



Sustainable growth starts with creating companies that are **Built to Scale**



Are You Built to Scale?

Substantial growth without exponential costs.

Sustained growth in a complex environment is among the greatest challenges today. Whether growth is in revenue, margin or efficiency, scaling an organization to deliver more without accelerating costs defines a successful organization.

But how can you upgrade your infrastructure today to meet both your current needs and future growth potential?

Sustained growth can only happen when companies are **built to scale**.

Built to scale companies are **powerful**. They've created a foundation of **infrastructure, processes, and standards** that easily **respond to demands** for more – or different – capacity.

Becoming a scalable enterprise doesn't just happen. It's not a by-product of re-engineering, outsourcing, or M&A. Scalable enterprises happen when the principles of scalability are wired into the **blueprint** of their operations. These Principles – **simplicity, utilization, and flexibility** – continuously govern how companies invest and evolve. Built to scale companies are **designed for continuous growth**.

No where is this more important than in **IT infrastructure** – the single largest capital expense for most companies. Applying simplicity, utilization, and flexibility to evolution to your IT infrastructure **transforms technology into an asset** not a bottleneck to effective scaling.

Dell understands. For over twenty years, we've helped ourselves and industry leaders build the IT infrastructure that **powers the scalable enterprise**.

Dell: A study in scalability

"Not everyone can, or even wants to, move from a dorm to the fortune 20 with the speed of Dell. But the basic principles of building to scale help any company sustain growth for the long haul"
- Michael Dell

Can You Sustain Growth?

at what cost . . .

Simplified

Reducing complexity with better system management

The ability to compete in today's harried environments dictates the need for higher performance and often more complex technological systems. The challenge is to simplify without compromising current and future capabilities. The answer is to build to scale. Scalable enterprises reduce complexity throughout their operations. Organizational structures are clear and crisp, decisions are made rapidly.

Is the cost of maintaining your current operations choking new initiatives?

Utilized

Putting all resources to work

Figuring out how to get the most from your existing technologies can be challenging. Knowing the assets available to you allows you to utilize them while reducing cost and maintaining control.

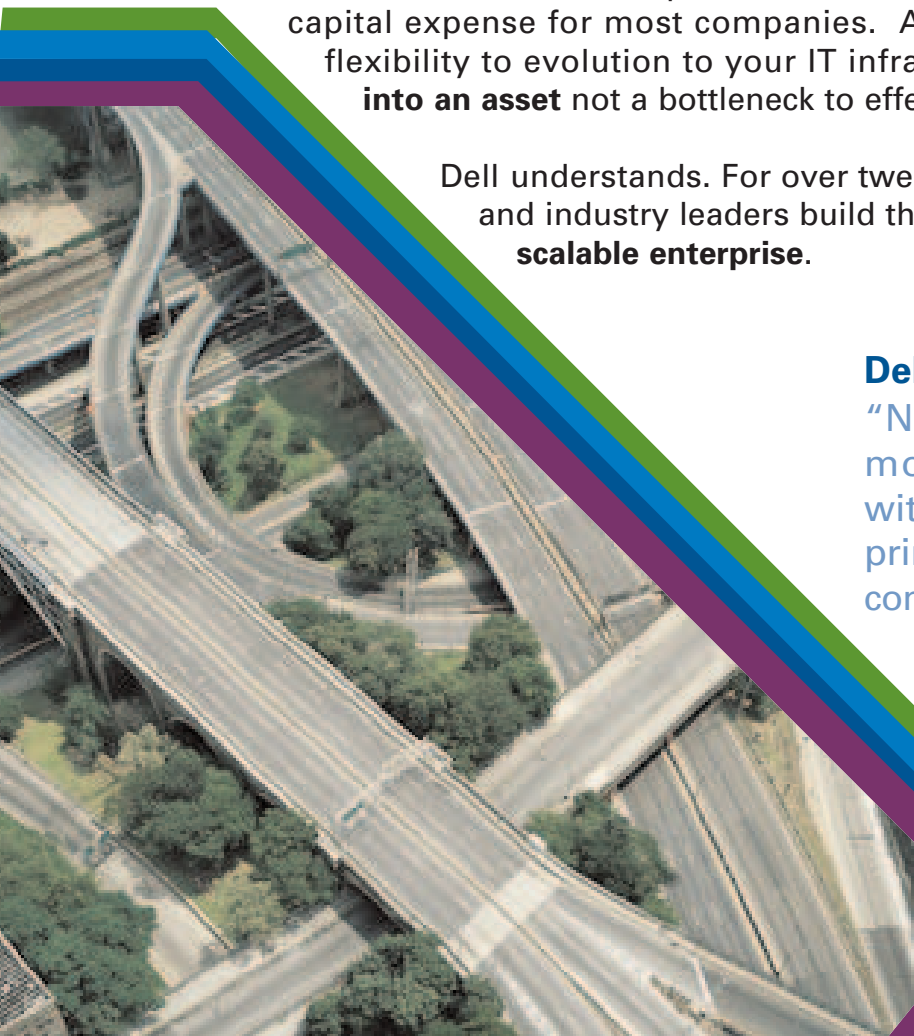
How much of your IT infrastructure is fully utilized?

