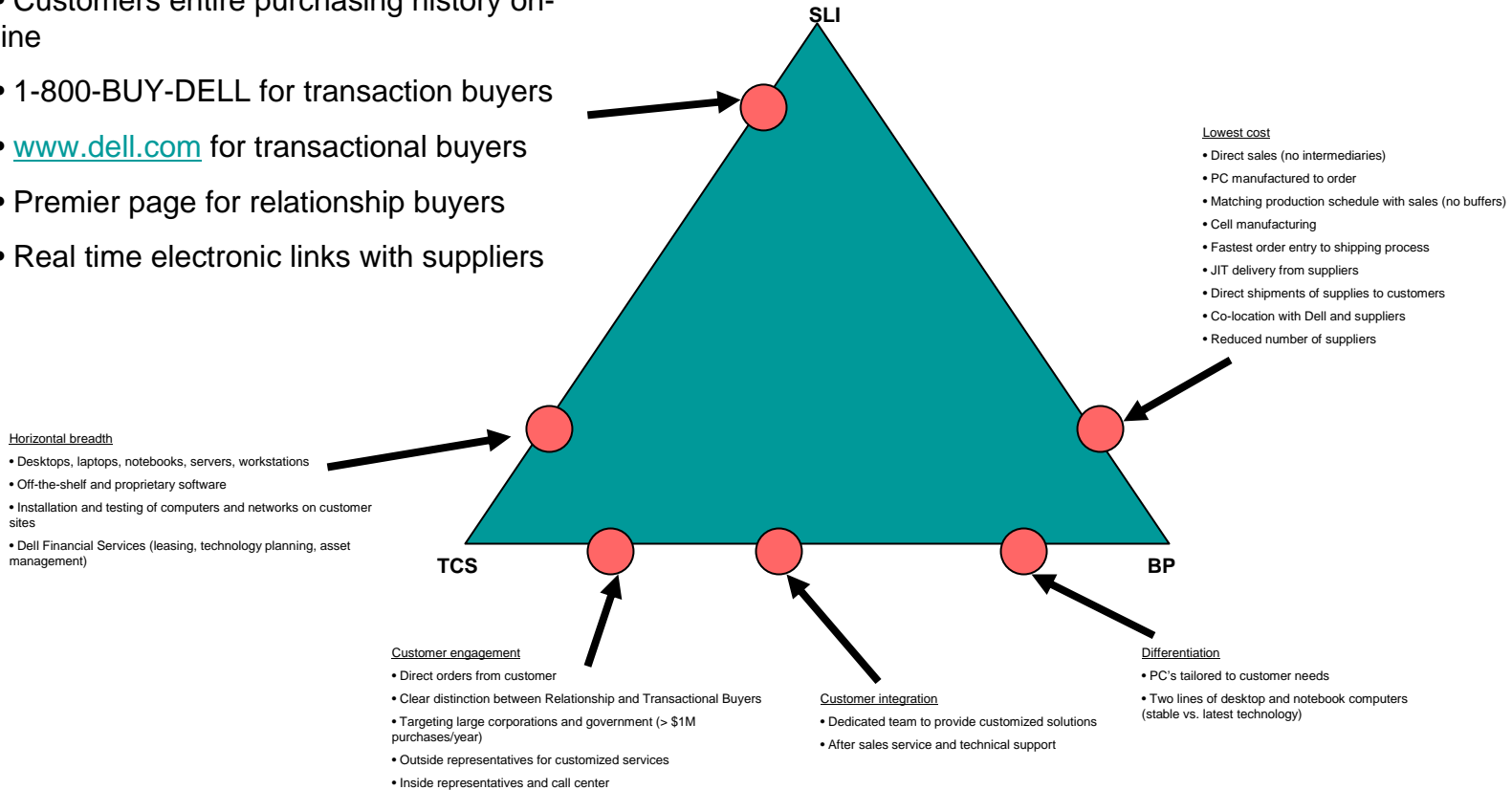


Dell Competencies.

Dominant Exchange

- Customers entire purchasing history on-line
- 1-800-BUY-DELL for transaction buyers
- www.dell.com for transactional buyers
- Premier page for relationship buyers
- Real time electronic links with suppliers



Dell Competencies.

