

Dell POV

June 2015



A change agent from day one

- Simplifying the complex
- Making the powerful easy to use
- Driving out inefficiency
- Delivering superior long-term value



Enterprise-wide solutions, deep functionality

Addressing technology trends that affect **the full IT ecosystem**

End-to-end portfolio with the most progressive architectures and innovative IP



Agile, Efficient Enterprise

- Servers
- Storage
- Networking
- Applications/workloads
- Data center solutions



Business-Class Connected Solutions

- Tablets
- Laptops
- Desktops
- Workstations
- Virtual desktop (VDI)



Flexible, Next-Gen Services

- Proactive support, BPO, Consulting, deployment
- App/cloud/managed
- Security
- Financing



Value-Added Software

- Data center/cloud
- Data protection
- Information mgmt
- Mobile workforce mgmt
- Security

Engineered to work better together—and work with what you already have



Agile, efficient enterprise systems

Powering the future-ready enterprise



Capabilities

Workloads, virtualization,
software-defined, cloud, big data



Optimized to deliver better results

Dell PowerEdge Servers



Optimized for energy efficiency, with any workload, at any scale

Dell Storage



Designed for modern workloads to deliver lasting value

Dell Networking



Engineered to improve IT efficiency and economics

Dell Software



Developed to simplify IT management and mitigate risks

Dell Converged Infrastructure & Converged Solutions



Built to accelerate results and enhance outcomes

Dell Data Center Infrastructure



Selected to maximize IT value with ease



Value-added **software**



Unlock the power of technology, drive down costs, increase ROI

Empower and **enable**
our customers to:

- **Simplify** IT management
- **Mitigate** risk
- **Accelerate** results

In five **key** areas:

1

Data center
and cloud
management

2

Mobile
workforce
management

3

Information
management

4

Data
protection

5

Security

That align to our customer's
top IT **imperatives**:



Flexible, next-generation services



Empower your workforce, engage your customers, grow your business

Infrastructure and cloud computing

Benefit from proven tools, analytics-based automation, and XaaS based offers

Application services

Get end-to-end, IP-led solutions that help drive efficiency and foster innovation

Business process outsourcing

Realize measurable impact on your core business

- Modernization
- Digital
- Industry solutions

Transforming IT and business



Business-class **connected solutions**



Total end-to-end client solutions

Services + Products + Software + Accessories



Wyse



Latitude/Rugged



OptiPlex



Precision



Venue Pro

most **secure** | most **manageable** | most **reliable**

backed by ProSupport Plus



Dell runs on Dell

Our technology is **powering our transformation**

Compellent Storage
\$7M reduction in
storage costs
in first year

EqualLogic Storage
used internally
for Exchange, VMWare,
Oracle MegaGrid, SQL Grid



SonicWall
30,000 concurrent
users a day on
Aventail VPN solution



Wyse Thin Clients
Low cost, low maintenance
alternative to desktop client;
used in Chengdu
Manufacturing facility

Credant
Simplified infrastructure and
support, displacing McAfee
Safeboot on Dell corporate
notebooks and tablets in Q2

Boomi
75% shorter
integration time-to-value.
Utilized to unify SFDC
acquisition instances

PowerEdge Servers
18k servers – all managed
with Dell OpenManage

Force10
Default choice for networking
solutions, **displacing Cisco**

SecureWorks
85B events
managed daily, with 8,194
escalations to Dell IT security
for investigation



Recognized for our **technology solutions**

Dell currently ranks as a leader in nine **Gartner Magic Quadrants**

**Data center outsourcing
and infrastructure utility services**

North America



**Unified threat
management**

Global



**Managed security
service providers**

Global - Dell SecureWorks



Modular servers

Global - Dell PowerEdge



**General purpose
disk arrays**

Global



**End-user
outsourcing services**

North America



IT asset disposition

Global



**Enterprise desktops
& notebooks**

Global



**Enterprise integration
Platform-as-a-Service**

Global - Dell Boomi AtomSphere



Gartner



“As IT leaders, you must design, resource and deploy **for a world that’s digital first**. In this new model, **every business unit is a technology start-up**. Partner with the digital start-ups inside your organisation and **prove that you can move fast too.**” Gartner



By 2017,
75% of IT
organizations will
have a **bimodal**
capability. Gartner

Mode 1 is traditional,
emphasizing scalability,
efficiency, safety and
accuracy.



