

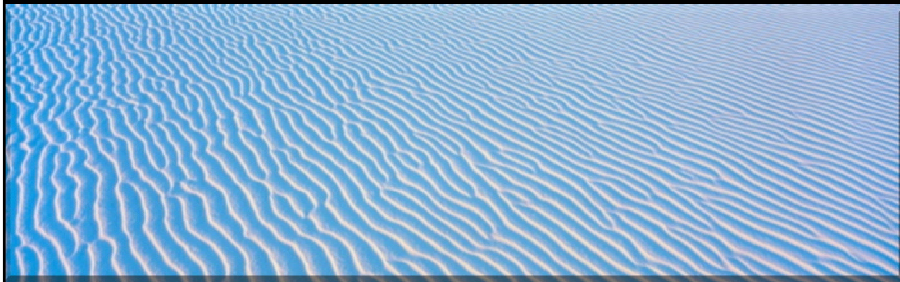
A nighttime photograph of a cityscape with lights reflecting on water. Overlaid on the image are several thin, white, curved lines that sweep across the frame from the bottom right towards the top left.

Stuart King

National Client Technologist
Dell ANZ



CHANGE IS HAPPENING



**CUSTOMERS ARE SHAPING
THE FUTURE OF COMPUTING**



DAWN OF THE CONNECTED AGE



**INTERNET
AGE**
[TRANSMIT]



**INFORMATION
AGE**
[TRIANGULATE]



**CONNECTED
AGE**
[PARTICIPATE]



3

GROWING NUMBER OF CONNECTED DEVICES

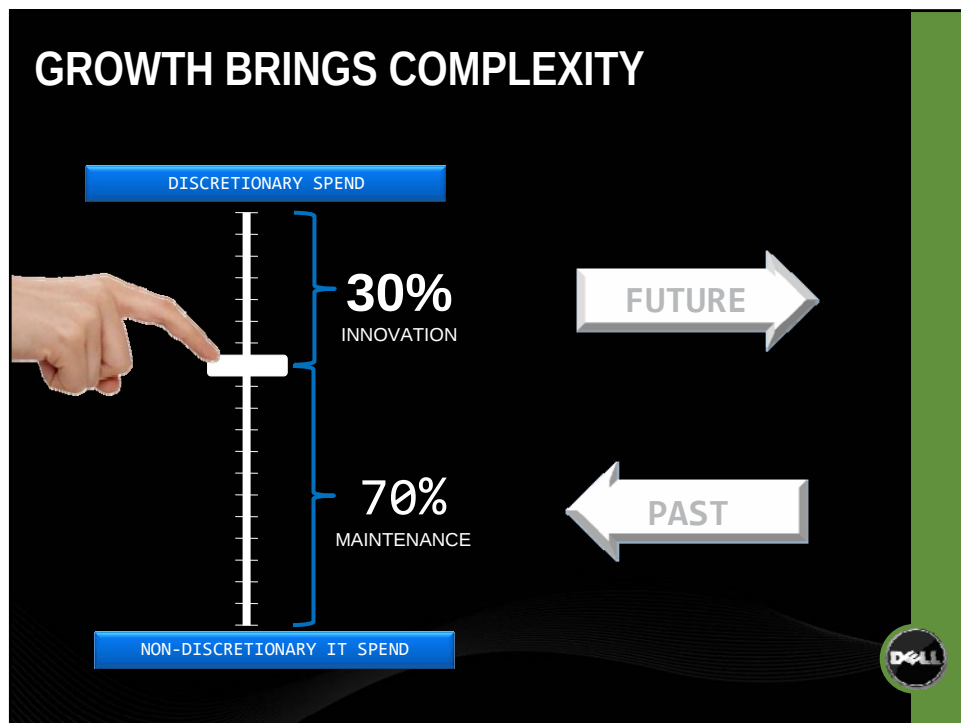
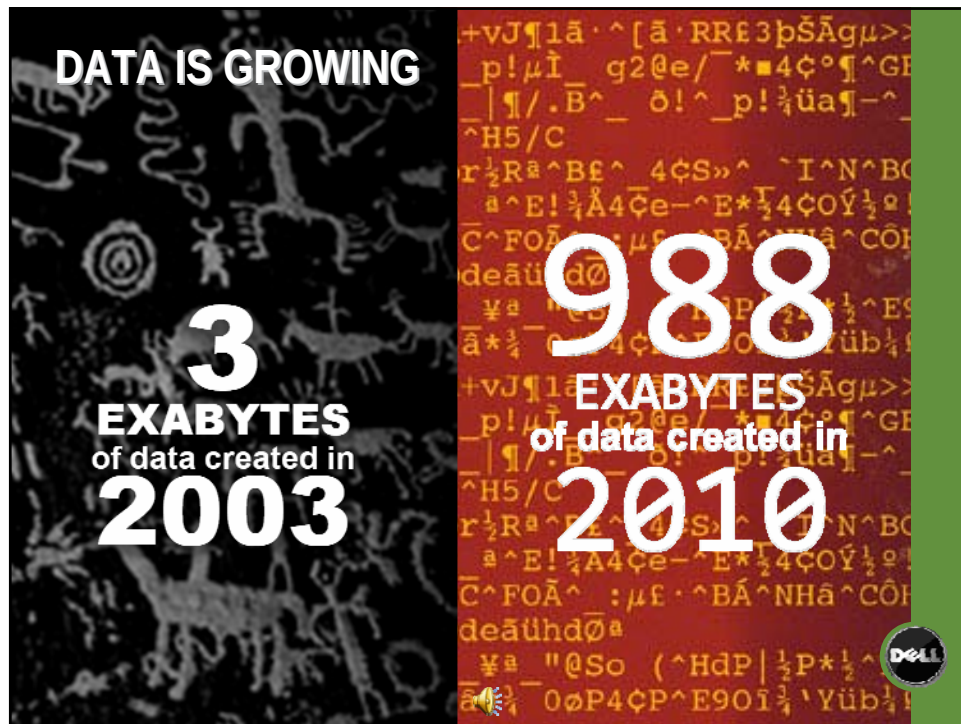


