

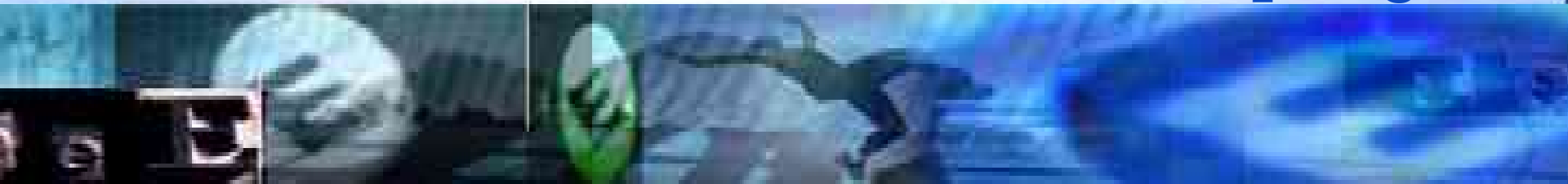


Dell Canada - Ebusiness

March 17th, 2004

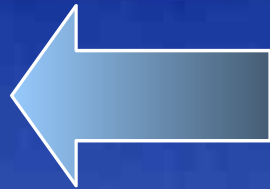
Online Dell Canada

Anwar_Sumar@dell.com



Agenda

- **About Dell...**
- **Sales/Market Share**
- **What makes Dell Online successful?**
- **Dell Model**
- **Online Touch Points**
- **Offline Touch Points**
- **An End-to-End Customer Experience**