Mode 2 is
nonsequential,
emphasizing
agility and speed.

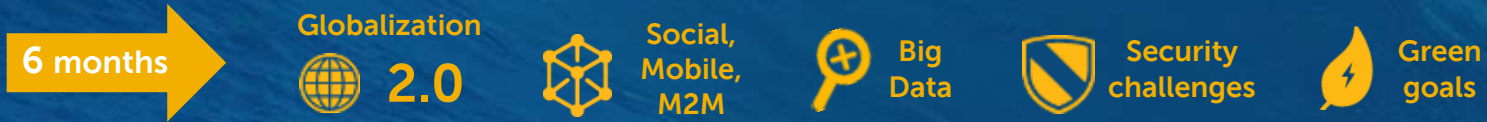


If you want to succeed at “second mode IT,” you have to think differently, **challenge the status quo** and look at technologies specifically designed to meet the needs of the **next generation data center**.



Increasing PACE of change requires flexible infrastructure

Business: What fundamental shift will come next?



Budget: Declining growth rate in IT spend



Infrastructure: Must maintain ROI from legacy investments





EVOLUTIONARY

REVOLUTIONARY

Best-of-breed
systems



System of systems



Server-centric,
software-defined



Bridge the gaps **on your terms**



Standards-based

No deliberate technology lock-in



Open approach

No intentionally closed ecosystems



Modular systems

No costly monolithic stacks



Flexible scaling

No forced constraints or rip-and-replace



Modern portfolio

No vested interest in legacy systems



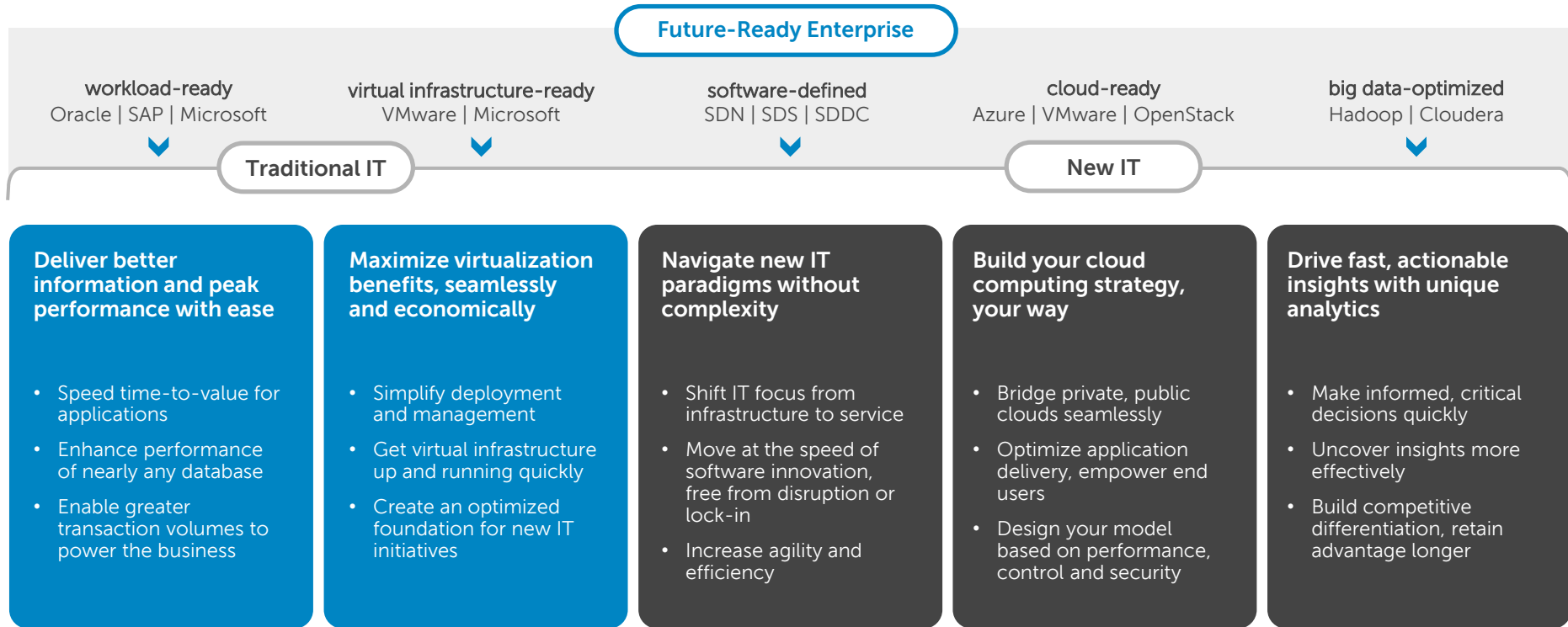
End-to-end solutions

No siloed viewpoint or hidden agenda

Dell is different



Future Ready IT - Empowering **your agenda, your way**



Our strategy in action

Innovating in six key areas to **create more value** across the enterprise

Flexible
transition
services



Intelligent
converged
infrastructure



Seamless
cloud
enablement



Business-class
connected
devices



Data-driven
insights



End-to-end
connected
security



Modernize
apps/platforms
faster and with
less risk

Unify
management
of data center
components

Extend
the delivery and
management of
IT services

Empower
the workforce
and drive
performance

Discover
the information
hidden in
your data

Safeguard
seamlessly from
wide-ranging
threats

Transform
your IT efficiency

Connect
your workforce

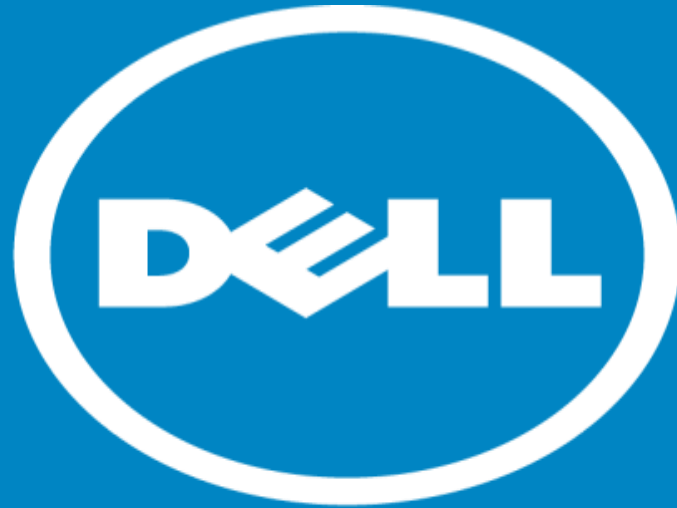
Inform
your decisions

Protect
your organization



YOU CAN'T DO TODAY'S JOB