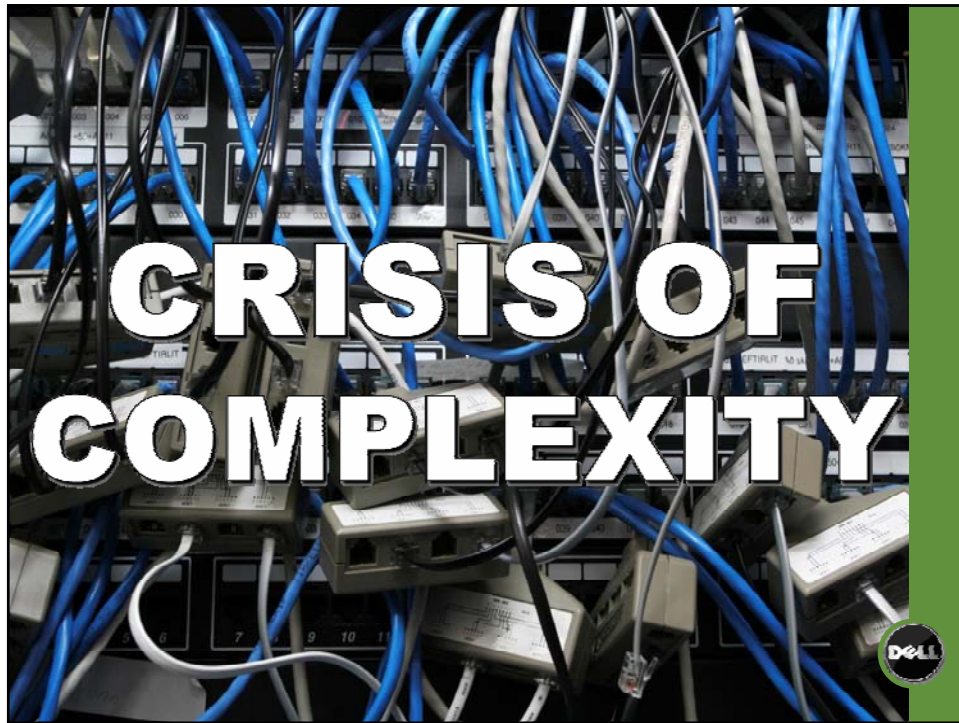
“More devices will connect to the internet
in the next 5 years than in the last 15.”

The Wall Street Journal



4





DELL IT SIMPLIFICATION

GET IT
FASTER

RUN IT
BETTER

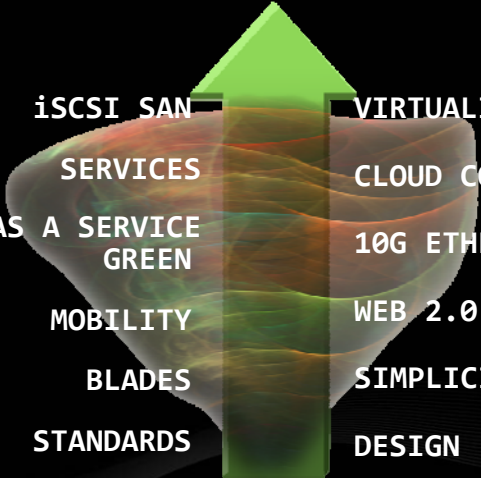
GROW IT
SMARTER

RECLAIM TIME, MONEY AND PEOPLE



THE FUTURE OF COMPUTING

THE CONNECTED ERA



iSCSI SAN	VIRTUALIZATION
SERVICES	CLOUD COMPUTING
AS A SERVICE	10G ETHERNET
GREEN	WEB 2.0
MOBILITY	SIMPLICITY
BLADES	DESIGN
STANDARDS	



EqualLogic
Bringing Logic to the Virtual World



Precision Performance
Across the Room Across the World



Exciting new E-Series & XT Tablet



PowerEdge M-Series Server
World's most energy efficient blade



ProSupport
*Professional
Proactive
Proven*



Crystal
2008 Best of CES Innovations Award



ADVANCING THE GREEN IT MOVEMENT

Bold commitment to become the greenest technology company in the world

Greenest Desktop to Datacenter Portfolio

Carbon neutral by the end of 2008

Dell Australia Recycling collected 439 Tonnes of used equipment in the past year



OUR COMMITMENT TO GREEN IT

Welcome to Dell Earth

It's clear today that we're living in the "Re-Generation," which includes people of all ages throughout the world who want to make a difference in improving the Earth we share.

At Dell, we're committed to becoming the greenest technology company on the planet. To reach that goal we consider the impact to the environment in every aspect of our business. Throughout our product development process we focus on the design of energy-efficient products and responsible manufacturing. We also offer easy-to-use recycling programs and Plant a Tree for Me, a program to help our customers offset carbon emissions.

Together we can have a positive effect on our shared environment.

- Dell & the Environment
- You and Dell
- Environmental Tips

0,022,353,147 CO₂ Emissions Avoided (tons)
\$2,331,353,461 Customer Savings (USD)

Energy Savings*

And...

GREENEST
DESKTOP-TO-
DATACENTER
PORTFOLIO
CARBON NEUTRAL
BY END OF 2008
Recycle Days
Collect 439 ton
in past year

www.Dell.com/earth



THANKYOU

