

# THE DELL STUDENT COMPUTING INITIATIVE



*ICT has become an essential tool for students, enabling them to get the most out of their university education. Students and their parents are well aware of this, with more than 90% of undergraduates now taking their own PC when they start their university course.\**

## SCI – TURNING CHALLENGES INTO OPPORTUNITIES

The massive increase in the number of students taking PCs to university has created both challenges and opportunities for universities and colleges.

With 90%\* of undergraduates typically taking their own PC to university, the implications for IT departments in terms of configuration, support, licensing and security are considerable. However, through the Dell Student Computing Initiative (SCI) universities can turn these challenges into opportunities on several levels:

- Universities can deliver a significant benefit to their students by enabling them to acquire the latest ICT solutions on preferential terms. While applicable to all students (and indeed staff) this is of most immediate benefit to new undergraduates, the majority of whom purchase a new PC in the two months prior to starting their course.
- SCI can help address many of the challenges faced by student IT services departments. Through greater PC standardisation and incorporation of support, licensing and security applications, SCI can enable greater efficiency and cost effectiveness to be achieved.
- Universities can also, without additional cost to themselves, ensure students have access to PC solutions appropriate for new ICT centred learning and teaching models.

Dell SCI was developed in association with Microsoft and Intel, drawing on each party's international experience in the delivery of educational ICT solutions coupled with in depth analysis of the UK's student computing requirements.

\*Source: Ignetica Ltd, Analysis of Student Computing UK, 2006



## HOW SCI WORKS

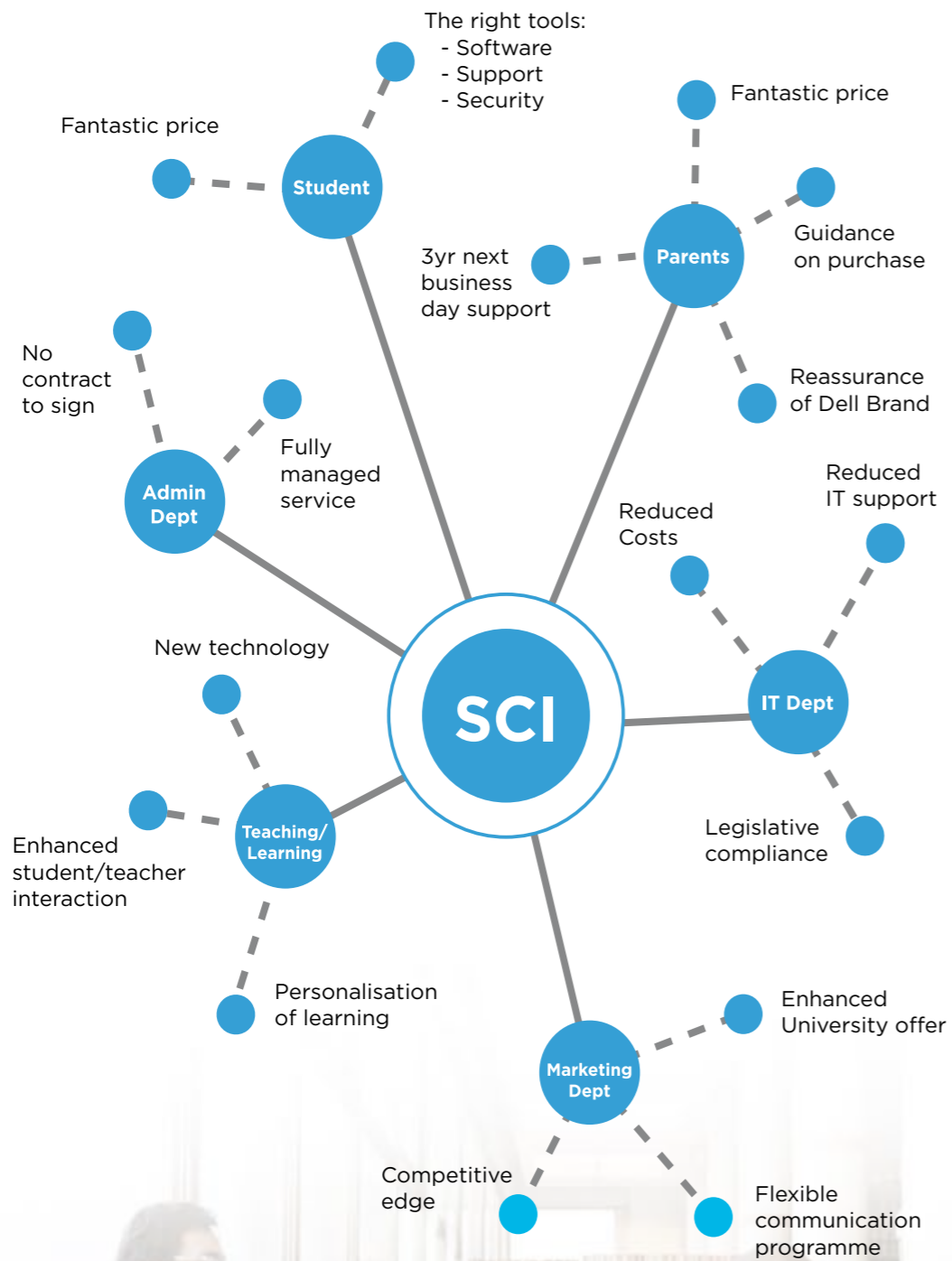
SCI provides a complete, managed student computing programme for universities and colleges. Once an institution has enrolled to participate in SCI, Dell takes on full responsibility for the implementation and administration of the programme, including:

- Creation of a dedicated, university-branded website where students can view and compare the range of SCI PCs and associated products available through the programme, access advice and support, and purchase direct from Dell.
- Development of a tailored communication plan to ensure students are aware of the programme and its benefits at the time they are looking for a new PC.
- Provision of a wide range of different PC options and solutions normally incorporating three years of next business day support and antivirus software. Students also have the option of buying fully licensed MS Office at a significant discount.
- Management of the portfolio of student solutions and associated options to ensure they remain up to date and highly competitive.

SCI also incorporates support from a dedicated SCI Communications and Relationship Manager to help develop the communications plan and also act as a point of contact complementing the wider programme management team and the university's usual Dell account manager.



## THE BENEFITS TO STAKEHOLDERS



## THE BENEFITS OF SCI

SCI delivers significant benefits to multiple stakeholders involved in student computing, without cost or liability on the part of participating universities or colleges.

- University marketing departments are able to provide an enhanced offering to existing and prospective students, with the advantage of specialist advice and materials designed to help communicate the benefits of SCI to students.
- University IT departments can overcome many of the challenges created by the growth in student computing, thereby increasing efficiency and reducing costs.
- Universities can use SCI to encourage students to equip themselves with PCs suitable for use with the latest ICT-based learning and teaching models.
- Students benefit from using the latest PCs, thereby ensuring that they have the best possible technology to support their studies at special SCI pricing.
- Parents have the reassurance that their sons and daughters are fully equipped with reliable, well-specified PCs that will enable them to make the most of their studies.
- Full management of the service by Dell relieves the managerial and administrative burden on universities.



## COMMUNICATING THE SCI PROGRAMME

The benefits available to students through SCI are considerable but of course to take advantage of them they first need to be aware of the programme. SCI therefore provides specialist expertise and a range of materials to help universities alert their students to the benefits on offer.

Following enrolment into the programme, university-branded SCI web pages are created and an agreed communication plan developed. To support this process, Dell has engaged management consultants Ignetica to work with the enrolled institutions to create and manage the plan. A portfolio of communications materials is available, each incorporating the university's logo and the web address of its dedicated SCI website.

For new undergraduates (most of whom purchase a new PC before arriving on campus) a range of materials are available for use prior to admission. Critical to this process is including SCI information on the university's main website. To assist the university in producing these pages, web content and modules which link directly to the university's dedicated SCI website can be created, along with letters and flyers for inclusion with other pre-admission correspondence.

Existing students are also eligible to benefit from SCI, and to ensure they are aware of the advantages a range of on-campus communication material is available, including electronic posters for plasma display, screen savers and informational flyers.

All communications materials are provided in electronic format for digital use. Print ready formats are also available if universities prefer to print material themselves for distribution.



## FREQUENTLY ASKED QUESTIONS (FAQS)

### **Who is eligible to buy under the SCI program?**

Students and university academic staff are eligible to purchase a PC through SCI. Students can purchase their new PC before arriving on campus, and even before they have a confirmed place, provided they are in secondary education and intend to take a place at university.

### **Are there any costs for the university?**

No, there are no costs for universities enrolled in the SCI programme unless additional printed SCI communication materials are requested. All that is required is agreement by the university to use the communication materials in accordance with the communication plan.

### **Is the university tied into a contract?**

Participating universities are not asked to sign a contract to offer SCI. All that is required is a short enrolment form providing relevant university contact information.

### **Does the university place support calls on Dell on behalf of their students?**

The support package(s) included with Dell SCI PCs is directly between the student and Dell. If a student has an issue they can call the Dell support line directly rather than the university's helpdesk.

### **Is an antivirus package supplied?**

Yes, antivirus software is normally supplied with all products. However, if the university requires installation of its own antivirus software the student can opt to have their PC supplied without the standard antivirus product installed (with the price adjusted accordingly).

# SCI – NEXT STEPS...

To learn more about the Dell Student Computing Initiative, or to enrol, please contact your Dell Account Manager or email **[info@dell-sci.co.uk](mailto:info@dell-sci.co.uk)**

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