WITH YESTERDAY'S METHODS
AND BE IN BUSINESS
TOMORROW





The power to do more



Recognized leadership in the enterprise

Gain from built-in knowledge and experience



Servers

#1

server provider in
North America,
Latin America,
China



Storage

#1

provider of iSCSI
storage solutions



Data center

#1

provider of
virtualized data
center
infrastructure



Search

4 of 5

top search
engines
worldwide
powered by dell



Support

#1

in enterprise
services support



Cloud

#1

provider of cloud
infrastructure—
over 1M servers
shipped



Software

90%

of Fortune 1000
companies use
Dell software



Social

3 of 4

top social media
websites are
powered by Dell



Dell Converged – Differentiated Solutions

Traditional Rack Datacenter



13G servers provide more storage flexibility than ever before

SMB/Remote Office



The ideal all in one: PowerEdge VRTX

Rack/Blade Datacenter



FX2 building blocks designed to fit any workload

Traditional Blade Datacenter



Designed for modular stability and full networking integration

Options to solve needs of any **Environment**

- Similar building block of compute to provide a comparable solution for branch offices to datacenter to co-location hosting.
- Commonality helps reduce complexity of IT infrastructure, lowers OPEX and support costs while increasing efficiency
- Optimized to help solve physical density, cooling and power needs

Options for any **Workload**

- Solution choices with different ratios of compute, storage types, and I/O deliver optimized application performance for traditional and emerging workloads
- Flexibility to easily reassign or add resources accordingly when application demand increases or additional workloads are needed



FX2: Summary

PowerEdge FX2



A 2U converged enclosure sharing power, cooling, management and PCI connectivity capable of integrating a mix of server, storage and networking solutions

