



STANDEE

LAPTOP STICKER



DANGLER



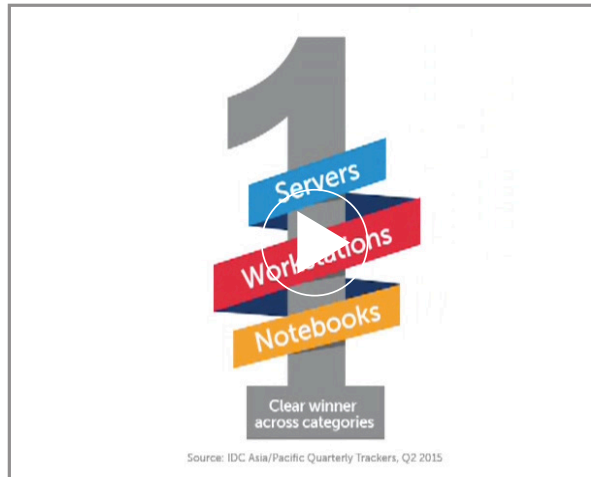
Clear winner across categories.

#1

- Servers***
- Desktops~#**
- Workstations^**

* Source : IDC Asia/Pacific Quarterly x86 Server Tracker, Q2 2015 ^ Source : IDC Asia/Pacific Quarterly Workstation Tracker, Q3 2015 ~ Source : IDC Asia/Pacific Quarterly PC Tracker, Q3 2015 # Commercial Desktops only

FACADE BRANDING



VIDEO



Yeh Deal Maange More

Hi! I'm here to help you make your next deal bigger and better.

If your customer is having issues getting enough outlets and power going to his racks, he could do with some extra help.

Ask one more question!
It's your opportunity to push PDUs and Racks and maximize your deal!

For more details, or any opportunity discussions, please contact your EI team – Zubair - Mohd_Zubair@Dell.com, Soumya - Soumya_Pandey@Dell.com

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Yeh Deal Maange More

I'm here to help you make your next deal bigger and better

If your customer is adding more servers and racks to the DC, over-heating can be an issue! Ask him about power and cooling requirements.

Ask one more question!
It's your opportunity to attach EI such as power and cooling. This can increase your opportunity size by up to 50%.

For more details, or any opportunity discussions, please contact your EI team: Zubair - Mohd_Zubair@Dell.com, Arvind - Arvind_Bharadwaj@Dell.com

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**Yeh Deal
Maange
More**



Increase your deal size and improve your margins. Don't miss out on the peripheral attach opportunities.

Ask your customer one more question



MUG



DESK MAGNET



MARKETING TRAILER

Welcome to our fourth issue of "Marketing Trailer"

Q3 was a very busy quarter for all of us. From Michael visiting Bangalore to the historic announcement of Dell acquiring EMC, it has been a very exciting period for all of us including customers and partners. This issue of Marketing Trailer brings to you Q3 FY16 highlights and some of our key programs in Q4 FY16.

Q3 FY16 Highlights	Generated ~3100 leads contributing to ~\$66M Pipeline	Nearly ~1500 leads through Digital Marketing, + 100% YOY
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Key Customer Programs

Dell India IT Executive Summit (DIET)

The fifth edition of DIET was held early October in Colombo, Sri Lanka. DIET as you know is our marquee event for Elite Circle (Top 500) CIOs. We had 107 CIOs attending this year. Built around the theme, "Future of Technology" we had some great keynote speakers, engaging panel discussions and customer meetings. The event was also streamed live generating 1400+ views and 900+ tweets.

Experience the days unfold through this link. [Click here.](#)

Upclose with Michael Dell, in association with ASSOCHAM

Nearly 200 CEOs/CIOs witnessed a fire-side chat between Michael Dell and Dr. Arvind Gupta, IT Convener for Bharatiya Janta Party on Sept. 7th in a joint event between Dell and industry governing body ASSOCHAM. The conversation was around how technology has become a key enabler for the progress of any country.