Flexible

Having the option of choice

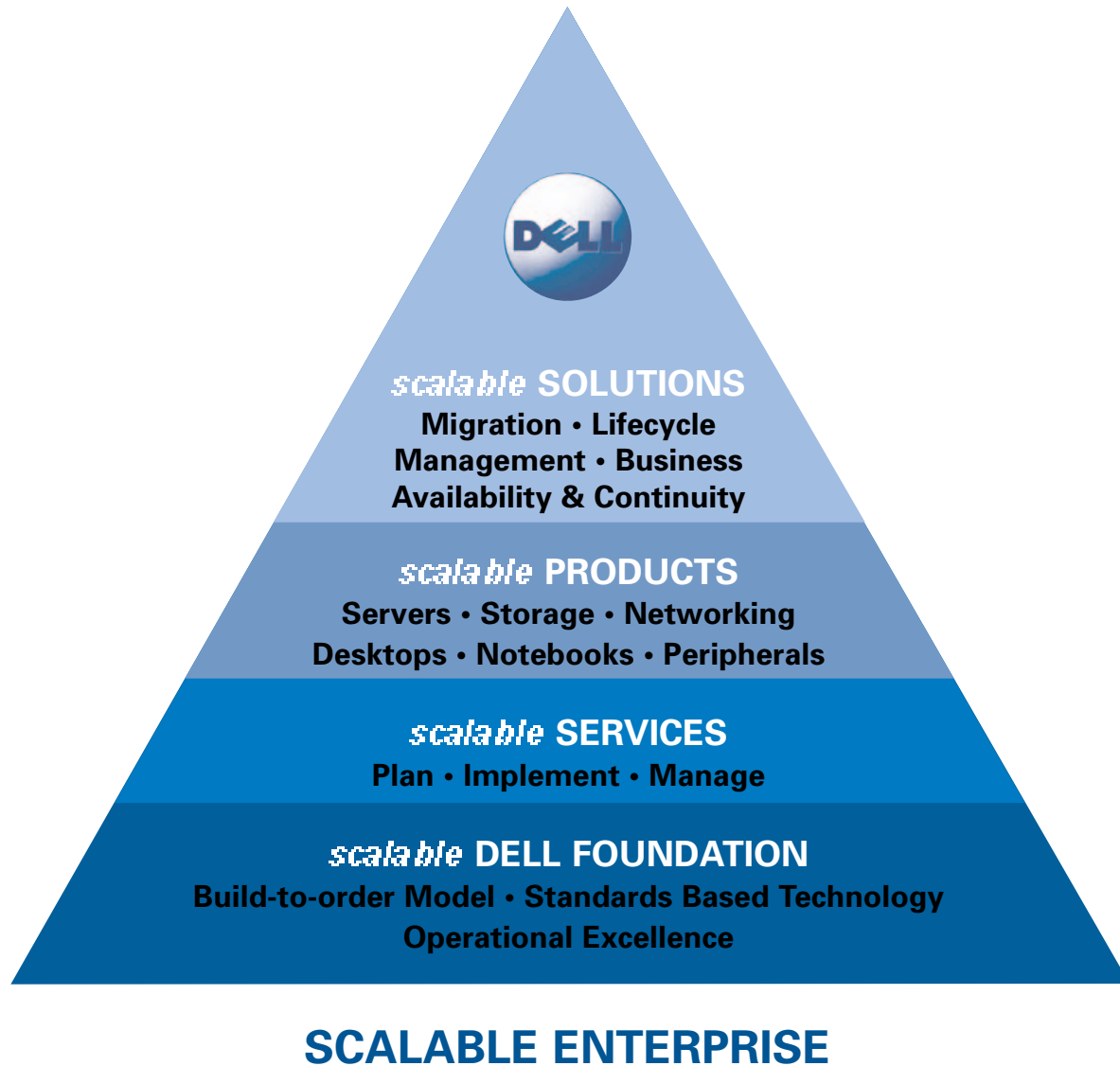
Companies can scale when they have the freedom to add new capacity – not just extend old capacity. Scalable enterprises can have the flexibility to select the right resources – hardware, software and people – without being limited by past investments.

Are you locked into suppliers because they are the only source of compatible resources?



Building to Scale with Dell

We rely on industry-standard building blocks and integrated systems management tools, technologies and services that enable you to create a scalable enterprise.



Learn More...

Visit www.built-to-scale.com or call 1-800-XXX-XXXX to learn how Dell can help you design an infrastructure that can scale for today's needs and service as a foundation for the future.