

CUSTOMER SERVICES FOR DELL EQUALLOGIC: ENSURING YOUR SUCCESS

Your data is a strategic asset that supports your company's performance and profitability. The solution and company you select to store that data is a critical investment. Dell understands this and is dedicated to simplifying the purchase, deployment, administration, and expansion of your storage solution. We are committed to your success – which we demonstrate not only through our simplified networked storage built on excellence in technology but also by delivering consistently superior customer services.



EXCELLENCE IN TECHNOLOGY

The Dell EqualLogic PS Series is a leading intelligent, enterprise-class iSCSI storage area network (SAN) solution that enables businesses – from Fortune 100 to small and mid-size organizations in more than 30 countries worldwide – to realize the benefits of consolidated, self-managing storage. Dell EqualLogic PS Series storage arrays deliver a dynamic virtual storage solution offering operational simplicity, comprehensive data management services, and high availability in a single, scalable pool of storage. Along with fully redundant, fault-tolerant hardware, each PS Series array offers a fully integrated, automatic storage management feature set at no additional cost. Every feature of the PS Series is available to you at point of purchase – eliminating 'add on' costs for licenses or keys. In addition, our patented peer storage architecture enables our arrays to seamlessly grow with your business. Each array can act as a fully intact SAN or can be combined with other arrays to work together as a single pool of storage.

"Fully featured and blazingly fast, this SAS-based array will easily find a home in infrastructures of any size... For virtualization implementations, you can't do better than a PS3800XV."

'EqualLogic's iSCSI SAN hits storage management high notes'

InfoWorld

February 26, 2007

"Ninety-three percent of EqualLogic's customers said they'd make the same purchase decision again."

"EqualLogic emerges as top midrange array"
Storage magazine, December 2006

WORLD-CLASS CUSTOMER SERVICES

For Dell, the definition of success for the customer does not stop with technological achievements. When you choose Dell EqualLogic, you receive both a superior product and world-class service. We've built a reputation for quality customer support that's more responsive and reliable than any other provider. With unparalleled service, global distribution, partnerships with industry leaders, and competitively priced enterprise-class solutions, it's no wonder we're ranked as a leading provider of iSCSI storage worldwide. Whether you are building a storage environment, expanding your infrastructure, or taking advantage of product features, the customer services team for Dell EqualLogic is here to help you achieve your objectives.

WHAT OUR CUSTOMERS SAY ABOUT US

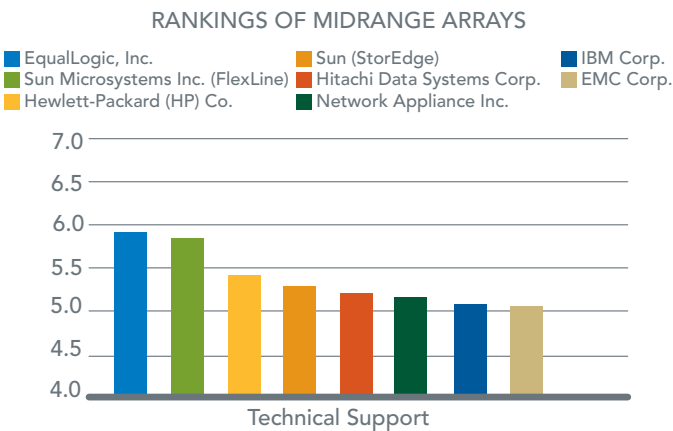
Customers Rank EqualLogic #1 for Features, Reliability, Initial Quality, and Support

EqualLogic PS Series storage arrays ranked number one overall in the Diogenes Labs—Storage magazine Quality Awards for Midrange Storage Arrays. EqualLogic placed first in the four categories of product features, initial product quality, product reliability, and technical support.

The study behind the award aggregated more than 470 customer evaluations of 15 different midrange SAN products. The survey was conducted by analyst firm Diogenes Analytical Laboratories and asked customers to rate the quality of various product offerings and their support on a scale of 1.0 to 8.0. In addition to the PS Series, the survey ranked midrange solutions from EMC, Network Appliance Inc., Sun Microsystems Inc. (FlexLine and StorEdge), Hewlett-Packard Co., Hitachi Data Systems Corp., and IBM Corp.