Banking Summit

BFSI has been a strategic priority vertical for us and we've had regular marketing initiatives to drive our mind share and SOW in this vertical. For the first time, we partnered with some of our Ecosystem partners to go to market with an integrated story. Along with FSS, Red Hat, EBAY and Banking Frontiers we concluded an interactive talk show themed "Banking Disruption: Hype, Illusion or Reality?" aimed at driving our solutions mindshare in this vertical, the evening was attended IT decision makers and Functional heads of ~20 key Nationalized & Private banks and NBFCs in Mumbai.



Customer Advisory Council

The inaugural Dell Client Solutions Customer Advisory Council was conducted from October 28-30, 2015 in Jaipur. The three day gathering focused at sharing ideas and discussing plans on aspirations, markets and end users across India. Dell customers received demos on some of Dell's future concepts on product design and configuration.



Workstation Leadership @ Industry Forums

We participated in several ISV & Industry Forums targeting which helped us amplify our leadership positioning in workstations across relevant key verticals.

1. Media & Entertainment CIO Summit, Goa
2. Audiologic University, Mumbai targeting Manufacturing, Engineering, Architect & Construction companies
3. 3DX Forum by Datacube, Bangalore; jointly executed with Hivite
4. Siemens Solid Edge Summit, Hyd/Bg/ire/Pune/Kolhapur/Aurangabad/Mumbai/Indore/Kol/Okha



Marketing Buzz

Dear All,

We bring to you in this edition of Marketing Buzz, highlights from Q4 FY16 and a sneak preview into the key Q1 FY17 programs.

You will agree, there is no better endorsement of our solutions than from our customers and the industry. I am very happy to inform that we ended FY16 with Dell being recognized for 10 categories at the annual CIO Choice 2016 Awards recently held in Mumbai. We further strengthened our portfolio with the launch of SC9000, Networking & Latitude series. This is indeed a great way to close the fiscal year and get ready for FY17; I know I speak for the team when I say that the awards and recognition our solutions have got in the past year is a great motivator to raise the bar in the current year.

Hope you enjoy listening to my perspectives and reading about some game-changing work!



Please Click here for the video

Q4 FY16 KEY PROGRAMS

High-Value Accounts

Elite Circle CEO Outreach targeting top 500 customers

Continuing with our CEO Outreach through personalized direct mailers from Alok, the theme of our communication this quarter was "Future Ready Enterprise". The mailer carried a letter from Alok along with a thematic memento - A Fengshui Gong - which is believed to bring wealth & good fortune.



Complementary issue of Harvard Business Review for Elite Circle CIOs

This issue of HBR amplified our number 1 positioning in Servers, Desktops & Workstations as per IDC for Q3.



CIO Nice to Knows & The Business CIO Series

This communication series was focused on digital transformation & showcased the global CIO of P&G. These were received by the top 2.5k accounts of DELL sent by the geo-heads.



Technology Days

Technology Days were held with Netmagic, Zensar and PTC covering topics ranging from Cloud solutions, hyper-converged to DELL Software. The events were well attended by the key decision-makers & IT influencers.

SC9000 Launch in Mumbai, Delhi & Bangalore

We saw over 300 customers attend the three cities launch. We targeted the storage install base, storage propensity customers and lapse accounts. We also saw good participation from storage-focused partners, and overall it was well-received with good feedback on the SC Series.



Latitude Launch

We recently unveiled the new series of Latitude notebooks with our key Dell-led customers in 4 cities: Bangalore, Delhi, Mumbai & Pune over a networking evening. We also drove an internal launch with our sales teams in Bangalore & Delhi. The notebooks were displayed in a demo-zone for our sales teams to touch and feel over a 'show-and-tell'. With this market introduction we underline our presence at the leading edge of the market demand for slimmer, lighter and more beautiful devices



Digital Marketing Transformation

Social Media

Q4 FY16 was about building our fans / follower-base across Facebook & Twitter. We also saw improved engagement (likes