



# Make Your Enterprise Future-Ready

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# Change: The only constant

2009

2014

The future



Internet users  
worldwide

25%

40%

??



Tweets per day

2.5M

500M

??



Size of the  
digital universe

800K  
PETABYTES

4400K  
PETABYTES

??

# The CIO paradigm



## Business priorities

- ✓ Deliver business results to shareholders
- ✓ Improve customer satisfaction & innovate
- ✓ Cut/maintain costs
- ✓ Keep us competitive
- ✓ Improve employee productivity



## Technology priorities

### "Keeping the lights on"

- ✓ Manage current workloads
- ✓ Application rationalization
- ✓ HW updates & migrations
- ✓ Reduce costs
- ✓ Protect our data

### Accelerating the business"

- ✓ Optimize workloads
- ✓ Software-defined X
- ✓ Utilize new IT benchmarks
- ✓ Deliver ubiquitous mobility
- ✓ Implement cloud computing



# Forces **accelerating** enterprise market change

**Diverse forces** are acting on the IT market, leading to a **rapidly shifting landscape** that requires **more discipline and agility** to be successful

## Technology shifts & megatrends



- Converged
- Software defined
- Cloud
- Big data
- Digital shift

## Global growth & culture



- Globalization
- Technology nationalism
- Data nationalism

## Shifting buyer behaviors



- Self-build
- Semi-custom
- Service provider concentration

You're at the intersection of **traditional & new IT**





# Our goal is to **synthesize traditional and new IT** in the digital era with Future-Ready IT

## Traditional IT

Support Traditional IT applications and architectures with efficient and scalable virtualization based cloud solutions

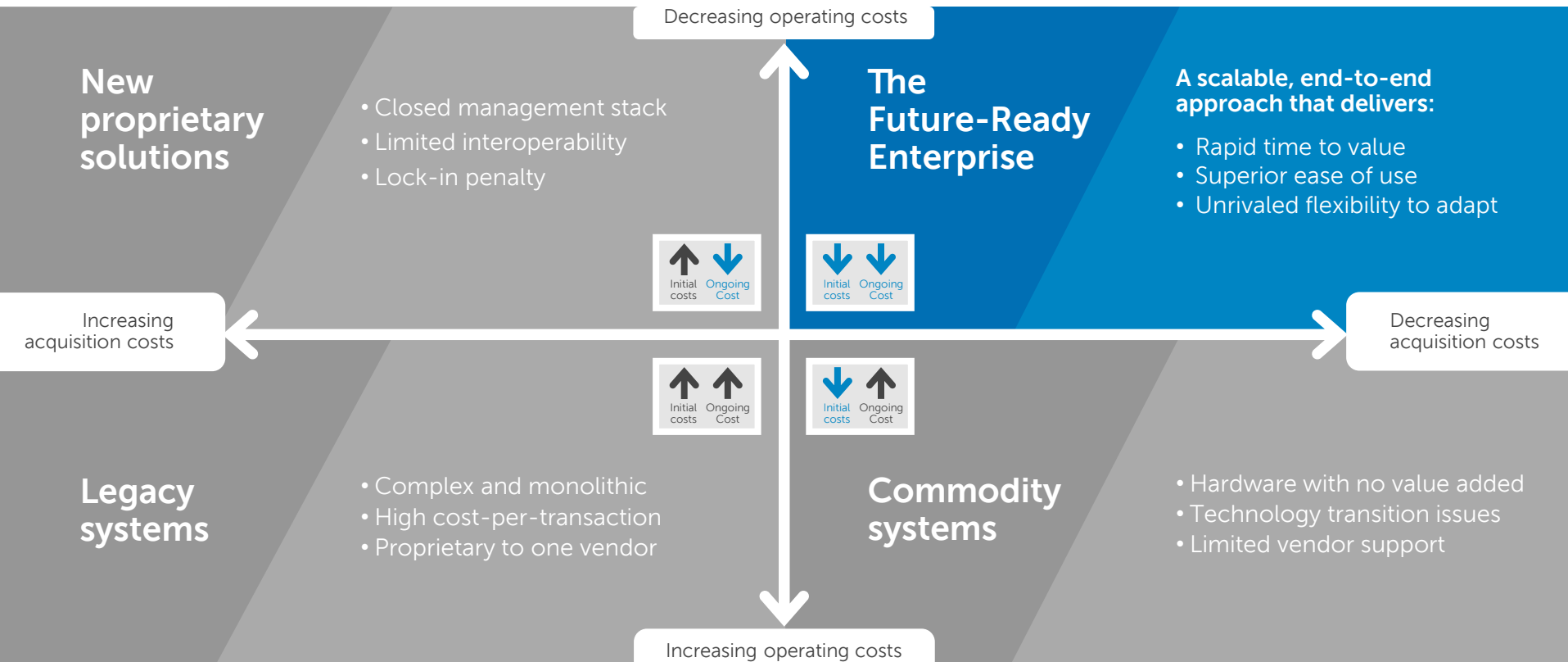
## New IT

Support New IT applications and architectures with efficient, scale-out, hyperscale inspired cloud solutions

