

Case Study: Dell

THE BACKGROUND

Dell Inc is a large multi-national organisation which sells a comprehensive portfolio of products directly to consumers, businesses and the public sector.

Dell is based on a simple concept; that is by selling computer systems directly, it allows the company to build every system to order and offer customers powerful, richly-configured systems at competitive prices.

Dell offers specialised solutions for Local and Central Government, Schools, Healthcare and Higher Education and has contracts in place with many local authorities such as Durham County Council, Dorset County Council, Stevenage Borough Council and Luton Borough Council.

THE SOLUTION

Being at the leading edge of technology, Dell has invested heavily in their ecommerce capability, possessing large and sophisticated websites. In order to enable their public sector customers to order Dell's goods and services electronically, @UK PLC implemented a 'punch-out' solution which connected Dell's existing website to the e-procurement systems of their public sector customers through the @UK network.

@UK's 'punch-out' offering is ideal for companies with large, sophisticated websites with many products. Rather than uploading thousands of products to individual public sector purchasing systems, implementing a 'punch-out' enables public sector buyers to access Dell's website whilst being linked to their own purchase to pay system. Once the buyer selects the required products and services, they are automatically returned to their own financial system where requisitions can be submitted for approval.

THE BENEFITS

Working together with @UK means Dell is able to reach out to many public sector organisations' back-office systems through just one connection to their network. Customers can raise a requisition, have it approved and then pass it directly to us, without the need for a paper trail.

At the same time we can e-invoice back to the customer, accurately quoting all customer order and specification details. This saves our public sector customers both time and money and ensures greater accuracy of the information flow

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LINKS

www.dell.co.uk

www.ukplc.net