



Enterprise Support Services

Key Benefits

- **Proactive problem and escalation management** — With Platinum Plus we can eliminate problems before they occur through Dell expertise and real-time monitoring.
- **Fast and accurate problem resolution** — Get rapid response and resolution through proven escalation management tools and techniques.
- **Expertise** — Tap into deep expertise of our industry-certified specialist network.
- **Personalized account management** — With Platinum Plus we can gain a single point of contact for seamless execution.
- **Flexibility** — Access a suite of support options to match your uptime needs.

Maximize system performance, improve infrastructure uptime.

A Robust Suite of Support Services Flexibly Matched to Your Needs

Today's business-critical IT environments demand maximum uptime. Your day-to-day operations often depend on it. However, the costs associated with maintaining proactive problem avoidance and fast issue resolution can vary from company to company and system to system.

With Dell Enterprise Support Services, you can select from a suite of support and maintenance services that best align with your needs and budget. Our services help you sustain business-critical, high-performance operations through certified, experienced support technicians, award-winning services and support, and a new, unrivaled foundation we call the Dell ServiceSystem™.

World-Class Support Backed by an Innovative Service Delivery System

The new Dell ServiceSystem is an integrated set of people, processes, tools and infrastructure comprised of four components:

- Enterprise Command Centers (ECCs)
- Services Innovation Lab
- Services Specialist Network
- Service Engagement Methodology

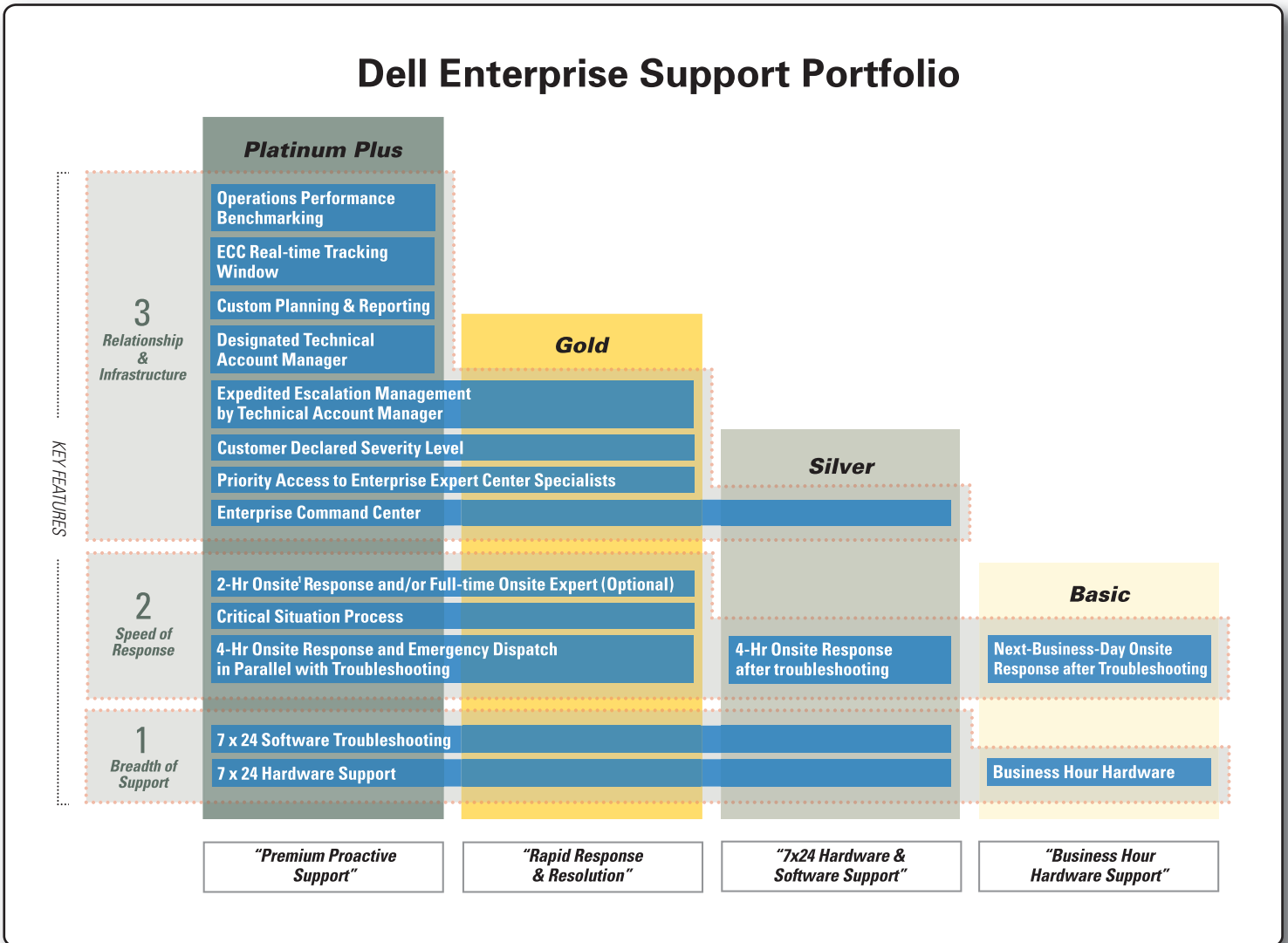
These proven, effective components span Dell's robust, global infrastructure to bring operational excellence to each of our support service levels: Platinum Plus, Gold and Silver. It gives you increased leverage to achieving rapid response times, fast resolution and proactive support.



