



# Working smarter with the latest devices

Dell employees due for a system refresh can now choose a role-specific device from a list of the latest Dell workstations, cloud clients, laptops, Ultrabooks and tablets

Employees in different roles have specific computing needs, which means a “one size fits all” approach to device procurement no longer works. Engineers may need super-fast workstations, for example, to run computer-aided design or other sophisticated design apps, whereas mobile sales teams need light, portable devices that help them stay in touch with colleagues on the move, and present to prospective customers in a more engaging way.

Understanding the diverse computing needs of information workers, Dell has created the industry’s leading desktops, laptops, Ultrabooks and tablets. However, until recently, Dell employees had just one standard developer desktop and one standard customer-facing laptop to choose from. Tim Dickson, CIO, Emerging Technologies and User Experience at Dell, says, “While we promoted the benefits of our innovative device range to our customers, we weren’t using the full Dell range to

maximize our own productivity.”

As an additional challenge, the standard devices available to Dell employees failed to meet their diverse computing needs. With frequent requests for custom configurations, standard devices became the exception rather than the rule. “We soon had more than 70 PC images across our estate, which dramatically increased our management complexity and costs,” says Dickson.

## Empowering employees to succeed with the latest Dell devices

To show customers the value of Dell devices, empower information workers across the business, and reduce management complexity, Dell IT launched a radical overhaul of device policies. “We wanted to put our new, sleeker, slimmer Ultrabooks and newly announced line of tablets into the hands of our own people to help them work smarter,” says Dickson. “We also wanted to showcase our latest and greatest

### Customer profile

Company	Dell
Industry	Technology
Country	United States
Employees	109,000
Website	<a href="http://www.dell.com">www.dell.com</a>

### Business Need

Dell needed to ensure that employees could access the latest Dell devices to boost productivity and show customers the value of Dell products, while reducing nonstandard device configurations.

### Solution

Dell IT radically overhauled corporate device policy, enabling users to choose the perfect device to support their role and reducing the number of standard device images from 70 to just 8.

### Benefits

- Increased employee productivity and satisfaction
- Support for users’ diverse computing needs
- Fast delivery of the latest Dell devices to employees
- Reduced management complexity and costs
- Simple device selection and ordering
- Support for nonstandard requests with “bring your own device” (BYOD)

### Solutions featured

- [Desktop Computing](#)
- [Mobile Computing](#)

“Team members will be brand ambassadors, showing customers exactly what our latest device range can do for their businesses.”

*Tim Dickson, CIO, Emerging Technologies and User Experience, Dell*

“With fewer system configurations to deploy, maintain, and support, we will be able to achieve major cost savings for the business.”

*Tim Dickson, CIO, Emerging Technologies and User Experience, Dell*

products to our customers first-hand.”

To achieve these goals, Dell IT has made the latest Dell devices available to employees across the company based on their specific role and computing needs. “Employees due for a system refresh can choose their device from a list that includes some of our most exciting solutions, from the Latitude 7000 series, which is the new ‘standard’ for corporate Ultrabooks, and the Venue 11 Pro, which delivers PC productivity in tablet form,” says Dickson. “Team members will be brand ambassadors, showing customers exactly what our latest device range can do for their businesses.”

#### **Helping employees choose the right device for their role**

As a first step toward making the latest devices available for employees, Dell IT undertook a global survey of end users across the company in collaboration with Microsoft Services consultants. The findings of this survey revealed the specific computing requirements of employees in different roles, helping the project team create five key user profiles, from “legacy workers,” who spend most of their time in one location, to “mobile pros” and “road warriors,” who travel extensively.

With the five user profiles established, the project team compiled a list of eight devices to meet the computing needs of all five user profiles, from high-performance developer workstations to the latest Ultrabooks and tablet PCs. Standard device configurations were also established to ensure that team members are equipped with the software programs they need to work and collaborate effectively. “By profiling end users and their computing needs based on a global survey, we have been able to provide the most appropriate devices to help them succeed,” says Dickson. “So far, feedback has been excellent, with satisfaction surveys showing that users are happier and more productive than ever before.”

