



Dell Digital DIGITAL TRANSFORMATION IN ACTION



Digital transformation is about more than just technology. The technology is necessary, but not sufficient. Taking advantage of that technology in new ways requires a cultural shift.

Driving change in IT and business processes means creating new ways of working, and sometimes people are resistant to change—that’s just human nature. But when you find the people within the IT organization and the business willing to drive transformation, and you put those teams together—the strong technologist and the strong business partner—it’s incredibly powerful. That’s where you see multiple wins of driving out cost, creating better experiences, and improving employee satisfaction.

That’s exactly what Digital Transformation in Action exemplifies. I hope some of our own experiences, shared in the following pages, are familiar and useful examples as you consider ways to create better digital experiences for your own teams, customers and partners.



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Chief Digital Officer & CIO
Dell Technologies

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DELL.COM EMBRACES AGILE PATH TO A BETTER CUSTOMER EXPERIENCE

Business Partner: Consumer and Small Business

Challenge
Dell.com was constrained by the traditional, monolithic approach to making needed capability and 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 weekly basis, enabling Dell.com, enabling more frequent releases of features and capabilities on an ongoing 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 Covger, Senior Vice President, Global eCommerce, Dell Consumer and Small Business

PERSONALIZING THE DELL.COM BUYING EXPERIENCE

Business Partner: Consumer and Small Business

Challenge
The Dell.com product configurator was slow and offered only limited assistance.

Solution
New streamlined, human-centered design makes it easier for customers to quickly customize the best Dell system for their needs.

Results
Improved customer experience, page load times are averaging 33% faster, and ability to more quickly add new functionality.



SCORING WITH GAMERS – NEW DELL.COM FEATURES TARGET THEIR NEEDS

Business Partner: Client Solutions

Challenge
Products available on dell.com were not featured with gamer interests in mind.

Solution
New gamer-focused performance features on Dell.com such as frames per second (FPS) are now part of the buying experience.

Results
Dell.com saw a 15% uplift in conversion for gamers who visited Alienware product detail pages and interacted with the FPS capability.



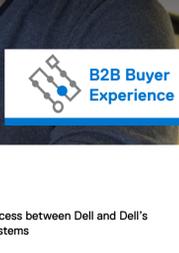
EMPOWERING WORKERS TO BE PRODUCTIVE ANYWHERE, ANYTIME

Business Partner: Client Solutions

Challenge
IT surveys were showing rising demand from Dell Technologies team members for a more seamless and personalized remote working experience using tools that would let them be more productive.

Solution
Dell Technologies Unified Workspace, powered by VMware Workspace ONE, gives team members a consistent user experience and easy, secure access to applications from every device. IT also uses personas to drive faster, more responsive equipment provisioning, and increased VPN bandwidth to expand SaaS offerings.

Results
Some 120,000 team members were able to quickly begin working from home, seamlessly utilizing the VPN capacity and collaboration tools they needed to be connected and productive.



Just as we have with our own, we can help you equip and maintain your remote workforce. Learn how our Work-From-Home solutions make it possible.

IMPROVING REMOTE CONNECTIVITY WITH VDI

Business Partner: Client 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

Business Partner: Client 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, linking 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.

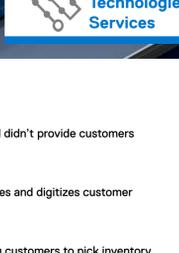
BUSINESS TO BUSINESS BUYERS GET ON BOARD WITH DELL

Business Partner: Dell Premier Solutions

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.



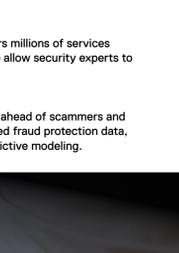
CUSTOMER INSIGHTS INSPIRE NEW VISION

Business Partner: Business Transformation, 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 experience for our customers because the design process is actually iterative.”
— Erin Kurusz, Vice President, Dell Order Experience

AUTOMATION INNOVATION SPEEDS ORDER PROCESSING

Business Partner: Global Customer Care

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

Business Partner: Dell Financial Services

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 new DFS customer portal 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

INVENTORY AT THE READY FOR TOP CUSTOMERS

Business Partner: Dell Technologies Services

Challenge
The existing ReadyStock inventory system didn’t scale globally and didn’t provide customers with key payment options

Solution
The redesigned and scalable ReadyStock service platform automates and digitizes customer inventory information and provides a choice of payment options.

Results
ReadyStock purchases are now ‘frictionless’ online orders, enabling customers to pick inventory directly from their online Premier store without sales intervention, order using any payment type and see the amount of inventory available to them online for ease of management and restocking.

DIGITALLY TRANSFORMING TO TAKE ON THE CRIMINALS

Business Partner: Dell Technologies Services

Challenge
Dell needed to automate and consolidate data to replace the manual review of possible fraud to better head off scammers.

Solution
A fully digitized, real-time fraud risk detection solution now monitors millions of services transactions, identifies and analyzes anomalies, and issues alerts to allow security experts to head off fraud.

Results
The Next Generation Monitoring Tool is helping risk managers stay ahead of scammers and avoid millions of dollars of losses associated with fraud. Consolidated fraud protection data, along with the results of the investigations, are being used for predictive modeling.

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 one to one engagements. Contact your Dell Technologies representative to schedule a briefing or IT workshop.

