

DELLTechnologies



**DIGITAL
TRANSFORMATION
IN ACTION**

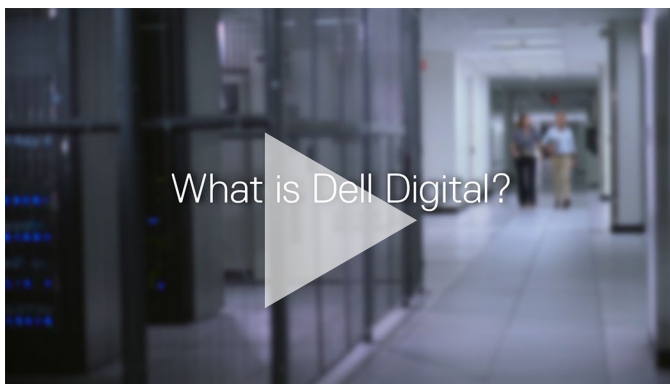
As Dell Technologies' IT organization, Dell Digital believes the path to digital leadership must be strategically and culturally designed around people, process, and technology. Our agile development processes enable us to stay product-focused, with fast and continuous delivery, and we're working even smarter – using AI and ML to drive better outcomes and simplifying and automating IT processes to achieve greater scale.

We have many powerful examples of teams from IT and the business partnering to develop and deliver new ways of creating better customer experiences, driving down costs, and improving employee satisfaction. The results of our transformation are shared in the following pages, which I hope you will find useful as you consider new ways to create better digital experiences for your own teams, customers and partners.



[Jen Felch](#)

**Chief Digital Officer & CIO
Dell Technologies**



See how Dell Digital enables transformation in action and drives impact every day.

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SUPERCHARGING DATABASE PERFORMANCE WITH FLEXIBLE, SOFTWARE- DEFINED STORAGE



Dell Business
Applications

Challenge

As Dell Digital modernized applications and migrated them to its Cloud environment, it also needed a way to modernize the accompanying databases with a storage solution that was easy to use, highly performant, and scalable.

Solution

Central to Dell Digital's software-defined data center strategy for years, PowerFlex delivers highly resilient, high-performance block storage for its varied traditional and cloud-native database landscapes. Its simplicity and standardization mean that IT can offer blueprints and designs for the most common database and application types.

Results

Massive scalability and performance for all of Dell's databases, with at least 30 percent performance improvement. This created the ability to add capacity in days compared with several weeks and enables maximum flexibility in mixing and matching storage nodes.



Hear how Dell EMC PowerFlex is delivering massive scalability and performance for all of Dell's databases.

[Read the full story](#)

FREEDOM TO INNOVATE IN THE CLOUD



Dell Business
Applications

Challenge

Dell Digital's 6,000 developers were working with monolithic, legacy applications that required three to eight months to fulfill new feature requests for the business.

Solution

Dell Digital transformed the development infrastructure with VMware Tanzu cloud-native solutions and modernized applications by building them in modular microservices. [VMware Tanzu](#) enables developers to build microservices by provisioning cloud services, containers, and virtual machines on their own.

Results

Accelerated application development cycles by 85 percent and increased feature launches from 8-10 to 55 per year. Not only were upgrades and patches executed with zero downtime, but management also became streamlined with a cloud-native approach.

[Read the full story](#)



“With a few clicks, developers provision resources, select cloud features on demand or move applications across on-premises and public clouds without changing applications.”

— Raj Markala, Director, Cloud Platform Services, Dell Digital





DELL.COM EMBRACES AGILE PATH TO A BETTER CUSTOMER EXPERIENCE



Challenge

Dell.com was constrained by the traditional, monolithic approach to making needed capability changes on the site. A single feature change could take years to put in place between planning, developing and then coordinating the launch across Dell.com, which was one gigantic application.

Solution

Transform the entire shopping experience on Dell.com to the more agile, cloud-based format using the Dell Digital Way and Dell Digital's private cloud infrastructure.

