GREEN ICT

DELL, OUR SUPPLIERS AND CUSTOMERS

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GROWTH EVERY SECOND IN THE CONNECTED AGE

2 new blogs created

4 cell phones purchased

7 personal computers are sold

1,200 views on YouTube

11,000 songs are shared

2,000,000 emails are sent

TECHNOLOGY REVOLUTION

A billion laptops in
the next 5 years

11x more 3g modems sold
(by 2011)

6x more storage needed
(2006-2010)

76% more energy consumed
(2005-2010)

OUR CUSTOMERS & GREEN ICT

- **34%** already **have** a **Green IT strategy**
  - **15%** plan within 24 months
- **Top 3 drivers** for Green IT?
  - **Cost** reductions/savings (74% of respondents)
  - Regulatory **compliance** (72% of respondents)
  - Reaching a sustainable level of **energy consumption** (68% of respondents)

TOP 5 Hurdles

1. Lack of **in-house skills**
2. **Other constraints** not compatible with Green IT
3. Insufficient **time** to implement a strategy
4. Lack of **measurements** on the impact of Green IT in the organization
5. Lack of **industry guidance** on Green IT

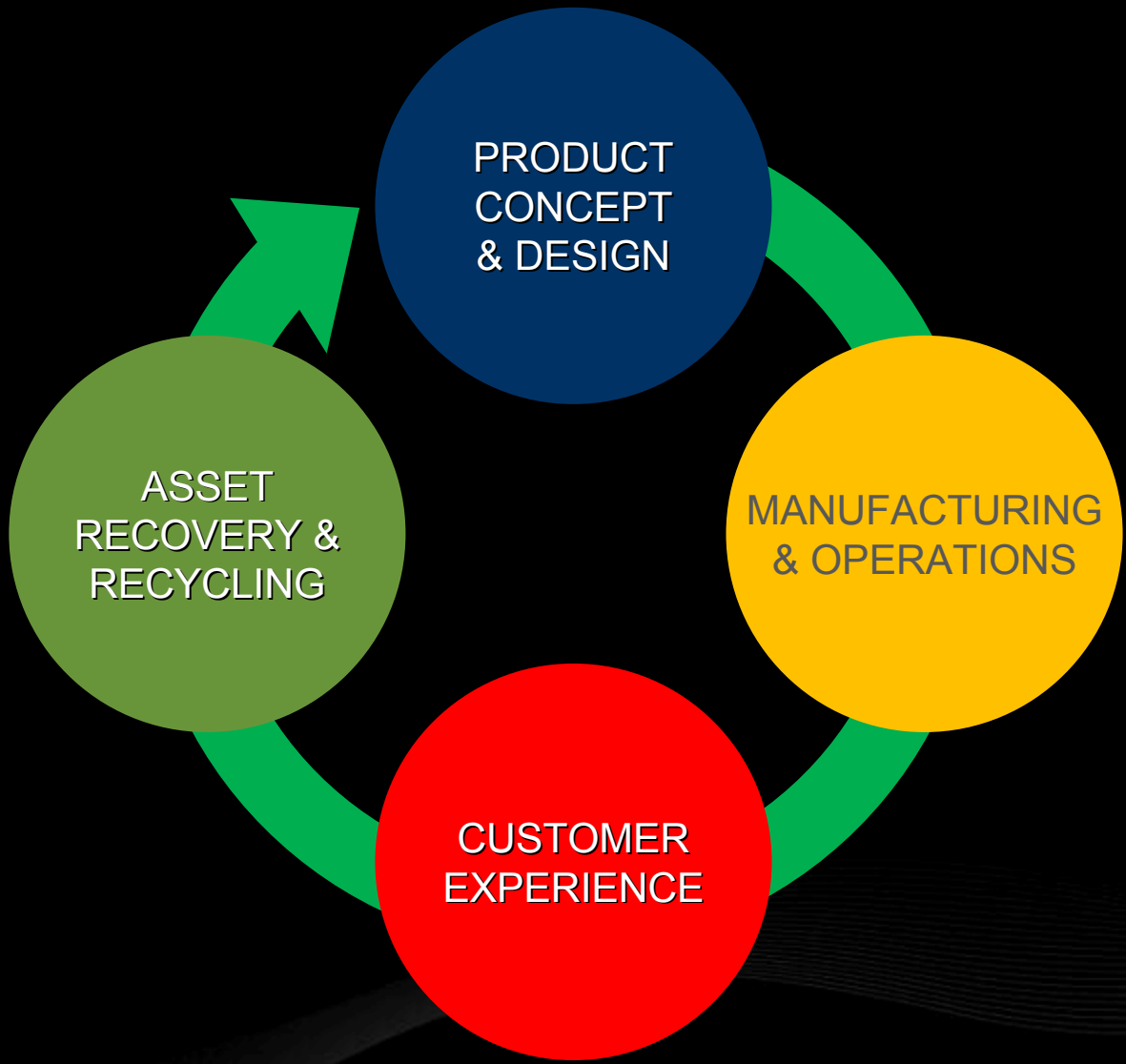
DELL'S VISION FOR A GREENER PLANET

Become the 'greenest' technology company on the planet

Help our customers reduce cost and complexity

Manage our supply chain to ensure ethical behaviour

DELL'S LIFECYCLE APPROACH TO GREEN



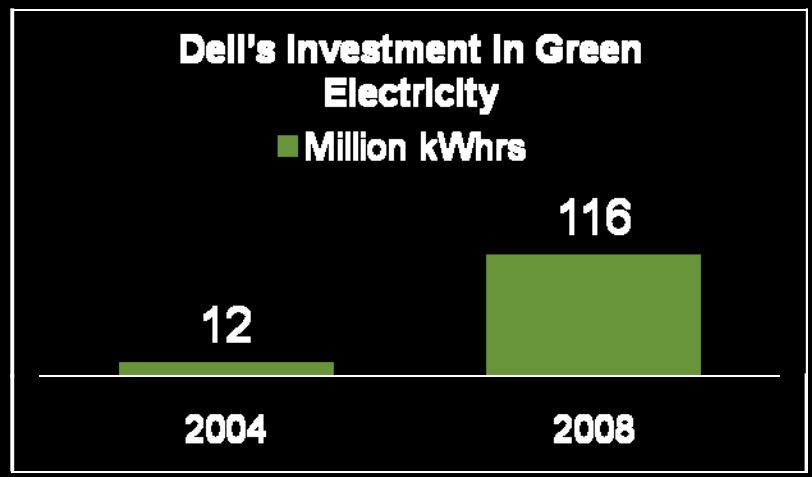

