

Closing the IT gap



With a population of more than 500 million in 45 countries, Latin America is a highly diverse region. The citizens of Latin America reside in three separate time zones and speak no fewer than four languages. It is perhaps unsurprising to see this extreme diversity reflected in all aspects of Latin American culture—including IT adoption.

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According to Gartner research, in the first quarter of 2004, Latin American server shipments increased 20.3 percent compared with the first quarter of 2003; all countries in the region experienced server shipment growth.¹ Dell's experience in Latin America shows that countries such as Mexico, Puerto Rico, and the Caribbean, which are in close proximity to the United States, have higher—and steadily increasing—IT adoption rates compared to other countries in Latin America. But IT adoption in the entire region is growing every day. And as Dell continues to gain leadership positions in PC, workstation, and server markets around the globe, we have made an art out of spotting new opportunities to help customers lower the cost of doing business. The Latin America region certainly holds many opportunities for us to bring scalable, standards-based hardware to businesses both large and small.

Latin American business leaders understand that to compete in world markets, they must deeply embed IT in their day-to-day business activities. Dell knows that helping businesses build solid IT foundations with standards-based hardware is the key to enabling them to easily scale for future growth at lower costs. As the Latin American IT sector evolves into maturity, Dell stands out for its exceptional price/performance, relevant feature set, and pay-as-you-grow scalability that helps businesses make the most of their existing IT investments.

Recently, the Latin America technology trade has seen an increase in the "white box" market. White boxes are generic computer systems that do not carry any particular brand name. However, Dell hardware offers the same modularity and competitive price point as white boxes—coupled with the outstanding customer service for which the company is globally known. Dell service and support is available to Latin American customers

around the clock. The efficiency of our unique direct model enables us to offer that kind of unwavering attention to our customers.

To demonstrate our commitment to excellent customer service in Latin America, Dell has opened a customer center and manufacturing plant in Brazil to serve local markets. As a result, we have significantly reduced domestic production costs of Dell™ Latitude™ notebooks, Dell Dimension™ desktops, and Dell PowerEdge™ server products. That's our direct model in action—helping us to reduce costs so that we can offer Latin American customers lower prices.

With regional offices in Argentina, Brazil, Chile, Colombia, Mexico, Panama, and Puerto Rico, Dell is thoroughly invested in the growing opportunities in Latin America. We believe that as technology prices drop, the IT adoption rate will accelerate dramatically. And as adoption continues to rise, Dell remains focused on demonstrating our dedication to customers in Latin America, as we have throughout the world. Such commitments are the key to our success—and the key to our customers' success.

PETER WIEGANDT

¹ Source: Gartner, Inc. "Market Share: Servers, Latin America, 1Q04" by Lillian M. Alvarado. June 2004.