

15.598, Assignment 12

Speaker: Jeff Lynn, VP and General Manager, Dell Professional Services

Read the following:

Magretta, J. The Power of Virtual Integration: An Interview with Dell Computer's Michael Dell, HBR Mar-Apr 1998 (in course book)

Serwer, A. "Dell Does Domination", Fortune, Jan 21, 2002, pp 70-75 (attached)

Think about the following questions:

1. To what extent has the intention and vision implicit at Dell in 1998 been manifested? What happened to help or hinder the success?
2. Why haven't more companies emulated Dell's business model?
3. What are the opportunities and barriers to Dell developing its services business into the primary contributor to revenue and profit?