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STAR Awards
2023

2023 TSIA STAR Awards
Featured Application

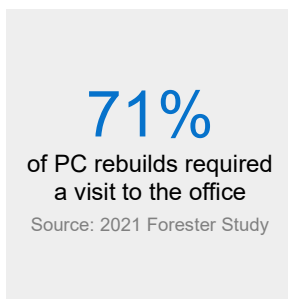# Self-Healing Image Recovery in TechDirect

What We Did

Dell Technologies has created and launched a cloud-based image recovery capability, **Self-Healing Image Recovery (SHIR)**, that allows our customers to recover and redeploy Windows images *remotely, anytime, anywhere*. With hybrid work environments becoming more prevalent, the ability for customers to reimage their devices via the cloud eliminates substantial time and complexity when compared to traditional solutions. Prior to SHIR, when an end-user device required an image recovery or reprovision event, they, along with their device, would be required to complete a complex series of logistical activities involving IT depots, office locations, and possible two-way shipping. The result of this meant disruption to the user, IT resource involvement, and the dreaded D word, 'downtime'. However, with SHIR, Dell customers can have their end-users back and productive within an hour.

Dell's SHIR capability is now included with and leverages our Ready Image configuration service capability. Ready Image allows customers to purchase Dell devices with an updated, clean Windows 10 or 11 image along with their preferred language packs, Dell family drivers, and common add-ons.

The Dell Difference

SHIR goes where traditional imaging solutions cannot. Because SHIR is powered by Dell BIOS Connect, which is embedded within the device BIOS, customers can initiate a recovery of Dell Ready Image in scenarios not previously possible, with scenarios spanning from simple reprovisioning up to catastrophic events that renders the OS unbootable or otherwise unusable.

By combining SHIR and Ready Image with TechDirect, Dell's customer facing self-service portal, customer IT admins are given control over the recovery event. Customer IT admins can define device level profiles that determine how the recovery event will behave from their dashboard in TechDirect. Settings available include OS version and patch level, base OS language, and additional security settings.

71%
of PC rebuilds required a visit to the office
Source: 2021 Forester Study

Customers need the ability to redeploy an image in many scenarios

Users
- Hardware repair
- Malware recovery
- Corrupted operating system
- Self-enablement

IT
- Supporting remote users
- Refresh device between users
- Proof of concept testing

Security
- Refresh device between users
- Malware recovery
- Off corporate network rebuild

How IT and employees benefit from Self-Healing Image Recovery

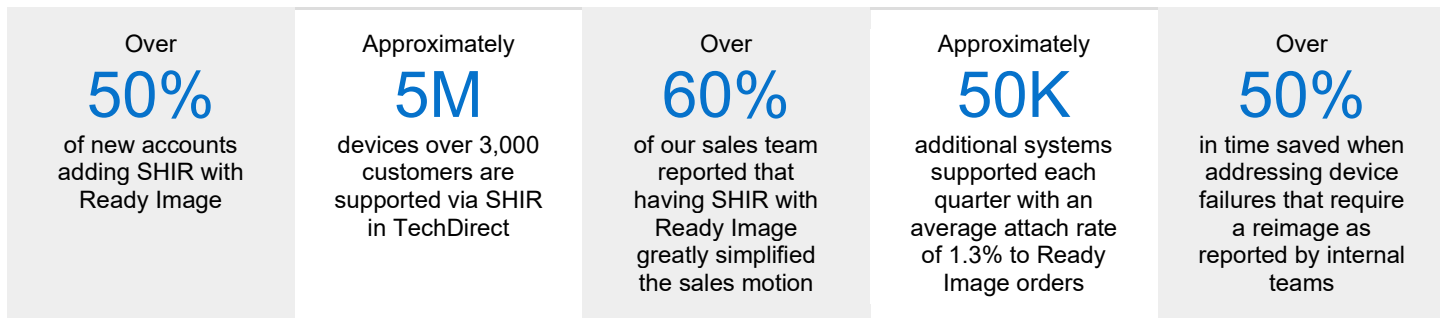**Employee experience gap**
- Need help restoring PC
- Windows is corrupt
- Work remotely and can't get to office
- Frustrated with time/delivery of resolution

IT concerns
- Employees working remotely
- Time spent on tasks/resolution
- Need ability to test and restore
- Balance cost vs. my time

Self-Healing Recovery
- Dell quickly restores anywhere the device is
- Minimal input required from IT or end-user
- Ability to have version control of image
- Customer image recovery*
- Cloud hosting of images*
- Office and OEM tools options*

Business Impact

Since launching SHIR in July 2022, Dell is actively reducing the carbon footprint by allowing customers to reimage systems remotely instead of traveling to offices or other locations for support. Customers can quickly and efficiently reduce risk, time-on-task, and logistical complexity with SHIR.

Additional benefits include:

Over **50%** of new accounts adding SHIR with Ready Image	Approximately **5M** devices over 3,000 customers are supported via SHIR in TechDirect	Over **60%** of our sales team reported that having SHIR with Ready Image greatly simplified the sales motion	Approximately **50K** additional systems supported each quarter with an average attach rate of 1.3% to Ready Image orders	Over **50%** in time saved when addressing device failures that require a reimage as reported by internal teams

Customer Impact

SHIR supports current and previous Windows image versions from the cloud, whereas some competitors rely on customers to host their images and often require IT and the end-user to be in the same place. A competitive differentiator is that SHIR provides control over the recovery event via TechDirect all while providing the service via the cloud.

Hear what some of our customers are saying:

> "A Dell device with Self-Healing Image Recovery capabilities provides great flexibility and combined with Windows Autopilot it can truly deliver modern deployment at rapid speeds!"
>
> **– Global 500 Company**

> "Dell's Self-Healing Image Recovery capability means that we can better support our remote/hybrid workers. We no longer have to ask them to come into the office when their device needs to be rebuilt. Dell's solution allows us to control their rebuild whilst they stay in the comfort of their own home, getting them back to productivity faster and with less fuss."
>
> **– Senior Engineer**

Other reasons one would need a clean Windows image on a device are for repurposing a system from one to another user or even a sustainability reason, like donating to a charity.

For example, if you wanted to gift your out of warranty devices to a charity, with SHIR, you can easily login to TechDirect and deploy a basic Windows image from the cloud to a single PC or group of PCs – wiping any proprietary information from the system(s). Your device donations are sanitized* and ready to do some good.

Not all systems make it to the donation pile, but with our cloud-based recovery solution you can rest easy knowing you have the ability to reinstall a BIOS level image remotely, whenever the call comes in. With TechDirect you can even customize the Windows version, the operating system language, and your company specific BIOS level preferences.

*SHIR deletes the partition, reformats the drive and overwrites it with a clean operating system. It does not constitute data sanitization as defined by NIST 800-88. If data sanitization is required, Dell offers alternative services.

*Screens show the end user view.

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