CARBON
NEUTRAL
IN 2008
PROVIDING LEADERSHIP IN IT
MANUFACTURING

STEPS TO ACHIEVING CARBON NEUTRALITY

1. INVEST IN EFFICIENCY
   - Measurement of Power usage and Carbon emissions
   - Improving efficiency in Data centres, Technology, lighting and air conditioning

$3+ MILLION IN 2008

2. INVEST IN RENEWABLE ENERGY SOURCES
   - Switching to renewable energy suppliers.
   - 870% increase – Austin is 100%



3. OFFSET REMAINING EMISSIONS

RENEWABLE ENERGY CREDITS & REFORESTATION

SCOPE OF DELL'S CLIMATE COMMITMENT

Dell Carbon Neutral Scope

Dell Facilities emissions

Dell Facilities Electricity use

Dell Business air travel

Dell Supplier QBR Requirements

Supply chain emissions and electricity use

Energy Smart Products & Services

Plant a Tree/Forest

Product electricity use

Other

Scope 1

Scope 2

Scope 3

GHG Protocol Scope*

** per WBCSD / WRI*

ENABLING OUR CUSTOMERS

Dell is committed to driving customer savings through the world's most **energy-efficient** computers

Dell is the first computer manufacturer to transition all of its new laptop displays to **energy-efficient LED**

Dell's packaging reduction plan will result in estimated **savings** of more than **$8 million**, and **eliminate approximately 20 million pounds of packaging material**

In 2007, Dell recovered **102 million pounds** of IT equipment from customers, a **20% increase** over 2006