Dense Virtualization



PowerEdge FC630

- 2S half width
- Up to 4 per FX2 enclosure

HPC / Light Virtualization



PowerEdge FC430

- 2S quarter width
- Up to 8 per FX2 enclosure

Web serving



PowerEdge FM120x4

- 1S Atom half width
- Up to 16 servers (4 nodes) per FX2 enclosure

Database



PowerEdge FC830

- 4S full width
- Up to 2 per FX2 enclosure

Flexible DAS



PowerEdge FD332







- Half width direct attach storage with up to 16 drives per module
- Up to 3 nodes per FX2 enclosure

IO Aggregator



- Designed for simple, integrated networking solutions
- Up to 2 nodes per FX2 enclosure

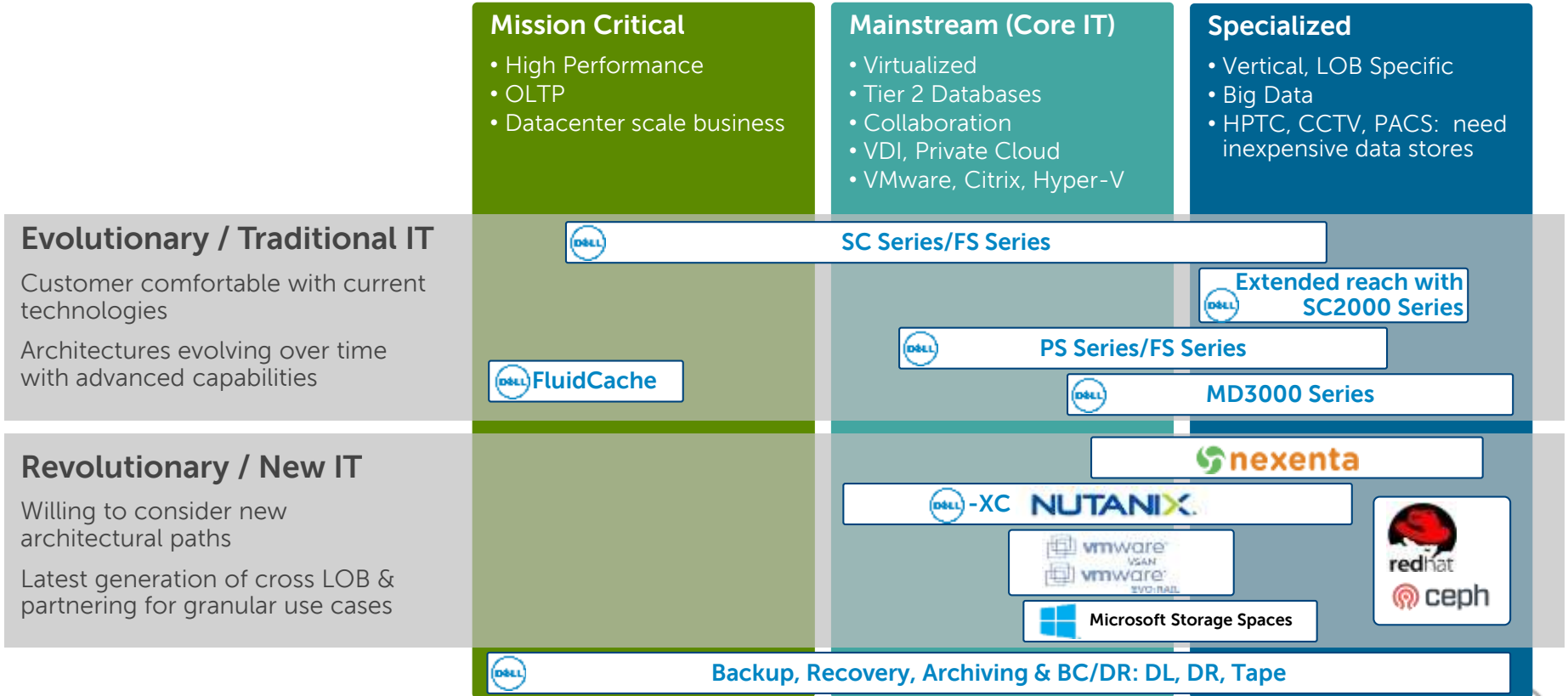
Revolutionary: SDS offer summary

					 	
Dell Offering	XC Appliance Powered by Nutanix SW	Dell's VSAN Ready Nodes, Dell Engineered solutions for VMware EVO:RAIL	Validated PE 730 + MD JBOD + Nexenta SW	Most Dell Servers + MD JBOD + MS Storage Spaces	PowerEdge servers + Red Hat Inktank Ceph + Openstack	
Customer Value	Hyper-Converged <ul style="list-style-type: none"> Hypervisor agnostic Richer Storage Features 		<ul style="list-style-type: none"> Familiar and easy management for VMware admins Built on VMware investments 	<ul style="list-style-type: none"> Highly flexible, feature-rich storage built on ZFS NetApp Replacement 	<ul style="list-style-type: none"> Seamlessly connect to Windows Server based compute layer Integrate into Microsoft management 	<ul style="list-style-type: none"> Open-source technology designed for highly scalable environments with strong ties into Open Stack
Primary Use case	High performance VDI	Small scale, non mission critical storage for VMware	Cheap and deep file storage	Scale-out storage platform for Microsoft Cloud	Advanced private cloud	

