2020 TSIA STAR Award
Featured Application
Innovation in Enabling Customer Outcomes - Professional Services

OVERVIEW
Today’s IT environments are complex and challenging, causing many customers to seek out IT expertise to ensure successful large-scale client deployments. Customers must consider the cost of deployment balanced with opportunities to improve efficiency in current operations. They need help understanding where to place their financial investments in order to get the most relevant and highest return for their organization.

Dell Technologies offers Client Deployment Assessment (CDA): it evaluates large customer (2500+ seats) client environments across multiple factors including security, program management, logistics, provisioning, applications and user data. The outcome for the customer is a relevant action plan specific to their deployment environment, prioritized by impact and investment.

Through CDA, client customers can improve deployment efficiency, reduce unnecessary complexity and improve remote workforce deployment while maximizing IT investment returns.

- Using a combination of customer interviews, process investigation and questionnaires with key stakeholders on goals, internal costs and problem areas, customer data is analyzed to create relevant operational recommendations that are shared with customer stakeholders and executives.
- At the conclusion of CDA, customers receive a report with a recommended actionable customer implementation plan along with achievable cost savings and benefits.
- CDA is a competitive advantage for Dell Technologies. Competitors do not have a similar program.

Customer Deployment Assessment model
CDA is based on a six-factor optimization model that measures device deployment against industry best practices.

BUSINESS IMPACT:
Through CDA, Dell Technologies can better assess customer environments prior to actual deployment work. CDA customers gain insight into Dell Technologies competency and capabilities. And when customer executives understand how the recommended
changes in the CDA report impact their costs and deployment times, the sales cycle for additional services sales is shortened. Below are real sales expert quotes:

- ‘Through CDA, we are able to win multiple towers of services more easily.’ (sales expert, global commercial sales)
- ‘Using CDA recommendations, I have more relevant outcome-based conversations with my customers.’ (sales expert, commercial sales)

Every $1 in CDA revenue leads to 130x increased revenue through additional software, client hardware and deployment sales.

**CUSTOMER IMPACT**

Customers on average, realize ~48% cost savings plus 23% deployment time savings per PC as a result of implementing the CDA report recommendations. Below are real quotes from customer IT experts:

- ‘It’s easier to get executive approval on future IT investments because my execs understand the CDA.’ (IT Director, banking)
- ‘We were able to upgrade both privately owned and corporate owned franchise assets with consistently high CSAT using the CDA plan.’ (Vice President, retail food customer)

Below are examples from actual customer CDA reports:

**Prioritized recommendations.** The CDA report prioritizes high impact actions, with the highest priorities appearing as large bubbles in the upper right-hand quadrant.

In this example, we recommended that the customer focus on logistics because it has the most significant user experience impact and is easy to implement. The second focus area was provisioning because it impacts initial deployment and will significantly reduce the time from device request to successful deployment of that device.

**Deployment savings per client PC.** In this real customer example, if the customer implemented all CDA report recommendations, they would save $92 per deployment endpoint. For this specific customer, this equated to $1M in savings annually. This savings value includes measurable hard savings in IT and business. While not included in the savings, the customer would also benefit from soft costs in terms of end user productivity and incident elimination.

**Customer time savings per client PC.** The CDA report provides both current and future state deployment time estimates based on the recommendations given: It considers the relatively lower cost of logistics personnel vs. the higher costs of IT professionals and end users. This helps customers better understand the benefits of the CDA report’s recommendations and how those recommendations could impact their business.

In addition, the CDA report includes an ‘as is’ assessment of current operations as well as a process flow assessment of recommended future operations. This gives the customer an actionable roadmap for the future and next steps.
For more information, visit the TSIA STAR Awards Winners Page