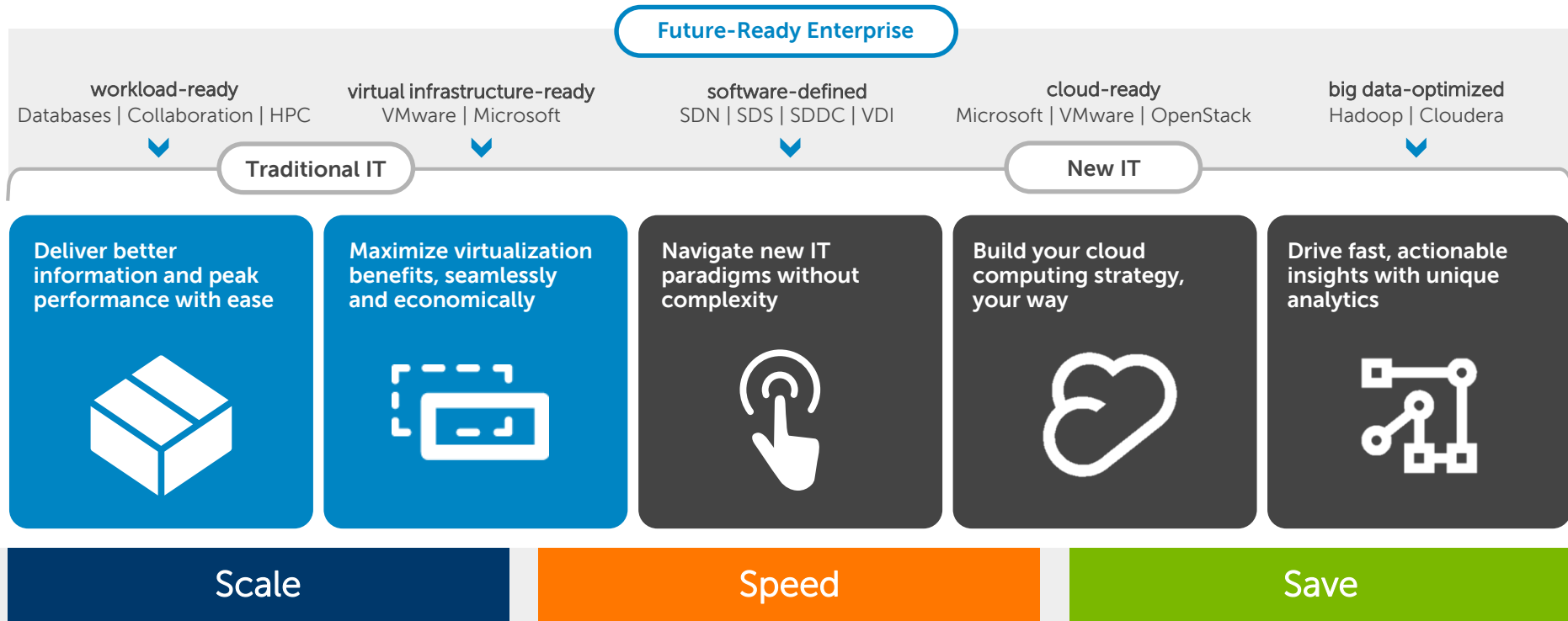


**A common compute-centric, software driven platform for traditional and new**

# Our approach gives you **better results**

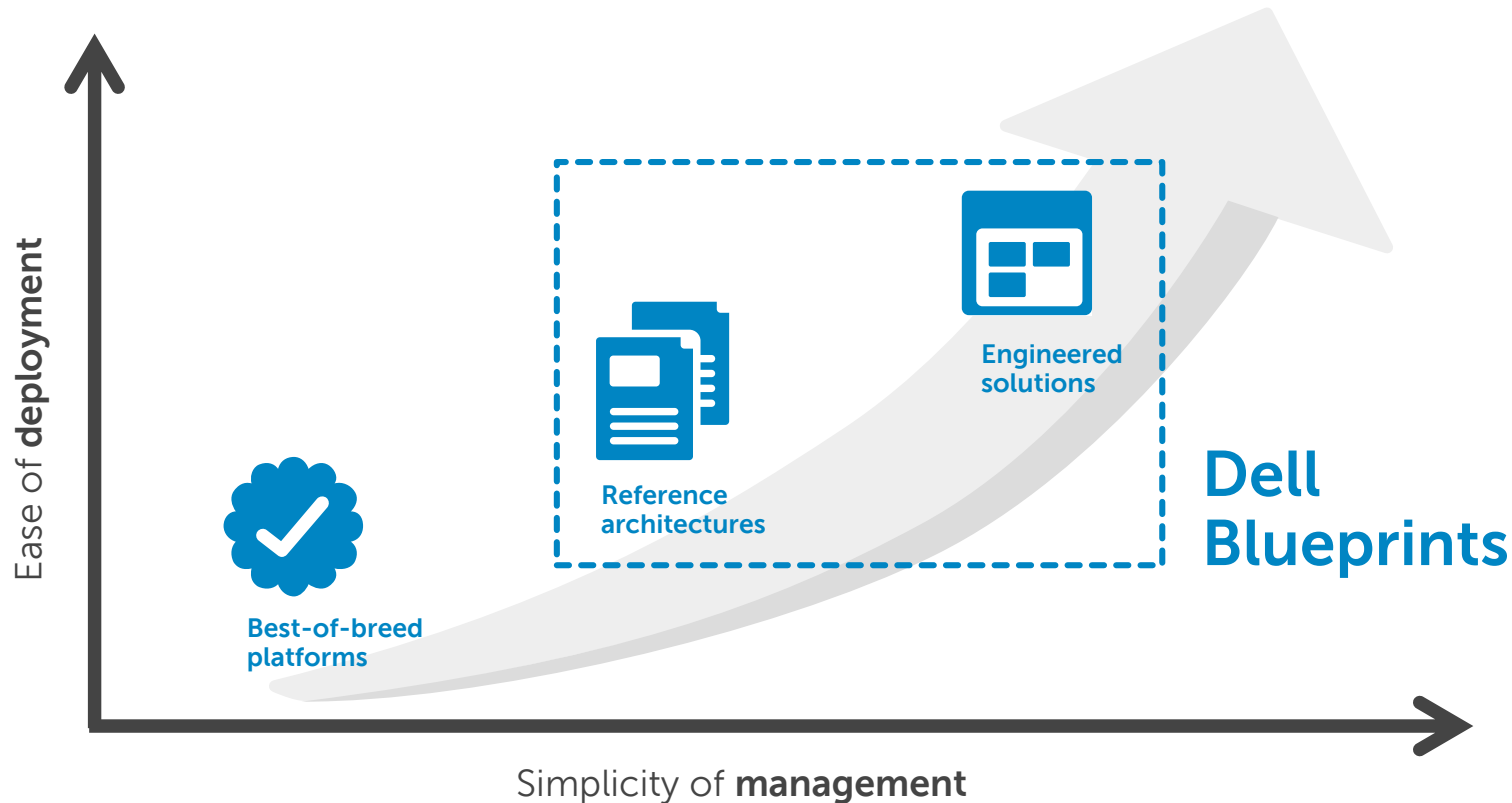


# Empowering **your agenda, your way**

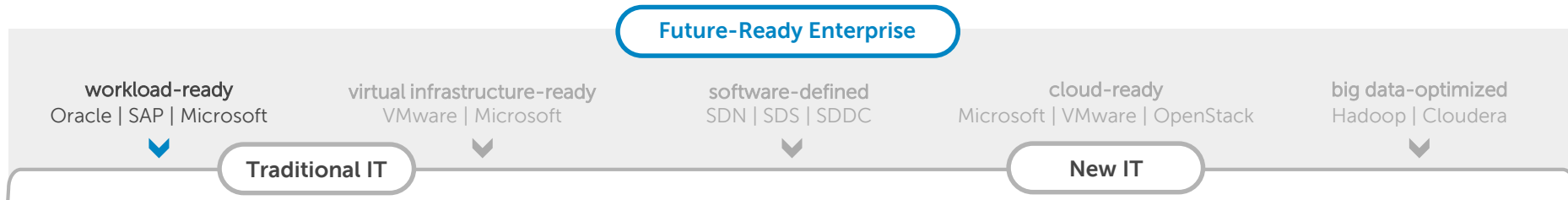




... by providing the **most flexible path** to integrating new capabilities



# Empowering your agenda, your way



## BLUEPRINT ENGINEERED SOLUTION

### Dell Acceleration Appliances for Databases

- Accelerate results by increasing IOPs by as much as 27.5 times, and reducing latency by 96%
- Power your business with up to 2.5 million transactions per minute
- Balance performance and cost-effectiveness



