



**Administrative Excellence**  
UNIVERSITY OF WISCONSIN-MADISON  
Shaping our Future

# COMPUTER BUNDLES

## Context

- Manufacturers provide deep discounts on orders of pre-determined computer configurations because it helps them plan production.
- UW does not have campus-wide standards and guidelines for computer purchases.
- IT planning and purchasing is usually decided at the divisional level, which leads to a wide variety of different models/configurations being purchased.

## Analysis

- Reviewed the different models and configurations UW currently purchases through the DoIT Tech Store, MDS, and other channels
- Considered the range of prices UW paid for various models and configurations
- Compared UW's average prices and discounts from list price vs. peer institutions' average discounts

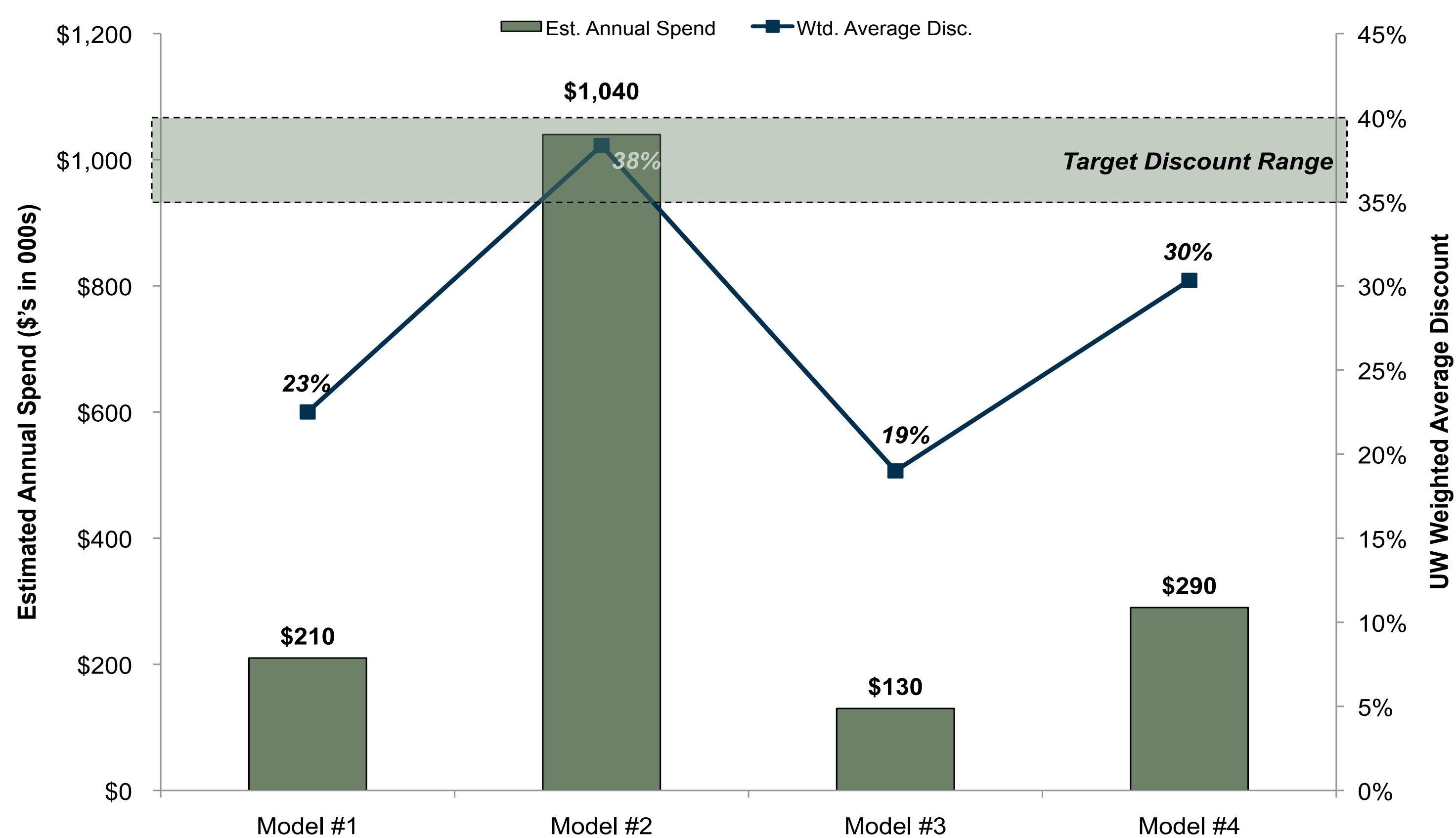
## Findings

- UW purchases a broad range of computer configurations.
- E.g., there are 20+ standard Dell computer hardware bundles purchased by campus units.
- Peer institutions have an average of 4 standard bundles, and modifications to those bundles require an articulated business need.
- UW purchases computers through a variety of suppliers and different channels.

## Opportunities

- Potential savings of \$300-500K annually if 70% of computer purchases were standard bundles procured through the same vendor/channel.
- Not all computer purchases can be standardized due to particular technical or business needs.
- Standard computer bundles need to be developed with the input of campus subject matter experts and user groups.

### **UW Discounts Received on Top Dell Desktop Models** **Consistently Less Than Peers**



Note: (1) Models above include: OptiPlex 360, OptiPlex 780 MT, OptiPlex 780 USFF, and OptiPlex 980MT.  
(2) Benchmark discount range is based on average of peer institutions.