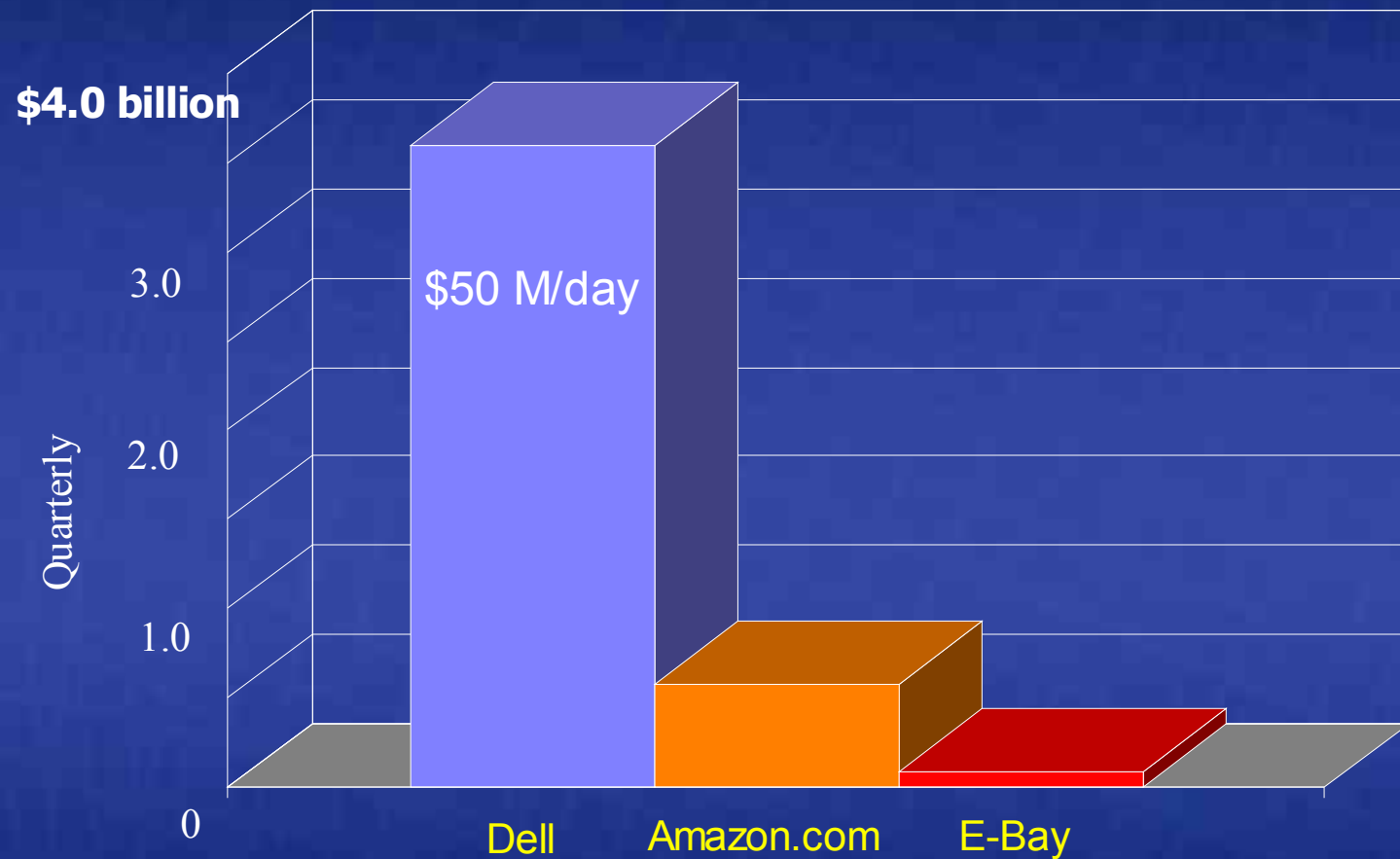


About Dell....

- \$50 million US in sales per day on the Internet (Dell.ca/Dell.com)
- Full online commerce capabilities in French and English
- **Dell.ca** receives about 1.5 Million unique visits per month
- **Dell.ca** consists of 50,000 pages online
- Over 50% of Consumer orders online