## BLUEPRINT ENGINEERED SOLUTION

### Dell Integrated Systems for Oracle 12c Database

- Achieve extremely high performance in just 19U of rack space
- Run queries in a fraction of the time with up to one million IOPs and 96% reduced latency vs. other configurations
- Speed deployments and minimize risk with validated configurations



## BLUEPRINT REFERENCE ARCHITECTURES

### Dell Blueprint for Microsoft Unified Communications & Collaboration

- Cut Sharepoint migration time 70% vs. manual methods
- Deploy a new server for UC&C in 5 minutes vs. 2 days
- Experience up to 24% lower TCO for on-premises vs. hosted Microsoft Exchange



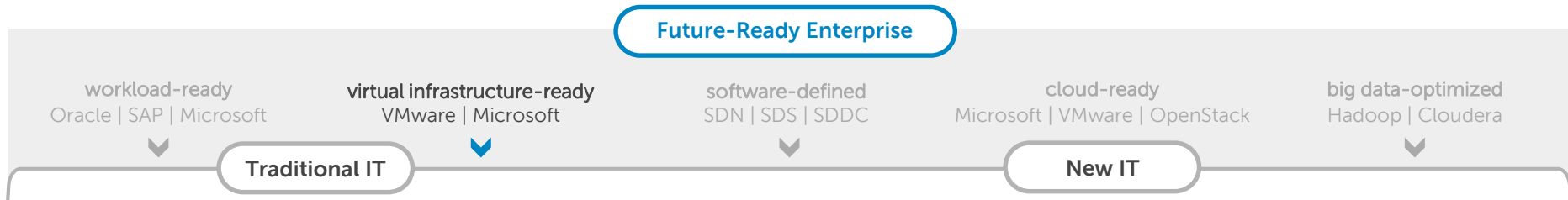
## BLUEPRINT REFERENCE ARCHITECTURES

### Dell Blueprint for High-Performance Computing

- Achieve 69% greater Infiniband bandwidth for big throughput and up to 41% decrease in latency
- Reduce time for genomic sequencing from 7 days to 4 hours
- Gain 2x better performance with automated management



# Empowering your agenda, your way



vmware®

## BLUEPRINT ENGINEERED SOLUTION

### Dell Engineered for VMware EVO:RAIL

- Go from power-on to deploying VMs in just 15 minutes
- Integrate into existing environments without disruption
- Scale quickly to meet growing user and business demands



## BLUEPRINT REFERENCE ARCHITECTURES

### Dell Blueprint for Virtualization

- Configure infrastructure and stand up a virtualization cluster on Blueprint reference architectures 90% than a Cisco solution
- Achieve 60% more VMs per rack than an HP solution
- Diagnose issues 50% faster and get up to 15% better resource optimization with vFoglight virtualization management software



## BEST OF BREED PLATFORMS

### Dell Enterprise Portfolio + VMware

- Deploy PowerEdge servers with up to 52% less system administrator time than HP by using a plug-in for vCenter
- Manage and provision Dell Storage, and easily protect and recover VMs, from a single VMware vSphere interface
- Configure physical and virtual switches with Active Fabric Manager using templates and standard command line syntax within vSphere Distributed Switch



