TechDirect

Services Technologies

September 2024

D∕ELL Technologies

Before you have a conversation with a customer

1. Ensure you have reviewed this deck in entirety (and additional materials) to add in any relevant slides or notes for your customer conversation to this deck. Pay attention to details in the notes section.

2. Ensure you have reviewed our interactive simulator of TechDirect. You can also share this with your customer.

3. After your conversation, share our one stop shop with all our demos, webinars and Getting Started Guides with your customer.

Quick links for this presentation:

Introducing TechDirect   Lifecycle Details   Customer Success Stories   Resources

DELLTechnologies

Shifting from maintenance to innovation for end-to-end IT services

Whether you manage a single system or an entire datacenter, shifting IT operations from break fix to business transformation is challenging. You are looking for tools and technologies that offer end-to-end visibility, actionable insights and a flexible experience to help maximize your success.

Dell Technologies services technology:

+ Increases competitiveness

+ Reduces downtime

+ Increases visibility

+ Maximizes flexibility

D⁢LL Technologies

IT leaders thrive with services technology

Enabling a better IT services experience for companies

IT leaders agree on the benefits of using technology from IT services providers – Forrester

Intelligent, self-service portals	**61%** received clear, actionable recommendations for **IT environment health**[1]	**63%** gained access to historical trends and analytics for **IT planning**[1]
AI-powered connectivity technology	**62%** improved **IT productivity** by replacing manual routines with automated support[1]	**57%** accelerated **issue resolution**[1]

D‌ØLL Technologies

Modern, intelligent device management at your fingertips

When IT is under pressure to deliver a better **end-to-end device experience**, you need a **portal** that shows both the big picture and your next step across your entire team **anytime, anywhere**.

TechDirect[*] provides:

- End-to-end IT control throughout device lifecycle

- Fleet-wide visibility and management with actionable insights

- AI-driven support and automation to keep you ahead of disruptions and downtime

- Flexibility to tailor your views and dashboards

DELLTechnologies

Differentiating value for all customers

All Dell Technologies customers have access to many TechDirect features with **no added cost:**

Client PCs & Infrastructure*

- Centralized, online access to technical support
- Self-dispatch for replacement parts
- APIs for integration into preferred helpdesk tools
- Asset Appraisal

Client PCs

- Image Assist features
- Driver catalog management

In addition, customers who purchase services manage the details in TechDirect:

Unlocking more intelligent service experiences throughout the lifecycle

*Dell server solutions as well as eligible Dell storage & networking solutions

Client PC offers

ProDeploy Client Suite

Connected Provisioning

ProSupport Client Suite

Asset Recovery Services

Self-Healing Image Recovery

Data Erase

Infrastructure offers

ProDeploy Infrastructure Suite

ProSupport Infrastructure Suite

Experience the lifecycle of TechDirect

BUILD & DEPLOY

Manage every detail of your PC fleet and infrastructure devices from project management to planning, configuration and deployment with greater speed and less effort. Explore our offerings:

- ProDeploy Client Suite
- Enterprise Project Services for ProDeploy Infrastructure Suite
- Image Assist
- Connected Provisioning
- Self-Healing Image Recovery

RECYCLE & RETIRE

From deployment to retirement, we've got your back. Let us help you retire IT equipment in a secure and sustainable manner, unlocking value that can be put towards future innovation. Explore the value of Asset Recovery Services.

CONNECT & MANAGE

Unlock our connectivity intelligence for visibility into your entire PC fleet with telemetry-driven insights and updates, wherever you are. Explore our automated support technology and services offer:

- SupportAssist for Business PCs
- ProSupport Suite for PCs
- Secure Connect Gateway
- ProSupport Infrastructure Suite
- Data Erase

SUPPORT

Get the support you need when you need it, self-dispatch replacement parts and boost your team's productivity from a single, customizable dashboard. From APIs for help desk integration to a dedicated onsite parts depot, we've got you covered.

DELLTechnologies

Why TechDirect?

More than a decade of self-service online support with 536K support requests & 1.6 million self-dispatches globally each year.[1]

Security first.
Secure, real-time monitoring that collects only the information needed to resolve issues, keeping your data secure in the process.