Horizontal breadth

- Desktops, laptops, notebooks, servers, workstations
- Off-the-shelf and proprietary software
- Installation and testing of computers and networks on customer sites
- Dell Financial Services (leasing, technology planning, asset management)

Dominant Exchange

- Customers entire purchasing history on-line
- 1-800-BUY-DELL for transaction buyers
- www.dell.com for transactional buyers
- Premier page for relationship buyers
- Real time electronic links with suppliers

SLI

Lowest cost

- Direct sales (no intermediaries)
- PC manufactured to order
- Matching production schedule with sales (no buffers)
- Cell manufacturing
- Fastest order entry to shipping process
- JIT delivery from suppliers
- Direct shipments of supplies to customers
- Co-location with Dell and suppliers
- Reduced number of suppliers

Customer engagement

- Direct orders from customer
- Clear distinction between Relationship and Transactional Buyers
- Targeting large corporations and government (> \$1M purchases/year)
- Outside representatives for customized services
- Inside representatives and call center

Customer integration

- Dedicated team to provide customized solutions
- After sales service and technical support

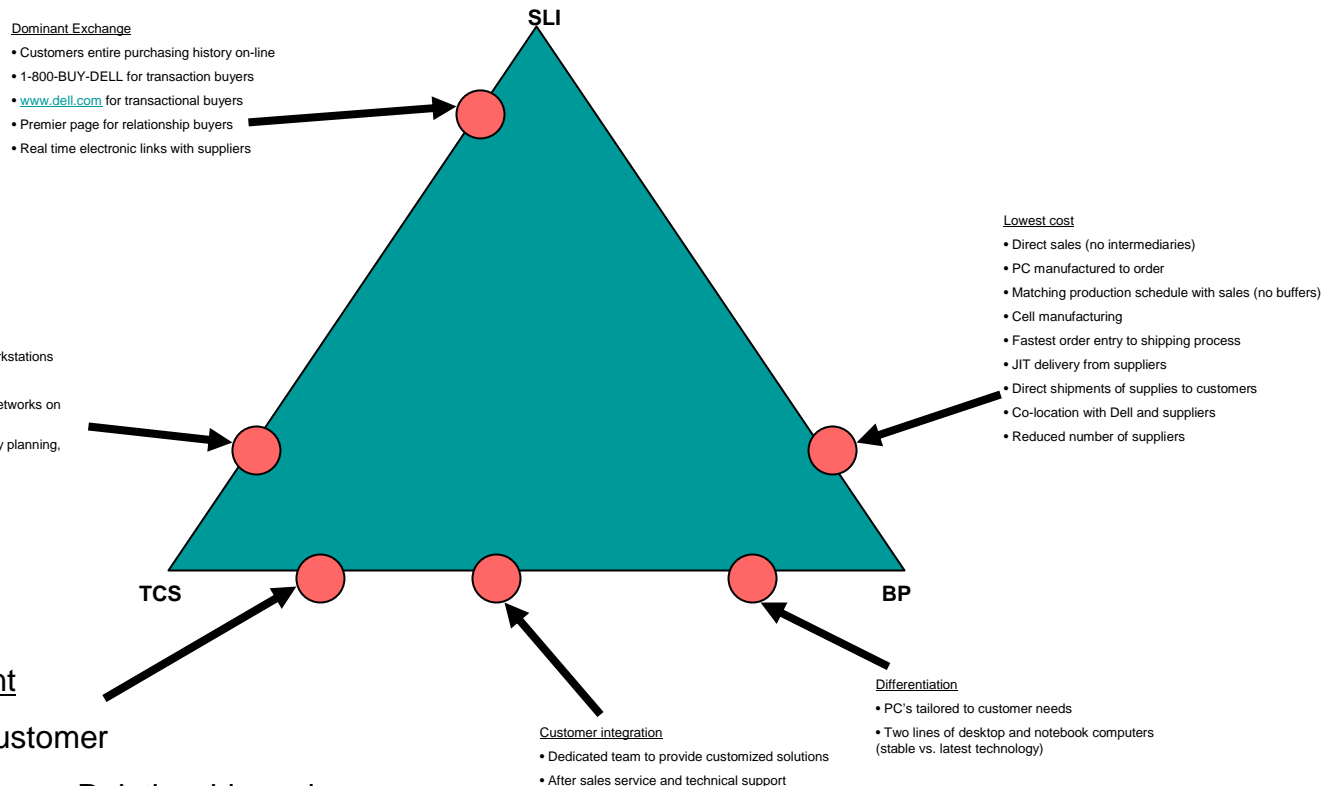
Differentiation

- PC's tailored to customer needs
- Two lines of desktop and notebook computers (stable vs. latest technology)

