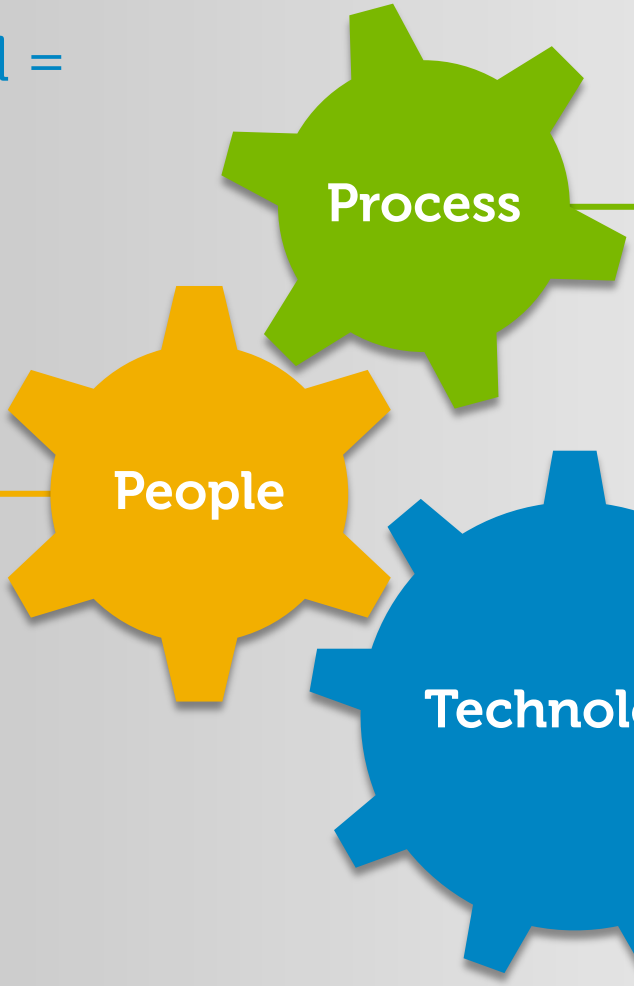
Dell Laptop and Desktop Deployment Services

How do I **Minimize Disruption** and **Decrease Costs**

Dell Deployment and Migration Model

Different model = **better** results



- Automated
- Low touch
- Single shipment
- Factory installed
- Dell onsite leadership

- Few partners
- PMO accountable
- 100% PMI trained
- PMP certified

- Automated
- Industry standard
- Point of need
- Pre-installed

Flexible service mapped to meet your **unique** business needs

Deployment service tiers

Pick the service level most suitable for your unique business needs

	Laptop & Desktop Installation	Managed Deployment	Optimized Deployment
Factory automation			
Configuration management			
Consulting engineered			
Project management		✓	✓
Custom logistics		✓	✓
Asset discovery		✓	✓
Site surveys		✓	✓
Bundles available		✓	✓
Technical support	✓	✓	✓
On site technician visit	✓	✓	✓
Data settings migration option	✓	✓	✓

Optional Add-on Services

- Windows 7 Readiness Assessment
- Cascade/Repurposing
- Asset Resale & Recycling
- Asset Tag
- Configuration
- Image Management
- Application
- Hardware Customization

Laptop & Desktop Installation

Managed Deployment Bundle

Simplified for exceptionally fast services execution.

Ideal for customers who need a rapidly executed, managed deployment of PCs. You get a fixed scope service with your choice of any combination of four key options for data migration and PC configuration. And our single point of contact for project coordination ensures that your IT staff remains unburdened by the deployment tasks.

