



# The Dell Advantage

Gianluca Colombo  
Business Development Manager  
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# Pionieri del cambiamento da sempre

- Semplificare la complessità
- Controllare la potenza dell'IT con facilità
- Allontanare l'inefficienza
- Costruire valore per lungo periodo

In poche parole offrire

**“the power to do more”**

TO  
**30**  
MORE  
Est. '84

Thank you for the last 30 years,  
here's to 30 more!


Let's create the future together.



# Dell Oggi

**#1** in Storage

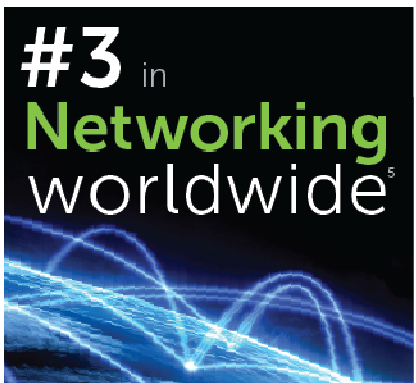
- flash/SSD<sup>1</sup>
- iSCSI<sup>2</sup>
- midrange storage array<sup>3</sup>



**#1** x86-based server provider in North America & Asia-Pacific Japan<sup>4</sup>



**#3** in Networking worldwide<sup>5</sup>



95% of the FORTUNE 500 rely on Dell

Most likely converged infrastructure to be recommended by customers<sup>6</sup>



218+ awards & accolades for Enterprise products in 2012



<sup>1</sup>Storage Strategies NOW, "Enterprise Use Cases for Solid State Storage/Flash Memory."  
<sup>2</sup>Based on information from the IDC Worldwide Quarterly Disk Storage Systems Tracker Q2 2013.  
<sup>3</sup>8th annual Storage magazine/SearchStorage.com Quality Awards, Sept. 2013.  
<sup>4</sup>IDC  
<sup>5</sup>Dell'Oro Ethernet Switching Report, 2QCY13.  
<sup>6</sup>Technology Business Research, Inc. "Converged Infrastructure Landscape Report" by Christian Perry, Krista Macomber, Angela Lambert, Matt Bowden; June 2013.



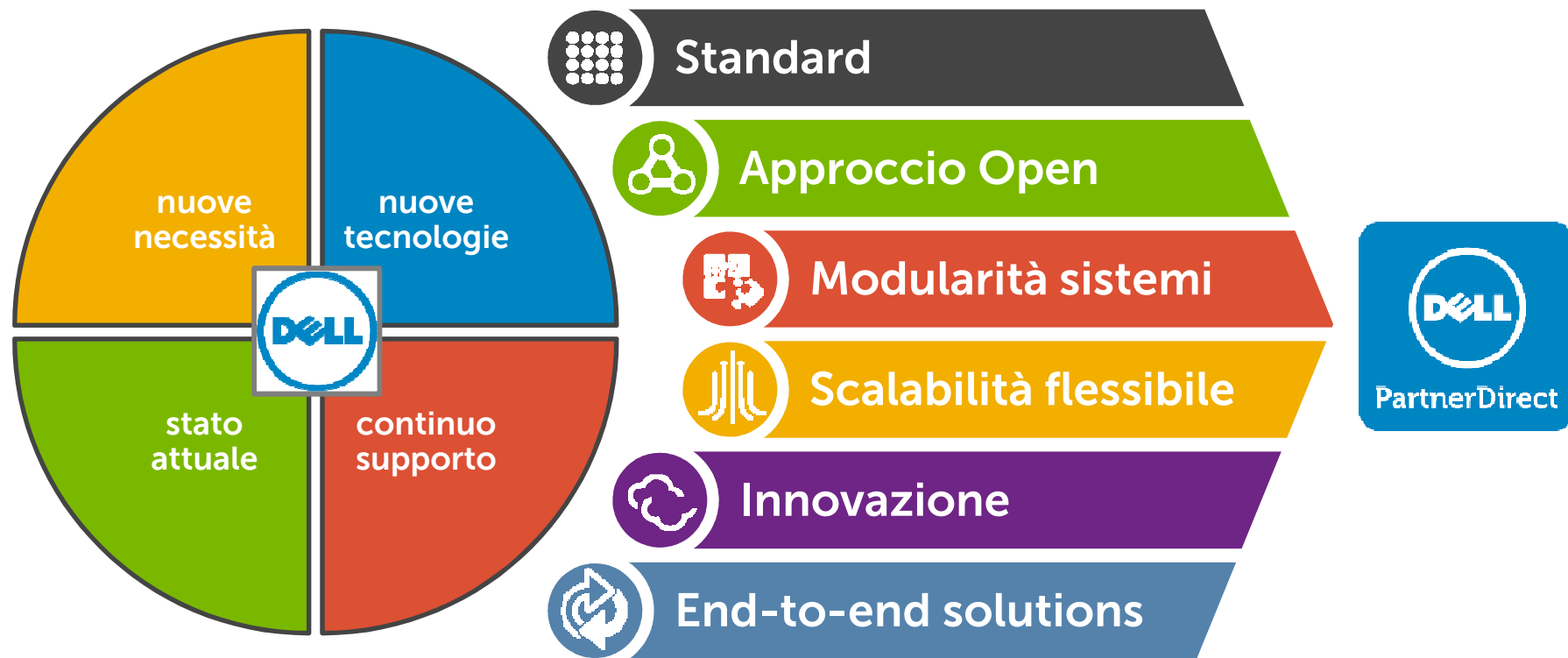
# Una missione che ci guida verso i migliori risultati