RECYCLE: FLEXIBLE, THOROUGH, DEPENDABLE

1 ASSET REMOVAL & LOGISTICS

- Plan
- Pack
- Transport

2 AUDIT, SORT, & DATA DESTRUCTION

- Data Security
- Audit and Assess
- Asset tag removal
- Detailed Reporting

3 DISPOSITION OPTIONS*

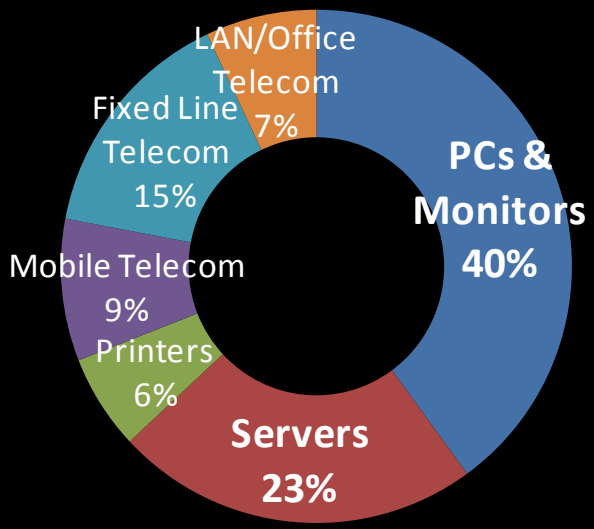
- ✓ Resell
- ✓ Recycle
- ✓ Return to Lease
- ✓ Redeploy
- ✓ Donate

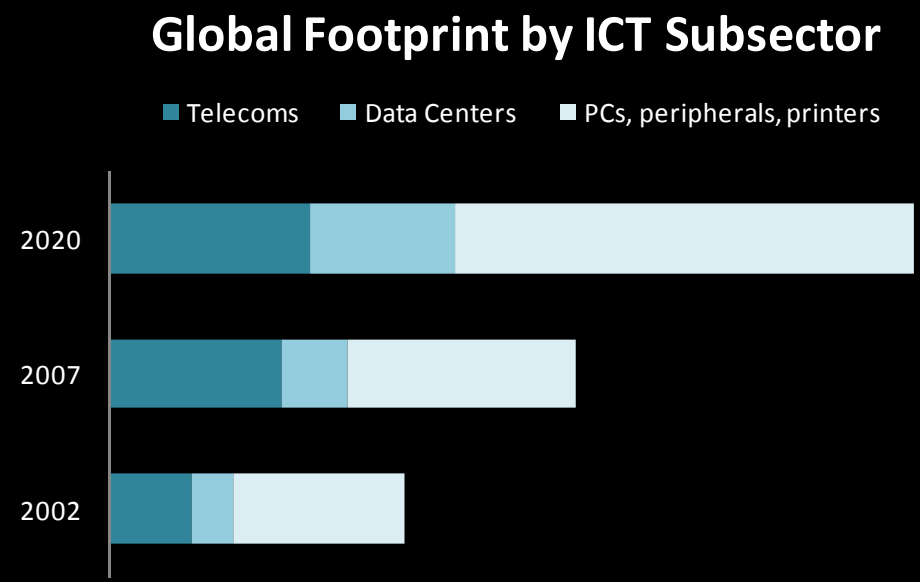
*some geographical limitations may apply

- Global compliance with environmental laws & regulations for recycling
- Stringent controls over data security
- Detailed audits of environmental partners and downstream channels
- Flexible disposition options

PCS / MONITORS AND SERVERS DOMINATE IT CO_2 EMISSIONS

ICT Related Carbon Footprint





Sources: Gartner, Green IT – A New Industry Shockwave, December 2007
"Smart 2020: Enabling the low carbon economy in the Information Age", The Climate Group / GESI, June 2008
ICT = Information and Communications Technology

REDUCE CLIENT DEVICES ENERGY CONSUMPTION

"We thought that if we were going to be the leader in the industry in energy-saving programs, we should evaluate promising technology by testing it on ourselves first. We could then offer the lessons we learned with our experiences to benefit customers, enabling their energy efficiency through system improvements, tools, and best practices."

