

# DELL TECHNOLOGIES INC. ACCOUNT SUMMARY

## 176<sup>th</sup> GLOBAL TOP COMPANY - FORBES 2000

480<sup>th</sup> Top Market Value Company

200<sup>th</sup> Top Profit Company

73<sup>rd</sup> Top Sales Company

421<sup>st</sup> Top Assets Company

Source: Forbes Global 2000 Companies in 2023

May 03<sup>rd</sup>, 2023 Powered By **xiQ** www.xiginc.com

## **SUMMARY**

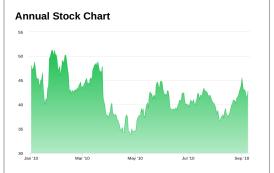


Dell Technologies Inc. designs, develops, manufactures, markets, sells, and supports information technology (IT) products and services worldwide. It operates through three segments: Client Solutions Group (CSG), Infrastructure Solutions Group (ISG), and VMware. The CSG segment offers hardware, such as desktop personal computers, notebooks, and tablets; branded peripherals, including monitors, printers, and projectors; third-party software and peripherals; and attached software, peripherals, and services comprising support and deployment, configuration, and extended warranty services.

We are a diverse team with unique perspectives. United in our purpose, our strategy and our culture. Driven by our ambition and the power of technology to drive human progress. Unwavering in our commitment to equality, trust and advocacy for one another.



Share Price (DELL)	\$44.76
Market Cap	\$30.42B
Fiscal Year	Feb 1





Michael Dell Chairman & Chief Executive Officer Austin, Texas, United States

## **Dell Technologies Inc.**

https://www.dell.com/

One Dell Way Round Rock, TX 78682 United States

Phone: 1-800-289-3355



#### Strengths

- Diverse offerings: Dell's diverse product and service offerings, ranging from managed device services to open telecom network solutions, allow the company to serve a variety of industries and needs.
- Strong financials: Dell has consistently reported steady financial growth, with a strong balance sheet and healthy cash reserves.
- Global presence: As a multinational company, Dell has a global presence, with operations in various regions, providing opportunities for international growth and expansion.
- Successful partnerships: Dell has had successful partnerships with various companies and organizations, including UCC and Startup India, to address sustainability and drive innovation in emerging areas.

#### Weaknesses

- Declining market share in the smartphone industry Dell's entry into the smartphone market has not been successful, leading to declining market share.
- Limited success with consumer-focused products Dell's focus on B2B products and services may limit its success with consumer-focused products.
- High cost structure Dell's high cost structure could be a disadvantage in pricesensitive markets, limiting its market share.
- High level of competition Dell faces high levels of competition in various markets, including the server and network space, requiring continuous innovation and improvement.

#### Opportuniti<u>es</u>

- Increasing interest in private cloud solutions Dell's bare metal cloud and colocation offerings could capitalize on increasing interest in private cloud solutions.
- Expansion of gaming and esports market Dell's growing presence in the gaming and esports industry presents significant growth opportunities.
- Growing demand for work-from-home solutions As more companies adopt workfrom-home policies, Dell's remote work solutions could provide significant growth opportunities.
- Opportunities in the VDI space Dell's APEX for VDI could create new opportunities in the VDI space, which is expected to grow in the coming years.

#### Threats

- Potential supply chain disruptions Dell's reliance on third-party suppliers could pose a threat if there are disruptions or shortages in the supply chain.
- Competition from new market entrants
   New market entrants in various industries
   could pose a threat to Dell's market
   position.
- Intense competition The technology industry is highly competitive, and Dell faces intense competition from established players like HP, Lenovo, and Apple.
- Uncertainty in the global economy Uncertainty in the global economy, including ongoing effects of the pandemic and geopolitical tensions, could create challenges for Dell.

## **PAIN POINTS**



- Dell's financial growth and profitability: Dell faces pressure to maintain financial growth and profitability, particularly as the PC market faces challenges and the company works to pivot to new markets.
- Competition and Partnerships in Supercomputing Space: Dell is facing challenges in competing and partnering with other companies in the supercomputing space, including delivering on the power consumption and AI priorities, partnering with the Department of Energy, and offering multicloud data protection and security innovations.
- Dell's efforts to streamline endpoint security and manageability: As the threat of cyber attacks increases, Dell is working to streamline its endpoint security offerings and better manage these processes for consumers.
- Dell's struggle to navigate the changing market: With technology rapidly evolving, Dell struggles to maintain its position in the market and pivot to new opportunities.
- Challenges in Channel Sales and Growth Targets: Dell is facing challenges in achieving its growth targets and managing its channel sales, with dips in sales normalization after record quarters.

