

Dell and the \$5bn Software Goal

Written by Marco Attard
26 July 2012

Following its Quest acquisition (worth \$2.4 billion) Dell counts the eggs all its newly bought chickens should start laying-- hoping it will start making over \$2bn in have annual software sales soon.



And that is before sales grow to the \$5bn by 2016, at least according to company predictions. Not bad for what was once a mere PC maker.

"You have this huge PC business," Dell's software division president John Swainson said at a roundtable discussing the company's software ambitions. "To have an impact on Dell's bottom line, you have to have a meaningful software business."

The Dell software shopping list is fairly impressive-- worth over \$5bn and totaling 8 companies, including Force10, Wyse, Make, Clerity, SonicWall and Quest.

It is a transformation similar to the one IBM went through-- only Dell wants to achieve "critical mass" by 2016. It took IBM 20 years to shift entirely from hardware to software.

Will Dell achieve its \$5bn goal? Either way it will be interesting to see Dell compete against the likes of BMC, Microsoft, HP and IBM.

Dell and the \$5bn Software Goal

Written by Marco Attard
26 July 2012

Go [Dell Targeting \\$5bn in Software Sales, Swainson Says \(Bloomberg\)](#)