87M+
Million connected devices to **SupportAssist**, globally.[2]

Trusted by **214K enrolled companies** and **22K partners** enabled to centrally manage PCs.

We have the scope and scale to manage the entire process, **end-to-end**, to save you from multiple tool headaches.

D&LL Technologies

Benefits from connectivity

Stay ahead of disruptions with effortless support

Connect Dell hardware and software via SupportAssist for Business PCs to put our unique integration of smarter AI, automated support and real-time analytics to work for you

Unlock richer insights to streamline your workday

Get prescriptive recommendations for parts replacement, connectivity, insights and alerts in your TechDirect Connect & Manage dashboard for connected PC fleet

IT leaders agree on benefits of AI-powered connectivity technology from IT service providers – Forrester

43% prevented or automatically fixed issues with proactive and predictive intelligence[1]

57% accelerated issue resolution[1]

62% improved IT productivity by replacing manual routines with automated support[1]

[1]Source: A commissioned study conducted by Forrester Consulting on behalf of Dell Technologies Services, "IT Leaders Need IT Services To Achieve Business Outcomes", March 2023.

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Diving into the lifecycle features

Register or login at **TechDirect.com**

D∕ELL Technologies

D∕ELL Technologies

Getting Started

Understand the lifecycle pillars of TechDirect

Build & deploy

Connect & manage

Get support

Retire your assets

Access **Image Assist** tools, your **ProDeploy Client Suite** deployments and invitation-only **Connected Provisioning** features. For infrastructure devices, utilize the **Enterprise Project Services** tile to access invitation-only **ProDeploy Infrastructure Suite** and custom deployment projects.

By deploying SupportAssist, our connectivity technology software, you begin to unlock the intelligence of the proactive and predictive insights and more through our **ProSupport Suite for PCs** device management features.

Get centralized service request, parts self-dispatch & warranty management for systems monitored by secure connect gateway technology.

Initiate a **technical support** request for supported products, equip your team to **self-dispatch parts** and **integrate into your existing helpdesk with APIs.** For infrastructure systems, manage & automate an **onsite parts depot.**

Access your **Asset Recovery Services** to efficiently track, manage, refresh and recycle your devices.

Easily plan, configure and deploy

Build & deploy

Connect & manage

Get support

Retire your assets

Available to all customers	Offer-enabled features

Image Assist

Effortlessly create, deploy and update cross-platform images faster than ever with a simple user interface that walks you through the process.

Self-guided demo

ProDeploy Client Suite

Manage every detail of your PC deployment with greater speed, less effort and more control in planning, configuration and integration with ProDeploy Client Suite.

Self-guided demo

Connected Provisioning (Invitation-only)

By leveraging the cloud, we are speeding up the way devices are configured with visibility and control with our customized solution, Connected Provisioning.

Self-guided demo

ProDeploy Infrastructure Suite (Invitation-only)

From *Enterprise Project Services,* access our online collaborative environment for planning, tracking and completing ProDeploy and ProDeploy Plus projects with reduced churn and accelerated communication across joint teams.

Getting Started Guide

DELLTechnologies

Cross platform images ready when you are

Build & deploy

Connect & manage

Get support

Retire your assets

Effortlessly create, deploy and update cross-platform images faster than ever. **Image Assist** empowers you to quickly create a custom cross-platform image—ready to deploy when you say so.

The simple user interface helps you prepare your custom image, including OS, licenses, applications, desktop customization, and network configuration settings.

Clean imaging from the factory to you – wherever you are

Build & deploy

Connect & manage

Get support

Retire your assets

We know that supporting a remote workforce is not easy, so we have integrated **Ready Image** with our **Self-Healing Image Recovery** service which offers IT administrators cloud control of remote image recovery. Users can initiate the recovery, but administrators have all the control in TechDirect.