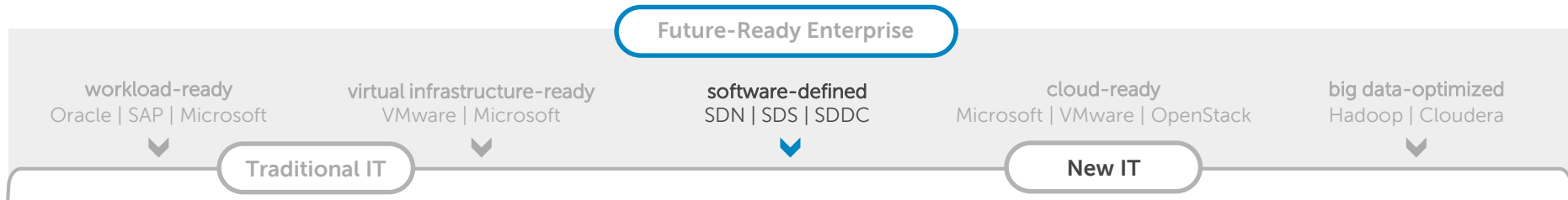
## BEST OF BREED PLATFORMS

### Dell Enterprise Portfolio + Microsoft

- Automate server and storage discovery, configuration, monitoring and updates with OpenManage native integration and plug-ins for Microsoft System Center
- Boost performance with tight integration enabling perpetual optimization of data
- Optimize Microsoft virtualized networking with NVGRE-ready switches



# Empowering your agenda, your way



**NUTANIX**

## BLUEPRINT ENGINEERED SOLUTION

### Dell XC-series of Webscale Converged Appliances

- Bring webscale capabilities to your data center in just 30 minutes
- Scale out flexibly with an efficient model, one node at a time
- Reduce operational complexity using a highly intuitive, single management console for both compute and storage resources



## BLUEPRINT REFERENCE ARCHITECTURES

### Dell Blueprint for Cloud-Client Computing for Desktop Virtualization (VDI)

- Reduces the time it takes to plan, install, deploy, operate and manage a VDI environment by 6x
- Deploy up to 200 desktops in just 4 steps, in 1/10 the time required of traditional setups, using a Dell VDI appliance
- Simplify VDI management with 1 console for thin client, iOS and Android platforms



**nexenta**

## BLUEPRINT REFERENCE ARCHITECTURES

### Dell Nexenta Jointly Engineered Software-Defined Storage Solutions

- Reduce storage costs and unify management for greater efficiency
- Unlock potential in your data center with unlimited file size and snapshot capabilities
- Improve VSAN I/O performance up to 10x