Jay Taylor, Senior Engineer Global Strategist, Dell

CHALLENGE	SOLUTION	BENEFITS
Conserve energy and cut expenses at Dell by reducing the power used by approximately 50,000 of its computers during non-business hours	Dell installed 1E NightWatchman and 1EWakeUp software on its desktop and notebook computers. NightWatchman helps reduce energy waste by turning off computers overnight, and 1EWakeUp repowers machines from a centralized command	Dell expects up to a 40 percent reduction in energy costs for desktop and notebook computers, leading to an estimated savings of US $1.8 million annually

REVEALING DELL'S HIDDEN DATA CENTERS . . .

GET MORE OUT OF WHAT WE HAVE

BUILD NEW DATA CENTERS

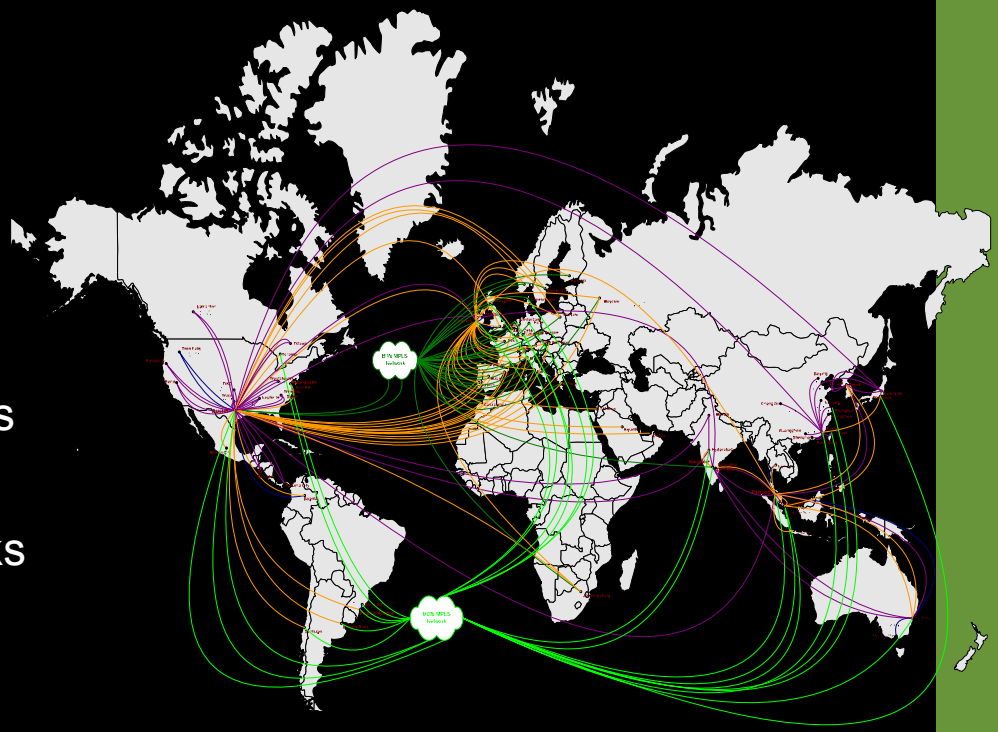
DELL ON DELL: DATA CENTER ENERGY & PERFORMANCE

Hardware

- ~ **98,000+** Client Systems
- ~ **26,000+** Dell Servers

Networks

- **126** Dell Global WAN Sites
- **307** WAN Links
- **420** Metro Dell-managed Fiber Paths
- **3,000** Wireless Access Points
- **248** Dedicated Extranet Partner Links



