired.

**Dell helps UNCW increase computer usage on campus without increasing support staff**

The University of North Carolina Wilmington has a student computing initiative that is easy to administer, manage and support. “We have been able to grow our program without the need to add staff. This saves university resources while ensuring consistent support,” Dana shares.

The student notebook initiative enables the university to potentially decrease the number of general access computer labs. Fewer labs also frees up valuable classroom space. Instead of labs, notebook checkout programs and mobile access labs have been expanded to three locations. “Dell’s rugged and reliable systems make this a cost-effective way to provide our students with computer access,” Dana describes. “Computers are checked out of our library notebook checkout program an average of 2,200 times per month.”

Dell offers services that save the IT staff time as well as money. In addition to home delivery and factory loaded imaging, the IT staff can rely on Dell to provide reports through the Premier Pages online ordering program. The team can stay informed of the computers that students are purchasing through the site. This gives them valuable information on the numbers of systems they will be supporting throughout the year.

Dell helps the university IT team stay focused on facilitating student learning

**HOW IT WORKS**

**HARDWARE**

- Dell™ Latitude™ D630 notebooks
- Dell Latitude D830 notebooks
- Dell Photo All-In-One 966 Printer with cable and extra ink
- Dell Photo All-In-One 926 Printer with cable and extra ink

**SOFTWARE**

- Microsoft® Office Professional
- Norton Anti-Virus
- Windows XP Professional
- Adobe Acrobat 8

**SERVICES**

- Dell Four Year Limited Warranty<sup>1</sup>
- Dell Four Year Next Business Day On-Site Service<sup>2</sup>
- Dell CompleteCare™ Accidental Damage Service<sup>3</sup>

instead of wasting energy and effort on program support issues. The program also smoothes the way to student computer ownership, a tremendous advantage in today’s technology-rich world.

<sup>1</sup> For a copy of our guarantees or limited warranties, please write Dell USA L.P., Attn: Warranties, One Dell Way, Round Rock, TX 78682. For more information, visit [www.dell.com/warranty](http://www.dell.com/warranty).

<sup>2</sup> Service may be provided by third-party. Technician will be dispatched if necessary following phone-based troubleshooting. Subject to parts availability, geographical restrictions and terms of service contract. Service timing dependent upon time of day call placed to Dell. U.S. only.

<sup>3</sup> CompleteCare service excludes theft, loss, and damage due to fire, flood or other acts of nature, or intentional damage. CompleteCare not available in all states. Customer may be required to return unit to Dell. For complete details, visit [www.dell.com/servicecontracts](http://www.dell.com/servicecontracts).

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