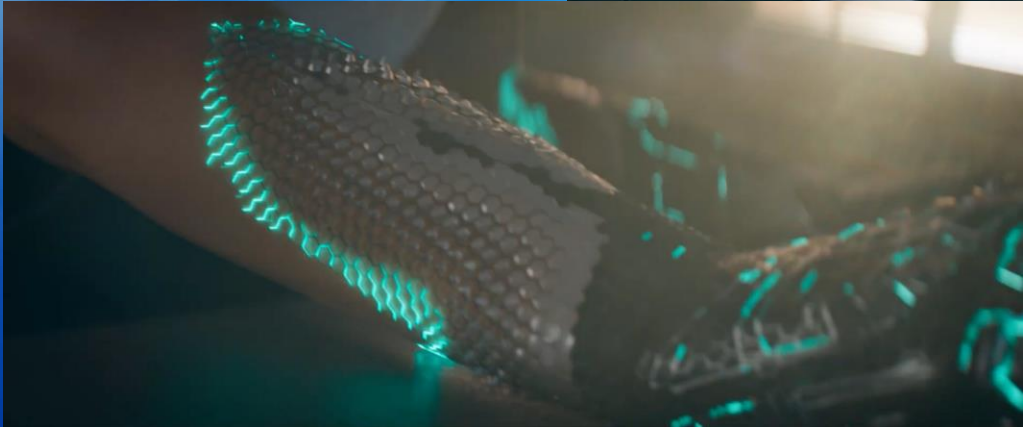
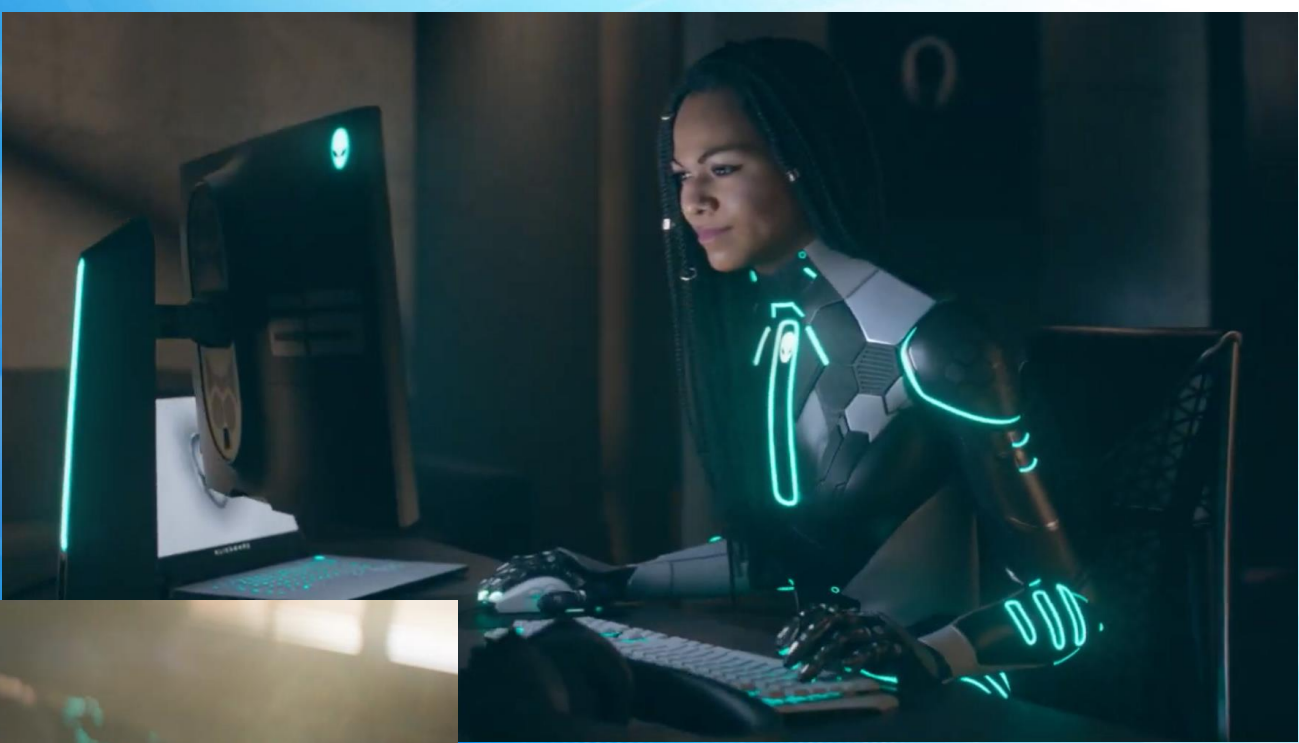


MARKETING: A FORCE FOR GROWTH. A FORCE FOR GOOD.

