

Ontario Colleges' Marketing Competition

Fanshawe College | November 15-16, 2018



Sales Presentation Case 2018 – Dell EMC

Introduction:

As a member of the Dell Technologies unique family of businesses, Dell EMC serves a key role in providing the essential infrastructure for organizations to build their digital future, transform IT and protect their most important asset: information. Dell EMC enables our enterprise customers' IT and digital business transformation through trusted hybrid cloud and big-data solutions that are built upon a modern data center infrastructure that incorporates industry-leading converged infrastructure, servers, storage and cybersecurity technologies.

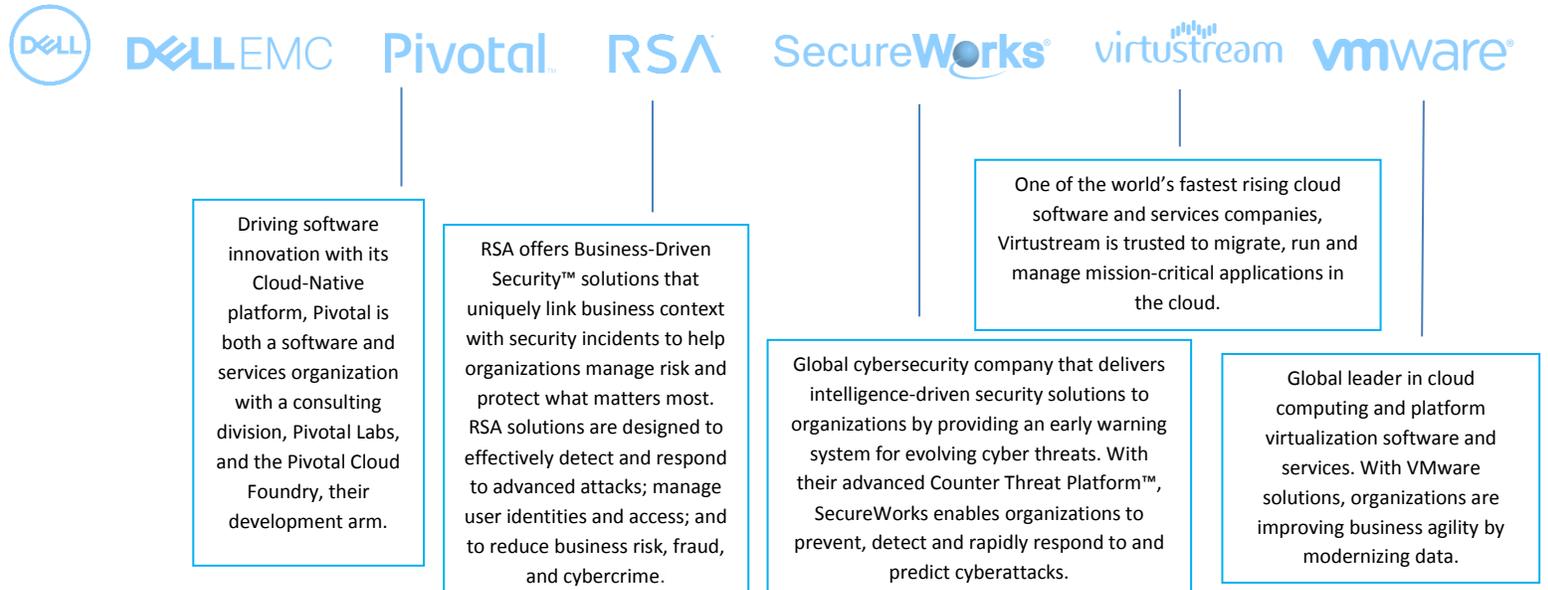
Dell EMC brings together Dell's and EMC's respective capabilities and complementary portfolios, as well as sales teams and R&D. We seek to become the technology industry's most trusted advisor, providing capabilities spanning strategy development, consultative services, solution deployment and support to help our customers and partners drive the digital transformation of their businesses.



We work with organizations around the world, in every industry, in the public and private sectors, and of every size- from start-ups to the Fortune Global 500. Our customers include: global money center banks and other leading financial services firms, manufacturers, healthcare and life sciences

organizations, internet service and telecommunications providers, airlines and transportation companies, educational institutions, and public sector agencies.