Bundle	Scope
Core	• Basic installation of PC and monitor • De-install Legacy PC and monitor • On campus trash removal • Dell project coordinator

For 20 – 500 systems. The core SKU is mandatory on the order

Options

Additional options for the core bundle. All delivered desk-side at your site

A	Peer to peer data/settings migration (Amount varies by segment)
B	Attended imaging via CD/DVD – up to 8GB / user
C	Asset tag install – customer provided
D	Attended application load (manual script/CD) – up to 3

NOTE: For Bundle pricing of the core and the optional add-ons please consult your local segment marketing representative

Managed Deployment Bundle

Bundle Requirements

- For deployments of between 20 to 500 units
- Maximum of 25 sites and minimum of 10 units per site
- Monday to Friday Business hours only (excluding major holidays)
- Project duration will not be more than ninety (90) days from time of hardware delivery
- Data migration option – A customer appointed single point of contact will need to validate that the migration tool works within their environment

Exclusions

- Retail POS
- Night/weekend Install
- Locations 50 miles outside of major metropolitan areas
- Connectivity/construction (network cables, electrical, cable runs, furniture, wall mounts, etc.)
- Next day support

Laptop and Desktop Installation summary

Dell has installed millions of desktop and notebook units

Laptop and Desktop Installation

- Simple scope
- Easy to purchase
- Standard technical support
- Limited application compatibility
- Options:
- Data migration
  - > De-installation
  - > Asset tagging / Image loading
  - > Asset recovery

