

Nothing Basic About Next-Generation Enterprise Support

At the Dell Enterprise Command Center, specialists rigorously monitor Dell support operations and provide communication logistics anywhere in the world at a moment's notice—no matter what.



Dell Enterprise Command Center: Coordinating end-to-end support and crisis management

Dell Enterprise Support Services are designed to steer organizations out of harm's way before costly business disruptions occur. By executing proactive monitoring practices, repeatable problem-solving techniques, and field-tested operational procedures, Dell Enterprise Support Services specialists optimize the performance and availability of server and storage systems that support vital business functions.

When disasters occur, the Enterprise Support Services team instantly mobilizes the Dell global network of command, communications, control, and computer resources to expedite the recovery process and safeguard business continuity. Organizations faced with the dilemma of balancing uptime requirements with cost constraints may choose from a flexible and robust suite of Enterprise Support Services that can be tailored to a range of business requirements (see the "Enterprise Support Services" sidebar).

Dell Enterprise Command Center

The Gulf Coast's Hurricane Katrina, the London terrorist bombings, the Southeast Asia tsunamis, and the New York

City transit strike—somber reminders of how natural and man-made circumstances can paralyze daily routines without warning. But in the midst of destruction and deadlock, the Dell Enterprise Command Centers (ECCs) were operating at full throttle.

While residents in the southern United States were fortifying homes and businesses in preparation for Hurricane Katrina, crisis management experts at the Dell ECC in Round Rock, Texas, were mobilizing rapid-response teams, moving resources to staging areas, and coordinating essential support activities. When the storm hit, the ECC was already working to restore critical systems for local U.S. Coast Guard stations and other emergency responders such as hospitals, police departments, fire departments, medical services, local government agencies, and power plants.

Dell created the first ECC in 2003 to meet growing business demands for proactive service response and continuous uptime. To choreograph its sophisticated logistics and tightly integrated network of resources, technology, and partners, Dell patterned the ECC after NASA Mission

Control Centers, which coordinate every facet of manned rocket launches and flight control. Today, five ECCs are staffed around the clock, around the globe, for constant coordination of end-to-end support operations and critical incident management.

ECCs in the United States, Ireland, Japan, China, and Malaysia are at the ready to mobilize a network of 3,000 certified experts and 450 depot centers located the world over. Engineers and technicians monitor systems and activities 24 hours a day using state-of-the-art communication, computer, and data display equipment. ECC facilities display an intricate matrix of live data feeds, weather and news reports, maps, and real-time tracking panels.

How it works

The ECC, part of the Dell™ ServiceSystem™ delivery model (see sidebar), assimilates information from a wide network of sources and partners—weather services, traffic reports, news feeds, electronic communications, parts inventories—and provides a time window for arrival of on-site technicians, parts, and other dispatched resources.

Web-based ECC Real-Time Tracking Window

The ECC Real-Time Tracking Window integrates satellite mapping technology with Dell service monitoring to provide enterprises with direct access to inbound, in-process, and outbound logistics—integrating and updating the current status of each dispatch. Minute-by-minute movement details help organizations visually track progress, as if they were seated in an ECC.

The ECC Real-Time Tracking Window uses an HTTPS protocol and the Google Earth Pro application to securely display global information with point-and-click simplicity. To access the tool, enterprises must elect the Dell Platinum Plus Enterprise Support service level and purchase a license for Google Earth Pro (earth.google.com).

Operations Performance Benchmarking

Included in the new Dell Platinum Plus Enterprise Support service, the Operations Performance Benchmarking tool helps organizations continually assess how well their operations and server and storage systems are functioning—comparing critical IT performance metrics to industry

benchmarks and historical results. In addition, this management tool illuminates internal performance comparisons by region. A customized dashboard gauges benchmark performance summaries of each location and analyzes time to resolution.

If a site is operating below par, a Dell Technical Account Manager identifies opportunities to improve performance, prescribes best practices, and recommends corrective actions to enhance operations and optimize uptime.

