The Dell Advantage

Piero Papasodaro
Cross Domain Infrastructure Sales Engineer

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

Dell is **different**
Driving out **unnecessary cost and complexity**

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

Leadership that benefits **every customer**
Making powerful technology **more accessible and affordable**

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
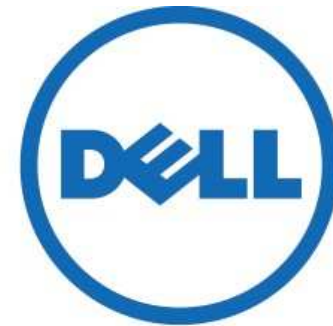**3 of 4**
top social media websites are powered by Dell

DELL

4ward
Cloud in-a-box

Facilitate cloud adoption and make your business soar

End Customer: Cloud Adoption Barriers

Know How

Cost

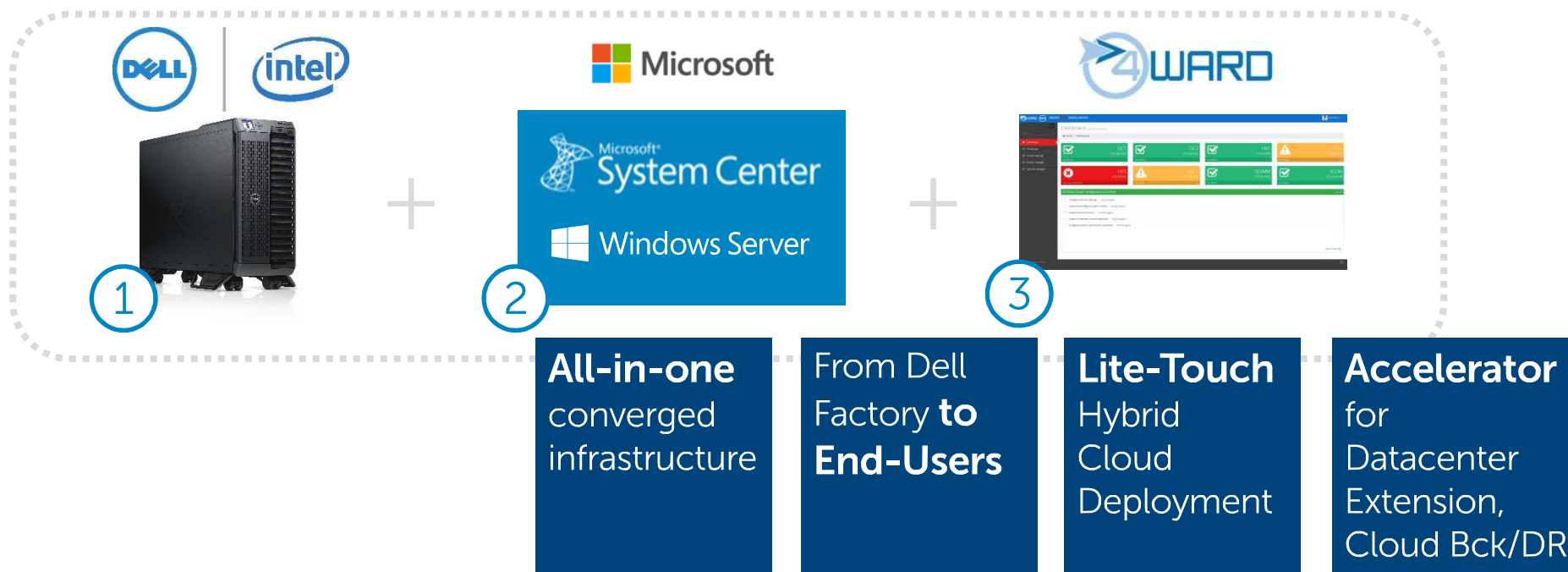**Security**

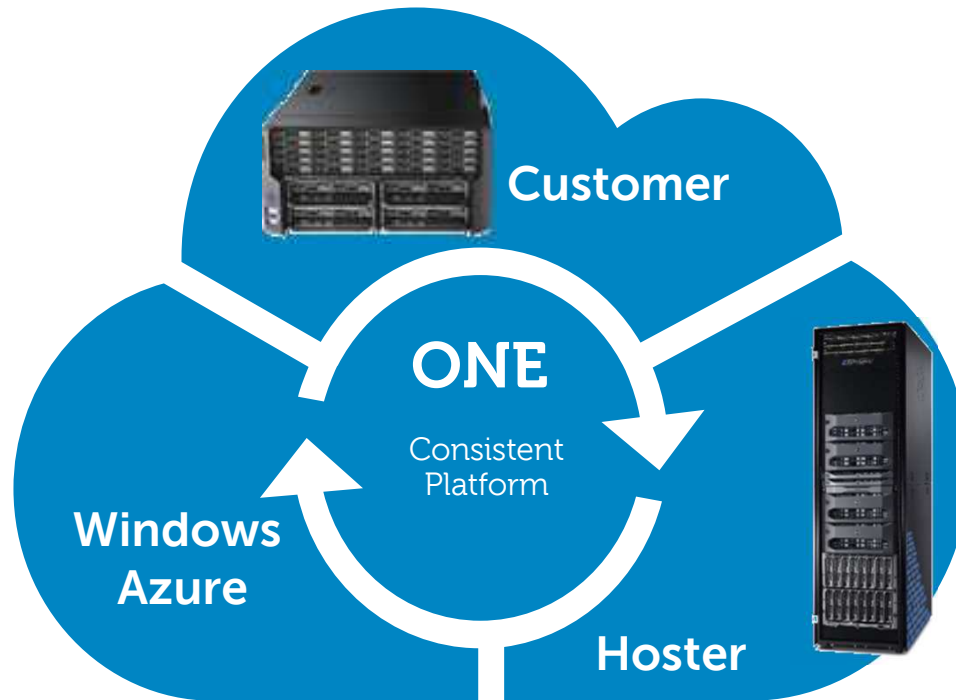# Cloud in-a-box – Appliance Overview

DELL | (intel)   **+**   Microsoft

① ② ③

Microsoft System Center
Windows Server

4WARD

| **All-in-one** converged infrastructure | From Dell Factory **to End-Users** | **Lite-Touch** Hybrid Cloud Deployment | **Accelerator** for Datacenter Extension, Cloud Bck/DR |