TCS

BP

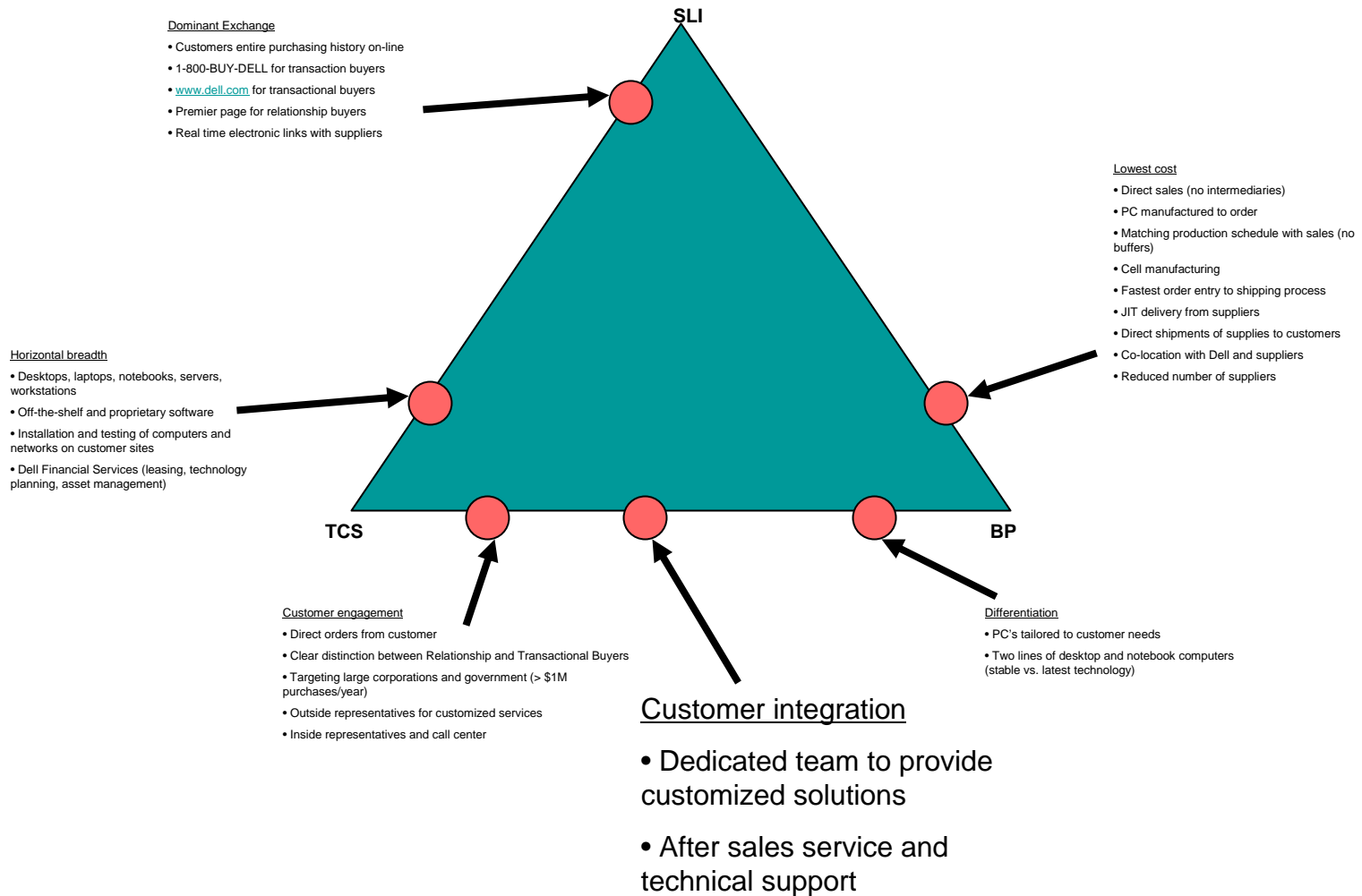
Dell Competencies.



