



# Dell Solutions Tour 2014

Share ideas, discuss trends and discover  
IT solutions of tomorrow.

**Riyadh, Saudi Arabia**  
**September 14, 2014**





## **Mahmoud Abbas**

Country Manager

Dell - Saudi Arabia





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IT solutions of tomorrow.





## **Michael Dell**

Chairman and CEO  
Dell Inc.





## **Sami Al Hussayen**

Assistant Vice Governor & CIO  
Technical and Vocational  
Training Corporation (TVTC)



# Questions?





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# The Microsoft Video

 Windows Server 2012

 Windows 8 Pro





# The Intel Video





## **Mona Charif**

Vice President

Marketing and Communications

Dell Services





Transform



Connect



Inform



Protect

# Accelerating Innovation with Dell Services

**Mona Charif**

Vice President, Marketing & Communications



@MonaTweeting



# Dell Services highlights and areas of focus

**51 Net Promoter Score**



**Superior customer experience & long-term relationships**

**Leveraging Dell IP**



**#1 Worldwide Healthcare Services Provider**

**7 billion images in world's largest vendor-neutral hybrid cloud**

**Investing in innovative solutions**





Protect

# Innovative solutions: Dell Services portfolio

## Security Services

Managed Security

Security & Risk Consulting

Counter Threat Intelligence Unit

Incident Response and Digital Forensics Services

### Business Process Outsourcing

IP-based Platform BPO

Revenue Cycle Management

Claims & Policy Administration

Back Office Administration

Dell Business Process Management System

### Application Services

Consulting

Custom Apps Development & Management

ERP-CRM/ SaaS Services

Apps Testing & Support

Apps Modernization

Digital Transformation

### Infrastructure & Cloud Computing

Consulting & System Integration

Cloud Services

Managed Services

### Global Support & Deployment

Consulting Services

Education Services

Deployment Services

Support Services



## Vertical Solutions

Healthcare & Life Sciences

Banking, Financial Services, Securities & Insurance

U.S. Federal Government

Travel & Hospitality

Manufacturing

Retail





# Innovative solutions: Dell Services portfolio

## Security Services

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**Business Process Outsourcing**

IP-based Platform BPO	Revenue Cycle Management	Claims & Policy Administration	Back Office Administration	Dell Business Process Management System
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**Application Services**

Consulting	Custom Apps Development & Management	ERP-CRM/SaaS Services	Apps Testing & Support	Apps Modernization	Digital Transformation
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**Infrastructure & Cloud Computing**

Consulting & System Integration	Cloud Services	Managed Services
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## Vertical Solutions

- Healthcare & Life Sciences
- Banking, Financial Services, Securities & Insurance
- U.S. Federal Government
- Travel & Hospitality
- Manufacturing
- Retail

**Global Support & Deployment**

<b>Consulting Services</b>	<b>Education Services</b>	<b>Deployment Services</b>	<b>Support Services</b>
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# Innovative solutions: Dell Services portfolio



Security Services  
Managed Security  
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**Business Process Outsourcing**

Dell Business Process Management System	IP-based Platform BPO
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**Infrastructure & Cloud Computing**

<b>Consulting &amp; System Integration</b>	Cloud Services	Managed Services
--	----------------	------------------

Consulting	Configuration & Deployment Services	Support Services	Education Services	Asset Resale & Recycling Services
------------	-------------------------------------	------------------	--------------------	-----------------------------------



**Vertical Solutions**

- Healthcare & Life Sciences
- Banking, Services, Utilities & Insurance
- Federal Government
- Travel & Hospitality
- Manufacturing
- Retail



# Innovative solutions: Dell Services portfolio



Protect

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Dell Business Process Management System

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Vertical Solutions

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# Innovative solutions: Dell Services portfolio



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Vertical Solutions

Healthcare & Life Sciences

Banking, Services & Insurance

Federal Government

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# Innovative solutions: Dell Services portfolio



Security  
Services

Managed  
Security

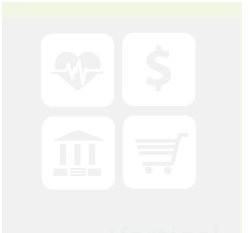
Security  
Consulting

Counter-  
Threat  
Intelligence  
Unit

Incident  
Response  
and Digital  
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**Business Process Outsourcing**