Dell **ottimizza e sviluppa** il tuo datacenter



# Il valore di Dell

Offrire il massimo e abilitare tutte le potenzialità

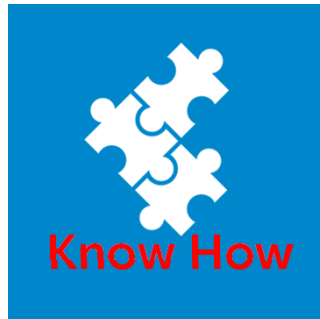


Cloud in-a-box

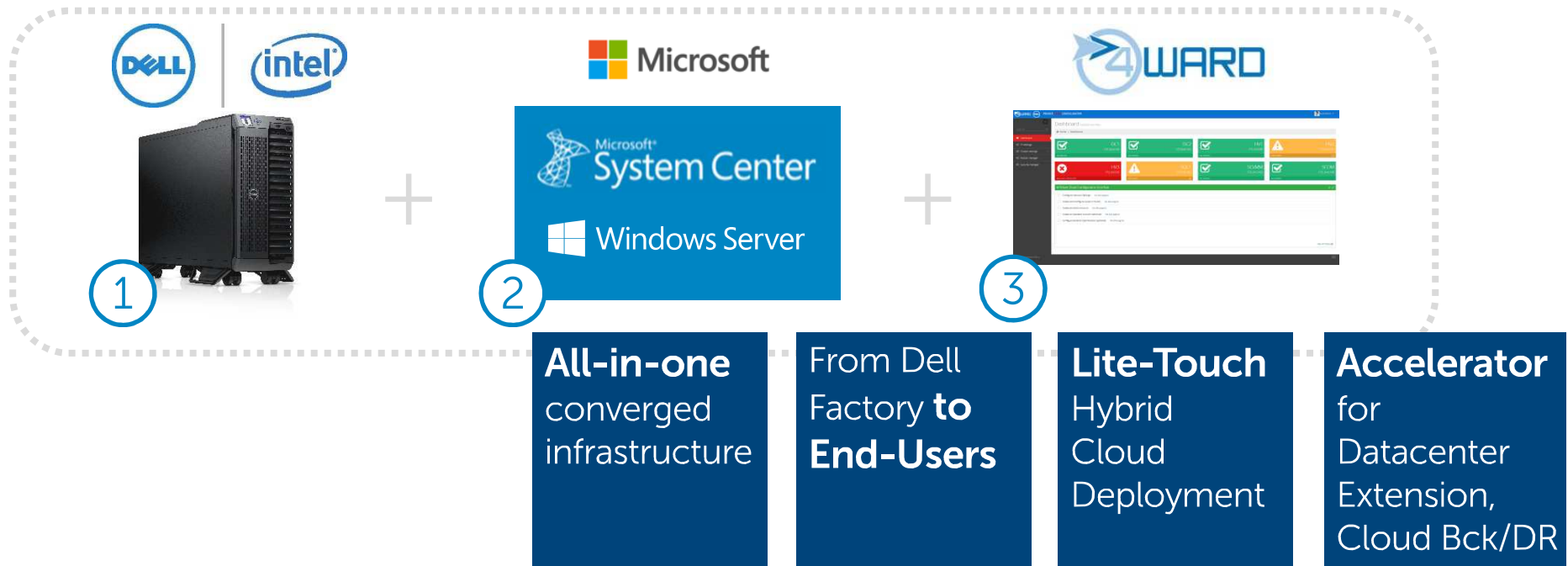
EVO Rail

Storage SC4020





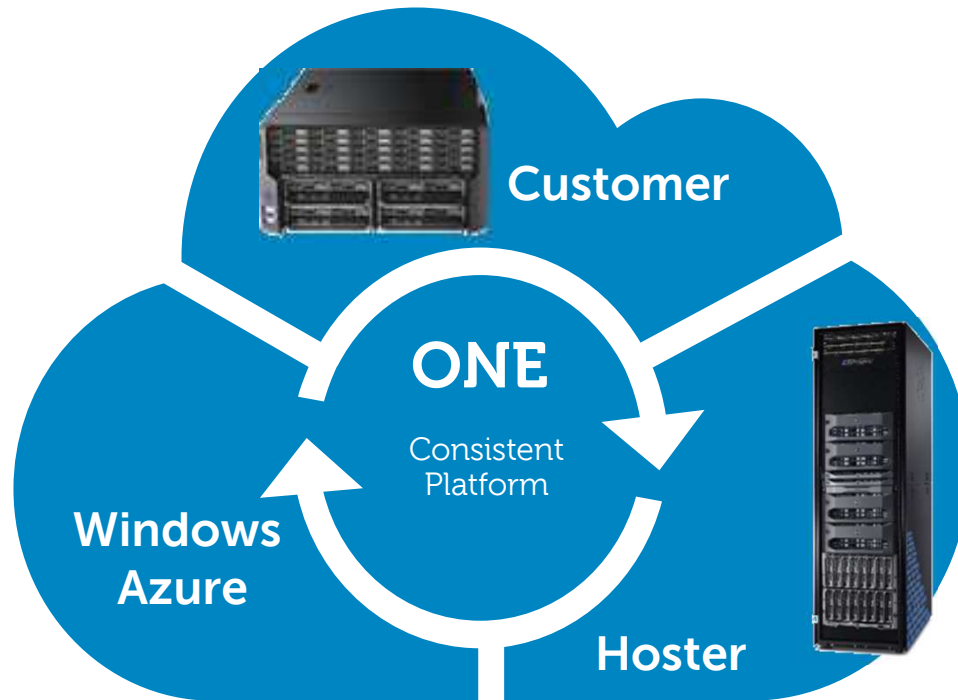
# Cloud in-a-box soluzione facile e veloce



**Hybrid Cloud al prezzo della Virtualizzazione**



# Cloud in-a-box – gli elementi fondamentali



## Customer

"Cloud in-a-box" appliance based on **PowerEdge VRTX**

## Hoster

"**Azure Pack**" and dedicated hardware

# Cloud in-a-box – in 2 ore fatto!

The screenshot shows the management console for Cloud In-A-Box Premium. The left sidebar contains a navigation menu with items: Dashboard, Advanced Dashboard, Networking manager, Cluster manager, Restart manager, Security manager, Data center extension, and Disaster recovery. The main content area is titled "Disaster recovery" and includes a breadcrumb "Home > Disaster recovery > How it works". Below the breadcrumb, there is explanatory text about Hyper-V Replica and a diagram illustrating the replication process.

Disaster recovery

Home > Disaster recovery > How it works

Cloud in-a-box offers a unique feature built-in Windows Server 2012 called Hyper-V Replica. By using this feature you may assure that your entire virtual machine are copied over the cloud. This solution is easy to configure and does not require shared storage or hardware with particular storage. You can replicate any server workload that can be virtualized in Hyper-V. The operation is very simple: upon activation of the service, a digital certificate is issued by the cloud provider to be uploaded on the cluster or on the single server that hosts the Virtual Machines based on actual space occupied by replicas that are managed and configured by the source server. All data transfer over the cloud provider are encrypted by using secure socket layer (SSL).