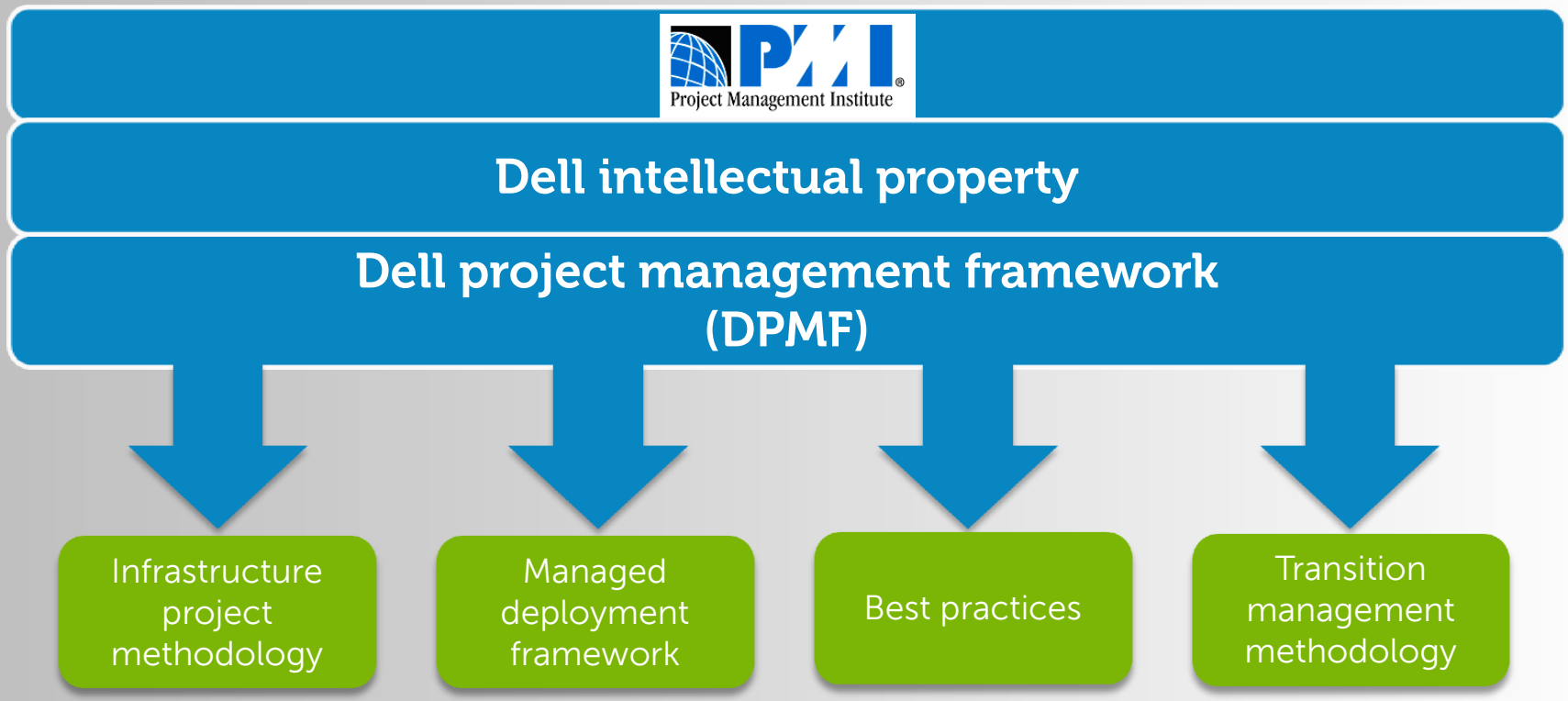
Key Benefits

- On-site expertise
- Frees up internal resources
- Minimizes disruption
- Efficient and scalable model
- Application migration option

Managed Deployment

Project management

Global standard approach to project management



Highest industry standards insures crisp execution for every deployment project

- Hundreds of project management professional (PMP) certifications
- All project managers PMI foundations trained
- Dell management representation on the PMI global corporate council

* PMI trademarked

Project design

Maximize process design best practices

Consolidate Schedule	• Groups of at least 5-10 PCs at once • Limits technician idle time
Deploy After Hours	• Reduces user disruption • Improved technician efficiency
Notebook Exchange Rooms	• Users drop off at end of day & get in morning • Can double technician efficiency
Restore data/settings and apps to new PC	• Migrate all data and settings • Reinstall users applications
Post Deployment Logistics	• Avoid quarantine where possible • Backup old PC and wipe data immediately
Post Deployment Support	• Onsite support if >100 users in location • Trained phone support in smaller locations

Provisioning

Maximize efficiency with best practices

Maximize technician multitasking	• Consolidate schedule • Automate and minimize time walking
Reduce network traffic	• Leverage the factory • One solution for branch, global and remote
Customize PC at destination	• Increases flexibility • Simplifies logistics
Automate decisions and manual steps	• Reduce cost, no special training needed • Increase quality
Reduce infrastructure dependencies	• No infrastructure investments • Works just as well in remote locations
Remote management and reporting	• Metrics enable continuous improvement • Real time tracking and issue resolution

Keeping supermarket PCs fresh

Roundy's Supermarkets Inc.
Choosing Dell to manage its annual PC replacement program helps a large supermarket chain accelerate deployment by an estimated 10 percent.

- **Dell factory configuration accelerated deployment by 10%**
- **Internal customer satisfaction increased by 35 percent**
- **Timely PC replacement helped lower repair costs by 20%**
- **Dell program enabled Roundy's to reduce PC replacement downtime by 20%**

Optimized Deployment

Optimized Deployment

PC refresh or Win 7 migration

Revisit deployment processes

$337

Savings per PC by optimizing deployment process**

Your automation inflection point

- Let your Windows 7 migration be the compelling event to permanently reduce deployment costs

Estimate deployment costs

- It can cost up to $700 (average of $615) to deploy a PC **
- Logistics and staging alone can cost as much as $81 per PC**

Permanently reduce costs

- Dynamic Deployment can deliver costs as low as $278 per PC**
- Reduce desk side technician time by 88%**
- Eliminate the network bandwidth required for deployment by an estimated 70%.

* Based on an October 2009 Dell assessment of select customers general use of automated deployment tools

** IDC White Paper sponsored by Dell, Dell PC Optimized Deployment Model, Doc #223437, June 2010.' IDC found that a company with Optimized practices in all deployment activities would spend $337 less (55%) in IT labor per PC than a company executing each activity at the Basic level.