- Clean image from the factory
- Recovery from the cloud
- Choice of language, OS, MS365 apps and recovery
- Direct and Channel availability

D&LL Technologies

Direct your deployment with control and speed

Build & deploy

Connect & manage

Get support

Retire your assets

From TechDirect, manage every detail of your **ProDeploy Client Suite deployments for PCs** to:

- Define configuration settings
- Select box labels, asset tags and reports
- Select your imaging or provisioning service and provide your image
- Enter your deployment criteria

Pre-configure

- Explore TechDirect with no purchase commitment prior to placing an order
- Try various scenarios, use the information provided when you order

DELLTechnologies

Faster, ready to work devices made easy for IT

Build & deploy

Connect & manage

Get support

Retire your assets

Less effort and more control provisioning PCs with **Connected Provisioning** in TechDirect:

- **Simplify IT setup**
  In minutes, not days, customers can create profiles, assign them to orders and provision PCs from the cloud

- **Convenient control**
  Easily manage and update your profiles and orders centrally

- **End to end insight**
  View status at every step and receive updates from request through successful delivery

DELLTechnologies

Manage enterprise deployments with total transparency

Build & deploy

Connect & manage

Get support

Retire your assets

ProDeploy Infrastructure Suite (Invitation only)

From *Enterprise Project Services* in TechDirect, collaborate on **field-based deployment projects to integrate Dell infrastructure systems.**

- View ProDeploy and ProDeploy Plus orders for the project

- Collaborate real-time with Dell planning engineer on design

- Approve design after providing inputs online or offline (SPD)

- View final verification reports

- Track history of actions and tasks by any team member – creating a robust audit trail

- Add team members to view and take action (Admins only)

- Append notes to the dashboard

D&LL Technologies

Connect and manage centrally with ease

Build & deploy

Connect & manage

Get support

Retire your assets

Available to all customers	Offer-enabled features

Custom Update Management

Simplify your update management process by creating a custom library of drivers, firmware, BIOS and Dell application updates.

ProSupport Suite for PCs

By deploying SupportAssist, you can centrally manage your Dell fleet with visibility across your environment, actionable insights including optimizations, health, application experience and security scores, proactive issue remediation, predictive issue detection and insight into telemetry-driven utilization, performance reporting and updates.

Self-guided demo

ProSupport Infrastructure Suite

Manage service requests, parts self-dispatch & warranties on entitled systems supported in TechDirect, and, connected via the gateway or plugin options for secure connect gateway technology. Getting started guide

DELLTechnologies

Support that eliminates stress for IT admins and users

Build & deploy

Connect & manage

Get support

Retire your assets

Modern, intelligent support from Dell is moving the industry light years past the foundation we've come to expect: **24x7 in-region support, onsite service, accidental damage, and priority access to IT experts**.'

ProSupport Suite for PCs allows you to:

- Gauge the health of your fleet and remotely resolve developing issues

- Root cause issues and remotely apply solutions to individual PCs or across your fleet

- Optimize devices based on AI-driven performance trends

- Improve employee experience by pinpointing and resolving issues before they develop

- Automate the way you do IT with customized rules

Deploy SupportAssist for Business PCs software for automation and intelligence features

DELLTechnologies

Privacy and security is paramount

SupportAssist only collects the information needed to resolve issues and keep devices secure

You are **in control.**

- **Authorization must be given** before information including configuration, event notifications and system diagnostic information are collected.

- The **customer has to opt-in** for software inventory information to be collected for issue diagnosis.

- IT admins managing SupportAssist alerts in TechDirect **can review the information collected <u>here</u>.**

Information is **safe during transport and storage.**

Transport

- **256-bit encryption**
- **Secure web ports**
- Firewall protected one-way communication from the customer's site to Dell
- Device usage and login credentials are never collected

Storage

- Proxy credentials, if supplied, are encrypted and never leave the customer site
- Dell My Account authentication leverages anti-forgery mechanisms

Learn more about <u>how TechDirect with SupportAssist securely monitors your environment</u>

D∈LL Technologies

ProSupport Infrastructure Suite

Build & deploy

Connect & manage

Get support

Retire your assets

A complex environment means complex processes – and more potential problems. The more you depend on technology, the more important it is to have the right IT support.