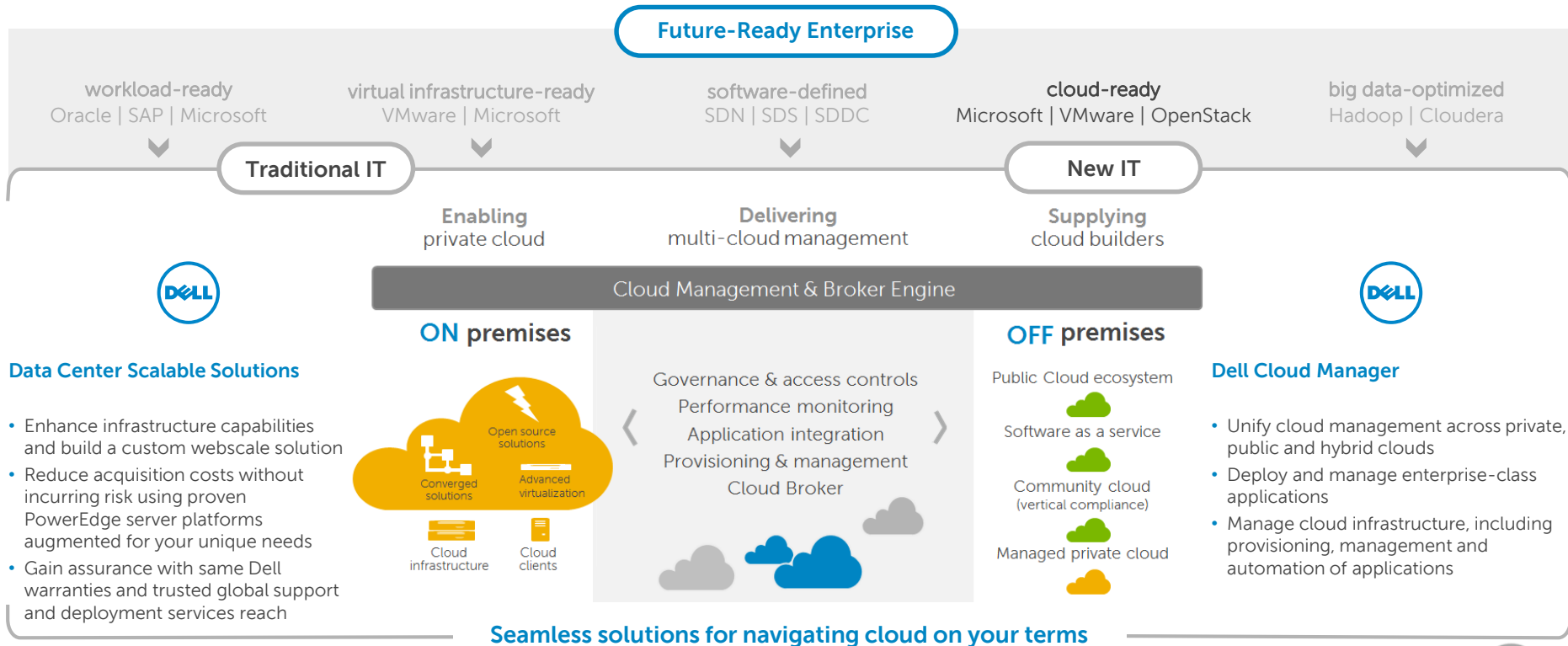
## BEST OF BREED PLATFORMS

### Dell Open Networking

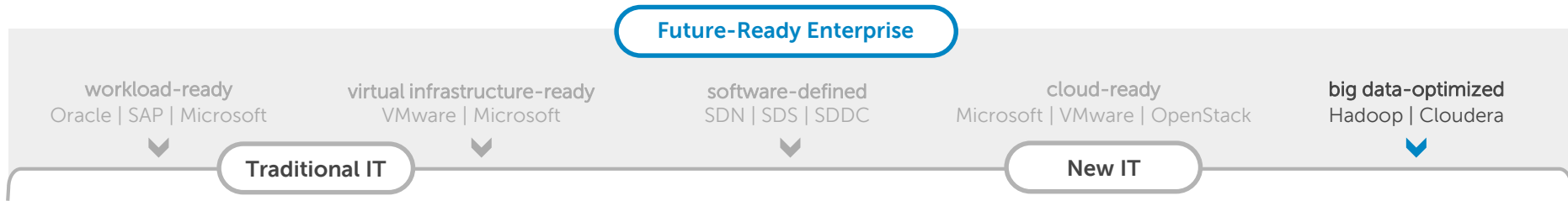
- Maximize choice with a complete, unbiased approach—whether adopting SDN via hypervisor overlay, OpenFlow, or programmatic interface
- Select the OS that works best for your needs using Open Networking
- Evolve at your own pace without lock-in or forklift upgrades



# Empowering your agenda, your way



# Empowering your agenda, your way



**cloudera**

## BLUEPRINT ENGINEERED SOLUTION

### Dell In-Memory Appliances for Cloudera Enterprise

- Run jobs 100x faster compared to MapReduce, 10x faster in-memory compared to disk
- Simplify operations and reduce costs by using a single common platform for multiple frameworks
- Scale up economically without rip-and-replace



## BLUEPRINT REFERENCE ARCHITECTURES

### Dell Blueprint for Big Data and Analytics

- Utilize end-to-end architectures specifically designed for your big data goals, from operational efficiency to business transformation
- Experience results like 70x accelerated monthly analysis and 60% faster predictive analytics response times
- Improve outcomes with integration from analytics to management software to hardware and services



## BLUEPRINT REFERENCE ARCHITECTURE

### Dell Enterprise Portfolio + Dell Statistica, Toad Data Point, Boomi

- Rapidly and easily turn big data into a big competitive advantage with predictive analytics
- Empower both business users and sophisticated analysts to work with the existing IT investments in place
- Improve decision making, achieve compliance, automate analytic processes, reduce costs and errors and break down data silos.



## REFERENCE ARCHITECTURE

### AppAssure Backup, Replication and Recovery Software and NetVault Backup

- Unify backup, replication and recovery into one. Protect data in physical virtual & cloud environments
- Restore operations almost instantly with a recovery time objective (RTO) of minutes.
- Provide near continuous access to the data after an incident, keeping your business humming along.





# Empowering your agenda, your way

Compute solutions from office scale to hyperscale

**#1** in **Americas** in **x86 server** units

**#2** in **EMEA** in **x86 server** units

**#2** in **APJ** in **x86 server** units<sup>1</sup>



**2014 Server**  
of the **Year**<sup>2</sup>



Dell PowerEdge

**VRTX**

**1st** integrated  
solution  
for **ROBO & SMB**

World's **most**  
**power-efficient**  
blade server<sup>3</sup>



**2x**  
**density** of any other  
**blade system**<sup>4</sup>



**1st** quarter-height blade  
for dense computing

**99%** ↓  
**reduction**  
in **server**  
configuration time<sup>5</sup>



1. IDC Worldwide Quarterly Server Tracker, Q2 2014.

2. <http://www.infoworld.com/slideshow/135876/infoworlds-2014-technology-of-the-year-award-winners-234225#slide26>