Hybrid Cloud at the cost of Virtualization

DELL

Cloud in-a-box – At a glance

Customer

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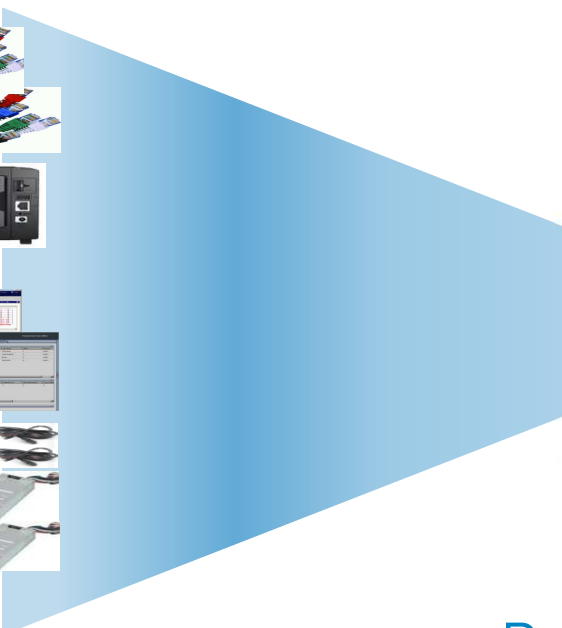
Hoster

"Azure Pack" and dedicated hardware

Cloud in-a-box – Build a cloud in minutes

Current environment
Complex, Inefficient, Rigid

PowerEdge VRTX
Simple, Efficient, Versatile

Cloud in-a-box – Build an hybrid cloud in 2h

Value for Customers:
Overcome Cloud blockers

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

Dell Engineered Solutions for VMware EVO: RAIL

November 24, 2014

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

Dell Engineered Solutions for VMware EVO: RAIL
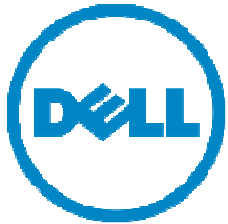
Engineered Solutions optimized for VMware EVO: RAIL
- Dell 2U/4 nodes of shared local storage
- Single support contact for hardware/software
- Value-added software, services and support

