



The power to do more



Analyst Summit 2011

August 4, 2011

Winning in the Virtual Era

Dell Executive Profiles



Suresh Vaswani

Executive Vice President, Dell Services and Chairman, Dell India

Suresh Vaswani is Executive Vice President of Applications and Business Process Outsourcing (BPO) for Dell Services, and Chairman of Dell India. His responsibilities include the transformation and growth of Dell's global Applications and BPO capabilities across industries. Specifically, he is accelerating the development and global delivery of next-generation technology solutions, including applications and domain consulting, Cloud integration and solutions, mobility, and process capabilities to power the world's mid-size-to-largest corporations, governments and institutions.

In his role as Chairman of Dell India, Suresh is also responsible for further enhancing Dell's delivery capabilities in India to drive the company's global growth, and expanding the company's

presence and position in India's growing information technology markets. Previously, Suresh was co-CEO of Wipro's IT business and a Member of the Board of Wipro Limited. He was jointly responsible for the strategy and business operations of Wipro's \$6 billion IT Services & Products business. With more than 25 years of leadership experience in global IT services industries, Suresh has been a prominent speaker in numerous global business forums, including NASSCOM and the Fortune 500 Forum.

He holds an engineering degree from Indian Institute of Technology-Kharagpur and a management degree from Indian Institute of Management-Ahmedabad.



Atul Vohra

Vice President, Marketing - Dell Services

Atul Vohra is the VP of Marketing for Dell Services, where he is responsible for providing division-wide leadership for marketing and communications. He works closely with the company's operating and shared service units to build the brand with customers, associates and prospects; generate demand; and enhance revenues from existing relationships.

Mr. Vohra has built brands, businesses, and teams in his diverse global career spanning three industries (packaged goods, financial, and technology services) and continents (Asia, Europe, and North America). He joined Perot Systems in 2004 (Perot Systems is now part of Dell Services), and was responsible for U.S. applications operations within the consulting and applications solutions group until his appointment as Chief Marketing Officer. Before joining Perot Systems, he led the U.S. operations for Mastek, an offshore IT

services company. He has also worked in senior marketing and general management roles across Asia, Europe, and America for organizations such as American Express, Chesebrough Ponds, and Citigroup (where he led the establishment of Citigroup's Consumer Business in Hungary in 1995).

A recognized globalization and marketing expert, Mr. Vohra earned his bachelor's degree with honors from St. Stephens College in New Delhi, India, and his master of business administration degree from India's premier business school, the Indian Institute of Management. He is also an adjunct professor at Southern Methodist University's Cox School of Business where he teaches an MBA course on Global Strategy, and is author of the book, A Personal Guide to Offshoring in India. Mr. Vohra is also a member of the Board of the Dallas Film Society.



Sathyaseelan P.A.

Executive Director - Enterprise Solutions, Dell India

Sathyaseelan is the Executive Director for Enterprise Solutions business in Dell India where he has the overall responsibility to manage and grow the entire portfolio of Dell's Enterprise Products & Solutions. Sathya has close to 22 years of experience in the IT industry and has served in various Sales,

Services and Business Development positions. Prior to joining Dell, Sathya was Head of Infrastructure Availability Services and Microsoft BU at Wipro Infotech. He started his career at Modi Xerox and spent over a decade there. Sathya holds a degree in Business Administration and Electrical Engineering.



P Krishnakumar

Executive Director, Marketing - CSMB Dell India & Mobility - APJ

P Krishnakumar is currently the Executive Director, Marketing for the consumer & small and medium business segments of Dell India and for the Mobility business for APJ.

Previously, he was the APJ SMB Product and Solutions Director for Commercial Business in Dell India, where he had the overall responsibility to manage product and solutions. Krishnakumar has over 16 years of experience in the IT and Consumer Industry and has served in various sales & marketing positions in India. Prior to joining Dell, Krishnakumar was Country

Manager - Consumer Desktops in the personal solutions group in HP India. He spent close to 7 years in various sales & marketing roles with Compaq & HP.