Optimized Deployment

PC refresh or Win 7 migration

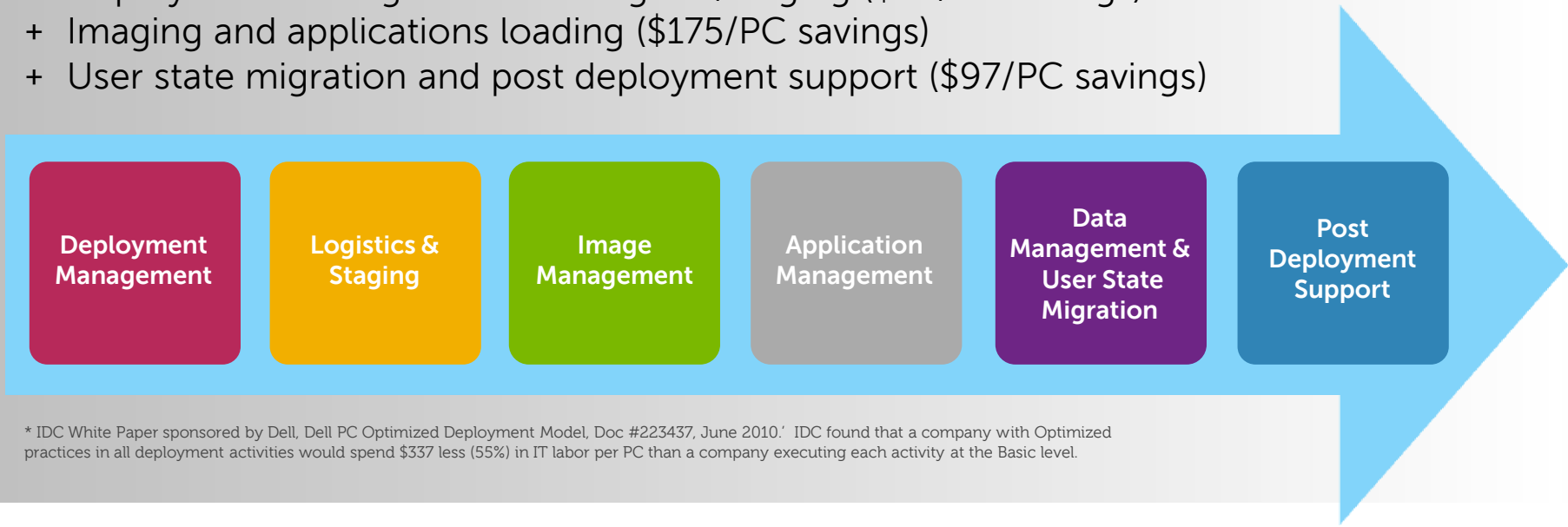
Revisit deployment processes

$337

Savings per PC by optimizing deployment process*

Dell can cut deployment costs by 55%*

+ Deployment management and logistic/staging ($64/PC savings)
+ Imaging and applications loading ($175/PC savings)
+ User state migration and post deployment support ($97/PC savings)

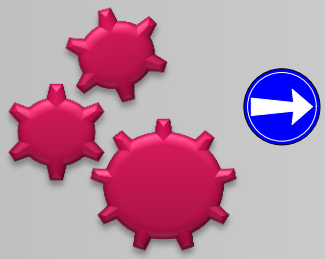


* IDC White Paper sponsored by Dell, Dell PC Optimized Deployment Model, Doc #223437, June 2010.' IDC found that a company with Optimized practices in all deployment activities would spend $337 less (55%) in IT labor per PC than a company executing each activity at the Basic level.

Optimized Deployment

Automation increases speed and ensures consistency.

1. Pre-Stage images & applications on hard drive in the factory
2. Connect old and new PC for secure data & settings transfer
3. Complete One Touch interview & select the profile for deployment
4. Automatically install image, data, applications, & settings
5. Centralized Monitoring inside firewall