Customer's Site

VRTX Cloud in-a-box

Hyper-V Replica

Cloud Provider

Physical server



# Superare le barriere, usare il Cloud è facile

## Know How

- No knowledge needed for deployment
- Platform you know and Partner support

## Cost

- Cloud at the cost of Virtualization
- Deployment costs down to zero

## Security

- On Prem. + Extend within country
- Selectively move data and VM to Cloud

# Challenges impacting infrastructure & workload delivery

**Getting applications to market and making users productive in a timely manner**



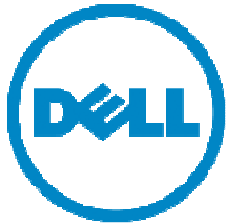
**Deploying and scaling multiple hardware components is inflexible and slow**



**Complexity of managing and operating the environment impacts productivity and performance**



# EVO: RAIL – Soluzione Dell ingegnerizzata per VMware



## Engineered Solutions optimized for VMware EVO: RAIL

- Dell 2U/4 nodes of shared local storage
- **Single support contact for hardware/software**
- **Value-added software, services and support**



## VMware EVO: RAIL Software Bundle

- EVO: RAIL Rapid deployment, configuration, and management engine
- Compute, network & storage virtualization with vSphere & vSAN



### Virtual Infrastructure Edition

Ideal for virtual infrastructure and general-purpose workload deployments

### VMware Horizon Edition

Ideal for virtual desktop infrastructure (VDI deployments based on VMware Horizon)



# Benefici della Soluzione

## Achieve **faster time-to-value**



Turnkey **integrated system** that can be deployed in minutes

- Deploy VMs in just **15 minutes** from power on versus days for separately-installed components
- Leverage **pre-configured & workload-optimized**
- Adopt a simplified appliance-based solution with streamlined software-defined management experience

## Provide **elasticity to your environment**



Provide maximum **flexibility** and agility to your data center

- **Rapidly expand capacity** with auto discovery of new infrastructure
- Gain **linear scaling** and performance to meet growing user and business needs
- Achieve a more ideal density to cost ratio

## Enable **greater ease of use**



Provides an intuitive, consumerized user interface for ease of configuration and management

- Operate with a single-pane-of-glass management experience
- Use **out-of-the-box integrations** with existing VMware management tooling



# Use Cases & Customer Value

## Dell Engineered Solutions for VMware EVO: RAIL

Accelerate time-to-value and augment existing virtual environments to enable an app-optimized and scalable environment

Reduce complexity while enabling greater flexibility and performance for VMware Horizon deployments

Rapid provisioning and pay-as-you-go scale out to enable business agility

## Additional Value-Add from Dell

### End-to-end infrastructure, software and services

- ToR and aggregation switches
- Dell software for performance monitoring, data protection, security and cloud management
- Dell Pro Support Plus
- Dell Services for Virtualization, VDI, and Cloud consulting and Managed Services

Use Case/Workloads

Virtual Infrastructure & General-Purpose Workloads

Virtual Desktop Infrastructure (VDI)

Private Cloud



# Nuove necessità richiedono una **gestione dei dati integrata** con **soluzioni end-to-end**

Store



Protect



Manage



Integrate



Analyze



fluid data architecture

The **right** data in the right **place** at the right **time** at the right **cost**.





# La visione di Dell per lo Storage

Le migliori tecnologie pensate per il vostro business

## Acquisizioni »

 **EQUALLOGIC**  
2008

**ocarina**<sup>™</sup>  
networks  
2010

**RNA**  
networks  
2010

**EXANET**  
Scalable Available Fast  
2010

  
**compellent**  
2011

## Integrazione »

Server cache

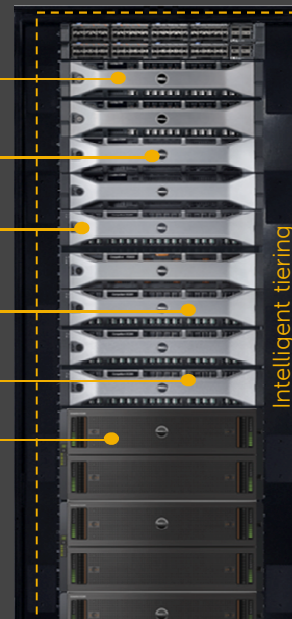
Flash

15k SAS

10k SAS

7200 NL-SAS

Compressed tier



## Business »

Unified architecture

Scale up and out

Tier 0 performance

Deduplication

Automated orchestration

Quality of Service

# L'approccio allo storage di Dell

## Architettura moderna

- Progettata e costruita per essere **flessibile ed agile**
- **Libera dai vincoli imposti dai sistemi legacy**

