

Dell Technologies launches Global Innovation Hub in Singapore

Singapore – February 22, 2021

News summary

- Dell Technologies has a planned US\$50 million (approx. S\$66 million) investment over three years since 2019 in the Global Innovation Hub (GIH) to accelerate developments in digital experiences and research & development (R&D) capabilities. Of that planned investment, US\$23 million (approx. S\$30 million) will be invested this year.
- The establishment of the GIH has created more than 160 job opportunities in emerging technologies in Singapore and the hiring process will be completed by this year.
- The innovation hub is a first-of-its-kind outside of the United States (US). It not only focuses on advancing digital transformation in areas such as augmented/mixed reality, data analytics, cloud-native, cybersecurity, edge computing but also includes a specialised team dedicated to elevating user experiences.
- The hub also houses existing R&D facilities for the development of digital products and solutions, a hardware prototyping lab dedicated to product design and innovation, and an Artificial Intelligence (AI) Experience Zone.

Full story

Dell Technologies (NYSE:DELL) today announced an investment of US\$50 million (approx. S\$66 million) over three years since 2019 in the establishment of a Global Innovation Hub (GIH) in Singapore. Of that planned investment, US\$23 million (approx. S\$30 million) will be invested this year. Supported by Digital Industry Singapore (DISG), these investments will go towards accelerating developments in digital experiences and research & development (R&D) capabilities.

The GIH is launched under the Dell Technologies *Digital Future - Made in Singapore* initiative that aims to fast track the adoption of digital solutions and drive digital innovations developed in Singapore for partners and customers globally to be future-ready. A first-of-its-kind innovation centre situated outside of the company's global headquarters in the United States, the GIH will focus on advancing multiple growth areas for digital transformation including augmented/mixed reality, data analytics, cloud-native, cybersecurity and edge computing. It is also home to a specialised team responsible for enhancing user experiences through innovation.

In addition, the GIH houses existing R&D facilities in Singapore such as the Singapore Design Centre – responsible for global product design and development of key product categories such as monitors and client peripherals. It also includes a hardware prototyping lab dedicated to product design and innovation, and an

Artificial Intelligence (AI) Experience Zone – a catalyst for AI understanding and adoption.

The establishment of this hub has created more than 160 job opportunities in emerging technologies in Singapore. Diverse R&D innovators comprising designers, developers and strategists will be recruited and the hiring process will be completed by this year. All new hires for the GIH are based in Singapore and will drive R&D programmes for customers and partners worldwide.

Amit Midha, President, Asia Pacific & Japan and Global Digital Cities, Dell Technologies, said: “Singapore is globally recognised as an internationally vibrant business, technology and thriving R&D hub. Our *Digital Future - Made in Singapore* initiative further supports Singapore’s unique standing by driving digital innovations developed in Singapore to the world. We’re very excited to unveil our global innovation hub as part of this initiative that will allow us to ideate, experiment and co-create meaningful digital solutions for our global customer and partner ecosystem. The Dell Technologies Global Innovation Hub in Singapore supported by talented local professionals will allow us to further contribute to the country’s growth and develop innovative products and solutions in emerging technologies to serve the wider regional and global markets.”

Last year, the Singapore government announced an investment of S\$25 billion into its next five-year plan for research, innovation and enterprise (RIE 2025) to meet a broader spectrum of national needs and build a knowledge-based and innovation-driven economy and society.

“Dell Technologies’ Global Innovation Hub speaks to the company’s confidence in Singapore as an attractive R&D location, with access to talent and a vibrant ecosystem of partners here and in the region. Dell Technologies will create meaningful jobs for Singaporeans across design, strategy, research and product development. These in turn support our efforts in building a Smart Nation and a strong digital economy,” said Mr Ang Chin Tah, Vice President and Head, DISG.

Over the past two decades, Dell Technologies has been proactively enabling businesses and communities in Singapore. Having started as a PC-maker, Dell Technologies has since evolved to become one of the largest global technology companies with deep expertise across edge computing, 5G, cloud, security and artificial intelligence and machine learning. Today, the company drives digital transformation initiatives for companies of all sizes via its comprehensive product portfolio.

The launch of the GIH and a move to leverage local talent continue the momentum by Dell Technologies to upskill and train more than 3,000 fresh graduates, mid-career professionals and students in Singapore to be future-ready, as well as a collaboration with Singapore Management University for its students to benefit from a curriculum on cloud-native and emerging technologies. Read more about this announcement [here](#).

Added Midha: “The world needs technology now more than ever. In encouraging the adoption of digital solutions and new technologies, strengthening our product and

process innovation system, and engaging the talent pipeline, we believe that we are paving the path for a more resilient, progressive, inclusive and sustainable economy.”

About Dell Technologies

[Dell Technologies](#) (NYSE:DELL) helps organisations and individuals build their digital future and transform how they work, live and play. The company provides customers with the industry’s broadest and most innovative technology and services portfolio for the data era.

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APPENDIX

Dell Technologies Global Innovation Hub is home to a hotbed of innovation. Dell Technologies *Digital Future - Made in Singapore* initiative aims to drive made-in-Singapore solutions for its partners and customers worldwide. The following are examples of some of the solutions and capabilities developed:

1. **Cloud Native Architecture (CNA)** – The CNA team serves as the Cloud Native Center of Excellence for all the R&D teams in Singapore, working to grow the local cloud-native ecosystem and deliver high value digital transformation work with strategic partners such as system integrators and education institutions. Examples of solutions co-created with partners include a robust medical app that can be deployed both on-premise and on hybrid cloud. This multi-cloud architecture solution works seamlessly to ensure all applications run without any disruptions. It is also compliant with data residency requirements of different countries, making it easy to be adopted worldwide.
2. **Augmented Reality (AR) Assistant** – By scanning the QR code located on all Dell servers, users can bring up a step by step Augmented Reality (AR) guide to help them fix and maintain their enterprise hardware. This solution enables even the newest user to perform tasks that would have previously taken support calls, site visits and documentation- reducing costs for all.
3. **Wellness Tracker** – Remote work has brought to light the challenges of working from home, such as neck and lower back pain. The wellness tracker taps Dell Technologies' deep understanding of productivity devices and the evolving future of work. Using an in-built application that captures a user's seating posture, the laptop can deliver prompts and alerts to encourage movement or adjustments.