Old PC

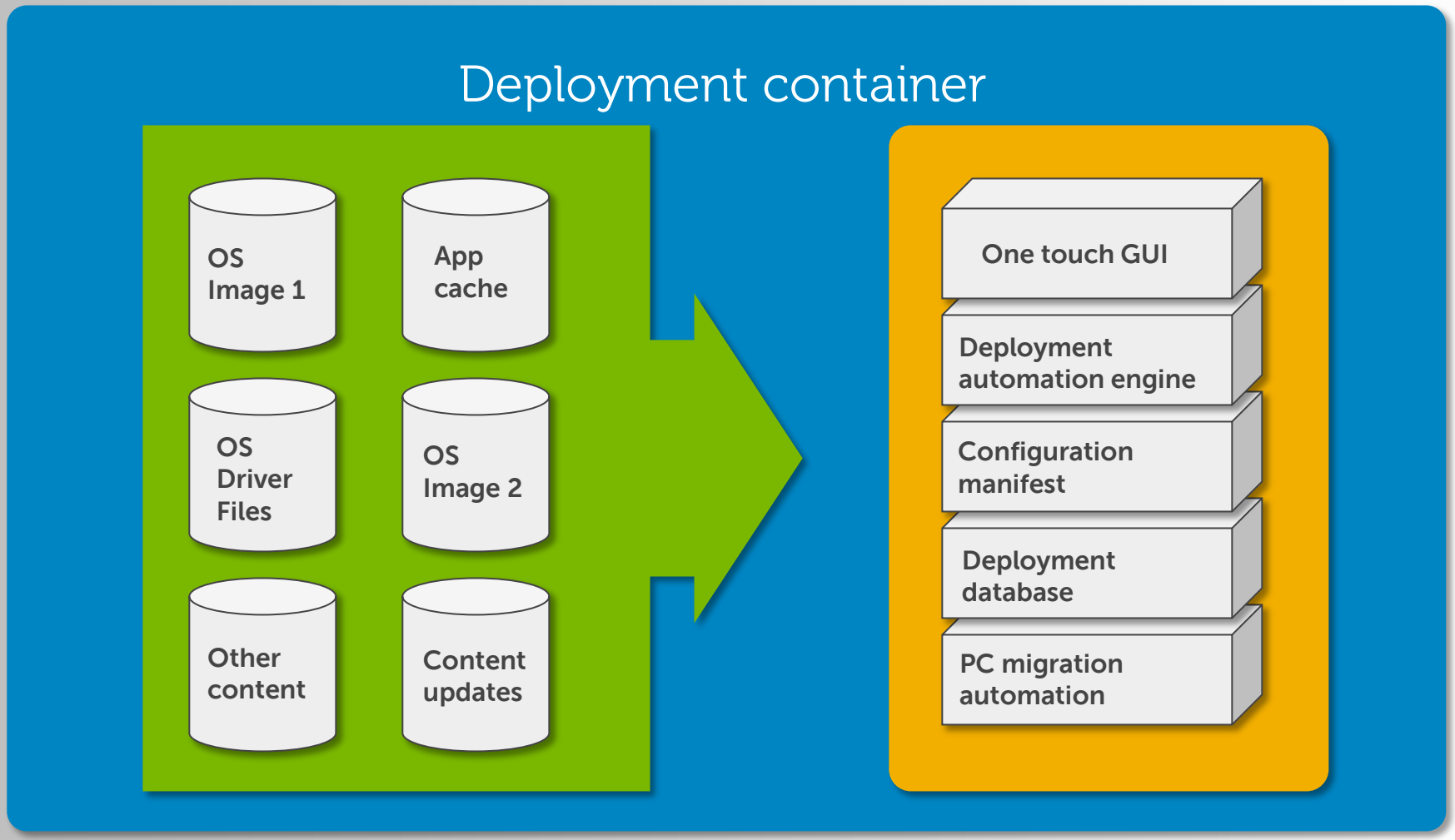
New PC

Command center

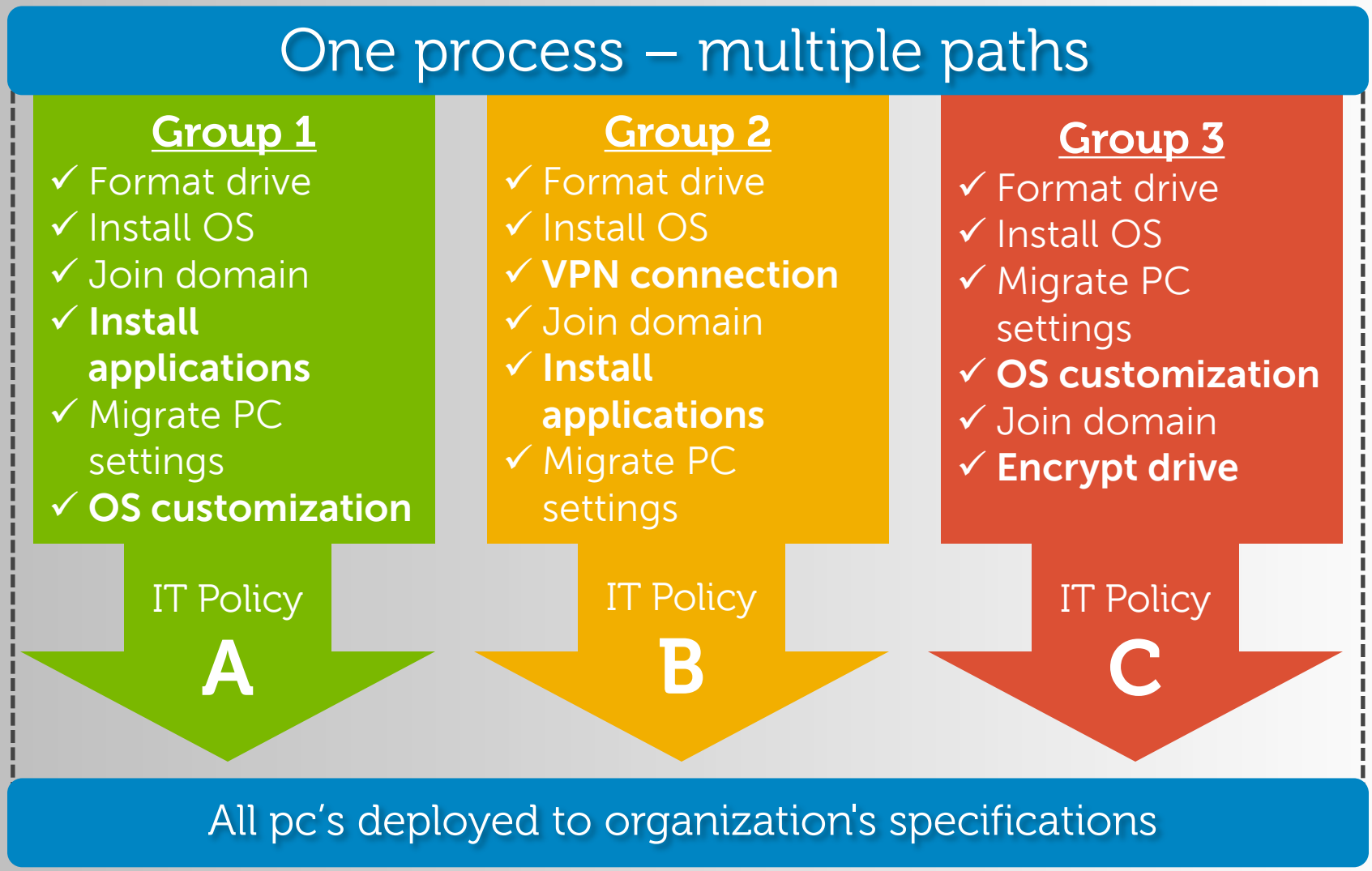
Key benefits

- Maximize technician multitasking
- Reduce network traffic
- Customize @ destination
- Automate decision steps
- Eliminate infrastructure dependency
- Remote management

Deployment contents placed on PC in the factory



Rules based deployments



Optimized Deployment sample customers

Navigating a demanding deployment

MSC

Mediterranean Shipping Company uses Dell to deploy new desktop systems on a tight timeline and increases PC performance by up to 70 percent.

- **Dell helped implement the project 75 percent faster than anticipated**
- **Weekend installation by Dell kept shipping operations uninterrupted**
- **Desktop power consumption was reduced by approx. 50%**

Additional Information

For more information:

- Windows 7
- vPro
- Mobility
- KACE Managability
- Application Testing
- Image Management
- Deployment processes and tools
- Storage, Server and Network deployment

http://content.dell.com/us/en/enterprise/by-service-type-configuration-and-deployment.aspx