Dell Business Process Management System	IP-based Platform BPO
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Vertical list of industries: U.S. Federal Government, Travel & Hospitality, Manufacturing, Retail

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# Innovative solutions: Dell Services portfolio



**Business Process Outsourcing**

<b>IP-based Platform BPO</b>	<b>Revenue Cycle Management</b>	<b>Claims &amp; Policy Administration</b>	<b>Back Office Administration</b>	<b>Dell Business Process Management System</b>
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**Solutions**

- Healthcare & Life Sciences
- Banking, Financial Services, Securities & Insurance
- U.S. Federal Government
- Travel & Hospitality
- Manufacturing
- Retail

Security Services

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# Innovative solutions: Dell Services portfolio

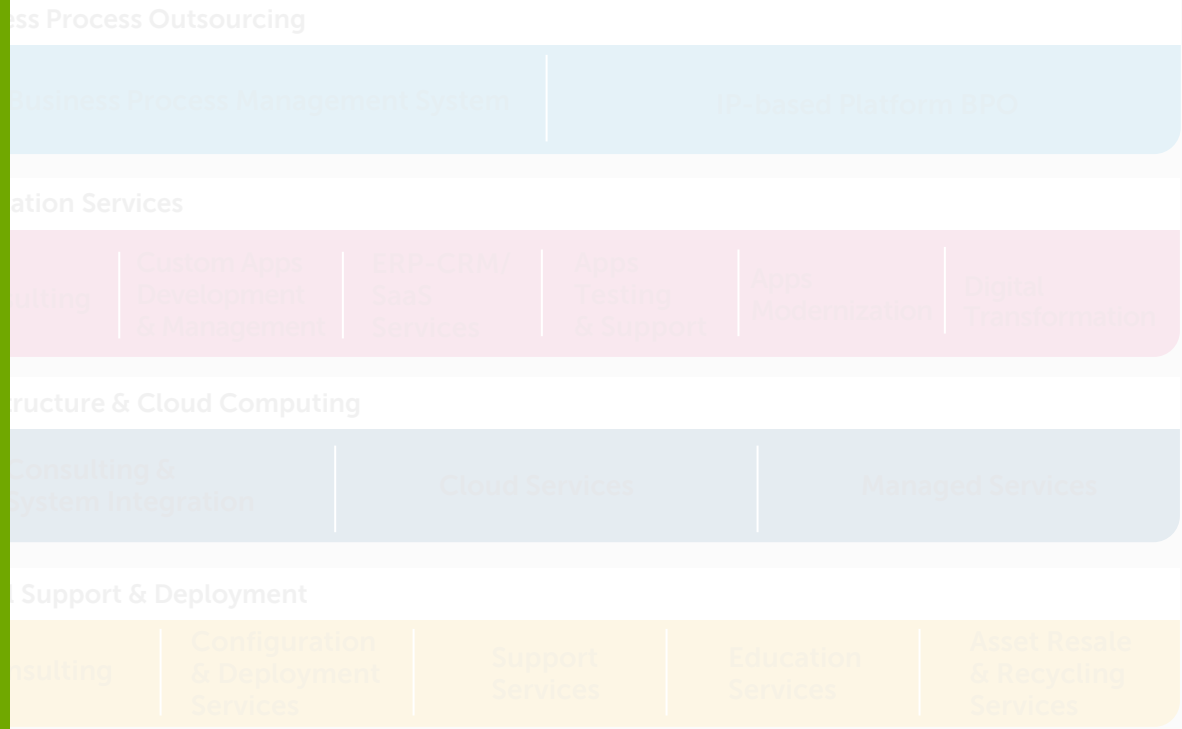
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# Innovative solutions: Dell Services portfolio