Logistical peace of mind

Cost-effective uptime need no longer present a pulse-pounding dilemma for administrators who must meet stringent performance and availability requirements for enterprise servers and storage. Dell Enterprise Support Services provide a flexible, comprehensive portfolio of plans, all rooted in a deep commitment to operational excellence, customer-led focus, and single-point accountability. This approach helps organizations protect their IT investments and find the calm before—and during—the storm.

Enterprise Support Services

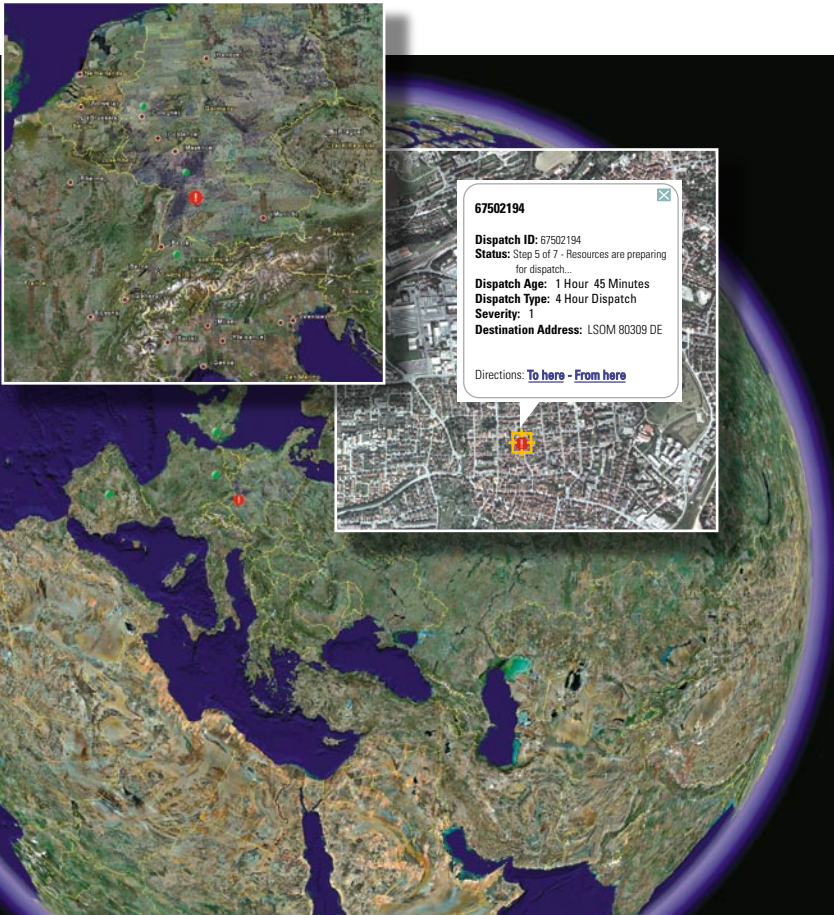
Silver, Gold, and Platinum Plus Enterprise Support offer increasingly higher levels of response and resolution, including the benefits of the Dell ServiceSystem delivery model. The new Platinum Plus Enterprise Support service is designed to be highly reliable and broadly available. In addition, it enables enterprises to access the Operations Performance Benchmarking tool and the Real-Time Tracking Window.

The Dell ServiceSystem is an integrated set of people, processes, tools, and infrastructure that forms the foundation for all Dell Enterprise Support Services:

- **Enterprise Command Centers:** A mission-critical networked infrastructure staffed by high-performance teams that continuously monitor and coordinate support operations, utilizing automated delivery tools and dispatching from 450 depot centers
- **Services Innovation Lab:** A combination of elite intellectual resources that drive meaningful innovations in process and tools designed to enable superior customer support
- **Services Specialist Network:** Highly coordinated and connected teams distributed around the world to help ensure responsiveness to a wide range of global operations
- **“Execute” Service Engagement Methodology:** Proven techniques and methods designed to drive the Dell operations teams to deliver services with reduced variance in execution

For more information

To learn about how the suite of Dell Enterprise Support Services can address specific business needs, visit www.dell.com/services/enterprisesupport.



Real-Time Tracking Window: Monitoring worldwide service dispatches