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)

Solution Benefits

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 a 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 |
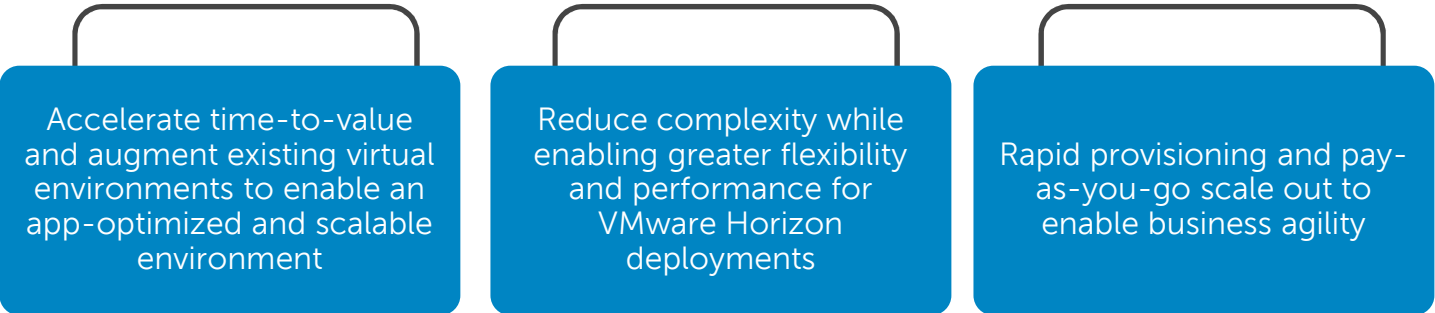
Additional Value-Add from Dell

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
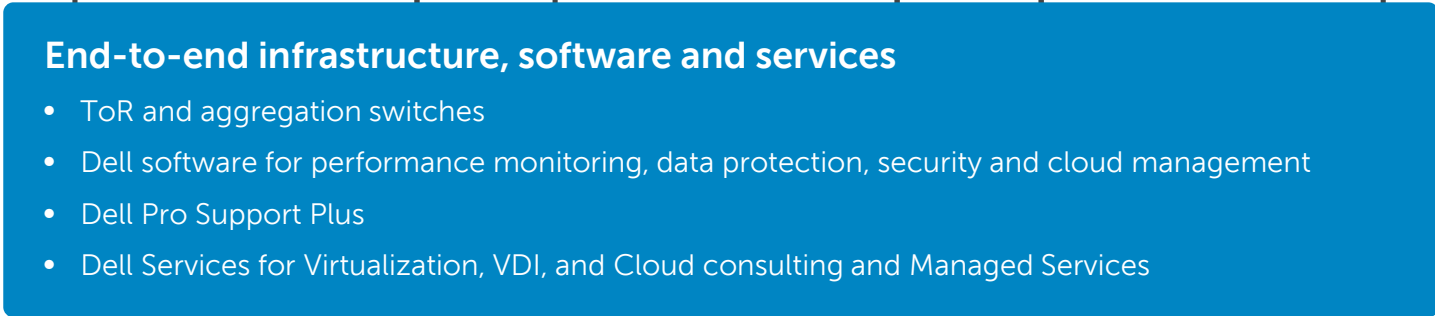
| **Use Case/Workloads** | **Virtual Infrastructure & General-Purpose Workloads** | **Virtual Desktop Infrastructure (VDI)** | **Private Cloud** |

Dell Storage SC4020
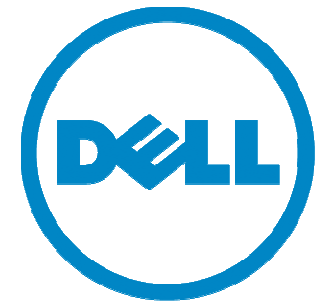
La visione di Dell per lo Storage
Le migliori tecnologie pensate per il vostro business

