Dell Professional Services

Dell Provides Government Customers with Comprehensive Services that Span the Entire Project Lifecycle

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Dell Delivers Services to Span the Project Lifecycle

Dell’s Professional Services organization is out to “win over” government customers by delivering comprehensive services that encompass the entire product lifecycle.

The Round Rock, Tex.-computer supplier is dedicated to providing a full range of services to cover everything from pre-sales consulting, including ROI analysis, application evaluation and planning for high performance and high availability needs, through the acquisition, deployment and maintenance processes.

The company is currently working with a variety of government customers to provide service offerings that deliver productivity gains, and a speedy ROI. Says Karen Bruett, director of marketing and business development for Dell’s government sector, “Our goal is to deliver professional services designed to supplement a customer’s end-to-end IT strategy.”

Currently, Dell’s services offerings range from support services, including single to multiyear services contracts, to full-blown outsourcing or managed service agreements where Dell handles everything from acquisition to deployment of systems, to scheduling upgrades that refresh technology on a regular basis.

**Key Offerings**

Dell’s wide range of professional services offerings include:

- **Asset Disposition**
  - Asset Recovery Services

- **Upgrades**
  - Managed Transactions
  - Application upgrade deployment

- **Maintenance**
  - Flexible & Tiered Support Options
  - Custom Support Packages
  - Complete Care

- **Pre-sales Consulting**
  - ROI analysis
  - Network Architecture
  - Application Evaluation
  - High Performance Arch/Planning

- **Acquisition**
  - High Availability Arch/Planning
  - Technology Transitions
  - Migration Planning

- **Deployment**
  - Image Management
  - Factory Application Installation
  - Installation Services

- **Management**
  - Proactive notification and downloads of Upgrades
  - Training and Certification of Customers’ IT staff

- **Professional/Consulting Services**
  - Training and Certification
  - Support

- **Mobility and Security**
  - Support services, including single to multiyear services contracts, to full-blown outsourcing or managed service agreements where Dell handles everything from acquisition to deployment of systems, to scheduling upgrades that refresh technology on a regular basis.

**Services Throughout the Lifecycle**

Dell makes it easy to manage standardized technology through its entire lifecycle cost-effectively:

- **Asset Disposition**
  - Asset Recovery Services

- **Upgrades**
  - Managed Transactions
  - Application upgrade deployment

- **Maintenance**
  - Flexible & Tiered Support Options
  - Custom Support Packages
  - Complete Care

- **Pre-sales Consulting**
  - ROI analysis
  - Network Architecture
  - Application Evaluation
  - High Performance Arch/Planning

- **Acquisition**
  - High Availability Arch/Planning
  - Technology Transitions
  - Migration Planning

- **Deployment**
  - Image Management
  - Factory Application Installation
  - Installation Services

- **Management**
  - Proactive notification and downloads of Upgrades
  - Training and Certification of Customers’ IT staff

- **Professional/Consulting Services**
  - Migration, Consolidation, Messaging
  - Managed Services
  - Training and Certification
  - Support

“We understand government customers have a unique set of needs surrounding business continuity, security, and mission-critical availability, as well as a need to overcome communications roadblocks across agencies,” says Bruett.

Indeed, industry analysts maintain, in almost every civilian and defense agency there is an enormous need for uptime, improved security encompassing physical assets, data and networks, and better communication to enable cross agency interaction. There is also a requirement for greater mobility to address the needs off-site workers and field organizations nationwide.

**Industry Kudos**

Industry analysts maintain information technology services account for an ever-growing portion of General Services Administration (GSA) schedule sales, as federal agencies demand for expertise to deploy and maintain technologies – from networking to security – continues to grow.

Services contracts accounted for $8 5 billion of the $12 billion in total GSA Schedule sales in 2002 according to the Washington Management Group, a D.C.-based consultancy.

Dell has worked within these government guidelines to streamline procurement processes, delivering products and services via direct and online channels to meet specific agency requirements. And its efforts have paid off. Dell currently tops the list of providers selling such services via the GSA Schedule. Dell was the first company to reach $1 billion in GSA sales, according to Bill Gorman, president and CEO of the Washington Management Group.