Enterprise-class infrastructure | Optimized hardware and monitoring | Appliances and bundled solutions
 End to end solution architectures | Global services and support | Dell Data Protection for SDS



Workload & Use Case Sweet Spots Aligned to Portfolio



Dell XC Series web-scale converged appliances

2U Compute and Storage
Solution powered by
Nutanix software



27% ↓

Lower cost than
traditional solutions for
desktop virtualization

**6X Faster
time to value**

Compared to traditional VDI
solutions

Source: Wikibon.org

Highly scalable compute and
storage solution for VDI, private
cloud, test & dev, and big data

Business agility

- Pay as you grow, scale-out expansion.

Simple and efficient

- Preconfigured solution with flexible ratios of compute and storage.

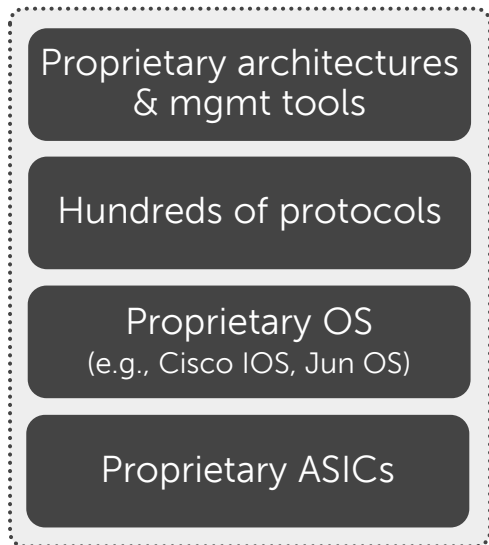
Enterprise reliability

- Backed by Dell and based on proven PowerEdge servers and fault-tolerant software architecture.



The future of SDN is Open

Traditional approach



Dell

Open Networking



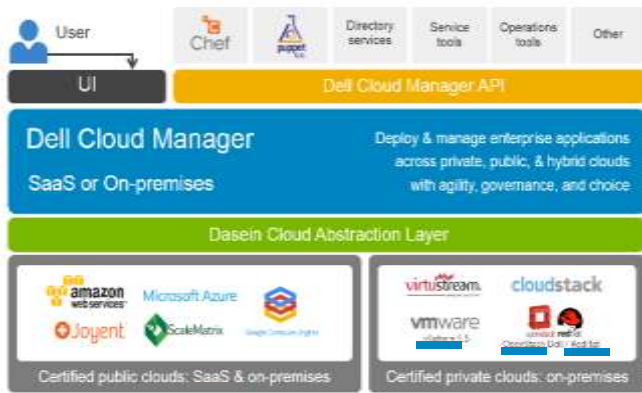
Control, manage, monitor, and integrate



#1 on Ent App cloud integration

Dell Cloud Manager

Manage multi-cloud, & composite application architectures to deliver agility, governance and choice.



Dell Performance Monitoring

Monitor performance and availability across infrastructure, applications and databases

Dell Active System Manager

Automate infrastructure and workload deployments



Dell systems management solutions



OpenManage Consoles

OpenManage Essentials,
OpenManage Mobile,
Chassis Management
Controller,
OpenManage Power Center