Acquisizioni »

EQUALLOGIC®
2008

ocarina™ 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

Intelligent tiering
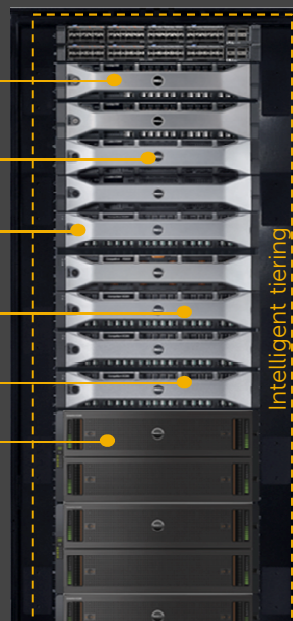
Business »

Unified architecture

Scale up and out

Tier 0 performance

Deduplication

Automated orchestration

Quality of Service

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**.

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

Introducing

Dell Storage
SC4000 Series

Up to **72%** lower cost
**than competing arrays
for pure flash solutions**[*]

Extends the advantages of enterprise storage to small and mid-sized deployments

Enterprise Performance

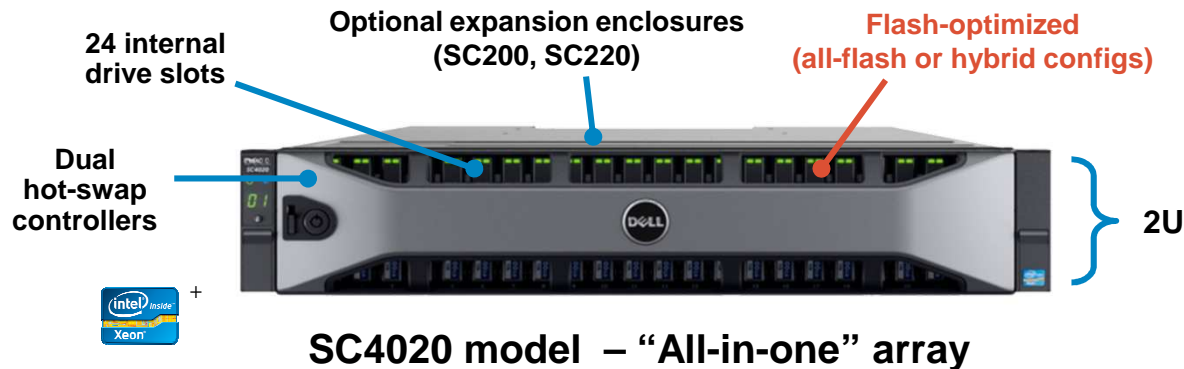**Best-in-Class Intelligence**

Unprecedented Value

* Source: Based on Dell analysis of competitive US list pricing from Gartner Inc., CP Storage, as May 27, 2014. Geographic limitations on comparative advertising may apply

Storage Solutions

Dell Storage SC4000 Series
Extending the advantages of enterprise storage to mid-size deployments

24 internal drive slots

Optional expansion enclosures (SC200, SC220)

Flash-optimized (all-flash or hybrid configs)

Dual hot-swap controllers

2U

+

SC4020 model – "All-in-one" array

Hardware Highlights	Software Highlights
(8) FC or (4) iSCSI* network ports	Unified management with SC8000
Up to 120 drives (>400TB) per system	Same optional feature licenses as SC8000
Embedded SAS back-end for expansion	Value-priced "base" pricing covers 48 drives • SCOS Core bundle • Remote Data Protection bundle • Performance bundle • Live Volume**
NAS support via optional FS8600 front-end	
FC and iSCSI replication	
Copilot enterprise support: Same range of options as the current SC8000 products	