**Mobility and Security**

One of Dell’s current areas of focus revolves around government needs for security and wireless computing. Both were big topics for customers at a recent Dell-sponsored Customer Advisory Council, in which about 20 federal, state & local, and education customers were brought together to discuss their chief IT concerns in 2003. The customers surveyed at this event said high availability and security were their biggest concerns. After that, improving disaster recovery was another key area of concentration.

According to Wayne Roberts, Director of Optimized Infrastructure, government agencies are looking more intently at their overall infrastructure to ensure it will be available when they need it. Agencies are dependent on 24x7x365 access to IT systems. Downtime of any aspect of the enterprise means more than just lost productivity, it means the inability of our government to get the information they need.

**Learn More Via Dell Services Webinars**

To learn more about Dell’s premier professional services offerings, customers should consider tuning into live webcasts featuring a range of industry experts, scheduled throughout the summer.

**The schedule** of upcoming Dell-sponsored webinar topics and dates includes:

- Consolidation of servers and applications – June 24
- Managed Services and Outsourcing – July 22
- Training and Certification – September 9

Just visit www.dell.com/fed/webinar to learn more about upcoming DPS webinars.
they need to make the decisions that save lives. “Creating and maintaining an available enterprise has become a major priority in today’s IT environments,” he said. Dell Professional Services designs and implements solutions that improve system reliability and ensure the availability of mission-critical applications through the design and deployment of highly available solutions coupled with tested security offerings.

To achieve optimal availability and performance across your enterprise, you need the right mix of technology, services, and management. Employee professional development, including training and certification and access to the right tools, is also important to federal customers today. “We’re working with our government clients to help their end users become more accustomed to using technology to do their jobs more efficiently and to aid them in adapting to new applications more readily,” he said.

“So many organizations still struggle with this issue because user’s can’t be expected to use new technology without proper training” he adds.

Roberts also pointed to partnerships with industry leaders such as Intel and Microsoft as crucial to giving customers confidence that Dell can deliver end-to-end service to help them keep their technology investments and running in a secure fashion. Those partnerships ensure Dell customers have access to the latest trends and advances in the industry coupled with the appropriate support. “We want our customers to feel comfortable thinking of Dell as a mission critical end-to-end services provider,” says Roberts.

So far, organizations such as the American Red Cross, the Air Force and the Department of Homeland Security’s Federal Air Marshals program, among other organizations, have engaged Dell’s professional services to aid in a range of offerings: from consolidation services to migration, messaging, security and backup and recovery solutions.

Ultimately, Dell officials maintain, government customers are increasingly demanding more skilled, expert advise. “They want to know how to ensure adequate recovery procedures are in place and how to minimize loss of their data. Government agencies need to know what storage solutions will best help them perform their backups and aid in data continuity planning. Ultimately we hope to provide the information and strategies these organizations need to stay secure and available” says Roberts. Dell’s primary goal these days is to aid government customers in making specific data-driven business decisions. The company is striving to show it can be a flexible partner who can provide customers with the information they need to make smarter decisions regarding their IT investments.

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**Case Studies**

**Dell Services the Federal Aviation Administration**

Few jobs require more pinpoint accuracy in the face of schedule-driven complexity and immense amounts of data than commercial air traffic control. Keeping America’s airlines in the skies, on route, on schedule, and safe, is a job that requires deep experience, and unquestionable reliability, on the parts of the people who keep the system running smoothly and the machines and software that help them do it.

**Challenge** The goal is nothing less than a cleanly efficient, highly scalable central clearinghouse for an essential FAA database known as the National Log.

**Solution** Award-winning and powerful Dell PowerEdge rack servers have gained a strong reputation in both the government and business sectors for their ease of deployment, low maintenance, and continuously high performance and scalability. The Dell and Oracle link in the system – a crucial hardware-software pairing – has proved to be a fine romance. Dell and Oracle have collaborated on this Oracle 9i Real Application Clusters solution, which brings together the database, hardware, and operating system into one platform as a Certified Configuration.

**Results** Like the rest of the country, the FAA is acutely aware of its role in maintaining safety in the skies. However, the FAA is concentrating on maintaining regularity – business as usual. And the simplicity and economy of Oracle 9i Real Application Clusters Certified Configuration for Dell is helping the FAA do just that.