## **PAIN POINTS**



- Competition in Laptop Market: Dell defeated HP in the business laptop race.
- Legal and Regulatory Issues: Dell is facing multiple legal issues, including a settlement lawsuit worth \$1 billion with shareholders, being taken to court for misleading discounts and inadequate testing of laptop batteries, and fines for failing to monitor drinking water in Dell City.
- Innovation Opportunities in AI and Quantum Computing: While AI adoption increases, Dell sees opportunities in 'humanizing' the technology and launching new toolsets to better integrate quantum computers.
- Collaboration and Partnership: Dell Technologies collaborates with Unified National Networks to accelerate the modernization of Brunei's telecommunications network.
- Sustainability and Environmental Initiatives: Dell is focusing on sustainability and environmental initiatives, such as launching new solar community hubs portfolio in India, partnering with PhonePe to launch a green data center, and providing comprehensive security for unstructured data.

## **TRIGGERS**

## DELL

#### **PULSE - 30 DAYS**



#### LEGEND

COVID-19 Awards Cx0 Moves CxO News Cyber Security Deals

■ Divestiture

Customer Experience

Earnings ■ Events Finance ■ HR

Legal Outsourcing

Partnerships Products Real Estate ■ Regulation ■ Restructuring

Strategy ■ Technology

APR 24, 2023 | mobihealthnews.com

#### Q&A: Dell on Creating Unbiased AI in Healthcare

Steven Lazer, global healthcare and life sciences chief technology officer at Dell Technologies, sat down with MobiHealthNews during the 2023 HIMSS Global Health ... Read More

### **CXO MOVES**

**CXO NEWS** 

APR 13, 2023 | channelweb.co.uk

#### Dell Unveils New UK Head Honcho



Dell has a new UK supremo in the form of 20-year company veteran Steve Young. Young replaces Dayne Turbitt, who left the vendor in February to join business planni... Read More

#### **DEALS**

APR 28, 2023 | thedailycougar.com

#### Star UH Wideout Tank Dell Selected 69th Overall by Texans



Star UH wideout Tank Dell selected 69th overall by TexansNathaniel 'Tank' Dell is staying in Houston. The star UH wide receiver was the

first Cougar to be selected... Read More

## **TRIGGERS**



#### DEALS

APR 21, 2023 | zawya.com

Digital Transformation Essential for Growth: Dell Technologies

Egypt - Tarek Heiba, General Manager of Dell Technologies in Egypt and Libya, said that the world is witnessing unprecedented development and progress thanks to t... Read More



Dell PowerEdge Servers Expands Portfolio to Offer Advanced Performance and Energy Efficiency

Dell Technologies has expanded the industry's top-selling server portfolio with additional next-generation Dell PowerEdge servers. The company aims to accelerate ... Read More



#### **EARNINGS**

APR 17, 2023 | msn.com

HP Rises, Dell Falls as J.P. Morgan Changes Ratings on Pair Heading Into O1

Investment firm J.P. Morgan changed its rating on HP (NYSE:HPQ) and Dell Technologies (NYSE:DELL) on Monday, with the firm favoring HP ahead of first-quarter resu... Read More



#### **EARNINGS**

APR 04, 2023 | crn.com

Michael Dell on Apex's \$1B Q4 Performance, Public Cloud Repatriation and Fallout From 'Massive Pandemic-Led Expansion'

Dell Technologies wants partners to sell more of its Apex cloud solutions, and no one at the company is more bullish about that opportunity than founder, Chairman... Read More



#### STRATEGY

APR 11, 2023 | dell.com

Technology Drives Impact on Earth Day - And **Every Day** 

Innovation matters - it's why we exist. To create technologies that drive human progress, including creating technology to protect our planet. For nearly four dec... Read More



## **PRODUCTS**

MAY 02, 2023 | fastcompany.com

How Dell Is Infusing Sustainability Across Its Businesses

Dell is one of the winners of Fast Company's 2023 World Changing Ideas Awards. Explore the full list of projects we're honoring for making the world more equitabl... Read More





## **TRIGGERS**



#### **PRODUCTS**

APR 27, 2023 | it-online.co.za

**Dell Builds Ecosystem for Zero Trust Adoption** 

Dell is bringing together more than 30 leading technology and security companies to create a unified Zero Trust solution, writes Herb Kelsey, federal chief techno... Read More



Dell Launches 11 New Latitude and Precision Laptops With Improved Security Features for Business Users

Dell India has launched 11 new laptops under its Latitude and Precision series for business customers. While the new laptops are tweaked to help ease hybrid work ... Read More