ProSupport Infrastructure Suite allows you to**:**

- Flexibility to choose support based on criticality of specific systems and the complexity of your environment

- A central point of accountability for all your hardware and software issues

- Cross-domain experience that goes beyond a single piece of hardware

- Predictive, automated tools and innovative technology

- Consistent experience regardless of where you're located or what language you speak

For automation and intelligence features, connect Dell systems via secure connect gateway software

D LLTechnologies

Secure connect gateway: A reliably private and safe experience

Next-gen connectivity drawing on over 25 years of pioneering IT support technology

- Only utilize telemetry and event data from active systems

- Encrypt system state data for transport via the internet over HTTPS using the Transport Layer Security (TLS) protocol

- Authorized technical support engineers use multi-factor authentication to remotely access and resolve issues on connected systems

- Process, store and use telemetry and event data at our locations using industry-leading security practices

- Vet security measures with multiple best-in-class vendors, such as Secureworks

Read security white paper

Security Architecture
Secure Connect Gateway
Integration of privacy, data protection and threat prevention
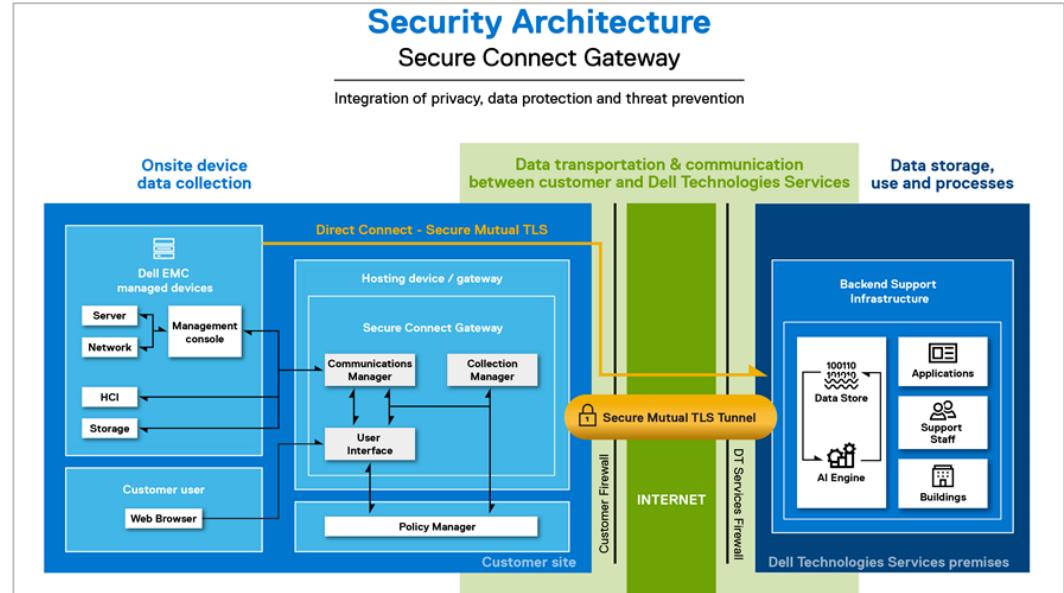
Portals for Dell IT infrastructure solutions

Customers can utilize all three self-service portals concurrently to manage and optimize their Dell solutions.

TechDirect & MyService360 dashboards are available <u>at no charge</u> after purchase of supported Dell solutions

Support & Services

TechDirect: Shift from maintenance to innovation
Supported products: Dell PCs, PowerEdge servers, eligible storage & networking

- Parts replacement, technical support, automated alerts & warranties
- Online self-service for service requests, parts dispatch & onsite inventory
- Support, warranty, and self-dispatch into your IT help desk with TechDirect APIs
- Invitation-only collaboration on ProDeploy Infrastructure Suite projects (All infrastructure products)

MyService360: Services management and analytics for IT infrastructure
Supported products: Dell storage, data protection, converged & hyperconverged systems

- Services risk assessment & mitigation globally, by site or system
- Incidents, technical support, advisories, on-site services, contracts, code levels, connectivity & more
- Expertly manage evolving priorities with tailored analytics and rich data

Product

APEX AIOPs Infrastructure Observability (formerly CloudIQ):
Assure infrastructure integrity
Supported products: Dell server, storage, data protection, networking & hyperconverged systems

- Proactive issue resolution for system health, cybersecurity, capacity, and sustainability
- Provides predictive analytics and recommends actions for remediation
- Only available for products with ProSupport and ProSupport Plus services contracts

DELLTechnologies

Technology platform experience

Our services portals and connectivity software for enterprise customers

Deploy

Manage & support

Boost IT services health

Next-gen **consolidated connectivity solution – secure connect gateway 5.x technology**
SupportAssist Enterprise: Retired July 31, 2022. *Secure Remote Services*:* EOSL on June 15, 2023 & full retirement on January 31, 2024.

