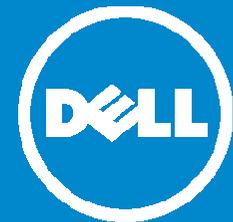


Evolving to finance more

Richard O'Donohue
Director, Business Development
Dell Financial Services (DFS)

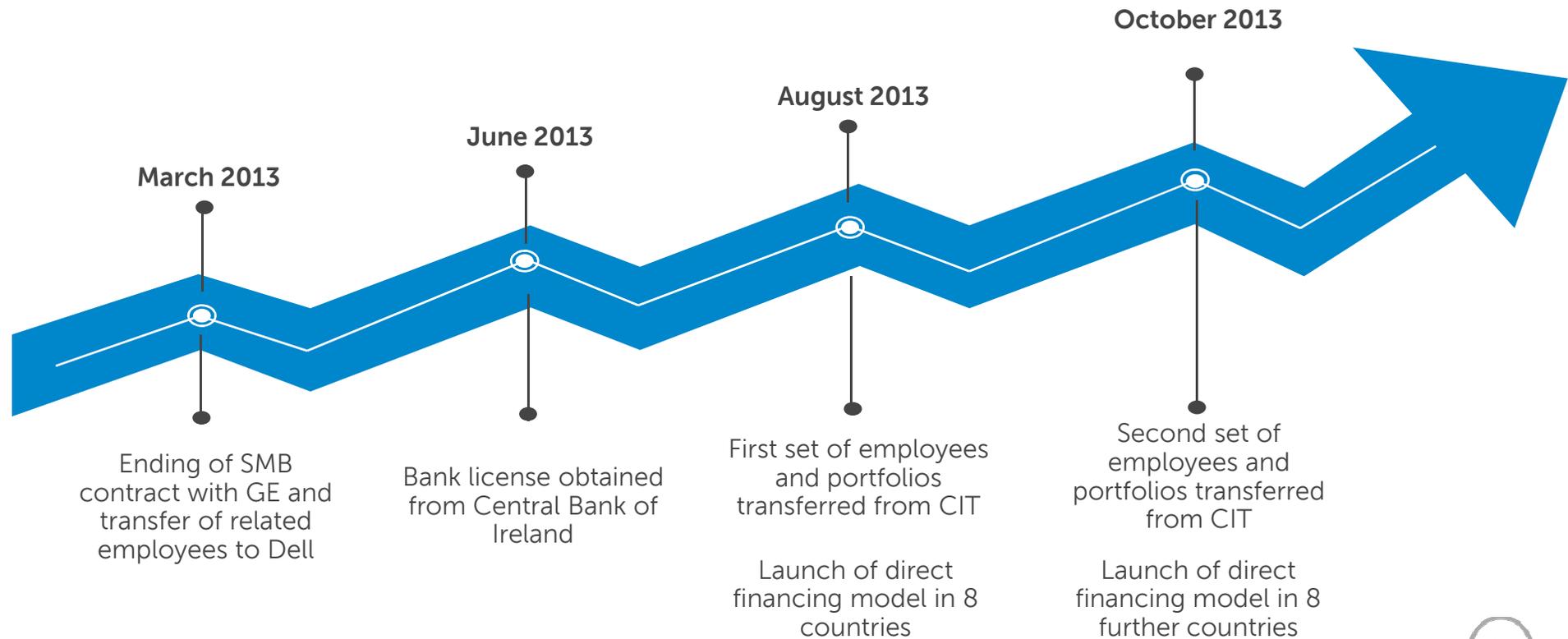


Agenda

- ❑ DFS - our first year as a captive
- ❑ Modifying our approach to drive growth
- ❑ Possible best practices for other sectors



Our transition to a captive



Why we went captive

Our purpose

Delivering technology solutions that enable people everywhere to grow, thrive and reach their full potential

Our differentiated strategy

The leading provider of end-to-end scalable solutions

Practical innovation

Efficient, simple and affordable

Superior relationship model

Our customers' imperatives



Our end-to-end portfolio

Connecting END USERS

Integrating and optimizing the ENTERPRISE

Simplifying and securing through SOFTWARE

Accelerating innovation with SERVICES



The changing world of technology





How are we doing



Changes in our approach ... people



- ❑ Importing Dell culture and knowledge
- ❑ Exporting DFS ambassadors into Dell and globally
- ❑ Promoting a more inclusive workplace



Changes in our approach ... integration



- Focus DFS sales teams appropriately
- Encourage Dell sales to try financing
- Endorsements from Dell leadership



Changes in our approach ... alignment



- Reflecting our history
- Increased vertical focus
- Aligning to the strategy





Possible best practices

- ❑ People ... move beyond finance
- ❑ Integration ... shared objectives to obtain buy-in
- ❑ Focus and alignment ... outsource if someone else can do better