#### **PARTNERSHIPS**

APR 28, 2023 | datacenterdynamics.com

Dell Teams Up With AT&T and VMWare to Develop 5G MEC for Enterprises

The new product which is called the AT&T MEC with Dell APEX solution, was announced yesterday (April 27) in a blog post by Dell, Dell, AT&T, and VMWare have teamed... Read More







#### **PARTNERSHIPS**

APR 06, 2023 | irishtimes.com

Dell Teams Up With UCC to Cut Campus Carbon Emissions

University College Cork (UCC) has teamed up with Dell to cut energy use and carbon emissions on its campus, using technology to bring more sustainable services to... Read More



#### **TECHNOLOGY**

APR 19, 2023 | crn.com

Dell Global CTO: The Public Cloud Has a Zero Trust Problem

Enabling Zero TrustDell Technologies took a major next step in its effort to provide technologies for enabling zero trust security Wednesday, with the announcemen... Read More



### HR

APR 20, 2023 | msn.com

Use Tech to Stay Relevant in Changing Job Market, Says Dell India MD Raj Kumar Rishi

The tech world has been plagued by layoffs recently and most prominent companies are firing employees left, right and center. The latest Meta layoffs have put tho... Read More

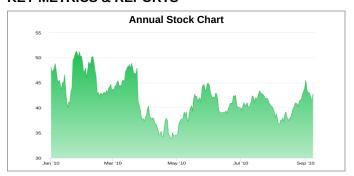




## FINANCIAL OVERVIEW



#### **KEY METRICS & REPORTS**



Revenue \$102.3B

> Operating Margin 5.64%

**Employees** 133.0K

> EPS (TTM) 3.33

Net Income \$2.44B

SEC FILINGS

Qty.Rev Growth -10.50%

## APR 04, 2023 | crn.com

Michael Dell on Apex's \$1B Q4 Performance, Public Cloud Repatriation and Fallout From 'Massive Pandemic-Led Expansion'

Dell Technologies wants partners to sell more of its Apex cloud solutions, and no one at the company is more bullish about that opportu... Read More

#### **NEWS**

APR 17, 2023 | msn.com

HP Rises, Dell Falls as J.P. Morgan Changes Ratings on Pair Heading Into O1



Investment firm J.P. Morgan changed its rating on HP (NYSE:HPQ) and Dell Technologies (NYSE:DELL) on Monday, with the firm favoring HP ... Read More



Dell Technologies Inc (DELL-N) Quote - Press Release

While the tech sector has bounced back somewhat to start 2023, many

of the best technology stocks are still far below their highs. Not ... Read







Share Price

\$44.76

Gross Profit

\$22.69B

Market Cap \$30.42B

EBITDA

\$7.81B

(MTT)



## **COMPETITORS**



COMPANIES	<b>DELL</b> Technologies		Lenovo	SONY
Name	Dell Technologies Inc.	HP, Inc.	Lenovo Group Limited	Sony Corporation
WEBSITE	https://www.dell.com/	www.hp.com	www.lenovo.com	sony.co.jp
FOUNDED	2016	1939	1984	1946
INDUSTRY	Information Technology and Services	Information Technology & Services	Information Technology & Services	Entertainment
CEO	Michael Dell	Enrique Lores	Yang Yuanqing	Kenichiro Yoshida
EMPLOYEES	133.0K	58.0K	82.0K	108.9K
REVENUE	\$102.3B	\$59.78B	\$66.01B	¥10.74T
MARKET CAP	\$30.42B	\$29.27B	\$102.85B	¥14.81T
GROSS PROFIT	\$22.69B	\$12.34B	\$12.05B	¥2.7T
OPERATING MARGIN	5.64%	7.98%	4.66%	11.17%





Chuck Whitten
Co-Chief Operating
Officer
Dell Technologies
Inc.
Dallas, Texas, United
States

**EXPERIENCE Co-Chief Operating Officer**Dell Technologies | Aug 2021 - Present

EDUCATION Harvard Business School MBA,MBA 2002 – 2004

#### **INSIGHTS**



Chuck is stimulated by difficult tasks and is happy to take the helm to achieve positive outcomes.

#### **QUALITIES**

- Efficient
- Assertive
- Straightforward
- Forceful
- Dedicated

#### SELLING

Project conviction for your product/solution even in the face of skepticism from Chuck. Be ready to reply swiftly with evidence of how your solution will have a tangible, positive influence on Chuck's success.

#### Tips

- · Link the discussion back to the objectives.
- · Address the major topic up front.
- Allow Chuck to direct the discussion but maintain your position.
- Discuss important matters up front, rather than putting them off.
- Ensure the discussion remains concise.