## Integrazione End-to-end

- Storage, networking, software defined storage/network, server, software, professional services
- **Partner ecosystem** per essere ancora più vicini agli obiettivi dei clienti

### principi architetturali fondamentali

Facilità d'uso

Virtualizzazione, SDx

Alta scalabilità

Gestione dati intelligente

Licenze innovative

Aggiornamenti continui

Benvenuto

# Storage Dell Serie SC4000



Fino al **72%** di costi in meno  
rispetto agli array della  
concorrenza per le soluzioni  
di tecnologia flash pura\*

I vantaggi dello storage  
di classe enterprise estesi  
alle installazioni di piccole  
e medie dimensioni

Prestazioni aziendali

La migliore intelligenza  
della categoria

Ottimo rapporto  
qualità/prezzo



# Storage Dell serie SC4000

I vantaggi dello storage di classe enterprise estesi alle installazioni di medie dimensioni



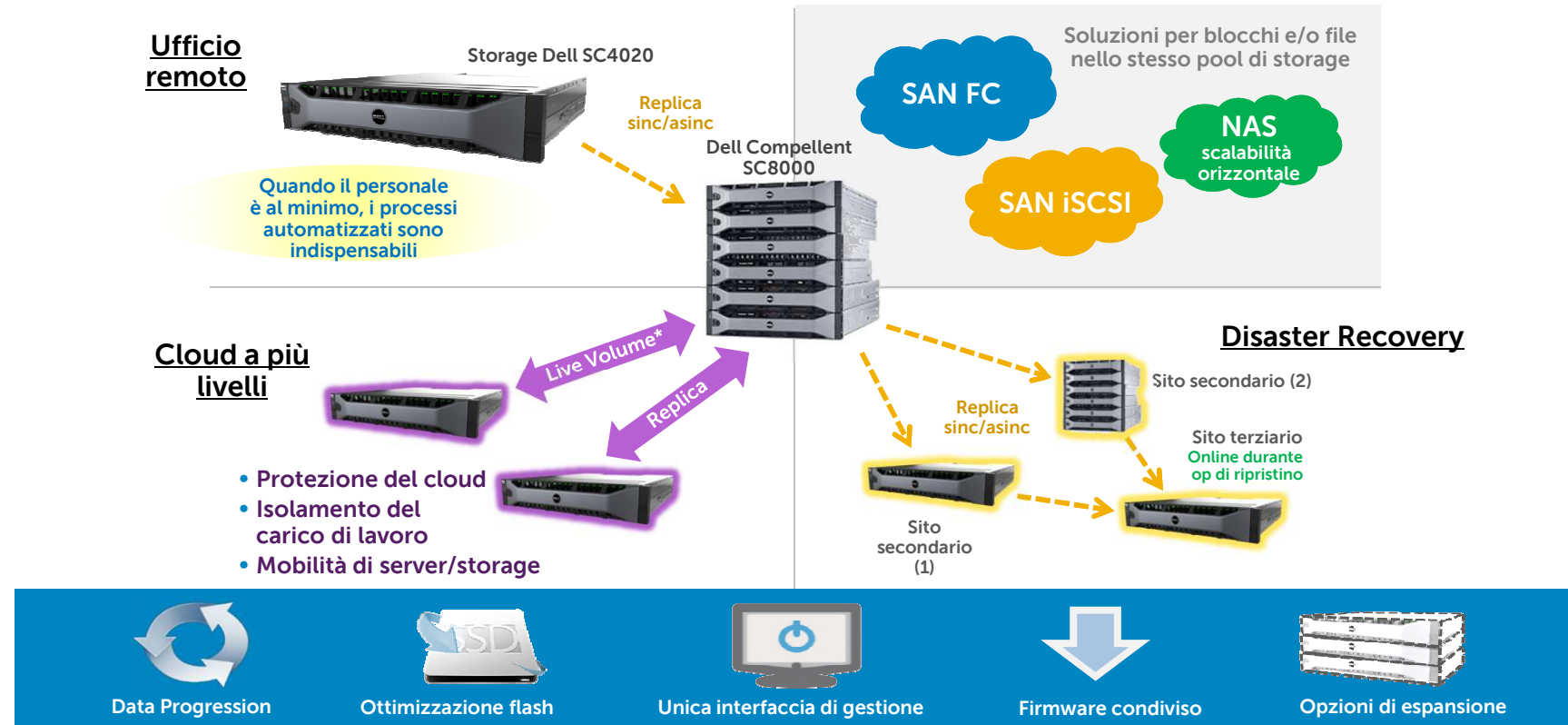
**Array Dell Storage SC4020 "all-in-one"**