Krishnakumar began his career with Wipro in their consumer division and had a 4 year stint with Pepsico in their sales organization. Krishnakumar holds a B.Tech Degree in Electronics Engineering from NIT, Calicut and Post Graduate Diploma in Management from IIM, Lucknow. Krishnakumar is based out of Bangalore.



Sujata Puranik Rakhra

Leader - Branding and Advertising, Dell Services

An alumna of Fergusson College, Pune and IIM Calcutta, Sujata Rakhra has over 25 years of experience in marketing and communication. She has worked in consumer products, consulting, and IT companies such as Hindustan Unilever, A C Nielson-ORG-MARG, and iGATE solutions.

Prior to joining Dell Services, she spent 7 years as an independent brand and communications consultant and has advised companies like HP, Mastek, Ness Technologies and Tech Mahindra.



Ganesh Lakshminarayanan

President, Dell India & VP, CSMB Services & Solutions

Ganesh heads the Global Consumer, Small and Medium Business (CSMB) Services at Dell. In this role, he is responsible for the \$600m point-of-need services business and delivery of warranty and value added services across all channels. His team provides Customer Service (Tech Support & Care) to CSMB Customers worldwide handling over 50 Million contacts every year. He manages one of the largest work-force for Dell which spreads across multiple global locations.

Ganesh manages a large and complex network with approx 54 sites worldwide including Dell Badge facilities and also Partner Sites. Ganesh is also President for Dell in India. Dell's presence in India ranges across manufacturing, sales, contact center, analytics, managed services, R&D, Dell-IT, and back-office

processing. Ganesh is the corporate leader for Dell in India for all these functions.

Ganesh joined Dell in 1999 and has held increasing responsibilities in various geographies, functions, and segments within Dell. Prior to moving to India, Ganesh worked in Austin for four years where he ran the e-Business group for Dell Americas' business units and before that was Director of e-Support operations for Dell's Home and Small business segments. Before joining Dell, Ganesh worked in the consulting industry for seven years.

Ganesh has an MBA with high distinction from the University of Michigan, Ann Arbor and BS in Computer Science and Engineering from Anna University in Chennai, India.



Mahesh Bhalla

Executive Director & General Manager, Consumer & SMB, Dell India

Mahesh Bhalla currently leads Dell's Consumer & Small & Medium Business in India. He has been with Dell for eight years. He played a key role in setting up the Dell Home Sales business for Canada while he was with Dell International Services, Hyderabad during the first two years of his association with Dell. Six years ago he moved to Dell India, Bangalore to manage the Home, Small & Medium Business segment and over the last 3 years has been instrumental in growing Dell's Consumer segment to what it is today.

With the global merger of Dell's Consumer and Small & Medium Business segments in 2010, he now leads the combined segment called CSMB, making this one of the

most dynamic and fastest growing segments within Dell India. He is also actively involved in Dell's Green initiatives. A management professional with over 16 years of Sales & Marketing experience, Bhalla has worked across diverse industries starting with Arvind Mills where he executed roles in Product Management and then in Sales. Thereafter, he worked with Samsung Electronics as a Business Manager, as well as in a Six Sigma Quality role.

Bhalla has an Engineering degree and a PGDBM from IMT Ghaziabad. He is a Certified Quality Black Belt and is highly experienced in Business Process Improvement.



Vikas Bhonsle

General Manager - India Large Enterprise Operations (Commercial A/Cs), Dell India

Vikas Bhonsle is the General Manager for the Commercial Account Business in India. He leads the teams responsible for selling the entire gamut of Dell products, services and solutions offerings to all his customers in India. Vikas has been with Dell for more than a decade now, has grown within the company and has held various successful roles in Dell India.

He assumed the mantle of being the first Business Development Manager for Dell Professional Services in India, an arena which continues to be one of the most successful and profitable segments for Dell in India. He also had a short stint in 2003 as the Marketing Brand Manager for desktops

in South Asia. Over the last 17 years, Vikas has had a vast experience in the field of sales & marketing. Prior to becoming the General Manager, he was the Sales Director for the Western Region managing the entire Large Enterprise business in the West.