The Quality Award survey revealed that customers appreciate the software features Dell includes in the PS Series at no extra cost, particularly its capabilities for data protection. The December 2006 Storage magazine article "Quality Awards II: EqualLogic emerges as top midrange array" notes "Ninety-three percent of EqualLogic's customers said they'd make the same purchase decision again."



Excerpted with permission from Storage magazine, December 2006

"We expect pretty aggressive increases in data over the next few years. Whenever I need extra capacity, I simply add new paths to the SAN. Using EqualLogic, additional storage capacity means that my performance increases — which is something I expect from my solution — and that I do not have to pay for additional licenses."

Dell EqualLogic Customer Schoolbank.nl
Director of Operations
Marcel Dumont

CUSTOMER CARE SERVICES PROGRAMS

Based on your storage requirements – your Dell Partner or sales representative will recommend the customer care services program most appropriate for your SAN environment. For example, if your organization is in the financial industry where hardware protection is paramount, the Complete Care Plus program is likely to be the best solution for you. For a business environment that is staffed around the clock with IT Professionals that can do simple hot-swap activities, Complete Care might be a more effective solution.

Our customer care programs are single contracts with no hidden costs or license fees. Our services include all hardware and software services and elements such as array-based pricing, unlimited support calls, software feature upgrades, and Web-based case management. Global support for the Dell EqualLogic products is available around the clock. The support team is based in Nashua, New Hampshire next to engineering for the PS Series, where it has been since the product's launch. Also, with stocking locations in more than 120 countries, and an expanding team of 13,000 field engineers, Dell has the resources to back up your business goals and requirements. Once a customer care option is selected, the door opens to a wealth of services and resources provided by our support and education centers – all geared towards easing storage management.

Customer Support Center

The Dell EqualLogic customer support center in Nashua is staffed by a services team intent on delivering global, around-the-clock, rapid-response services to customer inquiries. Whether you need specific technical, hardware, or software assistance, our team will work with you to identify, appropriately escalate, and resolve any question or issue.

Resources that are available for you include:

- Product and engineering expertise, such as 24-hour access to technical support engineers
- Automated, 24-hour executive-level management escalation process
- Hardware assistance, such as coordination of field-replaceable units from worldwide service depots
- Next-business-day advance replacement
- Onsite advance replacement or availability of spare parts
- Software assistance, such as access to software maintenance releases and feature updates

Whether you prefer to call or click, our resources are available in the manner that suits you. Our online services provide supporting features such as dynamic case management, super-user login account management, documentation such as technical reports, and firmware downloads.

Dell EqualLogic offers all-inclusive software and hardware support for less than the average software maintenance fee.

Customer Education Center

Additionally, Dell EqualLogic customer services includes an education center – because the more you know about storage solutions, infrastructures, and the industry, the better your business decisions can be. Our education resources are designed and presented by industry experts in a manner that will help you to expand your knowledge base – whether you are new to the technology or already intimate with data storage management. Our education center provides resources such as webcasts, white papers, and newsletters as well as technical training.

The Dell EqualLogic technical training programs educate our customers on the capabilities of their network systems and how to best position and manage their storage products within that ecosystem. Our technical training sessions enable a clear understanding of business and technical requirements associated with storage infrastructure.

The technical training programs provide hands-on exercises built around real-world networking environments that promote realistic and practical experiences with the opportunity to master tasks such as snapshots and replication. In a multi-part series, attendees develop a core foundation; study advanced features within solutions-based workshops; and, progress to storage design, monitoring, and in-depth troubleshooting.