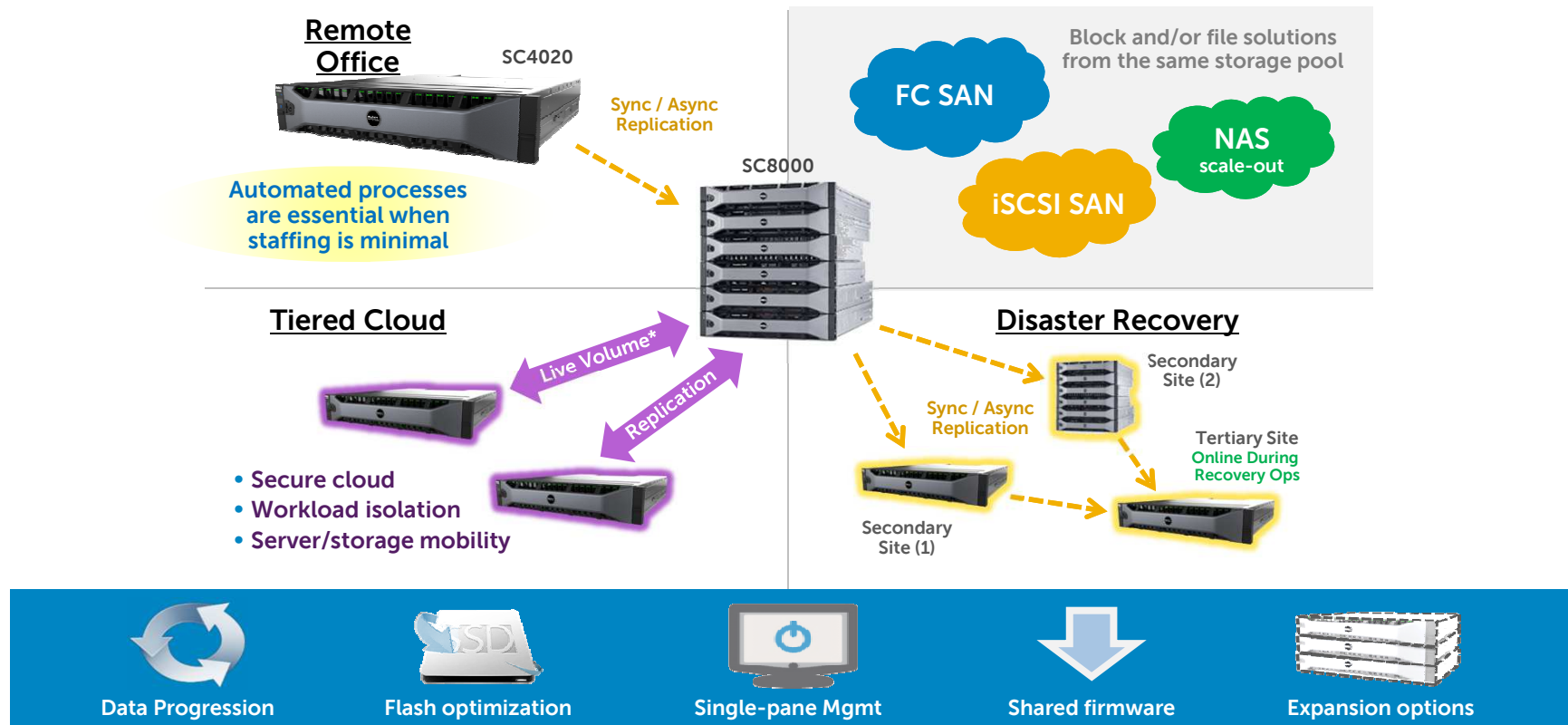+ Features Intel® Xeon® Processor E3-1265L v2, 2.50GHz, 4 cores, 8M cache