Vikas has a Bachelors degree in Physics and has done his MBA from the Bombay University. Vikas is a complete team man & believes in the power of the collective force of his team. His infectious enthusiasm and passion to excel helps him to get the best results from all those who work with him.



Suraj Sabberwal

Director and General Manager, Global 500, Dell India

Suraj Sabberwal has 20 years of experience in the IT & Telecommunication industry. He has worked across multiple geographies in both developed and emerging economies around the world; with Dell for the past five and a half years in Singapore / Malaysia and India; prior to that with Nokia Networks, for nine and a half years in India, Finland

and Indonesia besides earlier stints as a global intern with Sprint in the U.S, Sprint - RPG in India and Digital Equipment Corporation (DEC) in the early 1990s.

Suraj holds an engineering degree in Electronics and Communications from Birla Institute of Technology.



S Sridhar

Director - Marketing, India relationship, Dell India

S Sridhar is the Director - Marketing, India Relationship for Dell India and is part of the India Leadership team. In his present responsibility he handles Product Management across Products & Services besides driving Marketing & Demand Generation for the Commercial Enterprise, Public Sector, Education and Healthcare segments. Sridhar has spent 21 years in the IT industry and has served in various roles ranging from

Sales, Marketing, Business Development to Pre and Post sales services across different parts of India, besides a small stint in the US sourcing for offshore Services opportunities. He has worked in leading IT Organisations like Intel, IBM and HCL prior to his present stint with Dell. He is an Engineer by qualification and a Post Graduate Certificate holder from IIM Kozhikode.



Agenda

Winning in the Virtual Era

August 4, 2011

9:25 am – 9:30 am

Welcome and Introductions

- Dell's commitment to the industry analyst community
- Event overview and details

Presented by **Mr. Atul Vohra**, Vice President - Marketing, Dell Services

9:30 am – 9:50 am

Dell's Transformation to a Solutions player & the Role for Services

- Solutions & services – significant growth opportunity for Dell
- Strategic priorities for the India – midmarket, delivery

Presented by **Mr. Suresh Vaswani**, EVP Dell Services and Chairman - Dell India

9:50 am – 10:20 am

India-Strategic Business Driver for Dell

- Progress report; business update
- Opportunities for Dell in India
- Growth of India in importance for Dell globally

Presented by **Mr. Ganesh Lakshminarayanan**, President - Dell India

10:20 am – 10:45 am

Next-Gen Computing Solutions

- Extending Dell's capabilities; growing our solutions mix for customers

Presented by **Mr. Sathyaseelan P.A.**, Executive Director - Enterprise Solutions, Dell India

10:45 am – 11:00 am

Break

11:00 am – 11:20 am

Intelligent Data Management

Presented by **Mr. S. Sridhar**, Director Marketing, India Relationship - Dell India

11:20 am – 11:40 am

End user Computing

- Integration across a spectrum of devices
- Delivering solutions for the End-User

Presented by **Mr. Krishnakumar P.**, Executive Director, Marketing - Dell India CSMB and Mobility - Dell APJ

11:40 am – 12 noon

India Go-to-Market Strategy

- Impact of Dell's unique channel structure on growth
- Dell's channel structure – internal, external and partner perspective

Presented by **Mr. Mahesh Bhalla**, Executive Director and General Manager - Consumer, Dell India

12 noon – 12:45 pm

Q&A

Moderated by **Mr. Atul Vohra**, Vice President - Marketing, Dell Services

12:45 pm – 1:00 pm

Wrap up by **Mr. Atul Vohra**, Vice President - Marketing, Dell Services

1:00 pm – 2:00 pm

Lunch

2:00 pm – 3:30 pm

One-on-Ones with Dell India Leadership Team

3:30 pm

End of conference

www.dell.com

© 2011 Dell Inc. All Rights Reserved. Dell is a trademark of Dell and is registered in the USA and other countries. All other trademarks are the property of their respective owners



The power to do more