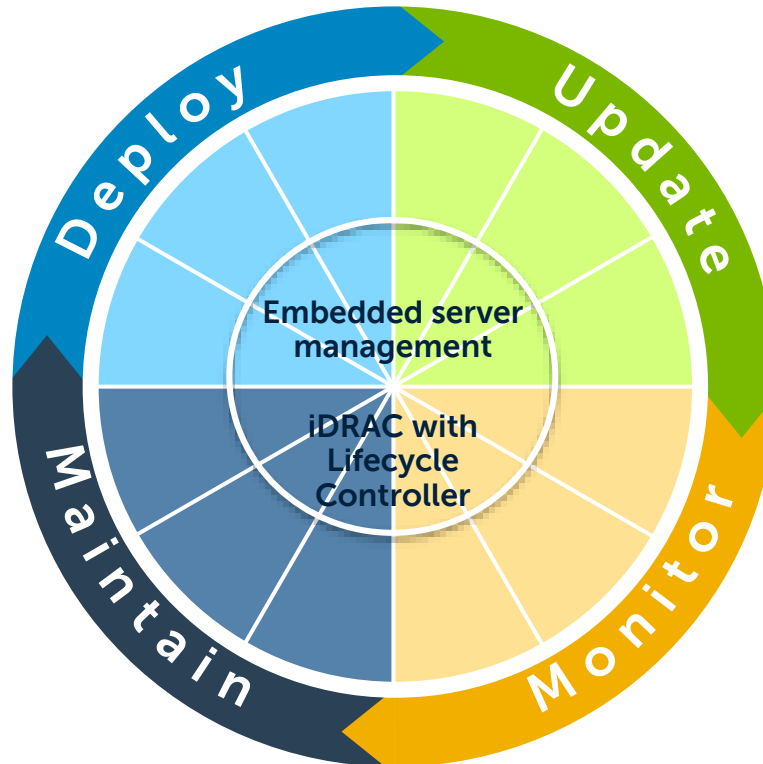
Converged Infrastructure Management

Active System Manager



Tools and utilities

Repository Manager,
OpenManage Server
Administrator



OpenManage Integrations for 3rd party consoles

Microsoft System Center
VMware vCenter
BMC BladeLogic



Dell Services

Managed Services,
ProSupport Plus &
SupportAssist

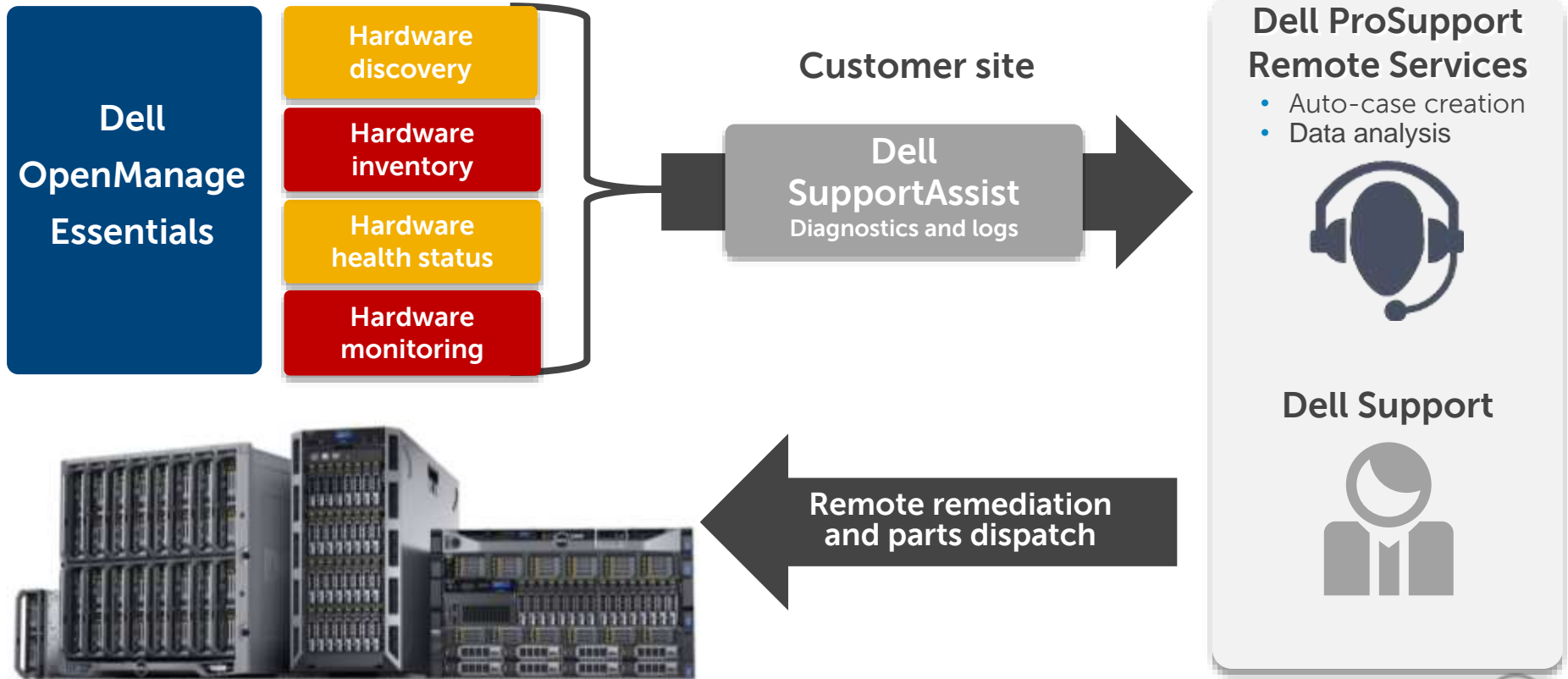


OpenManage Connections for 3rd party consoles

CA, HP, IBM,
Oracle, Nagios



SupportAssist integration with OpenManage Essentials



The competition **can't do this... Dell can!**

**Monitor and
manage IT
infrastructure
anywhere,
anytime**

OpenManage Essentials

- Agent-free server operations
- Configuration drift prevention
- Control of Dell & 3rd party HW

OpenManage Mobile

- Unique console-integration
- Active alerts – receive and react
- Server settings with “a tap”

Up to **91%**
less time to maintain
server profiles

**Configure network
settings**

55% faster



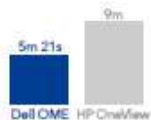
Comprehensive, cost-effective IT management Dell® OpenManage® Essentials

Test Components

DEPLOY FASTER

Dell OME automatically detected and deployed a pre-defined server build. Faster deployment means more time for other important tasks.

40% less time to deploy

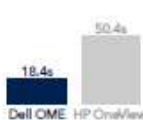


Measured in minutes and seconds. Lower is better.

UPDATE FASTER

Dell OME automatically downloaded firmware updates to save time. HP OneView required more steps and more time to update.

63% less time to update firmware



Measured in seconds. Lower is better.

REDUCE COMPLEXITY

All management tasks occurred within OME. HP OneView required an extra tool that lead to extra steps.

1 tool did it all



Dell OME, one tool needed
HP OneView, two tools needed

LOWER COSTS

