



## Stanford eCorner

### The Origins of Dell, Inc.

Michael Dell, *Dell, Inc.*

May 01, 2007

Video URL: <http://ecorner.stanford.edu/videos/1743/The-Origins-of-Dell-Inc->

Michael Dell, CEO and founder of Dell, Inc., describes how the idea for Dell, Inc. originated. Dell was fascinated by the emerging field of the personal computer and disenchanted by the way technology was being provided to the consumer. To challenge what he noticed was a very lengthy and expensive process, he experimented with the concept of selling the product directly to the customer.



#### Transcript

Well, you know, it goes back to the beginning of the formation of the personal computer industry, which ... that sounds like a long time ago. And I was an interested user. I became fascinated with the idea that the PC could really change a lot of things. And it was exciting and interesting, and this device that had all this computational power that any person could afford or start to afford, that was just really interesting to me. And as a user, as a customer, I was sort of disenchanted with the experience in the computer store, and saw that the way that computers were being sold and the way that technology found its way from the lab all the way to the customer, it just took an enormous amount of time. It was very very expensive. And so I thought, hey, what if you sold the product directly to the customer. And so that's what I did.