* iSCSI option available for all regions at ROW RTS, Aug 29, 2014
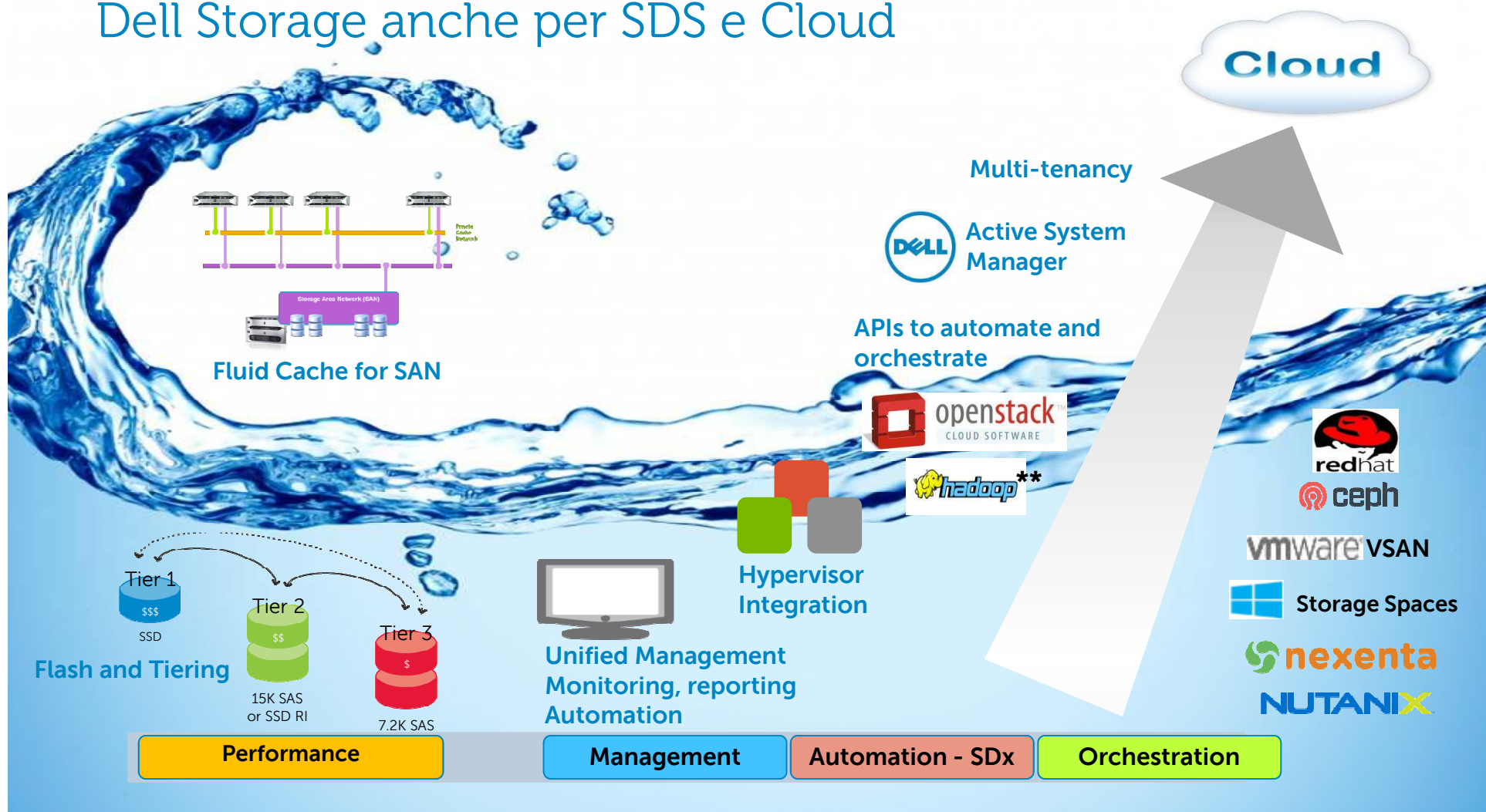
**Live Volume on SC4020 targeted for SCOS v6.6

Storage Solutions

Distributed Enterprise Solutions
Unified SC portfolio enables diverse, comprehensive IT strategies

Remote Office

SC4020

Sync / Async Replication

Automated processes are essential when staffing is minimal

SC8000

Block and/or file solutions from the same storage pool

FC SAN

NAS scale-out

iSCSI SAN

Tiered Cloud

Live Volume*

Replication

- Secure cloud
- Workload isolation
- Server/storage mobility

Disaster Recovery

Secondary Site (2)

Sync / Async Replication

Tertiary Site
Online During Recovery Ops

Secondary Site (1)

Data Progression	Flash optimization	Single-pane Mgmt	Shared firmware	Expansion options

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*Live Volume on SC4020 targeted for SCOS v6.6

Storage Solutions

DELL

Dell Storage anche per SDS e Cloud

DELL

The power to do more