*EOSL info &
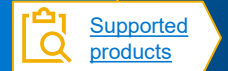exceptions

TechDirect experience

Current capabilities

Supported
products

- ProDeploy Infrastructure

- Technical support | Parts self-dispatch | APIs
- Enterprise asset & alert management

MyService360 experience

Current capabilities

Supported
products

Incident Management

Service request | Escalations

On-site activities | Parts replaced

Install Base

Total assets | Code

Contracts | Connectivity

Health & Risk

Field change orders

Security & technical advisories

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Securely erase data – wherever you are

Build & deploy

Connect & manage

Get support

Retire your assets

Data Erase enables IT administrators to remotely erase PC data from the cloud or equip their organization with a secure solution that the employees can use to locally sanitize their devices from any location.

As an IT admin, manage all aspects of **Data Erase** within **TechDirect** from *Connect & Manage* view.

With each **ProDeploy Plus** purchase you are entitled to one erase credit. One erase credit can be used to erase one drive all manged from TechDirect.

Data Erase performs an erasure that is compliant with the National Institute of Standards and Technology (NIST) Special Publication (SP) 800-88 Revision 1 "Guideline for Media Sanitization": NIST 800-88 Purge – ATA

D&LL Technologies
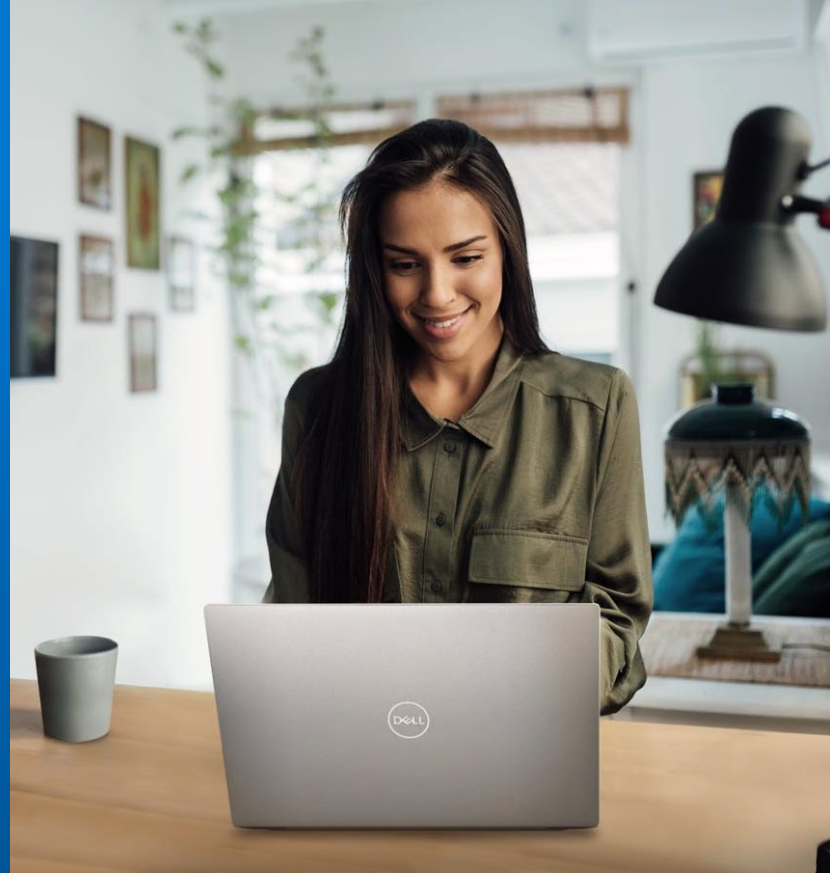
Stay ahead of disruptions with easy access to support

Build & deploy

Connect & manage

Get support

Retire your assets

Available to all customers

Technical Support
Bypass phone-based troubleshooting and request and centrally track support online

Self-dispatch
Train and authorize your team for self-dispatching parts with confidence

APIs
Securely link your help desk to Dell Technologies support systems including APIs for: Warranty Management, Technical Support, Self-dispatch

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APIs to enhance your connectivity expectations

Build & deploy

Connect & manage

Get support

Retire your assets

Easily discover, flexibly integrate and securely consume our library of APIs to fit your business needs.