Flexible Support Options

Choose the Level of Support That's Right for You

Dell offers “best-of-breed” Enterprise Support Services at varying levels to help you strike just the right balance between maximum uptime and its associated cost. You can choose a plan that best fits your needs. And thanks to the Dell ServiceSystem, you’ll know that whatever level you choose, you will be backed by innovative best-practice resources.



Get Results and Gain Peace of Mind

When you protect your enterprise server and storage systems with one of three Dell Enterprise Support Service agreements, your company can achieve these vital goals:

- **Minimal downtime** — Get reliable, rapid response and resolution of incidents thanks to Dell's efficient problem and escalation management processes and industry-certified experts.
- **Maximum uptime** — Eliminate problems before they occur by using Dell Operations Performance Benchmarking to identify and apply best practices throughout your IT environment.
- **Targeted IT expertise** — Tap into a pool of enterprise specialists and global resources covering a wide range of technologies — our Services Specialist Network.
- **Personal account management** — Enjoy a single point of contact who will aggregate responses and synchronize execution from multiple sources. Available with Platinum Plus or Gold Enterprise Support.

"We have been very impressed with the knowledge level of the Platinum technical staff and the overall support services that Dell provides. I'd highly recommend the Platinum level of support to anyone who is considering support services."

**Scott Hatfield, Chief Information Officer,
Cox Communications, December 2005**

Did you know?

- **CIO Magazine** and independent analyst organizations consistently place Dell as an industry leader in customer satisfaction.²
- **99% of Platinum Plus customers are very satisfied or satisfied with their Dell service experience.**³
- **Dell received the coveted STAR Award for Mission-Critical Support within enterprise environments.**⁴
- **Dell achieves same-day parts availability at 98% in the U.S.**



Platinum Plus Enterprise Support

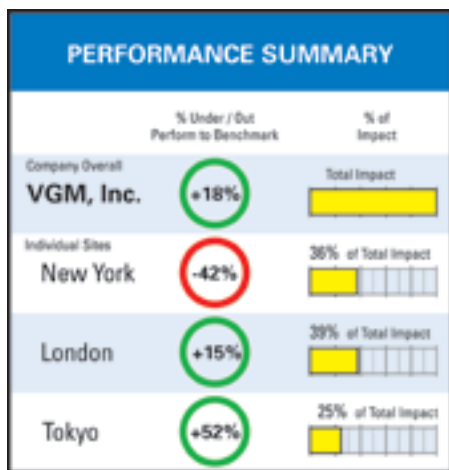
Premium Proactive Support

Dell Platinum Plus Enterprise Support provides the most comprehensive level of premium, proactive support for your server and storage systems. It combines rapid response with customized account management to maximize systems performance and uptime.

