

## Case Study

### Dell Computer – China Initial Product Launches

Although Dell Computer maintains the largest ‘localization’ team in the electronics industry – employing over 125 persons in Austin, Texas; and in spite of the fact that Dell operates a production facility in Xiamen, China - Dell engaged SIMCOM to launch 35 new computer models into China. The models were produced at four Dell factories in: Texas, Ireland, Malaysia and China.

Dell explained its rationale to SIMCOM by stating,  
“You can do it faster, cheaper and better than we can.”

Project services included:

- Technical data collection for each computer model
- Engineering review processes to collect submittal data for: critical safety components
- Collection of product test data for application submittal
- Management of China testing
- Coordination and field support for China’s factory inspections at Dell plants
- Product label approvals
- Sample Returns



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