Total SAN Storage

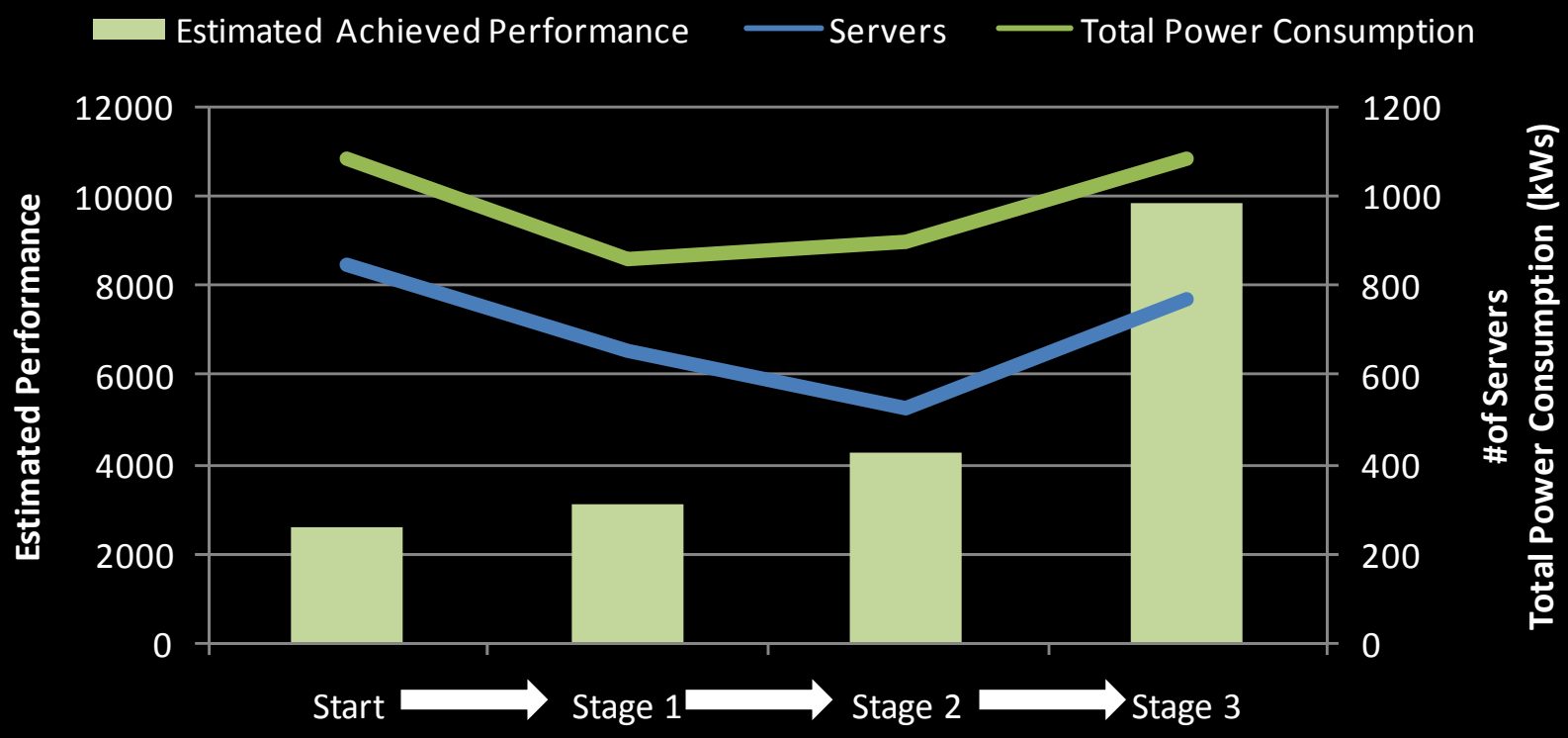
- **15.8+** Petabytes
- **350+** SAN Switches
- **2nd Largest Storage Area Network in US, Top 5 Globally***

* Source: Brocade Communications Systems Inc

COMPUTE CAPACITY

Increased 270% with less servers & same power consumption

Revealing Your Hidden Data Center



Source: Dell Data Center Infrastructure Group Technical Analysis, October 2008

RESULTS:

PLANS FOR NEW DATA CENTER ON HOLD INDEFINITELY

> $50M EXPECTED OPERATIONAL SAVINGS

THE GREEN GRID

- The Green Grid is a global consortium dedicated to developing and promoting energy efficiency for data centers and information service delivery by:
  - Defining meaningful, user-centric models and metrics
  - Promoting the adoption of energy efficient standards, processes, measurement methods and technologies
  - Developing standards, measurement methods, processes and new technologies to improve performance against the defined metrics


DELL