Operations Performance Benchmarking

You can gain unprecedented visibility into your IT operations with this exclusive new feature. Innovative, patent-pending methodologies give you the power to benchmark your IT performance against a variety of internal and external peers, including companies in your industry. In turn, you gain a mechanism that monitors which sites are overperforming or underperforming, helping you to identify best practices and improve overall performance.

Best-Practices Gap Assessment is also an important element of Operations Performance Benchmarking. Leveraging years of customer experience, an extensive database of support information and various IT services methodologies, the gap assessment uses your feedback to rank the maturity of various aspects within your enterprise environment. Using this information, you and your Platinum Plus Technical Account Manager (TAM) can work together to identify areas for improvement and create an even more effective proactive support plan.



Quickly identify best practices and opportunities for improvement.

Enterprise Command Center (ECC) Real-Time Tracking Window

Dell has created a real-time, web-based tool that brings an Enterprise Command Center to you. Using satellite-mapping technology, Dell is able to visually monitor every incident around the world, stocking locations, weather and traffic patterns. Platinum Plus customers can go online to monitor the real-time position and status of every open dispatch they are experiencing around the world.



● = Incidents

Enjoy Your Own "Go To" Resource — Your TAM

With Platinum Plus, you gain a designated TAM who can manage incidents 7x24, coordinate resources and stay fully engaged until your incident is resolved.

Your TAM takes ownership of your case and can access the Dell ServiceSystem to resolve problems, route spare parts and direct expert technicians to your site as needed. Proactive consultations help avoid common technical challenges, and monthly reports track open incidents, define trends, help identify gaps in best practices and recommend improvements.

Dell's Most Comprehensive, State-of-the-Art Support

Platinum Plus Enterprise Support combines our best-practices library, support logistics, patented technologies, certified technicians, personal service and an advanced operational infrastructure to allow you to gain:

- **Proactive problem avoidance** — Every attempt is made to identify problems before they occur. And with our Operations Performance Benchmarking, we help you identify and apply best practices throughout your IT environment.
- **Fast, accurate problem resolution** — Your TAM can provide proactive problem and escalation management to identify the right expertise for each situation.
- **Access to specialized expertise** — You can quickly tap the deep technical expertise of our industry-certified Enterprise Services Specialist Network.

Platinum Plus Enterprise Support

Relationship and Infrastructure

- Designated Technical Account Manager (TAM)
- NEW Operations Performance Benchmarking
- NEW Best-Practices Gap Assessment
- NEW ECC Real-time Tracking Window
- Custom Reporting and Planning
- Customer Declared Severity Levels
- Enterprise Expert Center
- Enterprise Command Center (ECC)

Speed of Response

- 2-hour Onsite¹ Response and/or Full-time Onsite Expert (Optional)
- Critical Situation Process
- 4-hour Onsite Response and Emergency Dispatch in Parallel with Troubleshooting

Breadth of Support

- 7x24 Software Troubleshooting
- 7x24 Hardware Support

“Platinum Enterprise Services has been wonderful. It’s nice to know that Dell can have a technician here in under four hours if something unusual should happen. Dell is always looking for ways to make its customers happier.”

