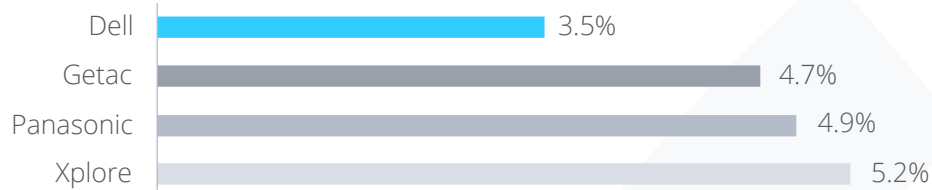




DELL

LEADING THE WAY IN RUGGED RELIABILITY

FREQUENCY OF RUGGED DEVICE FAILURE IN THE LAST 12 MONTHS



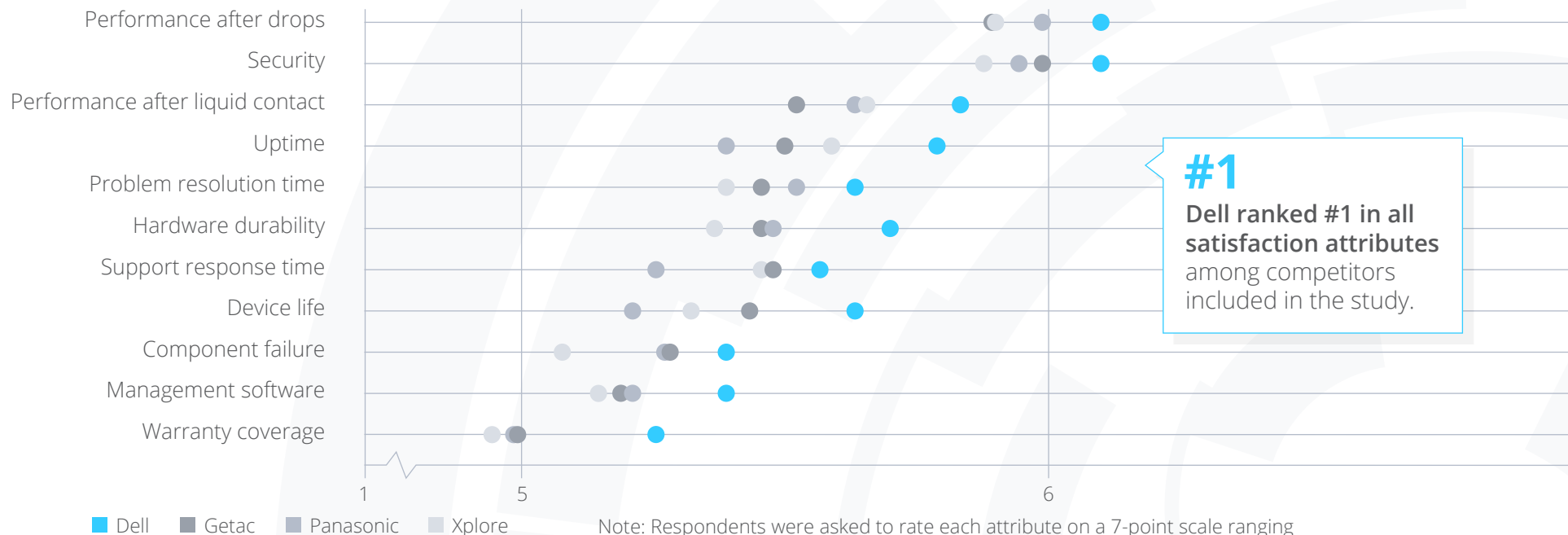
83% of Dell respondents indicated **less than 1 day of downtime**

17% of Dell respondents indicated **1 to 2 days of downtime**

▲ **12% higher** than competitors included in the study

▼ **12% lower** than competitors included in the study

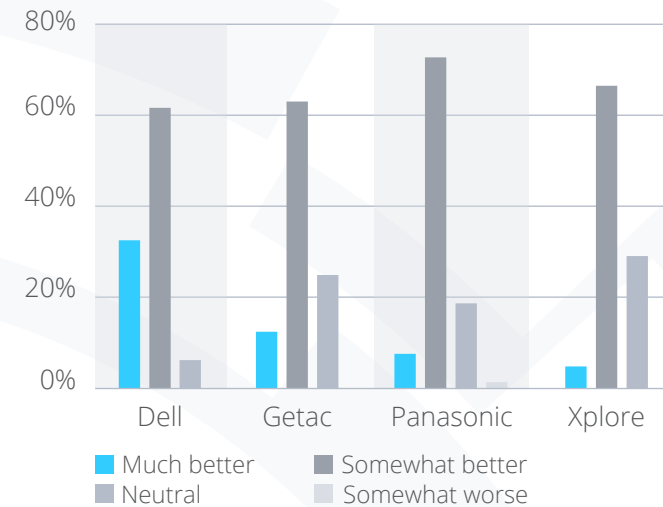
SATISFACTION WITH RUGGED MOBILE DEVICE ATTRIBUTES



#1
Dell ranked #1 in all satisfaction attributes among competitors included in the study.

Note: Respondents were asked to rate each attribute on a 7-point scale ranging from "Extremely Dissatisfied" (1) to "Extremely Satisfied" (7).

RUGGED MOBILE DEVICE QUALITY AND RELIABILITY COMPARED TO OTHER BRANDS



68% of respondents indicated they were **extremely likely or very likely to recommend Dell rugged devices again.**

45% more than competitors included in the study

81% of respondents indicated they were **extremely likely or very likely to purchase Dell rugged devices again.**

49% more than competitors included in the study

Dell (n = 111)
Getac (n = 110)
Panasonic (n = 110)
Xplore (n = 110)

About the Survey

All findings are based on a study commissioned by Dell and conducted by Technology Business Research Inc. (TBR) from June 2016 to July 2016. TBR's market research study surveyed more than 400 individuals in the U.S., EMEA and APAC responsible for rugged notebook and tablet technical support for their organization.

