

# Dell case study sample

[Business](#), [Company](#)



Dell is a computer manufacturing company that has its products in about 90 countries across the world. The company's main headquarters are in the United States. The company is very passionate in improving its services to its customers. The IT department of the company has cost the company about \$ 1. 2 Billion annually. The company has now reduced about half the total amount that was used in IT because of the new developments that are in place to better the company. The company has experienced great transformation through standardizing, simplifying and automating its IT infrastructure.

Conducting Dell activities in all the 90 countries is one of the challenging issue that the company has faced. There have been complexities in online marketing, manufacturing of the equipments and running commercial sales offices. Complexities form the major challenge in the business of the company, to deal with the problem the company has reduced on the number of operating system for better control (Dell Inc 2009).

Dell Company assumed the server business in 1994 where it incorporated IBM and Sun and Tandem. The company had experienced tough times in building its reputation in the computing world. There was a major problem of incompatibility of systems because a code written in tandem could not apply in Sun, or IBM. Dell started to use x86 as the standard platform for running different applications (Dell Inc 2009). After getting a solution of incompatibility, most innovations that followed embraced the x86 platforms. The table below shows the solutions made by the management Standardization strategy of getting into the market is among the best because it benefits both the buyer and seller. Dell company used to create

very many applications basing on the geographical location of the client. The country reduced the number of application from 8, 741 to 2900. The reduction of the number of application reduced complexities in operations and eased the users' work. The company was able to realize the benefits because it stopped relying on only IT processes but through using a business perspective to create the necessary IT architecture (Michael 2013).

Virtualization method is very crucial in the computer manufacturing company. Most things change with time, for instance some years ago a standard web page was about 50kb but now it is more than 5 times.

Virtualization gives organizations the option to manage and keep their data safe. Servers perform the work of organizing data and storing it for future use, but the servers are expensive to purchase, and there are limited places in the offices. Virtualization is the best method because it enables employees to access information from any point.

Efficiency contributes a lot to the success of the business. the main intentions of companies are to make profits from the money already invested in production of the goods and services. Most IT based infrastructure allocate the largest fraction of money to the implementation process. managers get pressure from the economic harshness, and they have to look for a way to ensure that the amount allocated for implementation of the software is intact. The managers ensure efficiency through using some amount allocated to maintenance to create more value for the company (Dell Inc 2009).

A company that learns from its mistakes has an opportunity to do better in all its prospects. Dell company has gone through a number of transitions to reach its current state. The company controls the largest portion of the

world's computer market because of the best strategies that they have put in place. It is recommended that the company should study its target market and know the strategies to use in capturing the market. Market study is conducted through research to get the best information that is beneficial for marketing.

Through standardization, Dell Company was able to develop new applications with powerful capability. The company did not want to continue staying at the same point that was full of complexities. The company looked for the new methods of integrating their operating systems to break the complexities. Any company that needs to prosper and reach great heights has to mend its loopholes that may cause dangers to the company. It is recommended that the company looks at the best way to improve its activities to fit the present world.

Workers in companies need a conducive environment where they are comfortable while executing their duties. IT provides architecture that is responsible to bring comfort to the employees through creating a system that is accessible and easy to operate. Virtualization is one of the methods to ease the workload of the employees. It is recommended that companies be able to manage their information so that the employees can access it at any time (Dell Inc 2009).

Lastly, it is the responsibility of the manager to ensure that there is value creation in the company. Efficiency in the company encourages utilization of the available resources in the company to have something that adds value. It is recommended that the company managers to put strategies in place to

ensure that the amount set aside in implementing IT infrastructure helps to add value to the products of the company.

## **References**

Dell Inc. (2009) Efficient Enterprise, a special edition of Dell Power Solutions. Austin, Texas.

Michael J. (October 29, 2013). " Sale of Dell Closes, Moving Company Into Private Ownership". The New York Times (The New York Times Company).

DealBook. Retrieved October 29, 2013. [http://dealbook.nytimes.com/2013/10/29/sale-of-dell-closes-moving-company-into-private-ownership/?\\_r=0](http://dealbook.nytimes.com/2013/10/29/sale-of-dell-closes-moving-company-into-private-ownership/?_r=0)