**Jerry Rios, CTO, GSD&M Advertising,
August 2005**



Gold Enterprise Support

Rapid Response and Resolution

Dell's Gold Enterprise Support helps you rapidly respond to — and resolve — critical issues. Acting as your technology advocates, we coordinate and manage the rapid resolution of critical incidents with the Enterprise Command Centers (ECCs). Gold Enterprise Support also offers emergency onsite dispatch of a Master Dell-certified system expert in parallel with remote troubleshooting, if needed. Plus, Gold Enterprise Support lets you control the escalation priority and severity levels of your IT situations.

Use Our Technical Expertise to Your Advantage

For troubleshooting needs, Gold Enterprise Support provides direct access via a 7x24 toll-free number to the Enterprise Expert Center. Gold analysts staff the center and troubleshoot server and storage hardware and firmware. Specialized support is provided for over 30 key software applications such as Navisphere® Manager, Access Logix™, Navisphere Agent and PowerPath®, as well as for Microsoft®, Novell® and Red Hat® operating systems. Collaborative support with an even wider range of third-party vendors is also included.

Gold Enterprise Support

Relationship and Infrastructure

- Expedited Escalation Management by Technical Account Manager (TAM)
- Customer Declared Severity Levels
- Enterprise Expert Center
- Enterprise Command Center (ECC)

Speed of Response

- 2-hour Onsite¹ Response and/or Full-time Onsite Expert (Optional)
- Critical Situation Process
- 4-hour Onsite Response and Emergency Dispatch in Parallel with Troubleshooting

Breadth of Support

- 7x24 Software Troubleshooting
- 7x24 Hardware Support





Platinum Plus and Gold Optional Services

- **Onsite response¹ options** — 7x24 4-hour onsite response with 6-hour repair service.
- **Enterprise assistance** — Provides phone-based “how-to” configuration, optimization, migration and installation assistance.
- **Onsite troubleshooting** — A Master Dell-certified system expert travels to your location to help troubleshoot issues.
- **Onsite spare parts** — Offers you the opportunity to plan and manage your own inventory of spare parts at your site.
- **Onsite TAM** — Your dedicated TAM works onsite at your location, providing high-level support for improving uptime and management of critical situations.
- **Onsite engineer** — A dedicated, highly skilled Dell-certified engineer works onsite at your location.

“The level of service I experienced was second to none. From start to finish, the whole process was excellent, from the diagnosis, to the shift handover to the problem resolution, all of you showed a genuine interest and understanding of the impact the problem was having on the business.”

**Andy Christodoulou, Senior Systems Analyst,
Barhale Construction, April 2006**

Silver Enterprise Support

7x24 Hardware and Software Support

Dell's Silver Enterprise Support provides 7x24 access to Dell support analysts to help you quickly troubleshoot hardware and software issues. Designed to keep your systems up and running, Silver Enterprise Support provides toll-free phone support, followed by onsite service, if necessary.

Just the Right Level of Support at the Right Time

Similar to Platinum Plus and Gold support, Dell's leading-edge Enterprise Command Center (ECC) tracks incidents and works to speed problem resolution, route spare parts efficiently or direct expert technicians to your site. Dell specialists can quickly troubleshoot critical issues to determine if the application, network hardware, operating system or firmware is the source of the problem. Operating system, firmware support and collaborative support with third-party vendors are also included.

"The Dell team took my needs to heart. They were totally focused on putting the best solutions in front of me so that I could make the best decisions."

Navarrow Wright, CTO, BET Interactive,
April 2005

Silver Enterprise Support

Relationship and Infrastructure

- Enterprise Command Center (ECC)