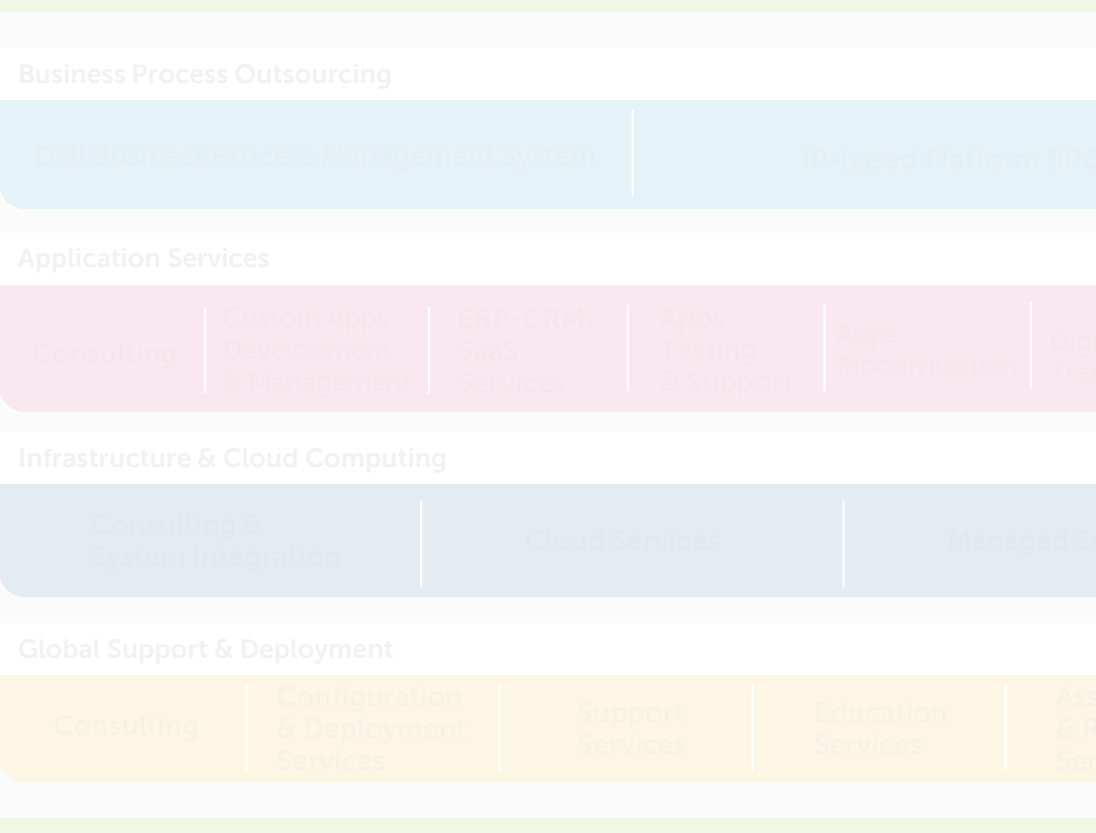
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## Vertical Solutions

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Banking, Financial Services, Securities & Insurance

Government

Travel & Hospitality

Manufacturing

Retail



# Tenet Customer Video



# Dell Services: The right partner to accelerate innovation

**Modernizing and supporting applications and infrastructure** to confidently and securely adopt **vertical solutions** and technologies like **virtualization** and **cloud** to drive business outcomes



Designing, delivering and supporting **BYOD, mobility** and **application** strategies to maximize workforce productivity and realize the benefit of anytime, anywhere, any device access



Unlocking the value of information by creating insights through **business analytics** and **social media** services



Proactively protecting customer's business by **predicting, preventing, detecting** and recovering faster from **cyber attacks**





شكرا...THANK YOU

**Mona Charif**

Vice President, Marketing & Communications



@MonaTweeting





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## **Basil Ayass**

Marketing Director

Dell – Middle East



# What's wrong with these pictures?



More than 80 percent of high rise buildings in the United States do not have a 13th floor\*

**WHY?**

\*The Stress Management Center and Phobia Institute in Asheville, North Carolina



# Answer: Triskaidekaphobia

## Triskaidekaphobia

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From Wikipedia, the free encyclopedia

**Triskaidekaphobia** (from **Greek** *tris* meaning "3", *kai* meaning "and", *deka* meaning "10" and *phobos* meaning "fear" or "morbid fear") is **fear** of the number **13** and avoidance to use it; it is a **superstition** and related to a specific fear of **Friday the 13th**, called *paraskevidekatriaphobia* (from Παρασκευή *Paraskevi*, Greek for Friday) or *friggatriskaidekaphobia* (after **Frigg**, the Norse goddess after whom Friday is named in English).



