



4 IT'S TIME TO KICK BUSINESS INNOVATION INTO HIGH GEAR

The Efficient Enterprise model applies the same financial discipline to IT as to other business units and manages the IT budget in terms of meeting corporate objectives—addressing top-line sales and revenue as well as bottom-line profit and loss. Three key strategies enable CIOs to transition IT from a cost center to an investment center: standardization, simplification, and automation.

10 A SIMPLE GUIDE TO THE EFFICIENT ENTERPRISE

Recent technology advances in five key areas put efficiency gains on the fast track. Here's how Dell can help CIOs capitalize on virtualization, mobility management, storage optimization, cloud services, and automated IT management.





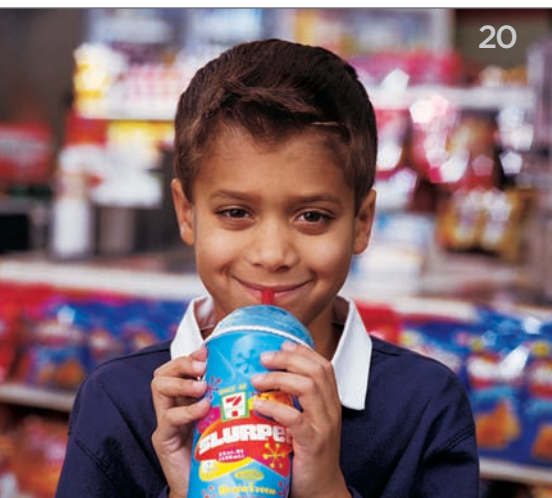
14 EXECUTIVE Q&A: ROBIN JOHNSON

Dell has undergone a dramatic transformation through standardizing, simplifying, and automating much of its own IT infrastructure. Here, Dell CIO Robin Johnson discusses the process—and what becoming an Efficient Enterprise has meant for Dell's bottom line.

9 BRAVE NEW WORLD



CIOs are walking new ground as they seek to improve competitive business advantage in an economic downturn—balancing the pressure to reduce capital expenditures against unprecedented opportunities to increase productivity and stay on the forefront of innovation.



20

3 REINVENTING IT

By Steve Schuckenbrock

CASE STUDIES

18 GOOGLE: SEARCHING FOR A COMPETITIVE EDGE

Google standardized on high-performance 11th-generation Dell™ PowerEdge™ servers for its Google Search Appliance while the Dell OEM group handles production, distribution, and support services—enabling Google to stay focused on what it does best.

19 PACCAR: DRIVING INNOVATION

When Dell helped global technology leader PACCAR develop and implement a comprehensive plan for IT simplification, the resulting virtualized infrastructure accelerated IT responsiveness to business needs and paid for itself within two years.

20 7-ELEVEN: SIX BILLION SLURPEES AND COUNTING

Adopting an automated, services-based approach to support its mobile workforce helped 7-Eleven lower IT management costs by 81 percent, reduce help-desk incidents by 67 percent, and increase user productivity by 30 percent.

22 BETFAIR: STANDARDIZED SYSTEMS PAY OFF

When Betfair rolled out latest-generation Dell systems with the Microsoft® Windows® 7 and Windows Server® 2008 R2 operating systems, it saw performance increases of up to 20 percent along with significant energy savings, streamlined management, and enhanced security.

23 EMERSON: A RADICAL REMODEL

Through a strategy of standardization and virtualization on Dell PowerEdge blade servers, Emerson consolidated from 135 data centers to just 4—improving energy efficiency by 31 percent while creating a framework for business innovation and growth.

24 AECOM: EFFICIENT STORAGE PAVES THE WAY

To help AECOM Asia address rapid data growth and legacy manual processes, Dell ProConsult implemented a tiered, end-to-end archiving and disaster recovery solution that optimized the company's storage and laid the foundation for an efficient virtualized infrastructure.