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**Dell Supports the Swiss Federal Institute of Technology**

The Swiss Federal Institute of Technology Zurich was founded in 1854 as a technical high school. Today the institute has 17 faculties including agriculture, food science, applied bioscience, electrical engineering and computing science. About 12,000 students study at the institute.

**Challenge** Getting the right information to the right people at the right time is essential for any organization, whether in the public or private sector. In this instance, the challenge was to enable students and tutors to exchange essays and reports, and coordinate meetings to discuss course work and do overall academic progress.

**Solution** Specifying the software and hardware was a relatively straightforward process. Microsoft Exchange Server 2000 had already proven its credentials to the institute as the leading enterprise collaborative email and workflow solution. Dell, renowned for the reliability and scalability of its hardware, provided the backbone for the solution: three Dell PowerEdge 2450 servers backed up by two clustered PowerEdge 6450 servers. In addition, the institute ordered a number of Dell OptiPlex desktop computers to enhance the client end of the solution.

**Results** Above all, the solution was delivered on time and to budget.

March 2003
Dell, in partnership with Microsoft and Intel, wants to help ensure government customers maximize the benefits and reduce the risk associated with exploring the migration from Unix to Windows environments.

That’s where partners such as Microsoft and Intel are best suited to provide expert guidance and assistance. PostNewsweek Tech Media interviewed Dennis Oldroyd, Microsoft’s director of product management in the Windows Server product management group, and Reinier Tuinzing, government segment manager for Intel’s Solutions Market Development Group about Unix migration services and how both companies are positioned to aid government customers in migrating off costly Unix platforms.

Q: Please describe Microsoft and Dell’s combined Unix Migration services.

Oldroyd: There is growing interest among many government organizations to consider migrating off costlier, proprietary RISC-based systems. We can help Unix IT professionals who may not be well versed in Windows management to understand the capabilities built into Windows that can aid them in this type of migration.

First, we have a Unix Application Migration Guide, which is a 700-page book that includes specific information on patterns or best practices designed to aid customers in the migration process.

We also have tools available to help our customers. Services for Unix 3.0 provides seamless integration between Windows and Unix environments in the form of familiar Unix tools, an SDK that supports Unix APIs, and the Interix subsystem, which runs UNIX application and scripts natively on the Windows platform alongside Windows applications.

As far as services go, we offer a Migration Assessment Workshop targeted at Unix professionals that validates the feasibility of migrating from Unix to the Windows Server 2003 platform. This two-day workshop provides guidance on best practices and helps customer target which specific applications are best-suited for migration — such as file, print, web services or other line-of-business applications. Both Dell and Microsoft personnel are trained to lead these workshops. Microsoft also offers proof of concept and full migration services.

Microsoft’s huge base of partners, including Dell and other specialized software and services providers, can help customers who need proof of concept, or pilot services, to aid in this type of migration. Government customers who want to learn more, can visit http://www.dell.com/us/en/fed/topics/products_software_pedge_000_unix_migrate.htm for more information.

Q: What can you say about Intel and Dell’s Unix migration services?

Tuinzing: As Intel’s government customers see the need to migrate from more costly and proprietary Unix OS, we want to make certain they have available multiple solutions that run best on Intel architecture.

Intel is currently working with government customers and the technology community to develop solutions that provide an improved services experience for citizens and businesses. Simultaneously, Intel is working with the technology community to develop solutions that help improve efficiencies in government business processes, utilizing industry standard web services and security initiatives hosted on advanced Intel Architecture client platforms.

For instance, Intel is working with several vendors to develop solutions to improve document handling for government agencies. The solution allows citizens or businesses to complete electronic forms using XML based web services whether they are connected to the internet, or not. When re-connected, completed forms are uploaded to the agency, and form information is loaded directly into backend databases for operational accuracy and efficiency.

Intel’s goal is to work with a variety of vendors, including Dell, to deliver cost-effective solutions that will improve customers’ operational efficiencies and the user’s experience. Dell is a leading hardware IT supplier to the federal government and actively supports customers migrating from Unix to Intel-based platforms and industry-standard solutions.