#### COMMUNICATION

Chuck is direct and takes action. Therefore be sure your interactions are clear, concise and objective.

- Be ready for fast paced discussions
- · Express yourself with assurance
- Be straightforward when you do not agree
- · Address the main point up front
- · Concentrate on the matter at hand

## CHUCK WHITTEN



#### **NEWS**

MAR 08, 2023 | seekingalpha.com

Dell Technologies Inc. (DELL) Presents at Morgan Stanley Technology, Media & Telecom Conference (Transcript)

Dell Technologies Inc. (NYSE:DELL) Morgan Stanley Technology, Media & Telecom Conference March 7, 2023 3:55 PM ETCompany Participants... Read More



Dell Anticipates Another Challenging Year for the PC Market

It's no secret that last year was a challenging year for the PC market, with major brands like Dell and Acer taking double-digit loss... Read More

#### MAR 03, 2023 | msn.com

Dell Warns of a "Challenging" Year Ahead for the PC Market

Dell has warned that 2023 could be another incredibly challenging year after a tough end to 2022 for the company. Despite announcing ... Read More



#### **TWEETS**

Chuck Whitten Co-Chief Operating Officer

> Congratulations @AongusHegarty on both an incredible career and your retirement. Thank you for your leadership-you will be missed. Best of wishes in v ...

> > ⑤ 10:23 PM - May 01, 2023





JUST IN check out the #DellTechWorld speaker lineup! We're bringing together this group of thought leaders and innovators to share insights on everyt ...

( 08:19 PM - May 01, 2023

#### **VIDEOS**



**Dell Technologies Inc** Q2 2023 Earnings Call View More



Excited about future of Dell's business in India: ...

View More



Jeff Clarke, Dell Technologies | Dell Technologies...

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Michael Dell Chairman & Chief Executive Officer Dell Technologies Inc. Austin, Texas, United States

EXPERIENCE
Chairman and CEO
Dell Technologies | Jul 2016 - Present

EDUCATION
The University of Texas at Austin
. 1983 – 1984

#### **INSIGHTS**



Michael is energetic, adventurous, and may have an aversion to conventional structures but adapts a determined and committed work ethic.

#### **QUALITIES**

- Driven
- Adamant
- Self-Assured
- Convincing
- Courageous

#### SELLING

Connect your solution to Michael's distinct individual and professional objectives. Define how your proposal will help Michael achieve the desired goals.

#### Tips

- · Respond to inquiries and promptly address concerns.
- Let Michael take the lead in a conversation, but don't allow Michael to dominate it.
- · Confidently express your point of view.
- Speak in an expressive, lively manner.
- · Focus on being dynamic and efficient.

#### COMMUNICATION

Michael favors straightforward, strong interactions. Michael is at ease when Michael is the leading contributor to the discussion, so it is imperative that you maintain the lead on your section.

- · Allow Michael to guide the conversation
- Be animated and communicative
- Tell an engaging anecdote
- · Be sure your discussions are short
- Express determination

## MICHAEL DELL



#### **NEWS**

MAY 03, 2023 | moneycontrol.com

'39 Years Since I Founded Dell in My Dorm Room': Michael Dell Celebrates Anniversary

As Dell completed 39 years on Wednesday, its owner Michael Dell took to Twitter to celebrate the tech company's anniversary and to than... Read More



Aisera Inc., a well-funded startup that provides artificial intelligence tools for companies to enhance employee and customer experienc... Read More

MAY 02, 2023 | siliconangle.com

Governance as a Service Has Arrived, but Why Should Orgs Care?

Delivering solutions as a managed service is nothing new. It's already taken over security, cloud and infrastructure. With governance n... Read More



#### **TWEETS**



(I) 06:31 PM - Apr 20, 2023



#### **VIDEOS**



Michael Dell: Tech Billionaire, Now Huge Player in... View More



Driven by Passion -Michael Dell - Insight on Succ... View More



Why You SHOULDN'T Chase Money -Michael Dell View More





Jeffrey Clarke
Vice Chairman and CoChief Operating Officer
Dell Technologies
Inc.
Austin, Texas, United
States

# **EXPERIENCE**Chief Operating Officer and Vice Chairman Dell Technologies | Aug 1987 - Present

#### **EDUCATION**

The University of Texas at San Antonio BS,Electrical Engineering 1981 – 1986

#### **INSIGHTS**



Jeffrey gets directly to the point and minimizes ambiguity.

#### **OUALITIES**

- Direct
- Productive
- Determined
- Resolute
- Concentrated

#### **SELLING**

Jeffrey thoroughly inspects new proposals and products to feel assured about Jeffrey's determinations. As a result, Jeffrey will be direct and inquisitive so stand firm and be resolute in your positions and your product/service.

