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## **Romania: Dell's 'Money Making Machine' in 2008**

*The new ProSupport service launched promises a huge profit*

Dell has just announced the launch of a new service in Romania - [Dell ProSupport](#), that should deliver faster support to a small or medium business, but also to the home user. Regardless if you have an IT department or you're a simple end-user, Dell's new service promises to get you access to certified technicians in the Dell's Expert Center in 2 minutes or less, 24/7. Thanks to the huge success that the US-based company has had in the past 2 years, this service is now available in Romania. Dell's goal for this year in Romania is no less than 50% increment in revenues, a major portion of this profit coming as a consequence of this newly launched service. Dell invested almost 3 millions dollars just to be able to run Dell ProSupport service smoothly and at the highest standards in Romania. Most of the investment was spent on spare parts, but also for acquiring small or medium companies that had some experience in enterprise or server solutions. These companies have been certified by Dell and are now able to offer how-to assistance for common questions on popular business software like [Microsoft Office](#), Norton and McAfee Antivirus, Microsoft Small Business Server, Adobe Acrobat and Photoshop, but can also help configuring simple wired and wireless network. [Dell ProSupport](#) is the most flexible service launched by Dell as it can be tailored by the customer. Basically, regardless if you're a business or a home user you can choose what support you think it suits you better. There are multiple choices to take in consideration starting with the time of the technical intervention, that can vary between 4 and 24 hours, depending on what your business requires. Even if most interventions (60-70%) are solved on the phone, when a hardware problem arises it is critical that customers get the broken piece replaced fast. According to your service customization, a certified technician will come and solve the issue on the spot. Only the basic service is offered for free, it is included in the insurance of the product that is bought. Furthermore, the service doesn't require identification from the customer, as the company has all the product serials included in its database. Dell's business in Romania ranked top 3 in sales in the last two years, and together with Hungary had the best performance overall in Europe.