Caratteristiche hardware	Caratteristiche software
Porte di rete FC (8) o iSCSI* (4)	Gestione unificata con Dell Compellent SC8000
Fino a 120 unità (> 400 TB) per sistema	Stesse licenze per funzionalità opzionali offerte da Dell Compellent SC8000
Back-end SAS integrato per l'espansione	Conveniente prezzo "di base" che copre 48 unità <ul style="list-style-type: none"> <li>• Pacchetto core SCOS</li> <li>• Pacchetto di protezione remota dei dati</li> <li>• Pacchetto di prestazioni</li> <li>• Live Volume</li> </ul>
Supporto NAS tramite front-end FS8600 opzionale	
Replica tramite FC e iSCSI	
<b>Supporto aziendale Copilot:</b> Stessa gamma di opzioni degli attuali prodotti Dell Compellent SC8000	



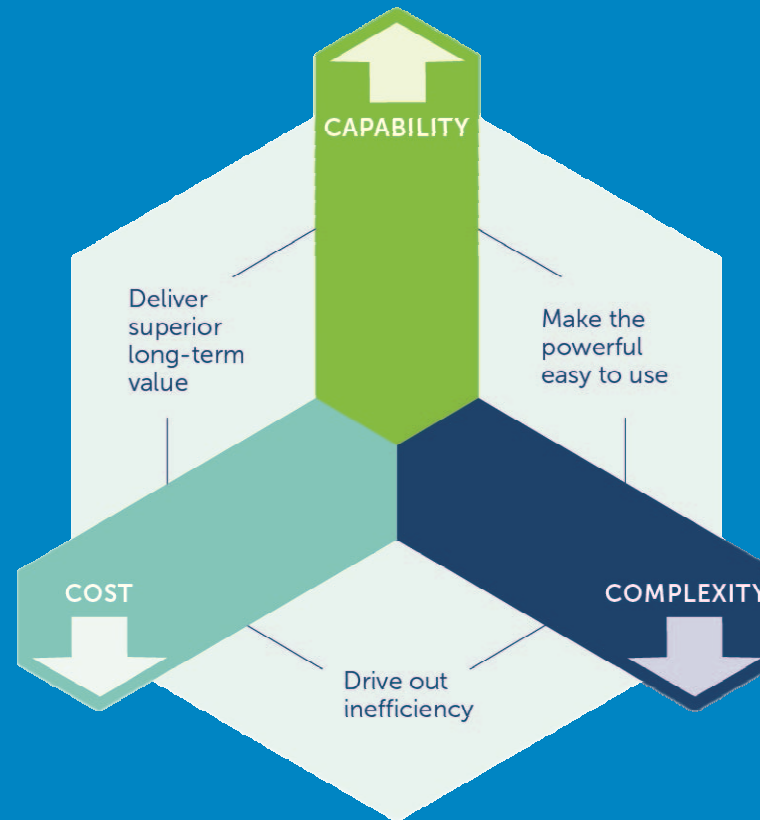
# Dell Storage SC

consente l'adozione di strategie IT complete e diversificate

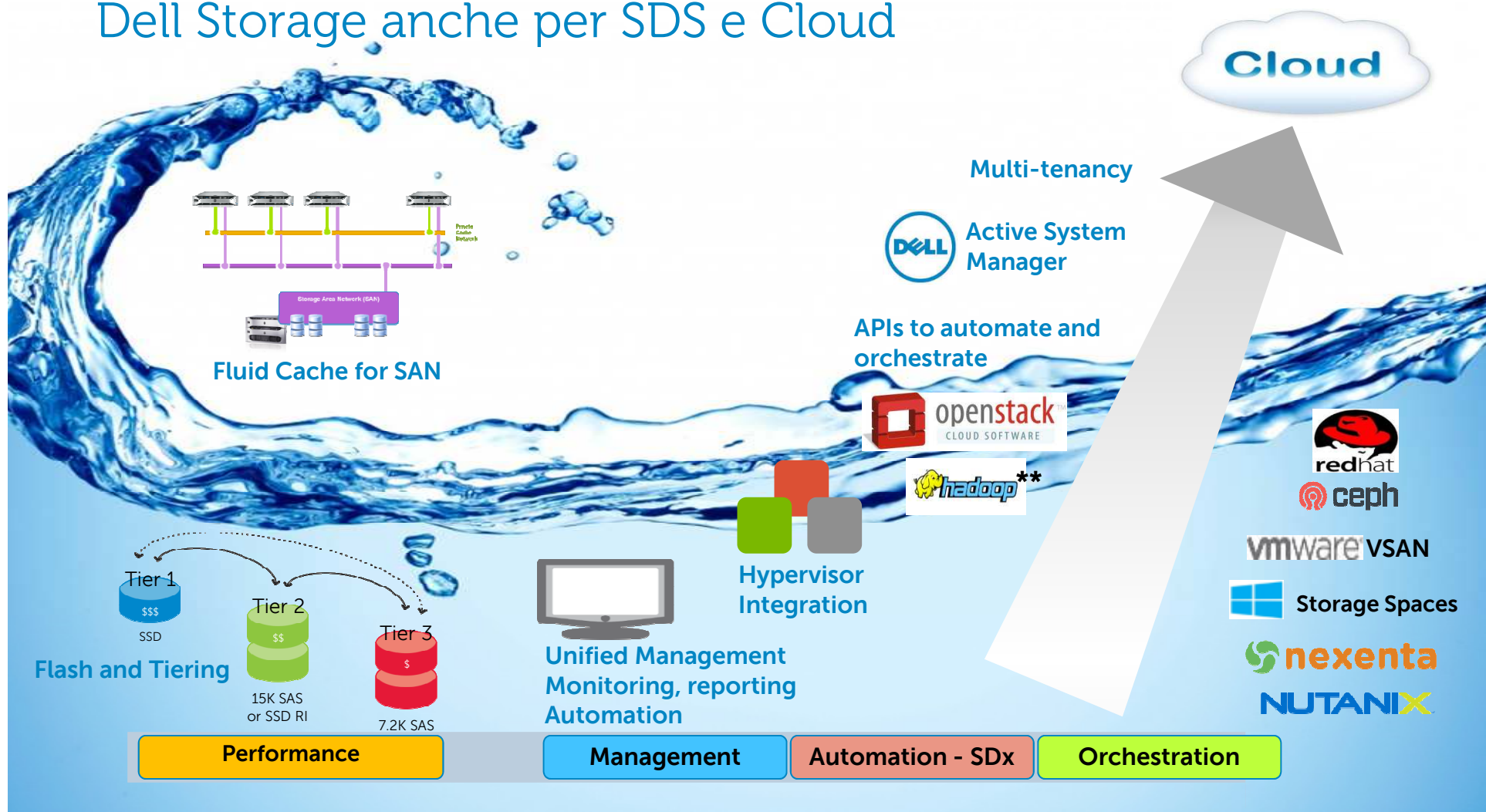


# Making technology more accessible

Giving organizations of any size **the power to do more**



# Dell Storage anche per SDS e Cloud



Fluid Cache for SAN

Flash and Tiering

Tier 1  
\$\$\$  
SSD

Tier 2  
\$\$  
15K SAS  
or SSD RI

Tier 3  
\$  
7.2K SAS



Unified Management  
Monitoring, reporting  
Automation

Hypervisor  
Integration

APIs to automate and  
orchestrate



Multi-tenancy



Performance

Management

Automation - SDx

Orchestration



The power to do more