# Dell PowerEdge 13<sup>th</sup> generation: Future-Ready IT

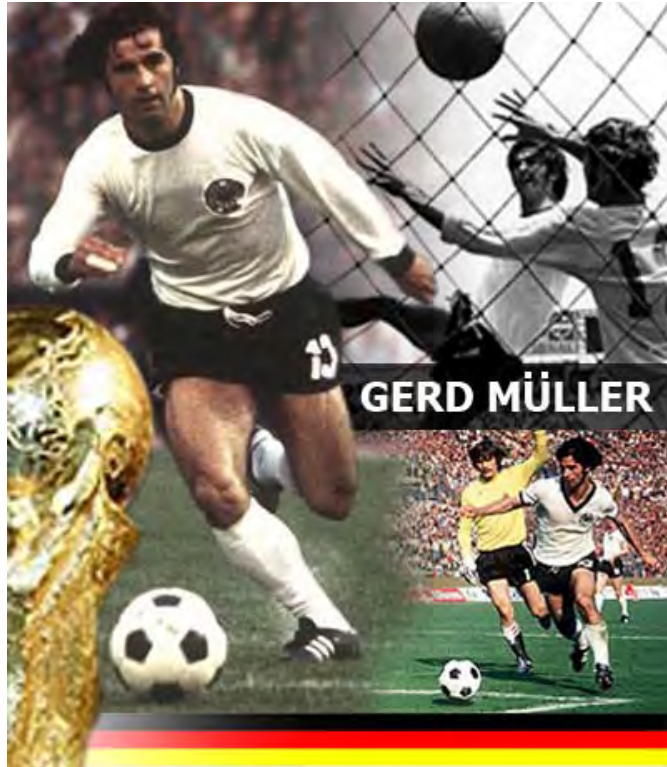


**Basil Ayass**  
Marketing Director





# Who wears 13 in Sport?



Golden Boot – World Cup 1970  
Winning Goal – World Cup 1974

# Winners is the answer



Silver Boot – World Cup 2014  
Winner – World Cup 2014

# Your reality

CEO



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

CIO



## “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



# The intersection of traditional & new IT





# Future ready **Enterprise**

## workload ready

Oracle | SAP | Microsoft

## virtual infrastructure ready

VMware | Microsoft

## cloud ready

VMware | Azure | Red Hat  
Open Stack

## big data optimized

Hadoop | Cloudera

### Traditional IT

### New IT

#### Dell Oracle Appliance

- Certified, engineered solutions
- Enterprise availability
- Modular growth path minimizes disruption & improves TCO

#### Dell Engineered Solutions

- Validated end-to-end solutions
- Lower risk and faster time-to-market
- Validated through Dell Solutions Centers
- VDI partnered with CC and Services

