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2026

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Featured Application

From Complexity to Clarity: Dell Lifecycle Hub Plus Unifies the PC Lifecycle Experience

Overview: A Unified Answer to Fragmented Lifecycle Services

Customers managing distributed PC fleets have historically faced a disjointed experience juggling eight or more separate service contracts across deployment, configuration, support, asset management, refresh planning, repair, logistics and end of life retirement, each with its own tools, onboarding and teams. In multi-region environments, this complexity compounds, driving inconsistent experiences and higher total cost of ownership. Without a unified framework, every customer engagement required complex custom design and delivery, with sales cycles of up to 12 months. This increased delivery costs, constrained the sales force and delayed customer onboarding.

To solve this, Dell launched **Lifecycle Hub Plus**, a unified subscription-based managed solution that collapses internal service and product silos into a single AI-driven platform delivered globally.

What We Did: Innovation and Creativity

Reimagined Lifecycle Services into a Unified Subscription Offering

We transformed a fragmented set of services by consolidating procurement, deployment, asset management, refresh planning and asset recovery into a single, end-to-end solution. By eliminating the need for customers to coordinate across multiple PC hardware OEMs and managed service providers, LCH Plus delivers a predictable and consistent experience across regions.

Broke Down Silos: Strategic Alignment and Execution

LCH Plus demanded a fundamental transformation across Dell's organization, sales motions and service delivery. The team gained executive alignment by demonstrating the value of unifying siloed business units into a single, integrated portfolio with shared goals and unified governance. Implementation followed an agile methodology with two-week development sprints and cross-functional stakeholder reviews at each iteration.



Standardized Global Pricing Model

We accelerated the sales experience by packaging previously complex offers into a single solution with standardized pricing and clear value articulation. This eliminated the need for fragmented scoping, coordination across siloed regional delivery organizations and complex deal structuring, thus helping customers to make faster decisions while reducing sales cycle time by **75%**.

Introduced Dell Innovations to Redefine Speed and Efficiency

LCH Plus was engineered to eliminate operational drag and compress timelines across onboarding and device provisioning.

- Dell ServiceNow Accelerator: Deploys pre-configured service catalogs as a plug-in solution into customers' ITSM environments, reducing onboarding tasks from **80 to just 10**, removing the heavy lift and accelerating time to value.
- **Dell Patented Windows Autopilot Registration:** Reduces device registration time from **10 hours to 30 minutes**, minimizing inventory stock levels and significantly accelerating SLA timelines in operations.

Scaled Smarter: Standardized Operating Model from Deployment to Recovery

We redesigned the operating model to enable global scale, consistency and cost efficiency. A centralized hub-and-spoke infrastructure now unifies forward deployment and reverse logistics, integrating asset recovery services directly into the lifecycle subscription. Additionally, centralized regional hubs across Europe and Asia allow us to efficiently navigate complex regulatory and tax environments while maintaining standardized processes worldwide.

Customer-Centric Approach Delivering Value

Weekly voice of the customer feedback sessions create continuous improvement loops. All feedback is incorporated into the LCH Plus solution and re-validated with customers and industry analysts to align with market best practices.

As an example, during agile sprint reviews, the team partnered with a global healthcare organization, sharing live platform demos prior to production launch. Their direct input led to the creation of an enhanced inventory planning module, enabling more informed, data-driven device purchasing decisions. Without this proactive, embedded engagement, this high-value capability would have gone unidentified and unbuilt.

Business Impact

Today with Lifecycle Hub Plus, Dell has delivered transformative, data-driven outcomes. By streamlining operations and eliminating fragmented point-solutions, Dell has experienced measurable revenue growth and improved customer satisfaction and retention while also driving down costs. Beyond immediate results, LCH Plus has established a scalable, sustainable foundation for long-term growth, positioning Dell to continuously expand service capabilities and deepen customer relationships over time. Industry analysts have recognized LCH Plus as a leading innovation in the PC lifecycle experience, reinforcing Dell's competitive positioning.