CUSTOMER CARE SERVICES PROGRAMS

| | Complete Care Plus | Complete Care |
|--|--------------------|---------------|
| 24-hour priority online/telephone access | | |
| Software maintenance and updates | | |
| 4-hour onsite advance hardware replacement | | |
| Next business day advance hardware replacement | | |

All PS Series arrays are sold with a Limited Warranty

2 years telephone support
(9AM-5PM EDT/EST USA)

1 year software
maintenance and updates

2 years hardware
(return to factory, first 90 days advance replacement,
pass through of drive manufacturer warranty)



"I want to thank you and your team for all the hard work, service and support you provided to my team during this time. I am extremely appreciative of the follow-through, level of commitment to your customers and technical expertise within your organization. It proves that purchasing your products was a good decision for eSilicon."

*Dell EqualLogic Customer eSilicon Corporation
Sr. Director of IT
Steve Van Domelen*

WHAT WE OFFER

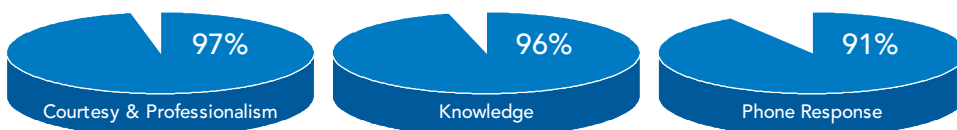
Passion

Dell is passionate about customer satisfaction. Success for the customer is success for us – and coupled with the Dell EqualLogic 'keep it simple' mantra, we've built an open-door environment for our customers. Whether you prefer assistance online, by phone, or in-person – or whether your issue is environment, feature, or hardware related – we are here and our team will help you achieve success. We will answer your call, listen, determine next steps, activate a resolution, and resolve the issue – it's that simple. Never mind the fact that 40 percent of our calls are ecosystem and not SAN related or that your location is here and we're there, our top-notch engineers are on the case. Dell EqualLogic products are all inclusive – and so are our services.

Ease

With the strength of our team comes the ease of our services offerings. Our customer services program is designed to optimize your storage environment based on your storage requirements. Our commitment and expertise are best described through the voices of our customers, as noted by Jim Pruett of Easter Seals: "In less than 24 hours, we here at Easter Seals went from an unknown critical problem, to a support request, to a diagnosis, and finally a repair. Many of our vendors promise this kind of service, EqualLogic really delivered." And, the ease of our services is reflected not only in our offerings, but also within the PS Series arrays. For example, a PS Series array can detect a potential drive failure and submit an e-mail notification to the administrator – a pre-emptive warning against a potential data disaster.

TECHNICAL SUPPORT SATISFACTION RATINGS



Source: 2007 Yankee Group EqualLogic Customer Satisfaction Survey, commissioned by EqualLogic

The Dell EqualLogic customer services team is highly educated in the PS Series and ecosystem products. Forty percent of calls received are ecosystem related.

Knowledge

Dell's desire for product innovation and customer satisfaction compels us to expand our knowledge and to involve ourselves with related technologies and industry advances. Dell actively promotes discussion with industry leaders as well as customers and end-users. Our solutions are inspired by discoveries from customer surveys, industry forums, and our partners.

In conjunction with asking the questions, Dell participates in organizations which address the incorporation of technology within a business environment. For example, customers expect rapid resolution of a product issue – and Dell, as a member of TSANet's Mission Critical Community (www.tsanet.org), an organization focused on facilitating seamless global collaboration among support organizations, aligns with agreements that guarantee resolution of customer problems within specified response times. Customers also expect a product to work in their business environment – Dell is actively involved in the establishment of network industry standards with organizations such as Serial ATA Working Group (www.serialata.org), SCSI Trade Association (www.scsita.org), and Storage Networking Industry Association (www.snia.org).

"The support you guys give is by far the best I have ever seen. Thanks again."

*Dell EqualLogic Customer Tektronix Texas, LLC
Manager, Systems Engineer
Haytham Darkazally*

SIMPLIFYING NETWORKED STORAGE

Dell EqualLogic PS Series solutions and world-class services deliver an intelligent, enterprise-class storage system that is easy to install, manage, and grow. To learn how we can simplify your networked storage, visit our web site at www.equallogic.com.





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