



Beating the Competition: How Efficient and Accessible Technology is Driving Today's Growing Businesses

**Steve Felice, President, Consumer and Small and Medium Business
Dell**



20 million SMEs in the EU represent 99% of businesses, and are a key driver for economic growth, innovation, employment and social integration



“Dynamic Times”



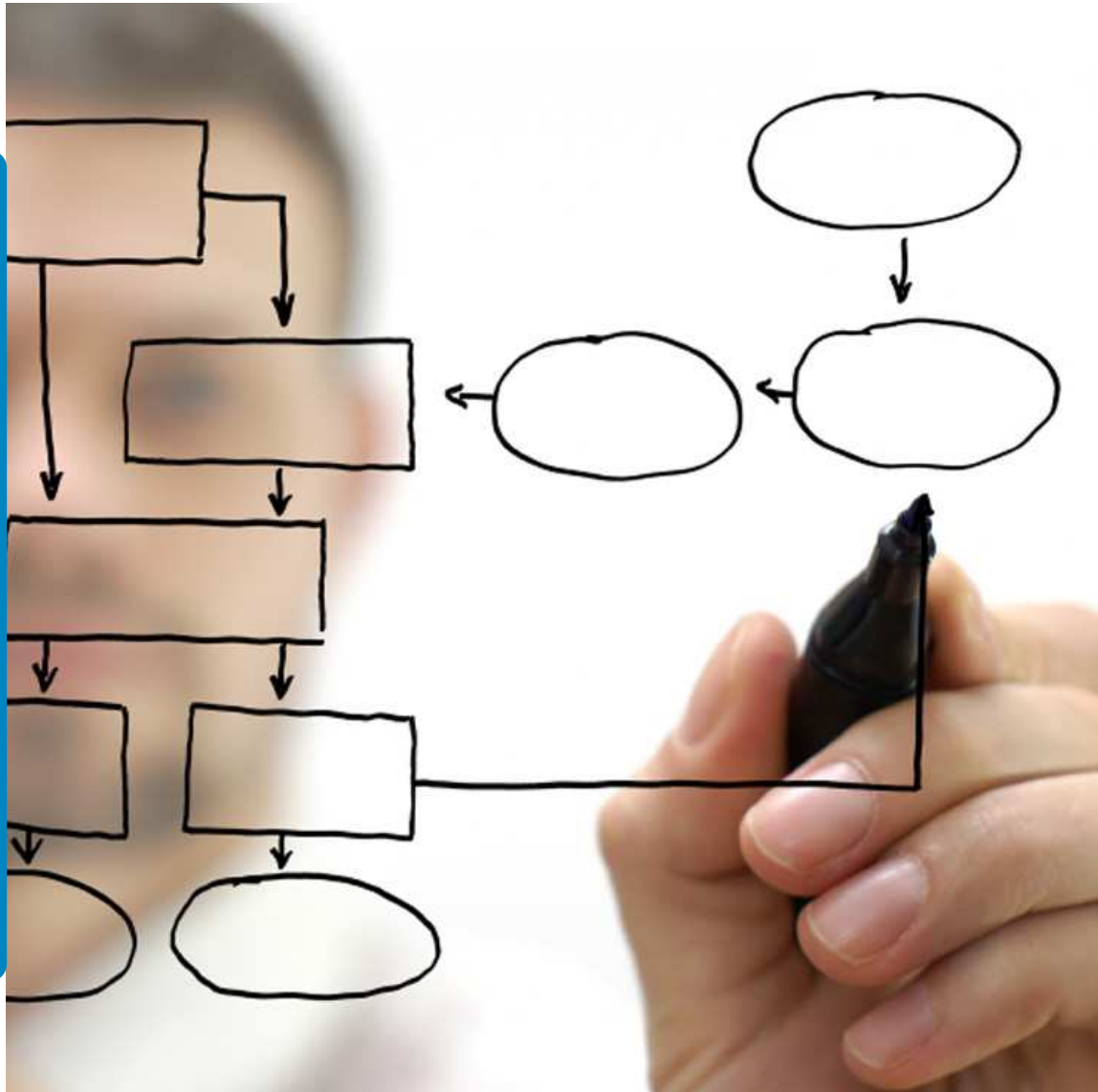
72 million small and medium enterprises around the world



Outstanding customer experience

Streamlining production

Embracing new business ideas



Dell has 65 interactions every second that's 5.4 million discussions with customers every day



72% of companies face an unplanned e-mail outage in any given year

More than **40%** of companies experienced a security breach in last three years

Over a third suffered loss of critical data due to technical problems, lost computers, or stolen equipment