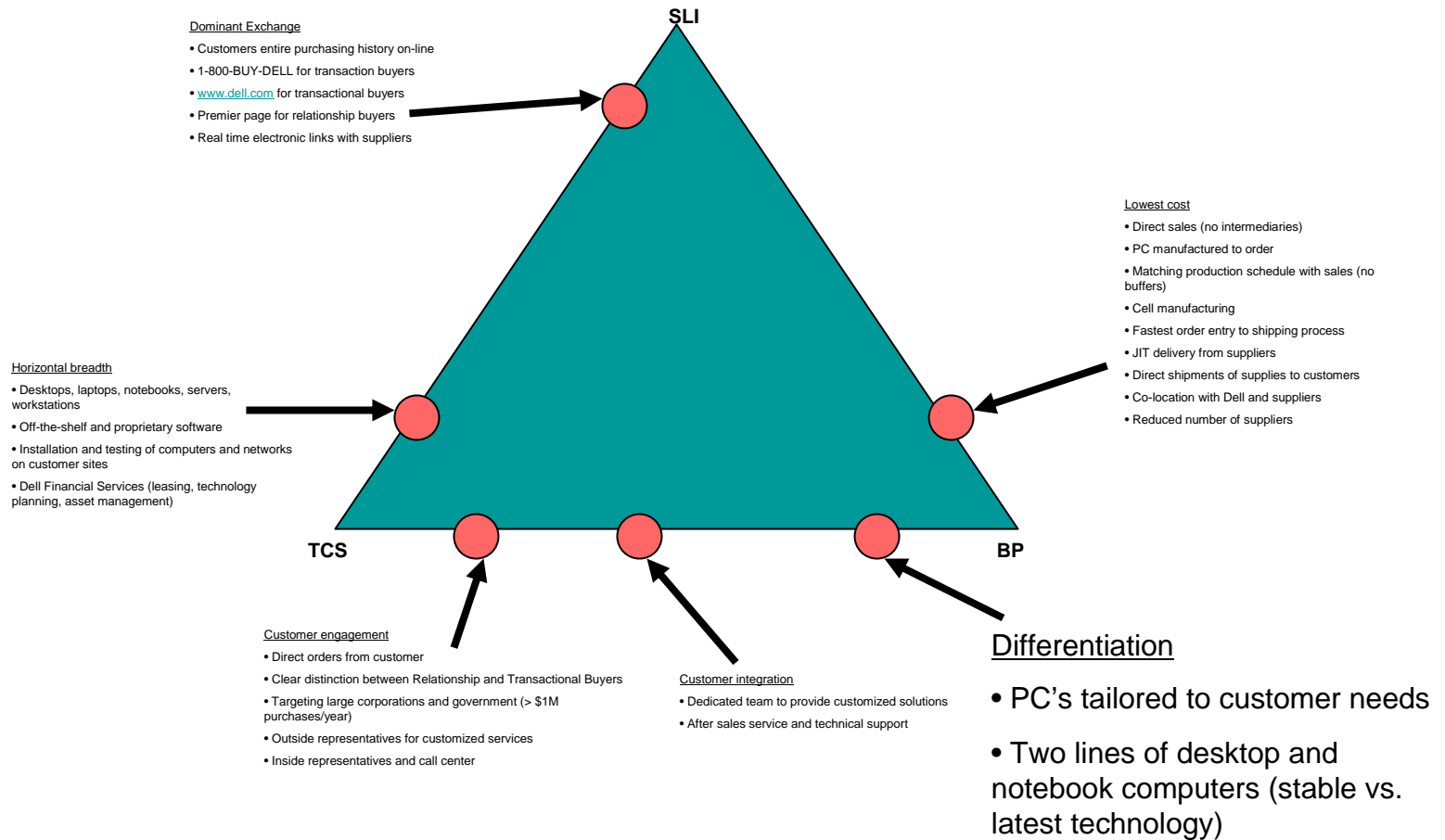
Customer engagement

- Direct orders from customer
- Clear distinction between Relationship and Transactional Buyers
- Targeting large corporations and government (> \$1M purchases/year)
- Outside representatives for customized services
- Inside representatives and call center