Dell OME incurred fewer licensing fees than the HP solution.



93% lower licensing costs

Get all the facts at <http://facts.pt/1FPd24J>



Copyright 2015 Principled Technologies, Inc. Based on "Dell OpenManage Essentials Improves efficiency with fewer tools, more benefits," a Principled Technologies report, June 2015. Principled Technologies® is a registered trademark of Principled Technologies, Inc. All other product names are the trademarks of their respective owners.

Dell

- OpenManage Essentials Console (no charge)
- Server Configuration Management feature
- iDRAC with Lifecycle Controller Express
- Dell PowerEdge R630

HP

- OneView Console (licensed \$ per node)
- Insight Control Console
- iLO Advanced
- HP ProLiant DL360



Dell Big Data snapshot

	Business Applications	Dell Portfolio	Prospect Targets
Services	Analytics	Kitenga, StatSoft	LoB, BU, Data Scientist
	Data Integration	Toad, SharePlex, Boomi	DBA, Data Scientist
	Data Infrastructure	Hadoop Reference Architectures (Cloudera)	LoB, IT Architect, Systems Engineer



Dell | Cloudera Hadoop Solutions

Getting started

- Get started with **Dell QuickStart for Cloudera Hadoop**, an easy and affordable way to build and test a big data Hadoop solution. It delivers a fully supported Hadoop cluster with hardware, software and services — bundled to help your business quickly engage in Hadoop development and proof of concept work.

Enterprise-ready

- Our **enterprise-ready Dell | Cloudera Apache Hadoop Solution** is built using our tested and optimized reference architectures, and integrates with varied operating systems, hardware, data warehouses, databases and business intelligence tools. Together with Cloudera and Intel, we leverage your existing tools and resources to help solve your big data challenges.