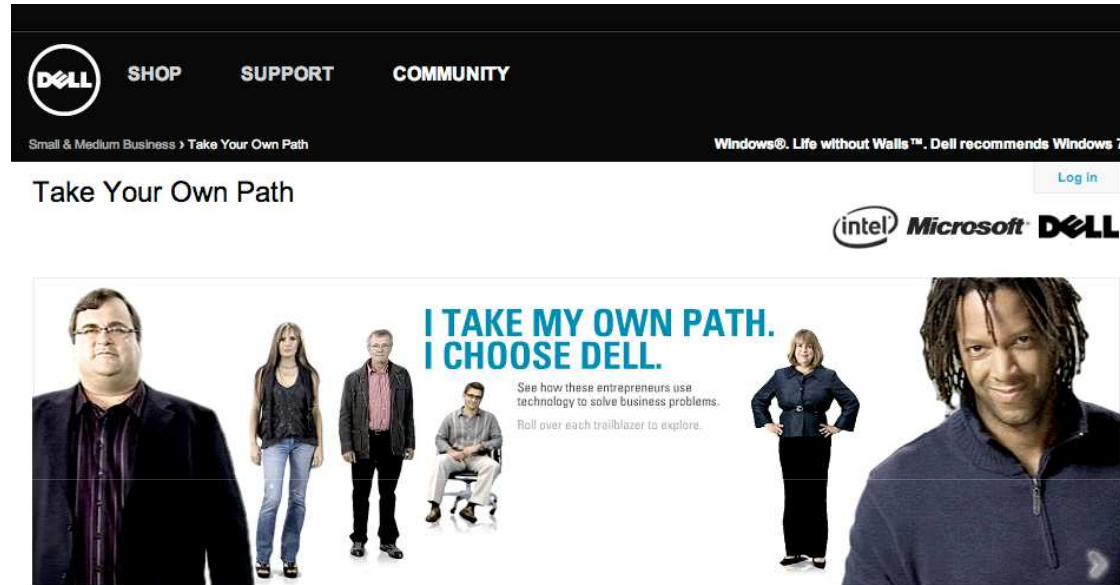
Dell has generated millions of dollars through sites like [Twitter](#) and [Facebook](#) which together directly accounted for **\$9 million** of our sales last year



Connecting
with 3.5
million people
through our
global social
properties



Take Your Own Path Campaign



Our customers told their own stories of how I.T. helped to overcome their business challenges. Guess what? The site averaged 2.3 million visits in two months from October to November 2009.



They cut their advertising budget by 80 percent by turning to social media over traditional advertising



Check out www.dell.com/smb

The screenshot shows the Dell Small & Medium Business website. At the top, there is a navigation bar with the Dell logo, 'Shop', 'Support', and 'Community' links. Below this is a search bar and a list of product categories: Laptops & Netbooks, Desktops & Workstations, Servers & Storage, Printers & Ink, Electronics & Accessories, Software, Services, Solutions, Deals, and View All. A banner at the top right says 'Windows®. Life without Walls™. Dell recommends Windows 7.' Below the navigation bar, there are links for Chat, E-Mail Updates, Medium Business, My Account, and Share.

The main content area is titled 'Small & Medium Business'. On the left, there are several promotional tiles: 'Compare processors and find what's best for you.', 'I take my own path. I choose Dell.', and 'Browse PCs & Electronics' with a list of categories like Laptops, Desktop PCs, Workstations, Servers, Storage, Networking, Printers, Ink & Toner, Monitors, Electronics & Accessories, Software, Cameras, Projectors, Power, Parts for your Dell, Televisions, and Phone Systems. Below this is a 'More Ways to Shop' section with links to Dell Deals, Solutions Packages, Awards, As Advertised, Dell Outlet, E-Value Code, and E-Catalog. At the bottom of this section is an 'E-VALUE CODE' input field.

The main content area features a large banner for 'STUNNING COLOR FROM ANY ANGLE' for the Dell UltraSharp U2711 27" W Monitor. Below this is a 'FASTTRACK FOR BUSINESS' banner with the text 'MOVING AT THE SPEED OF BUSINESS, DELIVERING SYSTEMS IN ABOUT 48 HOURS*'. Below the banners is a 'Dell Business Products' section with images of various products and a table of links:

Laptops	Desktop PCs	Servers	Monitors	Printers	Electronics & Accessories
<ul style="list-style-type: none"> Shop All Vostro Latitude E Series Dell Precision Workstations Netbooks, Inspiron, XPS & Alienware On-the-Go Packages Fast Track Laptop Deals 	<ul style="list-style-type: none"> Shop All Vostro OptiPlex Dell Precision Workstations Inspiron, Studio & XPS All-In-Ones Protection Packages Fast Track Desktop Deals 	<ul style="list-style-type: none"> Shop All Servers Tower Servers Rack Servers Blade Servers Rack Infrastructure Storage Networking Network Package Server Deals 	<ul style="list-style-type: none"> Shop All 30" - 24" Widescreens 23" - 22" Widescreens 20" Widescreens 19" - 17" Widescreens 20" - 19" Flat Panels 17" and below Flat Panels Monitor Deals 	<ul style="list-style-type: none"> Shop All Color Laser Black & White Laser All-in-One Inkjet Dell Printer Ink & Toner Printer Deals 	<ul style="list-style-type: none"> Shop All Laptop Accessories Desktop Accessories Cameras Software Networking Storage View All Deals

Below the table is a 'Dell Business Solutions' section with logos for FAST TRACK FOR BUSINESS, Windows 7, SOLUTIONS PACKAGES, and salesforce.com.