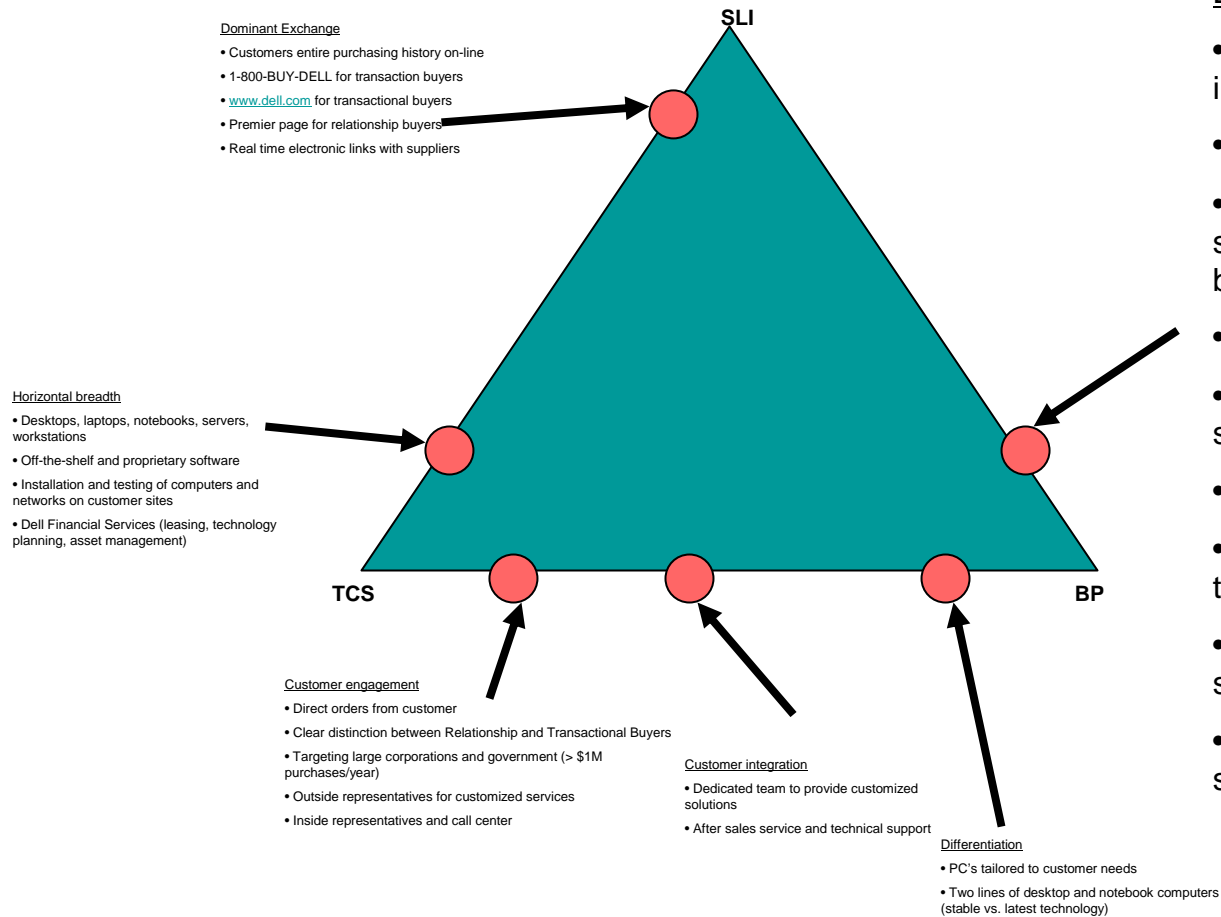
Dell Competencies.



Dell Competencies.



Dell Competencies.



Lowest cost

- Direct sales (no intermediaries)
- PC manufactured to order
- Matching production schedule with sales (no buffers)
- Cell manufacturing
- Fastest order entry to shipping process
- JIT delivery from suppliers
- Direct shipments of supplies to customers
- Co-location with Dell and suppliers
- Reduced number of suppliers

Dell Competencies.