Results

The Dell.com team can now continuously iterate on enhancing Dell.com, enabling much more frequent releases of features and capabilities on a weekly basis. Page loads are now averaging 33% faster, helping to improve sales conversions on the site.

“With the new methodology, we know we just have to get close to a solution and then given the flexibility, the modularity of the platform we’re going to, our ability to iterate is much, much faster.”

— Chris Cowger, Senior Vice President, Global eCommerce, Dell Consumer and Small Business

IMPROVING REMOTE CONNECTIVITY WITH VDI



Work from
Home Solutions

Challenge

IT was unable to deliver Dell-issued notebooks for new hires and break fix scenarios due to the work-from-home delivery restrictions in some geographies.

Solution

Dell Digital expanded its use of Horizon View, the VMware VDI solution that simplifies the delivery of desktop services from the cloud, beyond existing use cases (contractors/outside service partners) to enable new hire onboarding and break fix resolutions.

Results

Enabled secure connectivity and service delivery to Dell team members and contractors, allowing safe access to Dell resources and ensuring they can provide crucial support to Dell customers.



[Explore](#) Dell VDI solutions for secure, high quality virtual workforce experiences at lower TCO.

A NETWORK FOR THE INTERNET AGE: DELL SD-WAN SOLUTION



Work from Home
Solutions

Challenge

Dell Digital needed a modern wide area network that would handle mission-critical workloads cost-effectively and provide increased bandwidth for growing Internet traffic and the VPN demands of a home-based workforce.

Solution

VMware SD-WAN by VeloCloud links offices, factories, and data centers as well as remote workers. The cloud-managed network provides faster performance at less cost and higher bandwidth, and improves SaaS application performance, enabling IT to expand the roll-out of collaboration tools.

Results

Dell Digital was able to quickly handle the **transition of some 120,000 team members** to working from home and had the communications and collaboration tools already in place to let them be productive.



Discover Dell's powerful, all-in-one SD-WAN solution for network modernization.

BUSINESS TO BUSINESS BUYERS GET ON BOARD WITH DELL



B2B Buyer
Experience

Challenge

Streamline a cumbersome and manual procurement integration process between Dell and Dell's commercial customer ERP systems for ordering and buying Dell systems.

Solution

[Dell Premier](#)'s automated B2B Self Onboarding solution lets commercial customers connect their ERP procurement systems to Dell's product catalog in minutes with no manual intervention required.

Results

Automated integration with more than 40 different ERP systems enables faster, more efficient onboarding of Dell's high-volume B2B customers and enables Dell to extend the capability to lower volume customers.

CUSTOMER INSIGHTS INSPIRE NEW VISION



Order
Experience

Challenge

Customers and Dell sales and customer care teams struggled to get accurate, timely information about the status and delivery of hundreds of thousands of customer orders spread across multiple Dell systems.

Solution

A unified Order Experience Platform that provides complete, real-time view of order status from the moment it's booked all the way through arrival at the customer's doorstep. Customers, partners and Dell team members can also quickly create personalized data views and dashboards.

Results

Overall improved order experience with self-service order management capabilities for high volume customers and partners tracking thousands of Dell system orders. Frees up time Dell sales and customer care reps previously spent manually tracking down detailed customer order information.



“The great thing about Dell Digital and their new way of working is that we actually have the ability to work continuously improving the experiences for our customers because the design process is actually iterative.”

— Erin Kurusz, Vice President, Dell Order Experience



AUTOMATION INNOVATION SPEEDS ORDER PROCESSING



Order
Experience

Challenge

Automate processing of the more than 5 million sales orders that come in annually via fax and email and are traditionally handled manually.

Solution

Using Dell Digital Way user-centric design, customer feedback and test-driven development, the Dell Digital balanced team delivered an innovative Optical Character Recognition (OCR) software and machine learning solution that digitizes and automates order processing for offline generated purchase orders.

