



## Dell Launched First Industry Solution Demo Center on the Joint Event with Centrin-Futong

Notes on "DR by Three Data Centers in Two Locations" Summit for Small-and Medium-Sized Financial Industry



In the afternoon of November 4, about 20 executives of commercial banks across China gathered at Dell's joint Demo Center at Centrin-Futong IT Services Co. Ltd ("Centrin-Futong") in Beijing Yizhuang Economic-Technological Development Zone and discussed hot topics such as "Disaster Recovery by Three Data Centers in Two Locations", "Active-Active Disaster Recovery", "Third-Generation Storage" and "Fluid Data". Prior to that, these executives also held a "DR by Three Data Centers in Two Locations" Summit for Small-and Medium-Sized FSI industry, with high level management from China Banking Regulatory Commission and People's Bank of China as well as executives of Dell and Centrin-Futong. Participants at the summit broadly discussed about "Issues and Solutions in Building Disaster Recovery System for Small-and Medium-Sized FSI Industry", "Opportunities and Challenges Facing Urban Commercial Banks" and "Advantages and Values of Dell's Intelligent Data Management". For more in-depth and specific communication, the commercial banks executives went to Dell's joint demo center in Centrin-Futong and visited Dell Compellent based IT infrastructure after the summit, and personally experienced the advanced features of Dell's disaster recovery solutions.

The summit was jointly held by Dell's Global Commercial Channel (GCC) and Centrin-Futong, Dell's major partner in FSI industry, to engage in in-depth communication and establish close connections with end-users. It has gathered national-level experts, industry leaders and commercial banks executives to discuss about establishment of disaster recovery systems. The whole summit was very vibrant, particularly Dell's joint demo center has created a lot of interest among participants, and the questions from commercial banks executives concerned about their IT systems were answered one by one in great details by the technical experts from Dell and Centrin-Futong. The general feedback from commercial banks participants was that this was a successful and practical professional summit and it helped them to clear their path for deploying disaster recovery system. An executive from Centrin-Futong, Dell's major channel partner in FSI industry, pointed out: "The only way to best serve the industry customers is to strengthen cooperation and share resources, and Dell has fully shown its strength, sincerity and implementation ability as a leading international company in this regard. In today's events, the two companies have worked together as one to put on a grand 'feast' for industry customers." In his summary, a Dell executive said: "Centrin-Futong is a specialized IT service provider and has great strength in the financial industry. It is precisely based on this high level of mutual recognition that Dell GCC has established a close cooperative relationship with Centrin-Futong to develop open, cost-effective and outstanding solutions for customers in FSI industry and to promote the development of the industry. Their cooperation has been effective, and their jointly developed industry solutions have well met customer demands, and have awarded high recognition from them. The direct feedback from front-line customers has been great encouragement for Dell GCC and we will continue to further cooperate with channel partners like Centrin-Futong to tap into the demand of industry customers and provide them with better solutions."



▲ Alex Goh, General Manager GCC, Global Commercial Channel



▲ Mr. Yu Li-Shan, President of Centrin-Futong IT Services Co. Ltd



This event is of milestone significance for Dell GCC's business development in China, because during the forum, Dell GCC also launched its first ever vertical industry demo center in Greater China Region, symbolizing a new level for its their business development and that its cooperation with business channel partners have produced interim results. More importantly, the establishment of the joint demo center will strengthen cooperation between Dell and its channel partners, becoming a platform for them and end user in the future to engage in in-depth communication and a drilling ground for solution planning, testing and verification. It can help Dell GCC to better fulfill the following three goals: establish close ties with business channel partners; help them to improve sales abilities; and provide comprehensive technical support and training to business channel partners. With these in mind, the joint demo center can no doubt help Dell and Centrin-Futong to improve customer satisfaction, further optimize their cooperation with industry customers and help both sides tapping into the industry market, to win more opportunities and increase sales.

The successful staging of this event also shows that Dell has produced preliminary results in its industry solution promotion. After five years of transformation, Dell has now changed from a hardware manufacturer into a service and solution provider. Its solutions include comprehensive applications ranging from desktop products to data centers, and in the meantime, a simplified IT strategy has also already penetrated into various levels, including simplified services and solutions, bringing highly efficient IT systems to customers. With the major transformation of banking industry, Dell has actively adapted to the trend based on its profound understanding of customer demand in the financial industry. Targeting the new IT application direction and procurement demand, Dell has worked with leading System Integrators in the industry to provide customers with solutions with faster access, lower initial cost inputs and better IT system productivity, security and usability. By building demo centers with partners, Dell showcased its product performance and helped customers to visualize the solutions. On this basis, Dell has developed outstanding, affordable and highly reliable solutions for commercial banks in Tier-3 and -4 cities which are price-sensitive and value price/performance ratio, and for Tier-2 banks and foreign banks, Dell will mainly help them implement standard technologies and replace existing proprietary systems with the flexible X86-architecture. A clear customer development strategy has enabled Dell to devote more efforts in developing banking backend platforms and to take part in financial institutions' central procurement while ensuring its market share in frontend desktop products, thus continuously strengthening its position in the financial industry to become a highly trustworthy consultant and solution provider to financial customers.

All commercial banks participants said that they had understood very well two major changes in Dell from the forum. One is that Dell has changed from a hardware equipment supplier to a solution provider. The past monolithic product-based service model can no longer adapt to the future demand in the industry, and Dell has long been developing towards a total solution provider and has expanded from traditional infrastructure solutions to application development, platform building and strategic consulting, also developed vertical industry solutions. Secondly, Dell has changed its marketing model. It has expanded its direct sales model and developed channel direct model. Regarding such changes, Dell GCC executive said: "Dell's core philosophy is customer-oriented, and all changes are to better meet customer demand. We are pleased to see that our change has been widely recognized and welcomed by our customers. In the future, we will continue to expand business channels, offer greater support to our channel partners and work with them to better serve end users in all industries, improve their efficiency and tap into their potential."



▲ Onsite Photo



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▲ Demo Center Visit in Centrin-Futong



▲ Demo Center Visit in Centrin-Futong



▲ Demonstration on "DR by Three Data Centers in Two Locations" by Centrin-Futong



▲ Mr. Hu Chao-Hui, Vice President of Bank of Xingtai



▲ Group Photo