

Dell Enterprise Quality



Delivering quality solutions that enable our customers to grow and thrive.

To learn about Dell's Quality Practices including...

Customer

- ✓ Customer-centric programs are shaping our product, offerings and awareness.
 - ✓ Committed to providing Quality improvement performance, gen-on-gen.
 - ✓ We want to hear from YOU regarding your Dell experience.
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DFx

- ✓ Reliability & Validation rigor drive robust designs *prior* to shipping.
 - ✓ Dell specifications are commonly tighter than standard industry specs.
 - ✓ Reliability Testing is continuous throughout the product life cycle.
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Manufacture

- ✓ Supply Chain managed by Dell Global Quality teams.
 - ✓ Dell's unique process control methodologies employed with all MFG partners.
 - ✓ End-2-End "real time" Quality data.
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Product Quality

- ✓ Dell's "direct model" enables quick & accurate Quality feedback
- ✓ Dell's unique analytics scan thousands of SPC trends to provide Quality triggers.
- ✓ Dell Enterprise product quality committed to providing best-in-class results.



Enterprise Customer Loyalty – Voice of the Customer...

Customer Engagements

- ✓ Enterprise Executive All Hands
 - ✓ Executive Briefing Center
 - ✓ Enterprise Technology Advisory Board
 - ✓ Customer Onsite Inspection (COSIP)
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Tours

- ✓ Enterprise Systems Test
 - ✓ Dell Solution Center
 - ✓ Global Command Center
 - ✓ Social Media Listening Command Center
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Social Media

- ✓ Dell Tech Center blogs
 - ✓ Enterprise Efficiency blogs
 - ✓ Select30 Online Forum (private, unlisted)
 - ✓ In-depth focus group forums
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Surveys

- ✓ Net Promoter Score
- ✓ Product Satisfaction
- ✓ Callbacks



Thank you!