Results

Light Touch Order Processing is now helping Dell improve the customer and team member experience for US business, with offline orders processing 30% faster and is paving the way for digital transformation across the business.



“It really came down to who was the provider that could process the most orders digitally, but also have flexibility, innovation, and creativity around that solution. And it was obvious it was Dell Digital.”

— Pat Driscoll, Senior Vice President, Dell Order Management and Support



A NEW APPROACH FOR DELL FINANCIAL SERVICES ONLINE



Challenge

DFS wanted to replace an aging self-service interface with a modern solution for managing consumer and commercial financing accounts online.

Solution

A customer-inspired design and delivery of a new DFS customer portal which includes detailed financing and leasing information accessible from any device, along with a customer experience monitoring tool to review customer migrations and ensure they go smoothly.

Results

DFS reported a 40% improvement in customer satisfaction scores and faster implementation of new features with the adoption of Dell Digital Way agile methodology and collaborative design approaches.



“I have much more direct access to the folks on the Dell Digital team that are making the changes that are actually driving the end result based on my vision.”

— Patrick Hanks, Senior Manager, Program Management
Dell Financial Services



REVAMPING KEY DATA REPOSITORY WITH DELL TECHNOLOGY



Challenge

One of Dell's largest transactional databases was out of space and lacked the scalability to keep pace with increasing demand.

Solution

The team deployed [Dell EMC PowerMax NVMe](#) (non-volatile memory express) storage and upgraded to the latest generation Dell PowerEdge servers. It also implemented [Dell EMC PowerProtect DataDomain](#) for backup and recovery, while deploying new app microservices on VMware Tanzu Application Services.

Results

Users that interacted with A&E's customer-facing, self-service eSupport portal (which supplies product warranty and support details) experienced up to 38 percent faster response times. The mobile tool used by our field technicians to manage parts replacement delivered up to 72 percent faster response times.*

[Read the full story](#)

**Based on internal analysis, July 2020.*

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EFFICIENCY THROUGH AUTOMATION OF PARTS INVENTORY SYSTEM



Dell Technologies
Services

Challenge

Dell Services legacy parts inventory was segmented by region and hampered by significant manual processes and a lack of standardization.

Solution

Dell Digital partnered with Dell Services to deliver a single, unified inventory system that supplies parts for 9 million break-fix dispatches a year. Sixty business processes were standardized and automated along the way. VMware Tanzu Application Services was used to adapt messaging, track inventory, finance applications, and link them in a single unified end-to-end process.

Results

The entire service parts supply chain can now see and manage inventory in near-real-time with standardized and secure messaging. Dell Services also has improved traceability of parts inventory, a reduced parts backlog, and faster metrics access from a common set of data.

LEARN MORE

For more insights about our Dell Digital transformation journey, the lessons we've learned and the business outcomes we're seeing as a result, check out these resources:

[A Look Inside Dell's Move to a Cloud Operating Model](#)

To compete in a data-driven digital marketplace, you must have the capability to operate seamlessly in a multi-cloud world. If you want to know what it takes to get there, Dell Digital's ongoing journey to a modern multi-cloud infrastructure platform provides a firsthand roadmap using [Dell Technologies Cloud](#) solutions.

[Dell Technologies Modern Work Experiences](#)

Learn how Dell Technologies uses its own [Unified Workspace](#) with Workspace ONE technology to give team members a modern and seamless mobile work experience.

[Dell Technologies InFocus](#)

Dell Digital leaders reflect on all aspects of digital transformation, from embracing modern methodologies and processes to deploying multi-cloud strategies and AI and ML-optimized infrastructure – all in [Dell Technologies InFocus](#).

[Dell Digital Proven](#)

Dell IT practitioners share their first-hand experience and best practices to help customers realize their own digital transformation. Meet with our pros in one-to-one engagements. Contact your Dell Technologies representative to schedule a briefing or IT workshop.

