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At the
top
of their
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ON THE COVER
Joe Kugler, VP of Worldwide Technology Services and Operations, Electronic Arts.
Photo by Alan Blaustein

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By Peter Wiegandt · 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 products

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By Chris Askew · Providing a superior customer experience is paramount at Dell. As part of an ongoing dedication to customer satisfaction, Dell has introduced its first APJ Enterprise Command Center in China, to be followed by centers in Japan and Penang, Malaysia

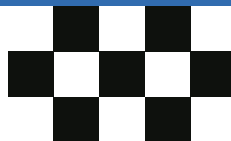
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