



Award-winning products

at an incredible value to your faculty and staff.

Your faculty and staff can have the opportunity to purchase state-of-the-art systems direct from Dell™.

- Dell is the world's leading direct computer systems company.
- Dell Personal Purchase Program customers purchase more than \$2 million a day in products and services under existing programs.
- Our Dimension™ desktop and Inspiron™ notebook computers are award-winning systems that can be custom-built to each employee's specifications.
- Dell Personal Purchase Program pricing offers exclusive values direct to your faculty and staff.



- Editor's Choice—Dell OptiPlex™ GX400—June 2002
- Editor's Choice—Dell Latitude™ C610—June 2002
- Editor's Choice—Dell Dimension 8200—August 2002



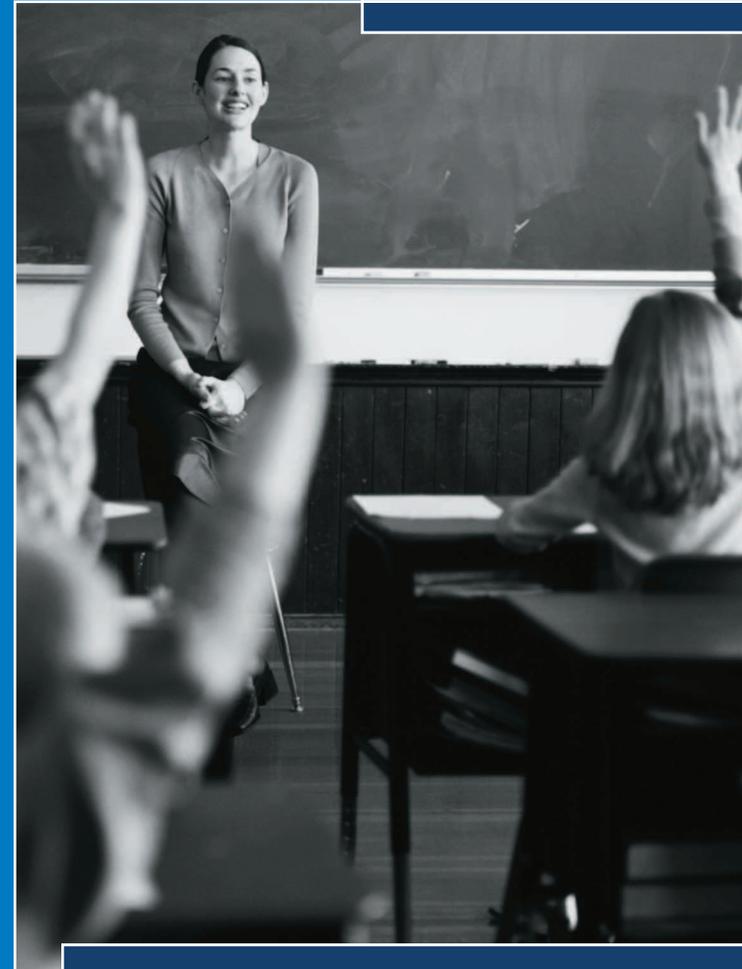
- Best Buy—Dell Inspiron 8200—October 2002
- Best Buy—Dell Latitude C610—October 2002



- #1 Overall Corporate Customer Satisfaction—2nd Quarter, 2002

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Please contact your Dell Account Executive today for more information.

Personal Purchase Program. Easy as **DELL**™

Visit www.dell.com/sdubuy or call toll-free 1-877-377-0238.

Empower your people with the opportunity to purchase PCs at special prices—plus a whole lot more—with a Personal Purchase Program that's well-run and Dell-run.

* Dell Preferred Account offered by CIT Bank to qualified U.S. residents. Taxes and shipping charges are extra and vary. Minimum payment of \$15 or 3% of account balance applies.

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**Make the most of your IT and HR investment
with a well-run Personal Purchase Program.**

It starts with offering your faculty and staff the opportunity to purchase state-of-the-art Dell™ desktop or notebook PCs for home use. But the Dell Personal Purchase Program provides far more, enabling you to enhance your entire institution with:

- Increased technical proficiency, which can help lower Help Desk costs
- Improved productivity and internal communications
- An extra incentive to attract and retain tech-savvy faculty and staff
- A pathway to move your HR department toward e-HR, utilizing automated tools to cut costs and improve employee satisfaction

Encourage proficiency, while saving on IT: The more your faculty and staff use their PCs at home, the more familiar they become with computer and Internet technology. Dell offers online training in basic computer use as well as standard productivity applications such as Microsoft® Office. In the end, that can mean reduced Help Desk calls and fewer visits to your IT department.

Strengthen productivity and streamline communications: Put simply, when you empower your faculty and staff to build their computer skills, they can perform critical assignments more productively and efficiently. And with Internet access from home, you can open up new institution-to-faculty as well as faculty-to-faculty communication channels.

Add value beyond a paycheck: A Dell Personal Purchase Program adds a significant incentive to your benefits package, enhancing recruiting and retention for a tech-savvy faculty and staff.

Evolve to a higher level of HR: Let our experience serve as a model. Our self-service, Web-based e-HR system saved Dell an estimated \$2.5 million in the first year of operations. Over 20,000 employees experienced greater satisfaction and reduced turnaround time for HR transactions—from ten days to just two. Now imagine what such an improvement can mean to your institution.



**Gain the benefit of experience and technical expertise
with a Dell-run Personal Purchase Program.**

Dell has been developing and implementing successful Personal Purchase Programs for over six years, improving our program and advancing our built-to-order products right along with technology. Let us put that track record to work, moving your faculty and staff ahead of the technology curve and into the future.

We offer two levels of institution involvement:

- In our **Standard Personal Purchase Program**, you provide your faculty and staff with the ability to purchase a PC—with no incremental financial burden to your institution. Participating faculty and staff can choose between standard consumer or business platforms, with bundled Internet services.
- With a **Subsidized Personal Purchase Program**, your institution contributes toward your faculty and staff's purchase of a personal system in order to drive electronic interaction. This option allows your faculty and staff the choice of customized system platforms. Professional Dell program managers are available to help coordinate complex program logistics.

With either program, we also offer a range of software and peripheral products.

Customized payment options for your faculty and staff: The Dell Preferred Account¹ offers a flexible monthly payment option without an annual fee or down payment. Well qualified faculty and staff can take advantage of the “no payments for 90 days” feature. There is no minimum purchase required, and additional purchases—such as software and peripherals—can be added at any time. You may also include other payment options for your faculty and staff such as your institution's credit union or a payroll deduction plan.

The benefit of experience—multiplied 12,000 times:

- Dell provides Personal Purchase Program services to numerous Fortune® 500 customers, public agencies and educational institutions. We've worked with over 12,000 employers in the U.S. alone.
- We have a proven, robust Personal Purchase Program infrastructure in place, ready to design and implement a plan for you quickly.