Speed of Response

- 4-hour Onsite Response after Troubleshooting

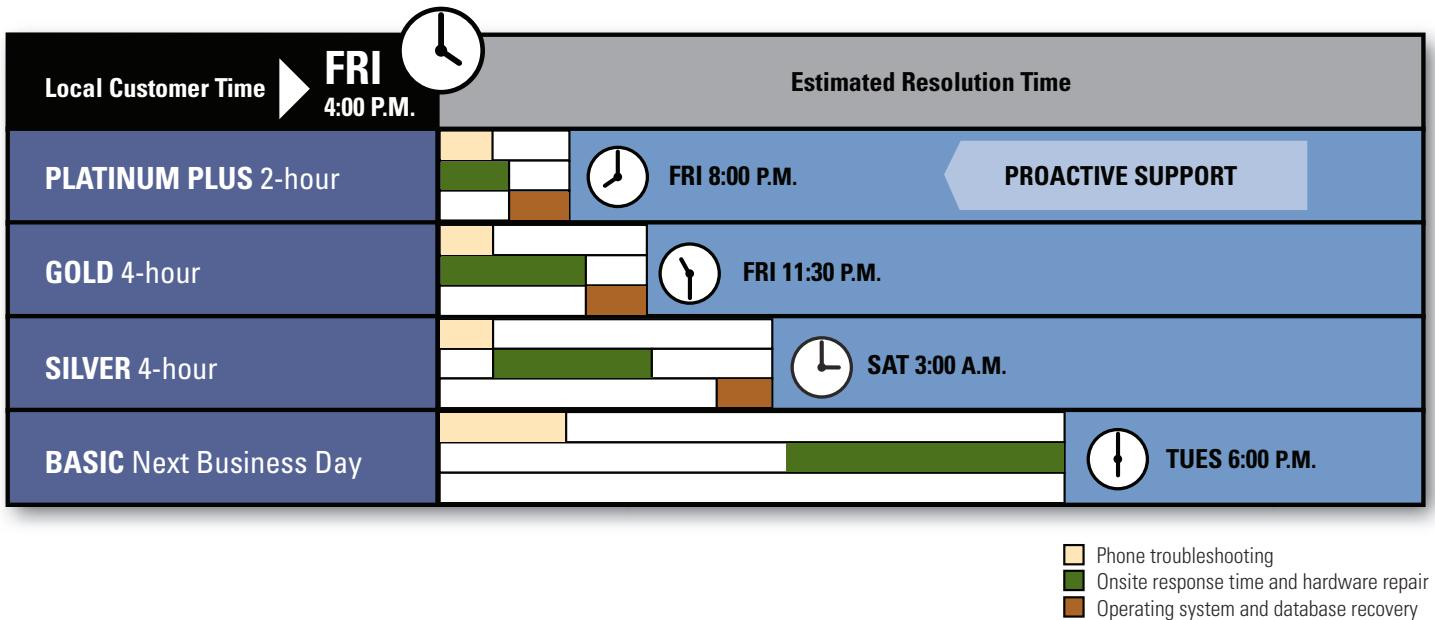
Breadth of Support

- 7x24 Software Troubleshooting
- 7x24 Hardware Support

Support Levels

Choose the Level of Support That Matches Your Resolution Time Needs

SCENARIO: One of your Dell systems experiences a critical hardware and software failure at 4 p.m. You call the toll-free support number provided and receive support at the level purchased for the system.



Dell/EMC Maintenance Service

Proactive Maintenance for Your SAN

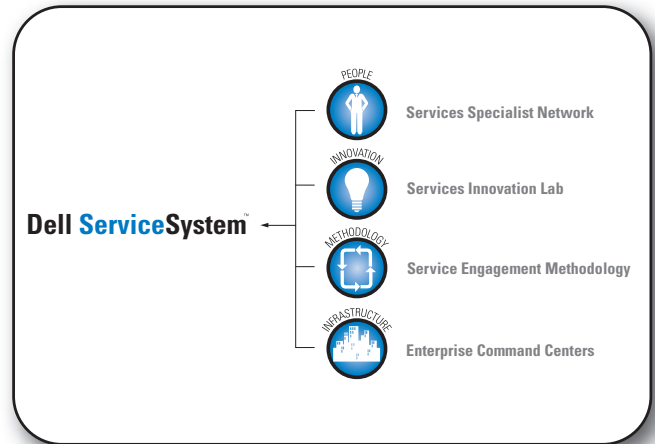
Reduce the chance of unscheduled downtime of your Storage Area Network (SAN) with Dell/EMC Maintenance Service. This proactive maintenance includes periodic health checks, installation of software updates along with how-to assistance for configuring or installing select SAN components.



