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2021

2021 TSIA STAR
Awards Featured
Application



Dell Migrate – PC Data Migration Has Never Been Easier or Faster

Overview

Customers struggle with moving important data, files and personalized settings from an old PC to a new PC. They also want to erase and reset their old computer and retire it safely and responsibly. Typical pain points they experience include:

- The process is typically slow
- They aren't sure if they got it right
- It gets in their way of getting other things done

To address these customer pain points, the **Dell Migrate Service** was developed and designed to act like an “assistant” to help customers determine what to keep and what to erase with a human-centric migration experience, and a better and easier way for moving what matters most.

Customer Quotes & Pain Points*

“It is really difficult for me to get stuff moved over. I have my important documents and pictures backed up on (an) external hard drive, but I wouldn't know how to get other stuff moved, same with wiping an old computer of all my personal documents”

“I would like to be able to move passwords, shortcuts, and favorite websites, etc”

“I would love it if it can be a hands-off experience.... Because if its transferring files automatically, then in the meantime, I can get other work done.”

**TBR 2019*

Value-based customer outcomes of the Dell Migrate solution:

<p>Proprietary ‘Discovery’ Technology</p> <ul style="list-style-type: none"> • Customers don't have to remember where a file or photo is saved. • Dell Migrate automatically searches the old PC and lets customers know what it found so they can choose what to migrate and what to leave behind. 	<p>Customer Chooses Their Experience</p> <p>Migrate gives customers the choice to:</p> <ul style="list-style-type: none"> • “do it for me” <p>OR</p> <ul style="list-style-type: none"> • “make recommendations and let me customize” 	<p>Stay Productive, while Migration Is in Progress</p> <ul style="list-style-type: none"> • Observe migration in real-time as you explore your new Dell PC. Dell Migrate alerts if anything happens that needs attention. • Migrate applies settings without requiring a disruptive restart. • Move as many files and settings as your new Dell PC will hold; no data limits. 	<p>Recycle or Trade In with Confidence</p> <ul style="list-style-type: none"> • Erase and reset as many old Windows PCs as you have • Retire old PCs with peace of mind that your personal data is removed.
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Our Approach

To properly assess the opportunity and quickly launch this solution, these best practices were vital to our success:

- 1) Our Minimum Viable Product (MVP) design methodology allowed us to focus on the minimal requirements needed to get Dell Migrate into the hands of our customers quickly and allow them to provide feedback on how well we addressed their specific needs. With this nimble and streamlined approach, we were able to successfully challenge engrained processes to break new ground in launch process agility and speed up our time to market.
- 2) We validated our solution with Industry Expert Engagement and in-depth research to gain greater insight into the outcome-based experience that customers desired.
- 3) We took a phased approach to launching iterative enhancements across strategic geographies and personas driven by real-time customer insights via customer feedback panels, usability sessions and alpha testing.



Business Impact

- **Significant revenue** back to the business – **currently exceeding 150% over** the business case.
- Exceeded our target **customer adoption rate by 100%**.
- Our **real-time customer feedback loop** in the user interface drives on-going product experience design and evolution.
- The introduction of Dell Migrate rounds out our Consumer PC Lifecycle Services for technology refresh as customers are retiring one system and beginning the lifecycle of a new Dell PC. While the hardware may be obsolete, the **important user data can live on**.

Customer Impact

- Customers enjoy migration speeds **2 ½ times faster** than other migration tools in market*.
- **Human-centered design** based on research benchmark results.
- **Fast, seamless, self-guided experience** for data migration, erase and PC reset.



Customer Testimonials

“One of the easiest new computer startups I have ever had. No problems and I am not considered a computer nerd..”

“Wow it was easier than I thought – awesome!”

“Migration went smoothly. Well done DELL!!!!”

"So easy even I, a tech deficient person, had no issues."

"Best tool for migrating data ever!!!!"

Migration speed is up to **2 1/2 times faster with Dell Migrate** compared to other migration tools tested*

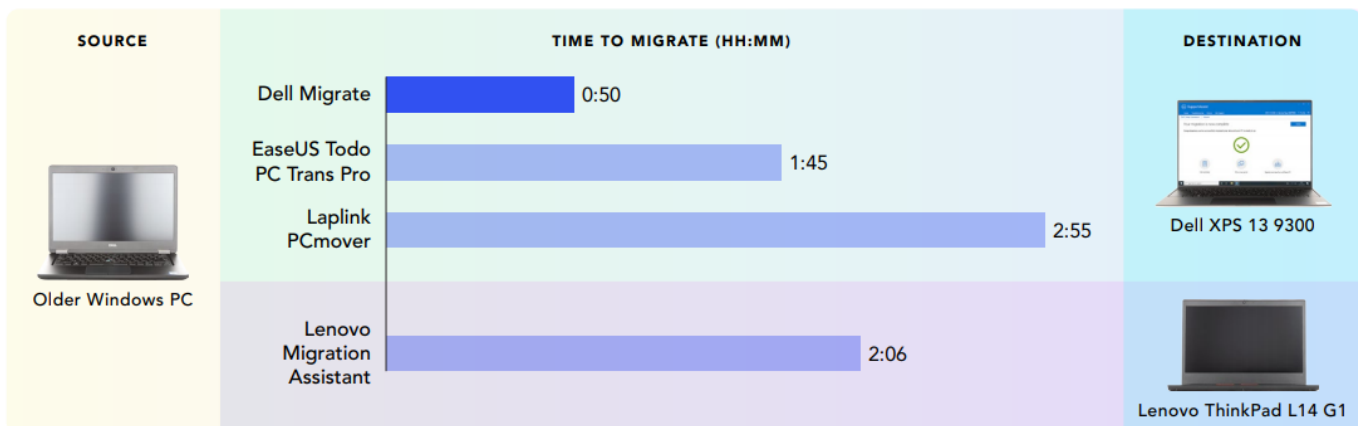


Figure 1: Time (HH:MM) to migrate data from the source laptop to the destination laptops. Lower is better. Source: Principled Technologies. *Based on a [Principled Technologies Test Report](#) comparing three competitor Windows PC migration tools to Dell Migrate. Testing commissioned by Dell, conducted in the US, September 2020

Summary

Dell Migrate offers a self-guided, intuitive, holistic data management experience that empowers Dell customers to quickly and easily move important files and settings from an old Windows-based PC to a new Dell PC and confidently erase personal data from their old PC.



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