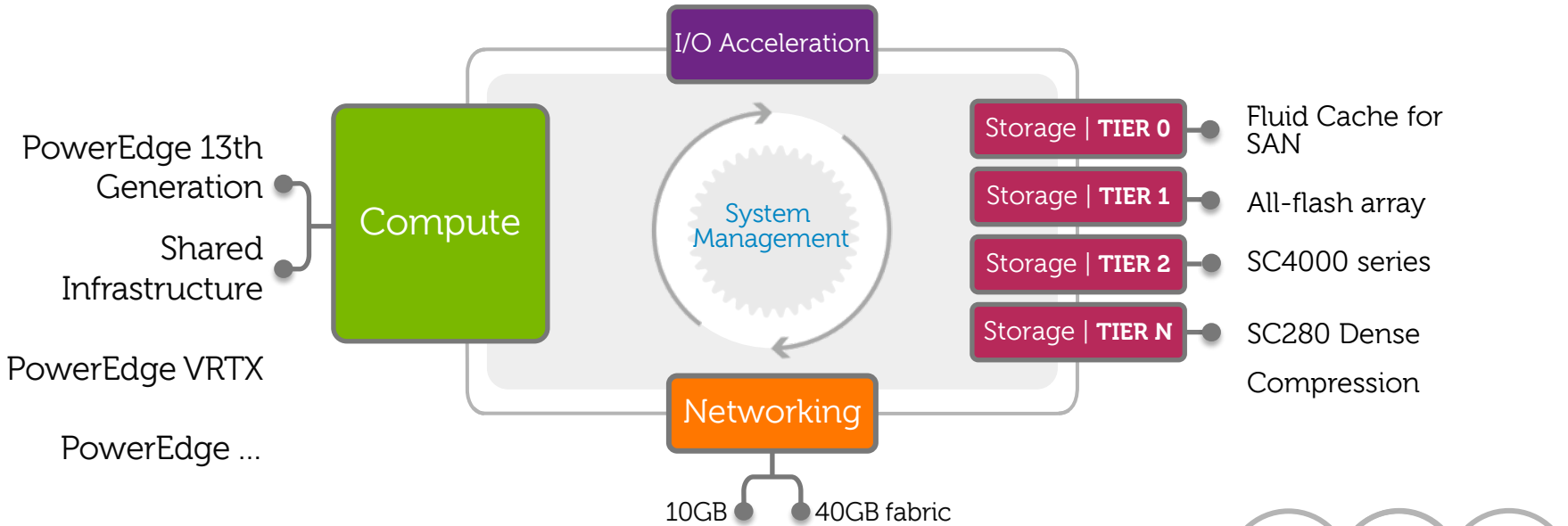
#### Dell Cloud Solutions

- Innovative, open, private cloud solutions
- Enterprise-grade, extended lifecycle support
- Co-engineered, predictable

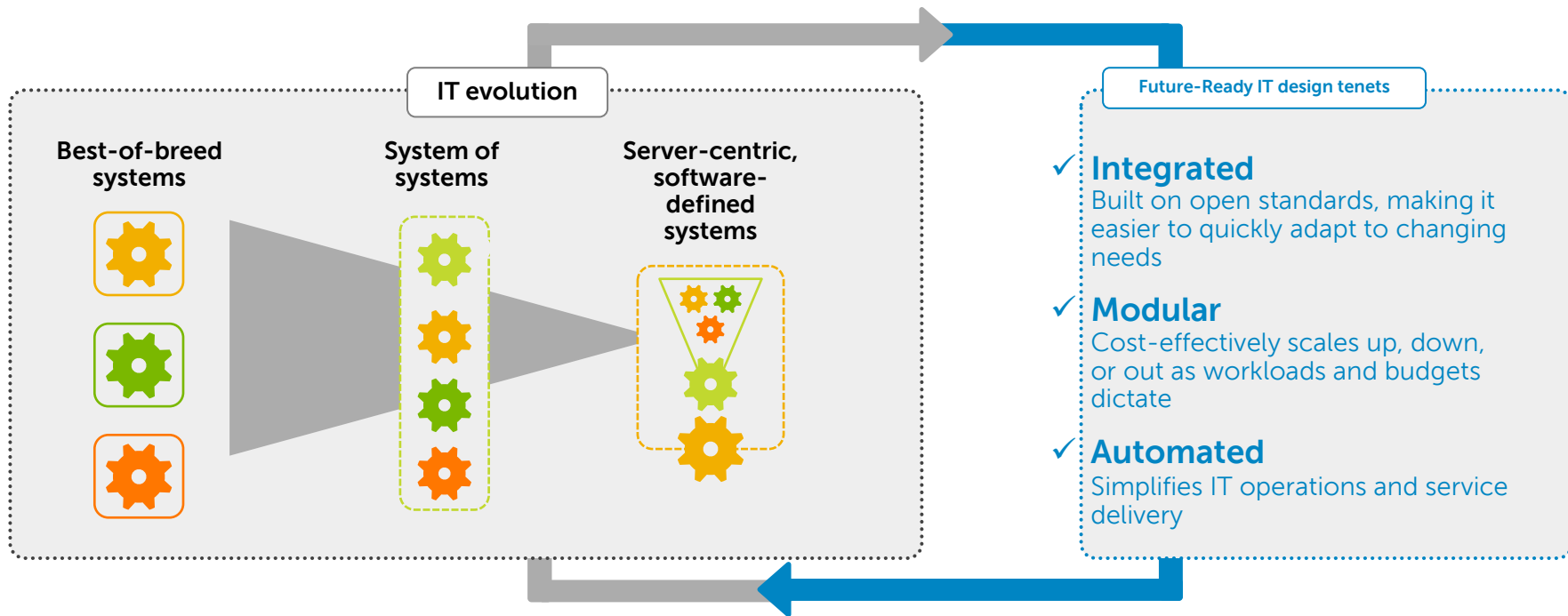
#### Dell Big Data

- Affordably transform operations without starting over
- Easy, affordable, scalable & highly-optimized Hadoop solutions
- Strategic partnerships with SAP HANA