3. SPEC and the benchmark name SPECpower\_ssj are trademarks of the Standard Performance Evaluation Corporation. Based on benchmark results based on best SPECpower\_ssj2008 results published as of July 2014. For the latest SPECpower\_ssj2008 benchmark results, visit [http://www.spec.org/power\\_ssj2008/results/powerssj2008.html](http://www.spec.org/power_ssj2008/results/powerssj2008.html). Actual performance will vary based on configuration, usage and manufacturing variability.

4. PowerEdge M420 quarter-height server compared to half-height servers.

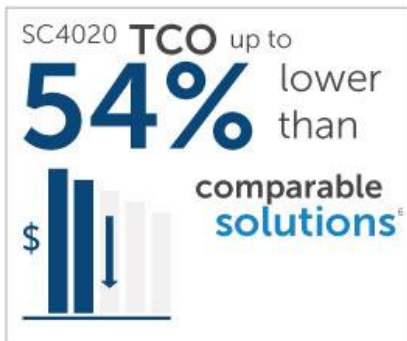
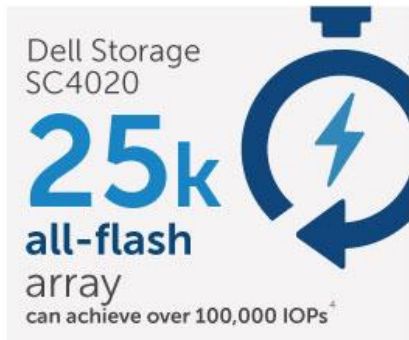
5. Based on Principled Technologies report "Simplifying systems management with Dell OpenManage on 13G Dell PowerEdge servers," commissioned by Dell, testing Dell 13th generation R730 with Enterprise-level Dell systems management.

6. AD#G12000810



# Empowering your agenda, your way

## Innovation redefines storage economics



1. #1 supplier of total storage (internal and external) worldwide in 2014 based on total terabytes sold per IDC Worldwide Disk Storage Systems Tracker Q4 2014, using terabyte share data, excluding ODM.

2. #1 iSCSI storage vendor worldwide by revenue and market share for 26 out of 28 quarters (2008Q1-2014Q4) per the IDC Worldwide Quarterly Disk Storage Systems Tracker, Q4 2014.

3. #1 external DAS vendor by vendor revenue share worldwide for the past seven quarters (2013Q1-2014Q4) per the IDC Worldwide Quarterly Disk Storage Systems Tracker, Q4 2014.

4. Based on internal tests performed by Dell in December 2014 with Storage Center v6.5.20. Actual performance will vary based on configuration, usage and manufacturing variability.

5. IT Brand Pulse Annual Brand Survey, April 2015.

6. ESG Lab September 2014 White Paper, "Dell Storage SC4020 TCO Analysis," contrasting SC4020 costs over 8 years with comparable solutions from two leading vendors.

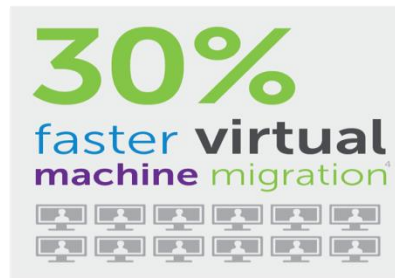
7. Results based on internal Dell analysis of online surveys, FY 2009-2014.

8. Based on February 2015 competitive review and Dell performance testing of the SCv2000 FC array with 24 write intensive SSDs using IOMeter with 8KB random reads. Actual performance will vary on the workload and drive type.