Revenue & Margin Growth: LCH Plus drove +83% year-over-year revenue growth and +36% margin improvement on closed deals, demonstrating significant impact on profitability and top-line performance.

Accelerated Sales Cycle & Reduced Governance: LCH Plus replaced multiple internal deal reviews with a standardized solution featuring instant quote generation, cutting the sales cycle by 75%, from 12 months to just 3. The result is a scalable, repeatable model that drives sustained growth and delivers faster time to value for customers.

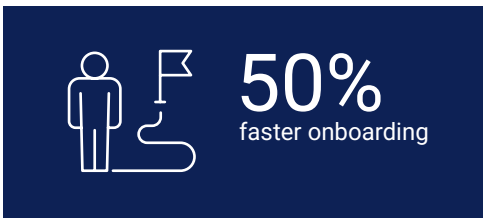
Faster Revenue Realization: Reducing customer onboarding timelines by 50% through the Dell ServiceNow Accelerator, Dell realized service revenue faster, strengthening cash flow and accelerating margins while improving the customer experience.

Operational Efficiency & Cost Savings: LCH Plus delivered multi-million-dollar annual savings through two strategic actions. First, consolidating fragmented tools across organizational silos into a single platform eliminated redundant spend and operational overlap. Second, embedding asset recovery services into hub-and-spoke logistics model streamlined reverse logistics operations, cutting costs by 56% and creating a compounding advantage as the platform scales.

> *"When there's a dedicated partner proactively managing returns and recovery, devices don't fall through the cracks. That accountability is a major differentiator. Having someone else handle warehousing, logistics and asset recovery isn't just convenient—it directly solves a persistent operational problem most organizations struggle with."*
>
> **— Gabe Knuth, ESG Analyst**







Customer Impact

LCH Plus reimagines PC lifecycle management. It replaces the complexity of multi-vendor coordination, fragmented contracts and disconnected regional delivery with what the industry has lacked: a single, end-to-end global lifecycle solution that delivers simplicity, consistency and measurable value at scale.

13% Reduction in Total Cost of Ownership: Operational savings from tools consolidation, reverse logistics optimization and Dell patented Windows Autopilot registration capability, which reduced device provisioning from 10 hours to 30 minutes, were passed directly to customers.

75% Faster Path to Value: LCH Plus compresses the customer journey (evaluation through implementation), from 12 months to just 3 months. Pre-defined terms simplify legal reviews, minimize internal resource requirements and accelerate executive sponsorship, enabling customers to access service faster with significantly less effort and improved ROI.

87% Fewer Tasks, 50% Faster Onboarding: Dell ServiceNow Accelerator eliminates the IT development burden on the customer to integrate their ITSM with Dell, by deploying pre-configured service catalogs directly as a plug-in solution. This solution reduces 80 onboarding tasks to just 10 and compresses timelines by 50%, so customers reach full operational value faster.

Maximized Financial Recovery with Data-Driven Asset Optimization: With LCH Plus, we put more money in the customer's pocket with less waste. LCH Plus provides customers with asset data and AI-powered insights to determine optimal refresh and retirement timing, maximizing device return value while driving smarter purchasing, forecasting and budgeting decisions. Fully integrated managed asset retirement ensures compliant data destruction and responsible recycling, reducing risk while advancing sustainability goals.

> *"Dell truly understands our business. Their scalable Lifecycle Hub solutions integrated seamlessly with our systems, improved efficiency, reduced disruption risks and supported everything from minor repairs to device delivery."*
>
> **— Health System Director of IT**

Next Steps

Dell will continue to scale LCH Plus globally through expanded channel partnerships, extend lifecycle management capabilities beyond PCs and embed AI-driven insights leveraging Digital Employee Experience capabilities. Customers will actively shape this evolution through continuous feedback, delivering ever-greater value to customers and redefining the managed lifecycle experience.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