Seven Brands of Dell Technologies



Five icons are displayed in a row: a purple chair, a green calendar with a checkmark, a red ribbon, an orange house with a Wi-Fi signal, and a green paper airplane.

Workforce Transformation

The way we work is changing at a dramatic pace and will continue to change. Work is no longer a location- it's an activity. Our work is becoming more immersive, more collaborative, more mobile and definitely more competitive. This new era has created a new set of challenges for organizations. How

do you balance the reality of cost with keeping pace with technological changes, with end user productivity and data security?

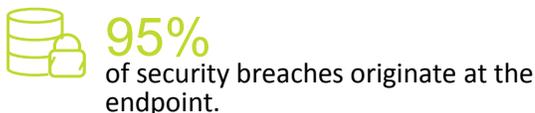
Experts agree happy employees perform at a higher level, generating more satisfied customers and superior corporate performance. In fact, companies with happier employees have 81% higher customer satisfaction and half the employee turnover compared with other firms. Employees expect a high quality workplace experience- including advanced and easy-to-use technology. They also expect to be able to work, and work productively, from anywhere, at any time. With user choice comes IT complexity, and the company needs to determine how to manage and support this diverse and de-centralized system.

So what does the data say?

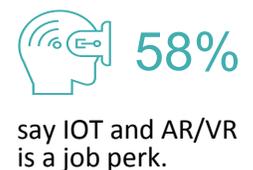
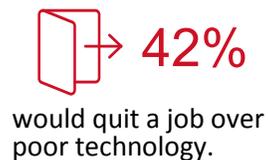
Work is no longer a location- it's an activity.



Workforce Transformation increases security challenges.



End users are becoming increasingly demanding.



Account Overview

NOTE: While Rockstar Toronto is a real company, they are a fictitious client used solely for the purposes of this case. They should not be contacted in any way.

Rockstar Games Toronto ULC is a video game development company based in Oakville, Ontario. The company was developed in 1988 and is credited with creating versions of Grand Theft Auto.

To continue growing, Rockstar Toronto is looking to increase its number of employees (primarily in the areas of marketing, field sales and software developers) by 40% within the next year. Due to the nature of its business and rigorous demands of cutting edge technology, Rockstar Toronto must ensure that game ideation and 3-D graphic production remain protected from cyber security hacks.

Rockstar Games' Goals for a Successful Expansion

Goal	Challenges
Attract new talent and align technology requirements to each role resulting in employee satisfaction improvements of 50%	<ul style="list-style-type: none">• One of the chief complaints from offer rejection surveys is that prospects aren't impressed with the lack of remote work and corporate device-only strategy.• Current IT infrastructure isn't equipped to support BYOD ("bring your own device") and struggles to support multiple devices.• Their current workforce has expressed dissatisfaction that they don't offer a choice of devices, in particular their software engineers who feel they need more powerful systems as well as employees in the field who need to be able to conduct work from anywhere while on the go.
Reduce the amount of time it takes to deploy new technology and simplify the management of their infrastructure resulting in related productivity gains of +20%	<ul style="list-style-type: none">• No programmatic refresh plan; many employees are still working on old sluggish desktops and slower laptops in field.• Software developers are experiencing significant downtime because their systems can't keep up and often crash in the middle of work streams.• Looking for guidance on client lifecycle maintenance and refresh, as well as guidance on how to determine what the right devices are for their varying types of employees.• Due to limited office space, any workforce expansion will require a remote and flexible work environment.• Rockstar Toronto is unsure of how to enable and manage remote work no matter where the employee is located.

Protect against security threats and data breaches	<ul style="list-style-type: none">• A data breach would put them out of business. This is one of the primary concerns around fully implementing from BYOD and remote work.• As Rockstar Toronto increases the number of employees they have in the field and begin to explore how to enable a flexible work environment, they are challenged with how to keep their data secure outside the physical walls of their office.
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Summary:

Rockstar Toronto has been evaluating the marketplace seeking advice and guidance on how to move into a “workforce transformation” that will allow them to attract the best new talent and re-energize their existing workforce. Your mission is to present a Dell solution that will encompass Rockstar Games’ goals of talent acquisition, productivity improvement, and data protection to set the stage for their next phase of growth and development.

Best of luck and good selling!