The Dell ServiceSystem

An Innovative System That Delivers Results

Consistently ranking among the top providers of Enterprise Support Services does not just happen. Dell did it by implementing tried-and-true processes, tapping into leading experts and developing innovative tools. Now we've aligned all these resources under one umbrella — the Dell ServiceSystem — to consistently deliver the highest-quality enterprise support at every level. The Dell ServiceSystem consists of the following four components.



Services Specialist Network

Through the Dell ServiceSystem, you can leverage the strength of our highly trained, certified technical experts. Each has received extensive training in critical technologies and operations and brings years of industry-specific experience to the table. As a result, these specialists can analyze a situation, access tools available to them through Enterprise Command Centers (ECCs) and efficiently resolve problems at hand.

The Dell Services Specialist Network also includes collaborative partnerships with more than 30 enterprise software providers. This gives our onsite personnel an inside track to the specialized expertise, tools and resources needed to resolve problems quickly from any point on the globe.



Services Innovation Lab

Dell has assembled elite intellectual resources to drive meaningful innovations in our processes and tools. This Services Innovation Lab includes the new Operations Performance Benchmarking and Real-time Tracking Window aimed at delivering seamless, reliable support services to our customers. These tools span the entire process, from initial customer contact and case management to field parts and labor optimization.

Innovation is also generated from our Customer Advisory Board, Services Design Center, Knowledge Library, Customer Experience Team and pilot programs. We are constantly evaluating ourselves to ensure quality delivery.



With Enterprise Command Centers around the globe for Platinum Plus, Gold and Silver Enterprise support, Dell can help meet your critical IT support needs using the latest crisis management resources, including:

- Live news and weather feeds
- Mapping programs
- Real tracking



Service Engagement Methodology

This is the culmination of best practices developed through thousands of engagements and institutionalized as the Dell way. This important component of the Dell ServiceSystem involves proven techniques and methods designed to streamline the actual execution of problem resolution and reduce any variance in implementation. For example, under this methodology when a Platinum Plus or Gold customer declares a critical situation, support experts will alert an Enterprise Command Center. Then an emergency dispatch is activated in parallel with remote troubleshooting.



