

Are you always catching up to technology? Or is technology always catching up to you?

At Dell, we think it's the latter. Because we don't look at technology as being a goal in itself. We never have.

We believe technology, the technology we use every day, should be a natural extension of who you are. Technology isn't an abstract theory. It's simply a set of tools that helps you to do more.

So for us, technology has to serve a specific purpose. It has to help make positive things happen. Help achieve goals. Break records. Create successes. Transform lives. Make a difference.

Dell built its reputation on providing customized, affordable technology to our customers. Our approach: give people choices, and help them along the way.

Dell > PCs

That approach hasn't changed. But what has changed is the range of technologies that Dell offers.

So while our PCs remain an important part of what we do, over the years, we've expanded our offering to include a diverse range of tools, services and solutions.

That's because today's information technology is more interconnected than ever before. Access to data is easier. Sharing information is easier. Instant communication is the norm.

Take a look at the technologies that are dominating the landscape today: Mobility. Virtualization. Cloud computing. Next-generation data centers. They all work together, organically, to help people do more.

And Dell provides all of them to all kinds of businesses and organizations. In education, for example. In healthcare. In small businesses. In large enterprises.

Dell +

We are continuing to add new services and technologies to our offering. In the past few years, we acquired Perot Systems Corporation to expand our computer services portfolio. We brought EqualLogic and 3Par Inc. into the Dell family, helping us to expand our data storage capabilities. And we recently acquired Boomi to further enhance our cloud computing portfolio.

It all goes back to our approach of giving people choices. Most customers don't do one-stop shopping when it comes to technology. They look for best-of-breed instead. They want to know that any new technology they choose will work with what they've already got.

Dell = more

In the coming months, we'll have a lot of news to deliver to you.

We'll be showing you the solutions we're providing in healthcare and education. You'll see the solutions we've developed for the fastest growing area of technology today: cloud computing. You'll learn about what we're doing in support of open standards, innovation, IT infrastructure, sustainability and security. And you'll learn about the Dell people behind our Global Services and Pro-Support Services.

With our ever-expanding offering of products, services and solutions, our goal is to provide you with more technology choices than ever before. Our commitment: giving you the power to do more.

Do more with Dell people

We have 44,000 technology experts throughout the world who work alongside our customers to help them achieve their goals.

Do more with Dell solutions

We create customized solutions to meet the unique needs of businesses and organizations of all sizes.

Do more with Dell products

We are constantly developing new products, from smartphones to tablets to desktops to servers.



The power to do more