

Staying in touch with customer needs



At Dell, when we consider all of the regions in which we operate, we see no region with such incredible growth as Asia Pacific. Companies in this area of the globe, including the large market of Japan, are rapidly investing in IT solutions to increase productivity and lower total cost of ownership (TCO). A lot of businesses need guidance to select the best possible IT

solutions to fit their needs—which means that we, at Dell, need to be more in tune with customer needs than ever.

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We are witnessing especially rapid growth in the home and small-to-medium business (HSMB) segment, and we recognize that customers in this segment have special needs. First, companies of this size typically do not have the ability to support a full-fledged IT department—but they have just as strong a need for IT as larger corporations. Second, constant competition forces SMBs to contain costs. Third, they need scalability built into their computing infrastructures so they can sustain growth in the future.

Dell is uniquely positioned to address the unique needs of its SMB customers in the Asia Pacific/Japan (AP/J) region, because it offers not only the hardware and expertise they need to construct a scalable infrastructure, but also the services and support to back it up. The Dell direct model is well suited for this group of customers because it doesn't discriminate between large corporations and small businesses. Whether customers have 1,000 employees or just 2, they all get high-quality products, personalized service, and competitive pricing.

In the AP/J region, Dell is supporting customers in the same way it has supported customers since we began in 1984: by helping them to grow from one stage to the next. For example, imagine a very small business that is just entering the market. When these customers come to us for PCs, we help them select the best machines to meet their current and near-term needs. We also help them to configure servers in such a way that they can effortlessly handle all of the data they must process today and in the future. Next, we address the company's storage needs. From direct attach storage to midrange storage area networks (SANs), Dell offers the

storage solutions to accommodate SMB needs today and far into the future. Most important, Dell solutions are based on standardized components—ideal for businesses that have growth potential and the critical need for scalability that comes with that potential.

After we help SMBs determine the IT solutions that best meet their individual needs, we back up our offerings with unwavering service and support. After all, companies of this size have a special need for service and support because they often are unable to dedicate full-time in-house resources to their IT equipment. In these cases, our customers have told us that Dell expertise has proved to be an asset to them.

As the AP/J IT market grows—and Dell's presence in this region grows along with it—we are constantly reminded of the need to stay in touch with our customers' needs. Dell has 20 years of experience in meeting needs for cost-efficiency and high performance for customers around the world, and we are eager to continue that mission as we help SMB customers in the AP/J region realize their full potential. **D**

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