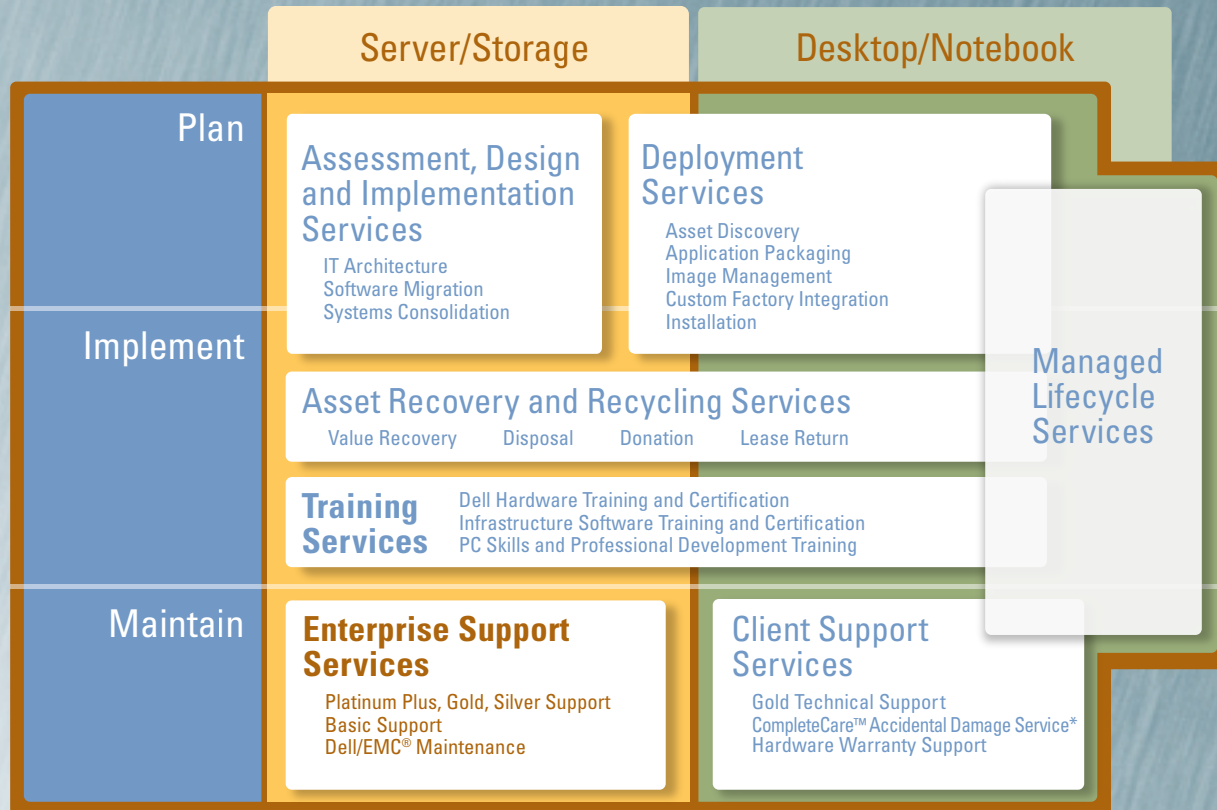
Enterprise Command Centers

Located in the United States, China, Ireland, Japan and Malaysia, Dell Enterprise Command Centers operate similar to NASA Mission Control. High-performance teams at these centers continuously monitor and coordinate support operations utilizing automated delivery tools and dispatching from more than 450 depot centers.

These state-of-the-art facilities enable rapid problem resolution, efficient routing of spare parts and quick dispatch of expert Dell technicians to your site when needed. Each Enterprise Command Center is prepared to do what it takes to get your critical systems up and running, including proactive planning for events such as weather or traffic that could disrupt system uptime or incident response time.

A Complete Portfolio of Service Suites

In addition to Enterprise Support Services, Dell offers a comprehensive portfolio of services to help you address the full lifecycle of your IT Infrastructure — from planning to implementation to maintenance — all organized within seven service suites. To learn more, click on the individual suites within the following chart.



For More Information

To learn more about Enterprise Support Services or any of the services in Dell's comprehensive portfolio, please contact your sales representative or visit www.dell.com/services.



¹Service may be provided by a third party. Technician will be dispatched if necessary in parallel with phone-based troubleshooting for Severity Level 1 issues on systems with Gold or Platinum two-hour or four-hour onsite response service. Technician will be dispatched if necessary, following phone-based troubleshooting for all other severity levels and onsite response service levels. 6-hour repair time is measured from dispatch time of the onsite response service. Subject to parts availability, geographical restrictions and terms of service contract. Service timing depends on time of day call placed to Dell. U.S. only.

²CIO Magazine, "The Role and Influence of the 21st Century CIO," Research Project, October 2005.

³Platinum Enterprise Support Customer Satisfaction Survey, January – July 2005.

⁴The Service & Support Professionals Association (SSPA) is the leading advisory, community and education trade group for the global tech support industry. Annually the SSPA presents STAR Awards for Service Excellence to support organizations that demonstrate an ongoing commitment to delivering world-class support to their customers in eight categories. In 2006, Dell Enterprise Services received a STAR Award for Service Excellence in the mission-critical support category. This award was presented to Dell Enterprise Services as they demonstrated how important their technical support is to the operation of customers' mission-critical systems or services.

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