Leading-edge in-memory appliance

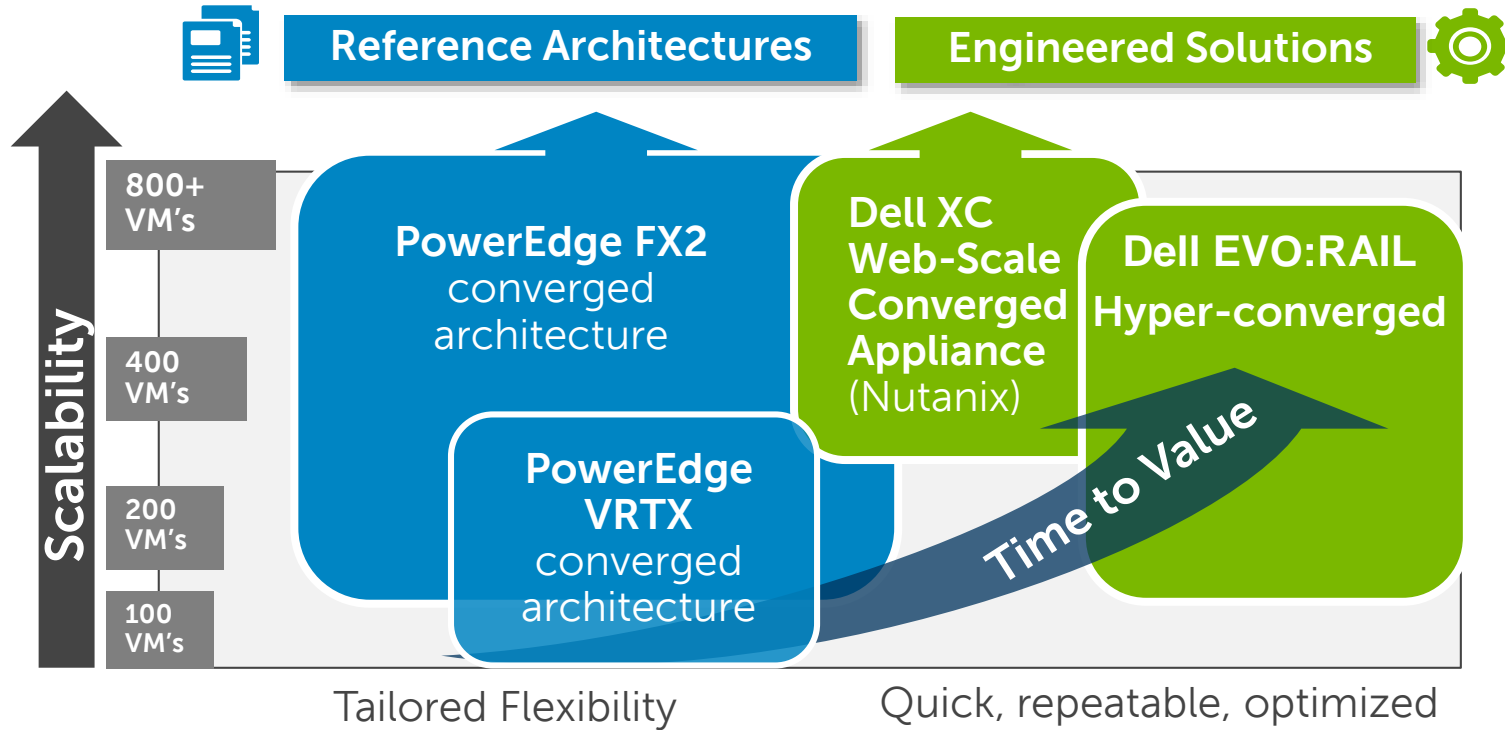
- Analyze large amounts of streaming data from connected devices and machines with embedded sensors using the **Dell In-Memory Appliance for Cloudera Enterprise**. This purpose built, turnkey and Spark-powered, leading-edge appliance is ideal for stream processing, and predictive and iterative analytics.



Dell Blueprint for virtualization



Accelerated time to value solutions



The new
Account
Team
Stackholders

CMO
Chief MKTG Officer

COO
Chief Operating
Officer

CCO
Chief Compliance
Officer

CRO
Chief Risk Officer

CTO
CIO
CFO
Purchase MGR
IT MGR

Business
Partners
S.I.
SP/Hosters

BU Leaders

Innovation
MGR