#### Tips

- · Discuss any issues up front.
- Express yourself honestly and don't be afraid of causing offense.
- Ensure the discussion is concentrated on the main points.
- Anticipate skepticism and provide a substantiated counter argument.
- · Communicate in a succinct and definitive manner.

#### COMMUNICATION

Jeffrey leans towards reason and cynicism. Gaining Jeffrey's trust may require factual data compared to other individuals.

- Stick to the point
- Be professional if Jeffrey brings the conversation quickly to a close
- · Immediately address important issues
- · Prepare to be challenged
- Be concise

## JEFFREY CLARKE



#### **NEWS**

MAR 03, 2023 | seekingalpha.com

Dell Technologies Inc. (DELL) Q4 2022 Earnings Call Transcript

Dell Technologies Inc. (NYSE:DELL) Q4 2022 Earnings Conference Call March 2, 2023 4:30 PM ETCompany ParticipantsRob Williams - SVP of... Read More



HP Warns of Slowing Business Spending as PC Sales Sag

Chief Executive Enrique Lores said that worsening consumer demand is expected to continue and that the company is seeing business appet... Read More

**DEC 02, 2021** | nasdaq.com

Here's Why Dell Is Doing What HP Can't

A month-and-a-half ago, I explained why computer maker HP's (NYSE: HPQ) supply chain woes were more serious than those of its peers. Th... Read More



## **TWEETS**





08:37 PM - Mar 21, 2023

#### **VIDEOS**



Dell to slash about 6,650 jobs | Dt Next View More



Breaking Analysis: Analyst Take on Dell View More



Jeff Clarke, Dell Technologies | Dell Technologies... View More







Leader

Bill Scannell
President, Global Sales
& Customer Operations
Dell Technologies
Inc.
Medfield,
Massachusetts, United
States

# EXPERIENCE President Global sales and customer operations Dell EMC | Feb 1986 - Present

#### **INSIGHTS**



Bill is decisive and relies on instinct rather than a prolonged detailed evaluation.

#### **QUALITIES**

- Impulsive
- Courageous
- Spirited
- Self-Assured
- Inventive

#### **SELLING**

Keep your sales presentations enthusiastic and energetic or else you may not secure Bill's interest. If Bill questions you, be ready to defend your solution and support your claims.

#### Tips

- Connect the discussion to the big picture.
- · Be accommodating and adaptable in conversations.
- · Be engaging and focus on the high level.
- · Express yourself with confidence and passion.
- · Focus on being dynamic and efficient.

### COMMUNICATION

Bill is straightforward and compelling. Bill can be determined and direct so be ready to evaluate concepts with Bill.

- · Be energetic during discussions
- Express determination
- · Focus on opportunities
- · Tell an engaging anecdote
- Focus on the high-level vision

## BILL SCANNELL



#### **NEWS**

FEB 06, 2023 | crn.com

**Dell Announces Big Executive Moves After Layoffs** 

In addition to shrinking the company by 5 percent, Dell Technologies says changes are coming to leadership along with shifting responsi... Read More

NOV 21, 2022 | stockhouse.com

2022-11-21 | NYSE:DELL | Press Release | Dell Technologies Inc. Class C

Third quarter revenue down 6% at \$24.7 billion Operating income up 68% at a record \$1.8 billion, and non-GAAP operating income up... Read More

NOV 21, 2022 | prnewswire.com

Dell Technologies Announces Third Quarter Fiscal 2023 Financial Results

Third quarter revenue down 6% at \$24.7 billion Operating income up 68% at a record \$1.8 billion, and non-GAAP operating income up... Read More

### **TWEETS**



Stockhouse.

**L**Technolog

Bill Scannell
President, Global Sales & Customer Operations
@billscannell2

This year's FRS is a wrap! Thank you to Jackson Harms, Julia Labich and Preston Tomlinson for joining me on our Global Sales Cash Cab trip around the ...

08:58 PM - Mar 09, 2023



Bill Scannell
President, Global Sales & Customer Operations

We've had a great virtual Field Readiness Summit (FRS) so far! I've loved seeing all of the activity in the chat -- the energy and engagement of this ...

© 07:56 PM - Mar 08, 2023

#### **VIDEOS**



Bill Scannell: Dell Building Out Apex As-A-Service... View More



COPPEAD -Launching of the EMC's Chair -Interview... View More



COPPEAD -Launching of the EMC's Chair - Lecture b... View More

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Prepared By



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> www.xiqinc.com support@xiqinc.com

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