# Empowering your agenda, your way

Transform IT with networking innovation

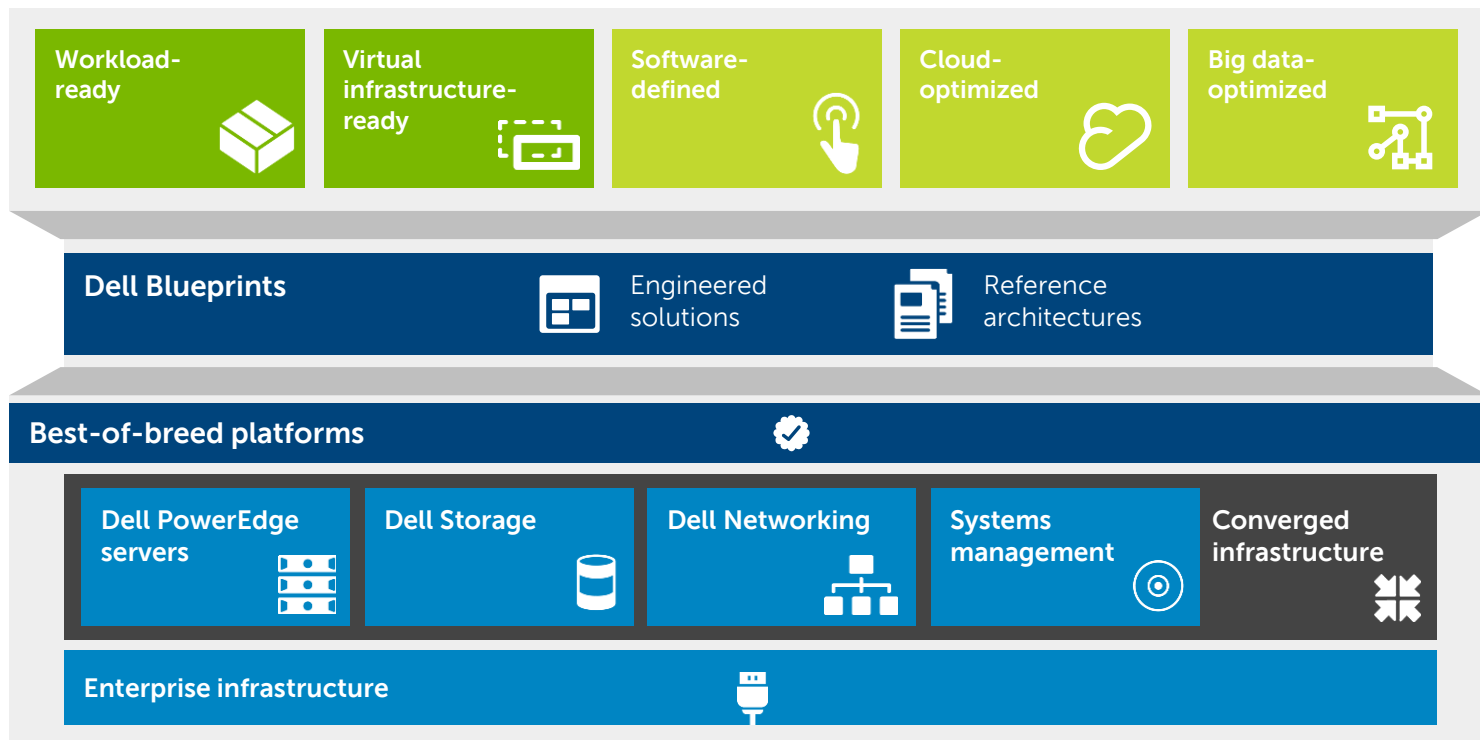


1. Per Dell'Oro Q1 and Q2 CY14 report
2. <http://www.cnmeonline.com/news/cnme-hosts-fifth-annual-network-world-me-awards/>
3. <http://www.itpro.co.uk/networking/22620/dell-networking-n4032-review>
4. Whitepaper: "Dell PowerEdge Blades Outperform Cisco UCS in East-West Network Performance"  
[http://partnerdirect.dell.com/sites/channel/Documents/dell\\_outperforms\\_cisco\\_UCS\\_in\\_east\\_west\\_network\\_performance-white-paper.pdf](http://partnerdirect.dell.com/sites/channel/Documents/dell_outperforms_cisco_UCS_in_east_west_network_performance-white-paper.pdf)



# / future ready / your way

Stay nimble  
throughout  
your  
data center



# Move to hybrid cloud with **new payment solutions**



## Provision and Pay

Grow your technology solutions **over time** with a **cyclical** plan, deploy, pay process.



## Pay As You Grow

Deploy all future equipment **today** with payments that increase **as your business grows**.



## Scale On Demand

Pay for cloud solutions **as you use them** with payments based on **actual usage**.



To learn more, **contact your Dell representative**. Ask them to schedule a needs assessment with **Dell Financial Services**.





# / future ready / enterprise

an agile, **efficient foundation for growth**, end-to-end

**Start  
today**

Schedule an enterprise IT consultation to learn how you can advance your IT evolution and move your business forward

For more information, visit [Dell.com/futureready](https://Dell.com/futureready)

