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EFFICIENT ENTERPRISE

DELL.COM/EFFICIENCY

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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.

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.
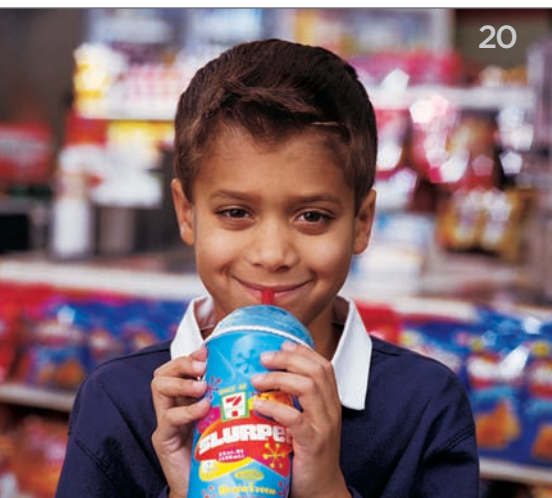
14 EXECUTIVE Q&A:
ROBIN JOHNSON

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.

BRAVE NEW WORLD

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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.

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