

# Better Narratives. Better Podcasts.

How Dell Technologies enabled WYN Studio to tap into their creative best!



**Businesses We Love.**

## About WYN Studio

Every brand has a unique story to share and WYN Studio provides the right platform for exciting brand narratives using the power of audio. Established in September 2019, WYN covers brands across genres like gaming, technology, lifestyle, entrepreneurship, advertising, health and wellness.

## When creative minds hit a roadblock

As an organisation that began operations just before the pandemic, WYN Studio found itself in a lurch trying to meet the requirements of the new world in just a few months. This is where Dell Technologies came into the picture. By providing the right systems, Dell enabled the organisation to maximise team productivity and implement effective collaboration.

## Dell Small Business Solutions

Dell Technologies Small Business Solutions are perfect for growing organisations, as they address the core of the issue while enabling companies to continue with their day-to-day operations. Dell Technologies understands that what small businesses need is not a one-time solution but **sustained support** for efficient functioning.



## Key challenges

- Creating a seamless work atmosphere amidst the pandemic.
- Getting efficient systems in place for audiovisual production.
- Establishing a platform that aids in easy collaboration and exchange of ideas.



## #DWENDreamTechContest

When WYN Studio won the #DWENDreamTechContest, they were able to share their specific concerns with a Dell Tech Advisor. The organisation was running on second-hand laptops and personal computers and needed the right technology to help them establish a robust system for their content creation.



The DWEN community is a global network of female entrepreneurs who share their experiences and learn from each other. The platform provides them with access to the latest technologies, valuable resources and tailored content, accelerating business outcomes. If you are a business owner who uses technology as a growth strategy, this is for you! Visit [DWEN.com](https://www.dwen.com) to know more.

## Numbers say it all

**3.5M+** overall listeners      **175** countries

Armed with Dell Technologies' reliable IT infrastructure and systems, **Team WYN** is ready for its next phase of growth.

## For Team WYN, Dell provided tailored solutions in 3 key areas:

Dell Technologies strives to provide tailored solutions for small businesses, ensuring sustained support through their growth journey.

### ● Right Systems and **Right Technologies**

Team WYN switched to precision workstations provided by Dell Technologies, which gave them a range of options to produce content in an efficient manner. They were also able to scale faster during a challenging period.

### ● **Interactive Solutions**

Dell Technologies' touchscreen monitor is a highly efficient tool that helps team WYN turn their ideas into interesting content. Podcasts are all about engaging conversations, and for WYN Studio, it begins with the team!

### ● Establishing an **Integrated Work** Atmosphere

From generating ideas to recording and editing audiovisual content, Dell Technologies makes it possible for WYN Studio to perform their tasks easily across various departments.



We came out of the pandemic much stronger and more resilient. None of this would have been possible without the right technology at the right time. And that's where Dell came into the picture, with the right systems and technology for us to scale faster"

**-Souniya Khurana,**  
Co-Founder & CEO  
WYN Studio



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