2023 TSIA STAR Awards
Featured Application
Self-Healing Image Recovery in TechDirect

What We Did

Dell Technologies has created and launched a cloud-based image recovery capability, **Self-Healing Image Recovery (SHIR)**, that allows our customers to recover and redeploy Windows images *remotely, anytime, anywhere*. With hybrid work environments becoming more prevalent, the ability for customers to reimage their devices via the cloud eliminates substantial time and complexity when compared to traditional solutions. Prior to SHIR, when an end-user device required an image recovery or reprovision event, they, along with their device, would be required to complete a complex series of logistical activities involving IT depots, office locations, and possible two-way shipping. The result of this meant disruption to the user, IT resource involvement, and the dreaded D word, ‘downtime’. However, with SHIR, Dell customers can have their end-users back and productive within an hour.

Dell’s SHIR capability is now included with and leverages our Ready Image configuration service capability. Ready Image allows customers to purchase Dell devices with an updated, clean Windows 10 or 11 image along with their preferred language packs, Dell family drivers, and common add-ons.

The Dell Difference

SHIR goes where traditional imaging solutions cannot. Because SHIR is powered by Dell BIOS Connect, which is embedded within the device BIOS, customers can initiate a recovery of Dell Ready Image in scenarios not previously possible, with scenarios spanning from simple reprovisioning up to catastrophic events that renders the OS unbootable or otherwise unusable.

By combining SHIR and Ready Image with TechDirect, Dell’s customer facing self-service portal, customer IT admins are given control over the recovery event. Customer IT admins can define device level profiles that determine how the recovery event will behave from their dashboard in TechDirect. Settings available include OS version and patch level, base OS language, and additional security settings.

Business Impact

Since launching SHIR in July 2022, Dell is actively reducing the carbon footprint by allowing customers to reimage systems remotely instead of traveling to offices or other locations for support. Customers can quickly and efficiently reduce risk, time-on-task, and logistical complexity with SHIR.

Additional benefits include:

- **Over 50%** of new accounts adding SHIR with Ready Image
- **Approximately 5M** devices over 3,000 customers are supported via SHIR in TechDirect
- **Over 60%** of our sales team reported that having SHIR with Ready Image greatly simplified the sales motion
- **Approximately 50K** additional systems supported each quarter with an average attach rate of 1.3% to Ready Image orders
- **Over 50%** in time saved when addressing device failures that require a reimage as reported by internal teams
Customer Impact

SHIR supports current and previous Windows image versions from the cloud, whereas some competitors rely on customers to host their images and often require IT and the end-user to be in the same place. A competitive differentiator is that SHIR provides control over the recovery event via TechDirect all while providing the service via the cloud.

Hear what some of our customers are saying:

“SHIR’s Self-Healing Image Recovery capability means that we can better support our remote/hybrid workers. We no longer have to ask them to come into the office when their device needs to be rebuilt. SHIR’s solution allows us to control their rebuild whilst they stay in the comfort of their own home, getting them back to productivity faster and with less fuss.”
– Senior Engineer

Other reasons one would need a clean Windows image on a device are for repurposing a system from one to another user or even a sustainability reason, like donating to a charity.

For example, if you wanted to gift your out of warranty devices to a charity, with SHIR, you can easily login to TechDirect and deploy a basic Windows image from the cloud to a single PC or group of PCs – wiping any proprietary information from the system(s). Your device donations are sanitized* and ready to do some good.

Not all systems make it to the donation pile, but with our cloud-based recovery solution you can rest easy knowing you have the ability to reinstall a BIOS level image remotely, whenever the call comes in. With TechDirect you can even customize the Windows version, the operating system language, and your company specific BIOS level preferences.

*SHIR deletes the partition, reformats the drive and overwrites it with a clean operating system. It does not constitute data sanitization as defined by NIST 800-88. If data sanitization is required, Dell offers alternative services.
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