ALLISON DEW
Chief Marketing Officer
Dell Technologies

DELLTechnologies



1

THE CRITICAL
INTERSECTION OF
ART AND SCIENCE

2

THE NEW
EXPECTATION
OF OUR BRAND

3

THE RENEWED
FOCUS ON
COMMUNICATIONS

“CREATIVITY IS
INTELLIGENCE
HAVING FUN.”
— ALBERT EINSTEIN



“CREATIVITY IS
INTELLIGENCE
HAVING FUN.”
— ALBERT EINSTEIN

“IN JANUARY THERE WERE 280,000
POSTED JOB OPENINGS IN DATA
ANALYTICS. MORE THAN HALF OF
MARKETERS EXPECT PREDICTIVE
MODELING AND SEGMENTATION TO
OCCUPY THEIR MARKETING STRATEGY
CONCERNS FOR THE BALANCE OF
2020.”

— ADWEEK, JUNE 2020

TIP:
BUILD A TIGHT PARTNERSHIP
WITH YOUR CIO.

“BRAND IS THE HOLISTIC SUM OF CUSTOMERS’ EXPERIENCES, COMPOSED OF VISUAL, TONAL AND BEHAVIORAL BRAND COMPONENTS, MANY OF WHICH ARE SHAPED BY INTERACTION DESIGN.”

— NIELSON NORMAN GROUP

Many things have changed. Our commitment to you hasn't.


Our global team is ready with the technology, support and strategy to keep your business moving forward.

See how at DellTechnologies.com/HereToHelp

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Empower your employees with remote workforce technology solutions.



Like you, we are following COVID-19 closely. Keeping our team members, communities and customers safe is our first priority. One way we are addressing the uncertainty of COVID-19 is encouraging our employees who can to work from home.

Rely on our experience with remote working solutions.

As you work to arm more of your teams with the ability to work remotely, we'd like to share some key elements of our work-from-home program, many of which customers of all sizes have also adopted.

- We provide our own Dell notebooks with supporting components like docks, monitors, headphones and software, all designed to work together, with built-in security.
- We deploy those systems to our employees, straight from our factory to their home, with the apps and settings they need pre-installed, using our own Dell Technologies Unified Workspace, which helps IT manage our Windows 10 devices remotely and helps users get to work instantly and stay productive.
- For users who have more heightened security needs, we supply Virtual Desktop solutions with Wyse Thin Clients and VMware Horizon software.
- When we need to quickly set up additional virtual desktops, we do so with our VxRail hyperconverged infrastructure or our DT Cloud powered by VMware.


Manage the unexpected with flexible payment solutions.



We understand most organizations don't typically set aside budget for unforeseen circumstances. If needed, we can also work with you on flexible payment solutions so you can quickly deploy the technology you need to keep your employees safe and productive, while you optimize cash flow.

[See Payment Solutions](#)

HERE TO HELP YOU WORK FROM ANYWHERE.



YOUR PRODUCTIVITY IS OUR PRIORITY.



STAY CONNECTED WITH A LITTLE HELP.



Technoly enables us to adapt quickly: our resilient infrastructure supports productivity and connection wherever your work takes place: dell.to/2WhoVgO



IMPLEMENTING REMOTE WORKFORCE SOLUTIONS

HOW WE DID IT



Jen Felch
CHIEF DIGITAL OFFICER AND CIO

JJ Davis
SENIOR VICE PRESIDENT, GLOBAL COMMUNICATIONS

8:38 AM - Mar 24, 2020 - Sprinklr

How we can help

Remote Work Experience

End-to-End Security



Right Device w/ Workspace ONE



Virtual Apps and Desktop Infrastructure



Security Suite w/ Carbon Black



Software-Defined Wide Area Network



Dell Technologies Cloud

A Digitally Connected Workplace

TIP:
KEEP YOUR BRAND DIRECTLY
CONNECTED AND ABLE TO
FLEX WITH YOUR
CUSTOMERS' NEEDS,
EMOTIONS AND PAIN POINTS.

“YOUR CULTURE IS YOUR BRAND.”

— TONY HSIEH, CEO OF ZAPPOS

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By Brian Reaves in [Standing, Strong, Together.](#)



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TIP:
THINK ABOUT HOW YOUR
COMPANY CULTURE EMULATES
YOUR BRAND.

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THANK YOU.

QUESTIONS?

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