# Future ready Enterprise



# A flexible software-defined foundation for the future



Hardware-accelerated | Software-defined | Standards-driven



# PowerEdge 13 Generation

Software Defined Ready





### Next Gen Processors

Up to 30% more performance



### DDR4 Memory

10% faster to improve memory intensive applications



### Select Network Adapters

More choice for flexibility & simple IO transfer



### Fresh Air 2.0

Certified with higher temperatures to save cooling costs



### FX Architecture

The world's most flexible shared infrastructure



### OpenManage Essentials 2.0

Agent Free, easy management



### Automation for Everyone

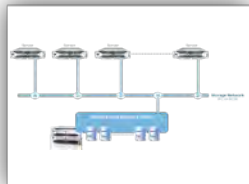
# PowerEdge 13<sup>th</sup> Generation

Adapt to your evolving workloads and data center



### Enhanced Drive Capabilities

Dell's first 100TB storage optimized server



### Fluid Cache for SAN

Dramatically improve application performance



### PERC9

Doubles IO per second Performance



### Express Flash 2.0

Industry leading data access & serviceability



### Expanded SSD Offerings

More options for read, write or mixed application acceleration



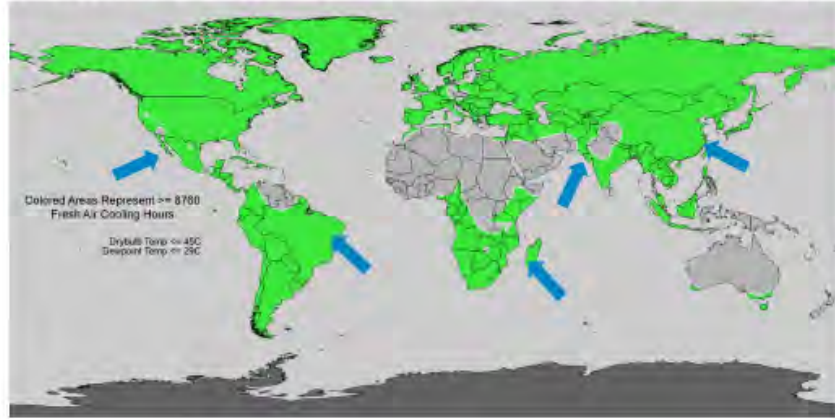
### Server Storage Tiering

Expanded to enhance offerings like Microsoft Storage Spaces & VMware vSAN



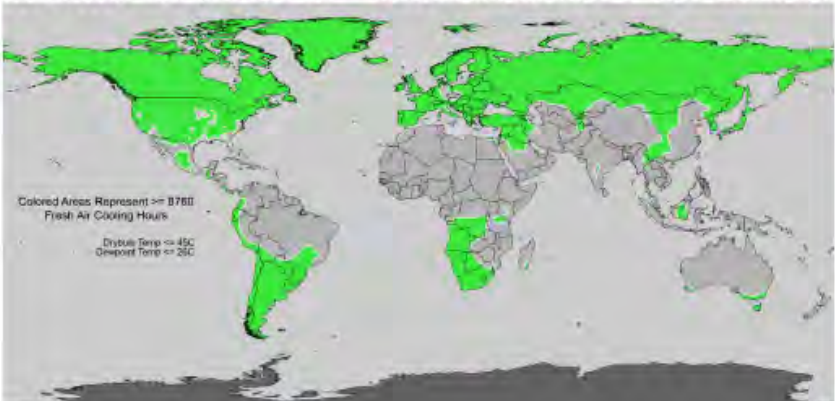
# Fresh Air 2.0

## Fresh Air 2.0 (C40/E45 – Continuous 40C / 45C Excursion Operation)



	Continuous Operation		≤1% of operational hours
Temperature	<b>5 to 40°C</b>		-5* to 5 and 40 to 45°C
Humidity	<b>5% to 85%RH</b> with <b>29°C</b> dew point		<b>5 to 90%RH</b> with <b>29°C</b> dew point