Online Revenues

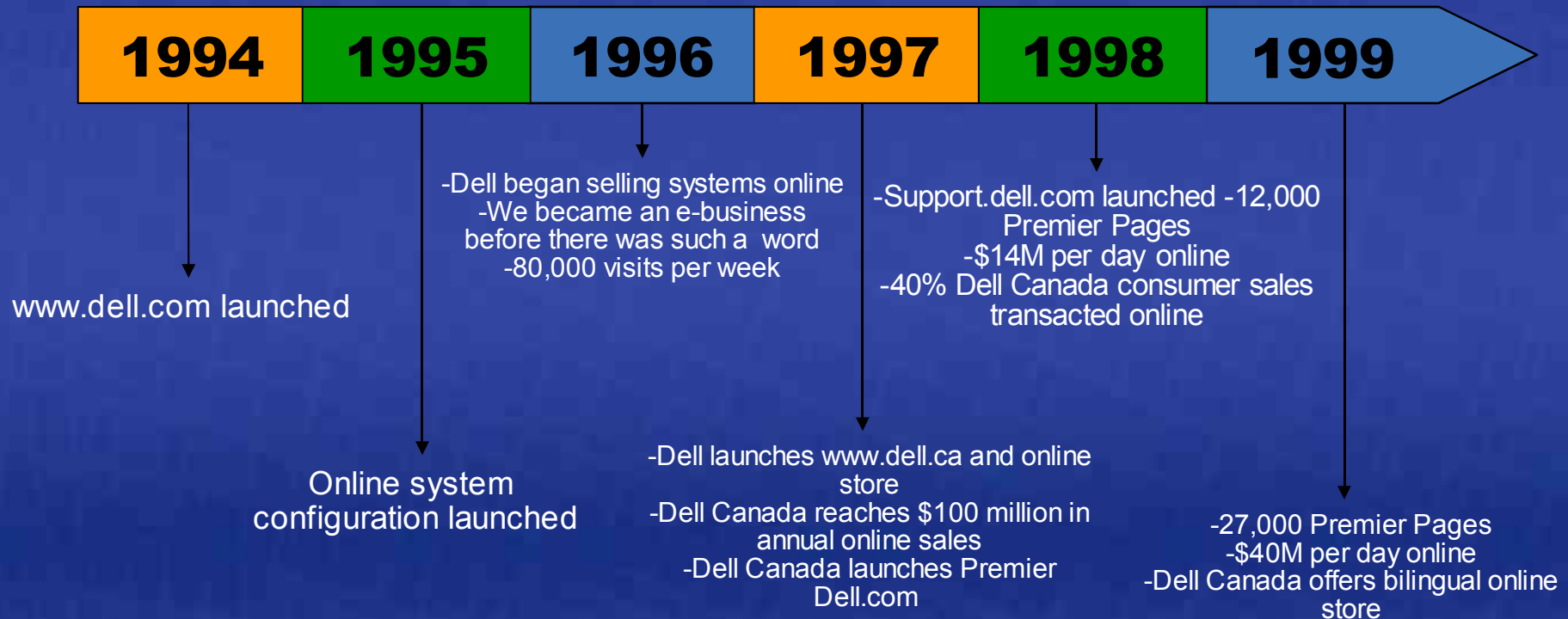


*Third quarter 2000



How we got here

The Dell model has always been there to establish direct customer relationships and direct customer feedback to create real-time company guidance.



What makes Dell Online successful?



Customer Value Proposition

- Low cost, superior quality, superior customer service



The Internet value

- It's FREE!
- Online only offers



Price Position

- Net shoppers love to compare



Design and Usability

- Great design provides esthetics, but also comfort level
- Usable sites provide a solid CE



Other secondary factors

- Make it Canadian, eh!
- Brand
- Offline media presence



The Dell Business Model



Online Touch Points

 Customer Care

 Call Center

 Webmaster

 Online Forums



Offline touch points

You aren't going to buy just any computer. Are you?

This Week's Deal!

- FREE Shipping
- FREE Memory Upgrades
- Save 50% OFF Dell A520/A540 Printers
- Internet access included
- Online Only
- Up to 50% OFF Monitors
- Save up to \$1000 on selected monitors

FREE SHIPPING

\$499 **\$799** **\$1399** **\$149**

Affordable Performance
(Personal 2400 Desktop)

Intel® Pentium® 4 Processor at 2.80GHz with 512MB of RAM and 40GB Hard Drive

\$799

E-Value Code: 4125 CHDPMW

Customize it! Make your perfect PC.

This Week's Deals!

- FREE Shipping
- FREE Memory Upgrades
- Save 50% OFF Dell A520/A540 Printers
- Internet access included
- Online Only
- Up to 50% OFF Monitors
- Save up to \$1000 on selected monitors

END OF WINTER BLOWOUT!

FREE SHIPPING!

DON'T MISS A DEAL DEADLINE

- ◆ E-Value codes seamlessly integrate offline marketing with Online shopping
- ◆ All Offline marketing material contain web addresses




An End-to-End Customer Experience



Order Status

[Dell.com](#) [About Dell](#) [Support](#) [Contact](#) [Search](#)

DELL  **Canada** Buy Online or Call Toll Free 1-800-WWW-DELL

ORDER STATUS

Order Number: 27128285
Status as of 6/7/01 11:04:21 AM Eastern Standard Time

1
ORDER DATE

Order Processing

Pre-Production


Order Date: 06/02/01


2
PRODUCTION DATE

In Production

Delivery Prep


Date: 06/04/01

3
SHIP DATE

Shipped

Ship Date: 6/7/01

IT'S ON ITS WAY!
Your order has completed shipping preparation and should be picked up by the carrier on the ship date (6/7/01).

The estimated delivery day for your order is between 6/11/01 and 6/13/01.

[Click here to view options.](#)

ORDER INFORMATION



SHIPPING INFORMATION

[VIEW SHIPPING DETAIL!](#)
Click here to check if carrier information is available for your order.

