



Dell Social Media Services

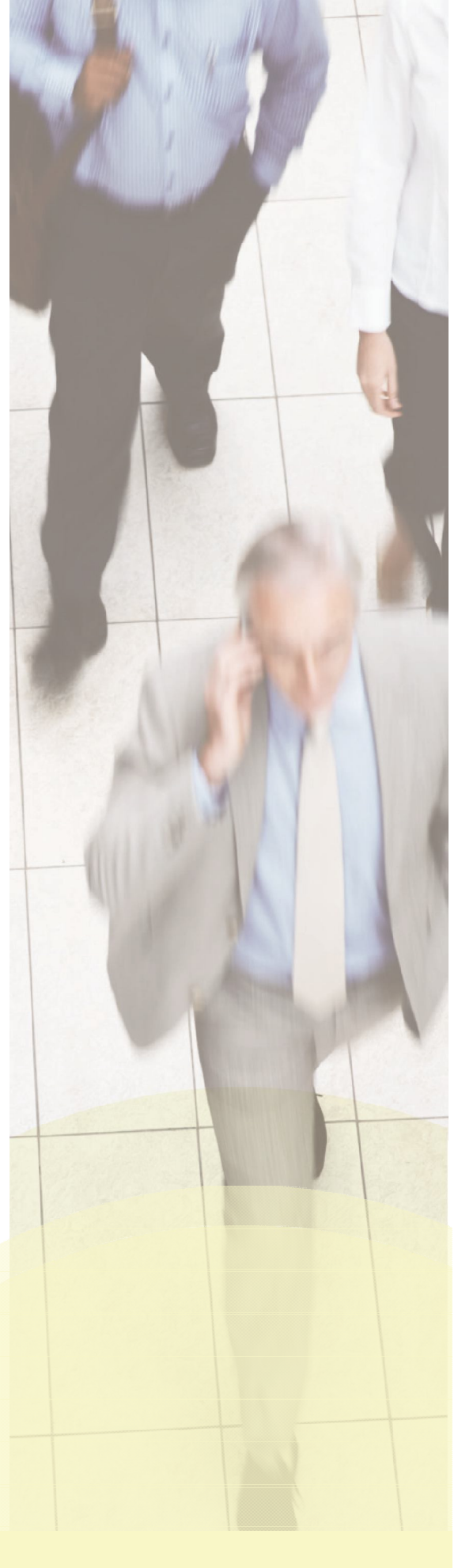
Vendor Assessment
Report Abstract

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By Mike Cook
CMS Analyst
NelsonHall

9 pages

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Who Is This Vendor Assessment For?

NelsonHall's Social Media Services Vendor Assessment for Dell is a comprehensive assessment of Dell's social media services and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of social media services and identifying vendor suitability for social media services RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the support services sector

Key Findings & Highlights

This NelsonHall vendor assessment analyzes Dell's offerings and capabilities in social media services. Dell is one of a number of social media services companies analyzed in NelsonHall's comprehensive industry analysis programs.

Dell has leveraged its in-house experience of social media services to deliver seminars, consulting and social media monitoring services to clients.

Dell has developed a social media delivery hub by which to deliver social media services and use as a show case for potential clients.

Dell is aiming to provide in depth listening services for social media clients in addition to its consulting and social media seminars.

Dell delivers the majority of its social media BPO services from its center in Mumbai, India.

Scope of the Report

The report provides a comprehensive and objective analysis of Dell's social media services, capabilities, and market and financial strength, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, weaknesses, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Key client case studies
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery locations.



Contents

1. Background

2. Revenue Summary

3. Key Offerings

4. Delivery Capability and Partnerships

5. Target Markets

6. Strategy

7. Strengths & Challenges
 - 7.1 Strengths

 - 7.2 Challenges

8. Outlook

Report Length

9 pages

Report Author

Mike Cook

mike.cook@nelson-hall.com

Social Media Services Vendor Assessments Also Available for:

Firstsource

Xerox

Genpact

HP Enterprise Services

Wipro

Aegis

WNS

Capita

Sitel.