#### **Delivering the latest, greatest Dell products to employees faster**

To give employees faster access to the latest devices, the project team forged a close relationship with Dell product development teams. Based on this knowledge sharing, the project team gains the skills they need to support the latest devices effectively and deliver excellent training for end users. Microsoft also contributed to the project, helping to accelerate the deployment of Windows 8 on the latest Dell devices for Dell employees.

#### **Reducing management complexity and costs**

Over the coming months and years, the Dell IT team will establish eight standardized images for the company’s entire device estate, significantly reducing management complexity and costs. “As our existing desktop estate depreciates and more employees adopt new desktops, laptops and tablets, we will reduce the number of standard images in use from 70 to just 8,” says Dickson. “With fewer system configurations to deploy, maintain, and support, we will be able to achieve major cost savings for the business and increase funding for value-added IT projects that directly benefit users and customers.”

#### **Technology at work**

##### **Services**

[Dell Support Services](#)

- [Dell ProSupport](#)

##### **Hardware**

[Dell workstations](#)

[Dell Latitude laptops, Venue tablets and Ultrabooks](#)

[Dell Wyse cloud clients](#)

##### **Software**

[Windows 8](#)



The program team is also looking into replacing rich-client PCs with Dell Wyse cloud clients, where possible, to reduce procurement and management costs and minimize carbon emissions. "For certain employees in certain roles, such as contact center staff, Dell Wyse cloud clients are perfect," says Dickson. "They are \$300 less expensive per unit, last almost twice as long, and use up to 80 percent less power—all of which helps us minimize our companywide IT costs. What's more, they have no moving parts, which makes them more durable, and they access applications centrally, which makes them easier and less expensive to support."

#### **Standardizing and simplifying device selection**

As a key part of the project, Dell IT has built a new portal where employees who qualify can choose their new device, one that is appropriate to their role and needs. In addition, new policies and processes surrounding device selection ensure that devices are managed and maintained effectively and that they are retired after a three-year depreciation term. "Using the new standardized device ordering tool and process, team members who are eligible for a system refresh can select their corporate device from a tailored selection of Dell's latest solutions, based on their job role, starting in the fourth quarter of 2013," says Dickson.

#### **Meeting exceptional computing requirements with BYOD**

While the plan is to have 95 percent of employees on the eight standard devices

and images globally, the project team understands that users with exceptional needs may require something different. In such cases, employees will be able to access the devices and software they need based on an innovative "bring your own device" (BYOD) option. "For the very few employees who can't get what they need from the list of standard devices, we will provide a stipend to purchase a new Dell PC or notebook with standard three-year Dell ProSupport service," says Dickson. "This ensures that we can fully meet the computing needs of each and every Dell employee."

#### **Helping users achieve their potential**

Because of this radical rethinking of device policies, Dell employees will be able to access the devices they need to work and collaborate more effectively, and customers will see the power of Dell workstations, laptops and tablets first-hand.

One member of the project team, Brian Lundin, an IT strategist for Emerging Technologies and User Experience, has been using a Dell tablet as his primary computing device since January 2013 based on his user profile. The tablet, which is combined with a dock, Bluetooth keyboard, and mouse, has proved highly effective for both mobile and desk-based work. Lundin says, "I spend a lot of time on the road and using a Dell tablet lightens my travel bag by several pounds. It also helps me stay connected to my team and increases my productivity. Having the ability to choose the device that fits my style of working has been a huge benefit to me overall."

"I spend a lot of time on the road and using a Dell tablet lightens my travel bag by several pounds. It also helps me stay connected to my team and increases my productivity. Having the ability to choose the device that fits my style of working has been a huge benefit to me overall."

*Brian Lundin, IT Strategist,  
Emerging Technologies and User  
Experience, Dell*

View all Dell case studies at [dell.com/casestudies](http://dell.com/casestudies)