We provide APIs for:
- Proactive and Predictive Alerts
- Hardware Health Insights
- Security Scores
- Help Desk Integration
- Warranty Status
- Technical Support Requests
- Self-Dispatch Support Requests

D&LL Technologies

Over 1.6 Million Self-Dispatches every year

Build & deploy

Connect & manage

Get support

Retire your assets

Empower your support team to submit their own requests for replacement parts through Self-Dispatch and enjoy the time saved.

View, create and manage all service requests from your dashboard in TechDirect – including performance metrics for your technicians.

- Technicians must complete free training before being authorized to self-dispatch parts

- A single hub to manage requests & technicians

- Companies dispatching a high volume of parts can opt in to the labor reimbursement program

DELLTechnologies

TechDirect | Supported solutions

Technical Support and Self-Dispatch

Categories	Technical Support	Self-Dispatch
Laptops, PCs & Monitors	Alienware	Chromebook	Dell Printers	Docking Stations	Inspiron	Latitude	Monitors	OptiPlex	Precision (Mobile)	Precision (Fixed)	Tablets (Venue, Venue Pro, XPS, Latitude)	Vostro (Fixed)	Vostro (Mobile)	Wyse Thin Clients	XPS	
Servers	PowerEdge Rack (R Series)	PowerEdge Modular (M, MX, FX2 Series; VRTX) PowerEdge Tower (T Series)	PowerEdge FX2	PowerEdge Cloud (C Series) Speciality / Industrial (XE/XR Series)	EqualLogic (PS Series)	
Edge Computing	Embedded Box PCs 3000/5000 series	Gateways 3000/5000 Series	
Converged / Hyperconverged Infrastructure	VxFlex Ready Nodes	vSan Ready Nodes	
	XC Family	
Data Protection		
Data Storage	PowerVault ME/MD/NX/DR/DL/DX/Tape	SCv Series	
	SC Series	Legacy Compellent	Powerscale	
	PowerStore*	
Networking	Force10	N-series	PowerConnect	
	SD-WAN / VEP	C, H, S, W, X, Z Series	KVM Switches	
Other	KACE	

Availability of products and service contracts may vary by market.
*For an enhanced support experience, visit Dell.com/Support.

Supported products for Support and Services contracts vary by services plan.

DELLTechnologies

Simplified, modern refresh and recycle services

Build & deploy

Connect & manage

Get support

Retire your assets

More transparency and control with **Asset Recovery Services** in TechDirect:

- **Quick Appraisal**
  In just a few clicks, create appraisals to easily discover the value of your assets

- **Convenient control and insight**
  Schedule services, track orders and manage payments from anywhere

- **On-demand reporting**
  See what you want, how you want with instant access to customize and download reports

DELLTechnologies

Aligning on sustainable asset retirement and the journey toward circular IT practices

Developed a consistent worldwide process for managing IT assets.

Increased circularity by extending useful life of IT assets.

Earned value back by adopting a circular strategy for retiring equipment.

"Dell Asset Recovery Services has harmonized the entire IT asset cycle for Alfa Laval. Now, we manage our e-waste by handling our used IT equipment in a simple, secure, responsible and sustainable way."

Roger Bengtsson, Head of Platform Development and Operations
Alfa Laval

Powered by:

- Dell Asset Recovery Services
- Dell TechDirect

DELLTechnologies

PHOENIX PXU UNION

Automated PC support helps Phoenix-area students make the grade

Phoenix Union High School District counts on Dell Technologies to ensure students have a productive digital learning experience.

Organization: Phoenix Union | Industry: Primary & Secondary Education | Country: United States | Website: https://www.pxu.org/

Business needs

When Phoenix Union embraced digital transformation, the transition tripled the number of laptops, desktops and workstations the district uses. ProSupport Plus lets the district efficiently automate and provide remote support for all of its digital devices, while minimizing stress and disruptions for students, faculty, staff and the IT team.