## Fresh Air 1.0 (C35/E45 – Continuous 35C / 45C Excursion Operation)



	Continuous Operation	≤10% of operational hours	≤1% of operational hours
Temperature	10 to 35°C	5 to 10°C and 35 to 40°C	-5* to 5 and 40 to 45°C
Humidity	10% to 80%RH with 26°C dew point		85 to 90%RH with 26°C dew point

# iDRAC8 With Lifecycle Controller Features Embedded Automation

New Built-in Intelligence Automates Tedious Server Maintenance Tasks

### Template-based Server Provisioning

- Capture, define, edit and deploy/replicate server/chassis HW configuration settings
- **Benefits**
  - Simple and fast deployment/replication.
  - Setup once and replicate to many.

### Automated OS Installation

- Automate scripted OS installation from a bootable ISO through iDRAC
- Automate OS deployment after HW preparation.
- **Benefits**
  - End to end deployment including prepare HW and OS deployment.
  - Setup once and auto deploy

### "ZeroTouch" Deployment

- Dell servers are discovered and auto-configured over the network from XML files stored on network shares
- **Benefits**
  - No need for manual configuration, reducing deployment time and entry errors
  - Rack, cable and walk away! No special technician training required.

### Control Baseline and Prevent

### Complete Agent-free update for

### Automated Support

### Ag

### 13G: Protect your

### 13G: System

**40-60% Faster time to boot a server !**

## OOB Performance Monitoring

iDRAC8 provides customers a real-time view of server performance w/o agents



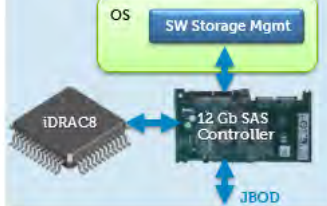
## Agent-free, Real-time RAID Mgmt

Allows customers to manage PERC9 RAID Controller from iDRAC8 w/o OMSS agent



## Ag

Allows monitor controller devices OOB via iDRAC8

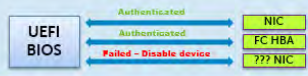


PERC F/W: **Verified**

13G: System

### Secure Boot (UEFI)

- Authenticates HII and optionROM drivers from 3<sup>rd</sup> vendors (NICs, FC HBA, etc) before booting to OS
- Prevents unapproved devices and F/W from being presented to the OS





# What our customers are saying...

*“The upgraded CPU, memory, and PERC capabilities will be very beneficial for our virtualization and Big Data platforms, and will help support our business-critical applications that have very data intensive workloads. This, combined with the virtualized storage capabilities in the box, will streamline our performance, leading to improved productivity and user satisfaction.”*

- **Xiao Ma**, System Integration Division,  
Shanghai Zhejiang University Tuling Group Co.



# What our customers are saying...

*"In a 99.999 environment, you cannot have downtime longer than 5 minutes per year, which is very challenging to achieve when just rebooting a server takes more than 30 minutes!*

*Dell's next generation server feature set provides up to 60% shorter boot time than the previous generation. This will improve our SLAs, and save administration time spent on regular maintenance."*

- **Martin Zidek**, CTO, Master Internet



# What our customers are saying...

*“With the next generation of PowerEdge servers, Dell is the first vendor to unleash the full potential for Software-Defined Storage. The variety of drive options and sizes with lots of SSD types makes it a good choice for VMware deployments and Hadoop implementations.”*

- **Pavel Soukup**, Head of IT, AVG



# PowerEdge R730xd **SDS Ready**

**18x 1,8"**  
**and**  
**8x 3,5"**



**+ Optional**  
**2x 2,5"**



One more thing ...



Next Summer Windows Server  
2003 will go End Of Life

Your Data will be at Risk

Time to Act is Now!



# Thank you

Basil\_Ayass@dell.com





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