For Canadian Customers Only
Copyright © 2001 Dell Computer Corporation. All rights reserved.
[Online Privacy Guidelines](#) | [Cookie Usage](#) | [Terms of Sale](#)

Order Status

www.dell.ca | [About Dell](#) | [Support](#) | [Contact](#) | [Order Status](#) | [Shopping Cart](#)

  Canada

Buy Online or Call 1-800-WWW-DELL

Buy Online or Call
1 800 WWW DELL

Order Status for Order #25999775

Purchase Order # M.HASSELBACH

Order is being prepared for production	April 12, 2001
Order is in production at Dell manufacturing	April 12, 2001
Order has now been built	April 14, 2001
Order is being prepared for shipping	April 14, 2001
Order has been shipped from Dell manufacturing	April 16, 2001 at 23:01
Order has been shipped from Canadian hub	April 19, 2001 at 14:01
Order has been delivered	April 20, 2001 at 02:00

Reported by: EVERE TRANSPORT LTD. - 3035
- IN Number: Uv12UsU161 Count: 21

VANCOUVER FILM
SCHOOL
193 WEST HASTINGS
STREET
SUITE 200
VANCOUVER, BC
V6R1H7
Attn: James Griffin



Create a System

Dimension Desktops

FREE SHIPPING!
We purchase in select Del locations. Find out if you qualify.

SPECIAL OFFERS - Click to enable

- FREE Service & Support**
We'll take care of you. Even if you're not a Dell customer.
- FREE Delivery**
We'll deliver your Dell system to your door. Free delivery. No extra charge.
- FREE 3 Year Warranty**
We'll protect your Dell system for 3 years. Free warranty. No extra charge.
- FREE 4 Year Warranty**
We'll protect your Dell system for 4 years. Free warranty. No extra charge.

Dimension 2400
Intel® Pentium® 4 Processor at 3.00GHz, 2GB RAM, 80GB Hard Drive, DVD-ROM Drive, Windows XP Home Edition, 3 Year Warranty, FREE Shipping

Dimension 2405
Intel® Pentium® 4 Processor at 3.00GHz, 2GB RAM, 80GB Hard Drive, DVD-ROM Drive, Windows XP Home Edition, 4 Year Warranty, FREE Shipping

Select Components

Dimension 2400 Pentium
\$789
Select from 4 models. \$300 off. Free Shipping. Free 3 Year Warranty.

FREE SHIPPING!
We purchase in select Del locations. Find out if you qualify.

Online Savings
Find out if you qualify.

4 Year Warranty
We'll protect your Dell system for 4 years. Free warranty. No extra charge.

BASE SYSTEM OPTIONS


Processor (2400 System)
Intel® Pentium® 4 Processor at 3.00GHz, 2GB RAM, 80GB Hard Drive, DVD-ROM Drive, Windows XP Home Edition, 3 Year Warranty, FREE Shipping

Operating System
Dell PCs now genuine Windows®/Windows®
www.dell.com/genuine/windows

Memory
2GB RAM (2 x 1GB) DDR2-667MHz



Post Sales - Service

support.dell.com

Home | Fix-It | Downloads | Communicate | Customer Care | Learn | Site Map

WELCOME TO support.dell.com

Support Page by System ID / Model

☒ Use my System Service Tag or Express Service Code:
System Service Tag: or Express Service Code: ?

☐ I need to select a Dell system model:

[Go!](#)

Support Tools

Fix-It
Resolve hardware and software issues with your Dell system.
[Ask DellBoy!](#)
[Dell Knowledge Base](#)
[Dell Documents](#)
[FAQs](#)

Downloads
Download drivers, utilities and other software for your Dell system.
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Get non-technical assistance with our online chat or phone.
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[Support Webinars](#)

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Information on upgrading the BIOS, memory and parts & accessories. Also check out our new [Upgrade Assistant](#)!
[Dell Hints & Tips](#)
Guidance and tips for all your computing and technology needs.

Support News & Highlights
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Visit the Site for more information on the battery recall.
[Dell | Customer Care](#)
Visit the new Customer Care website for video chat, quick upgrade, warranty service requests, and more.
[Product Readiness Advisor](#)
Visit the new Product Readiness Advisor to assess the readiness of your Dell system hardware for Windows XP.