Solutions at a glance

- ProSupport Plus for PCs
- TechDirect
- SupportAssist

Business results

- Keeps students, faculty and staff productive with minimal device downtime.
- Reduces time needed to handle repairs or replacements by half.
- Speeds ordering of new parts from hours to minutes.
- Supports triple the number of devices with no increase in staff.
- Allows proactive rather than reactive response to the district's IT needs.

> *"We use the TechDirect portal to self-dispatch parts, and **it's cut the time in half** that our techs spend repairing devices."*
>
> - Amy Remfrey Director of Technology Support, PXU

D&LL Technologies

Keeping IT and end users happy and productive with Techdirect

Reduced employee device downtime by 50% with self-dispatch and certification trainings

Organization: Technology conglomerate | Country: Global

Business needs

As a multinational technology conglomerate, our IT team is very happy using TechDirect and we save a good amount of time, keeping IT staff free for more strategic needs and end-users up and running.

Solutions at a glance

- TechDirect

- Self-Dispatch in TechDirect

- Certifications and Training in TechDirect

Business results

- Improved staff productivity with support ticket turnaround time down 50%

- Internal tech support saving 30% of time per self-dispatch

- All team members are "Dell Certified" to use self-dispatch

- Newly added team members easily access trainings

DELLTechnologies

Global law firm reaches industry pinnacle

Boosts the security and reliability of systems and applications

Business needs

Baker Botts needed to address concerns raised by the slow, unreliable performance of its disparate legacy technologies and help attorneys and staff across its global operation work more productively.

Solutions at a glance

- Dell Technologies Managed Services

- ProSupport Plus for PCs

- Dell TechDirect

- Dell Latitude laptops and 2-in-1s

- Dell UltraSharp U2419HC monitor

Business results

- Enables 75% cuts in software licensing costs.

- Contributes to revenue growth and increased competitiveness.

- Offloads everyday IT management, freeing internal IT for high-value assignments.

- Adds countless hours of productive time.

- Enhances productivity and IT service levels for attorneys and staff.

D&LL Technologies

NATURAL HISTORY MUSEUM

Device management transformation for today's workplace

Reduced management costs by one redeployed FTE

Business needs

The Natural History Museum wanted to modernise the way it managed refresh cycles for its 1,400 client devices. Many were ageing and costs were increasing. By adopting Dell Technologies PC as a Service, the museum transformed processes, simplifying lifecycle management and optimising expenses whilst aligning IT disposal with sustainability goals.

Solutions at a glance

- Dell Technologies PC as a Service (PCaaS)
- Dell OptiPlex, Precision and Latitude
- ProDeploy Client Suite
- ProSupport Suite for PCs
- Asset Recovery Services
- Dell Financial Services

Business results

- Improved staff productivity with support tickets down 75%
- Simplified lifecycle management, including asset recovery
- Protected cash flow liquidity with flexible payments
- Freed up time for strategic IT tasks
- Helped align IT with museum's sustainability strategy

DELLTechnologies

Resources

Resources

Resources for TechDirect

Dell.com/TechDirect

Portal Login: TechDirect.Dell.com

Sales Portal: Services Technology

Partner Portal: Services Technology

Getting Started Guides

Getting Started Connect & Manage with TechDirect

Getting Started Asset Recovery Services with TechDirect

Onboarding Partners At-A-Glance with SupportAssist

Getting started with ProDeploy Infrastructure in TechDirect

Getting started with connectivity in the datacenter

PC Management APIs

Getting Started with Data Erase

Web pages

SupportAssist for Business PCs

Connect to SupportAssist in TechDirect

Secure Connect Gateway

More with TechDirect

Learn about how SupportAssist securely monitors PCs.

Attend a webinar to learn from an expert or listen to a recording.

Take a self-paced demo in the Demo Center.

Review the detailed Sales Training

Review Technical Documentation

Interactive Demos

- Get Connected with SupportAssist for ProSupport

- Asset Recovery Services

- Connected Provisioning

- Image Assist

- ProDeploy Client Suite

- Secure Connect Gateway