



!Bienvenidos!

Dell Solutions Tour 2014

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

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A change agent from day one

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

Giving you
the power to do more



Appreciating **your business**

Dell leadership making technology even **more accessible and affordable**



Servers

#1

server provider in
North America,
Latin America,
China



Storage

#1

4,000,000,000,000,000 GB
(4 Exabyte) capacity
shipped globally



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 is the No. 1 worldwide storage vendor in total capacity sold.

No company ships more storage capacity than Dell, more than 4 Exabytes in the first half of 2014.



IDC Worldwide Quarterly Disk Storage Systems Tracker (2014 Q2),
Combining internal and external Storage for Q2 and the first half of 2014.

Customers buying Dell Storage big time!

Dell is the **#1** choice for storage



EMC

NetApp

#1 Worldwide terabytes shipped**	✓	X	X
#1 iSCSI and DAS provider**	✓	X	X
#1 Choice for flash storage by IT pros	✓	X	X
Lowest storage TCO over 5 years*	✓	X	X
Single source for storage, networking and server innovations	✓	X	X
"Most open and aggressive" software-defined storage strategy*	✓	X	X

Visit dell.com/startsaving >

Dell is redefining the economics of Storage

We believe that redefining the economics of Enterprise Storage helps businesses to grow and thrive.

Dell gives businesses and organizations access to technology solutions that work harder for them.

Because it is not what storage cost, it's what it saves as changing workloads demand a new approach to storage and a move away from costly legacy systems that restrict business innovation and agility.



Our industry continue to change at a **fast pace**

\$241 billion

cloud spending by 2020

70%

of CXOs expect to see a significant or complete IT change in the next 3 years

2X

X86 server virtualization will double from 40% to 80% by 2016

2:1 CEOs who involve the CIO in business strategy recognise superior financial performance vs their peers

2.5 Quintillion

bytes of data being created every day

43% of CXOs will increasingly use IT as a commodity service to be bought & sold when needed

68%

of server-related expense was on management in (2012)

1 in 6

CIOs have no direct role in setting IT strategy

50X

Rate of growth of managed data in the next decade

Listen to what matters most

Disruptive forces that customers have asked us to **solve**

Transform

the efficiency
of your IT



Accelerate
modernization
with virtualization,
convergence &
cloud

Enable IT services
to be delivered
more efficiently
than ever before

Inform

by turning data
into insights



Derive greater
insights from
information of
all types

Use new methods of
storing & analyzing large
& diverse sets of data for
better decision making

Connect

your people for more
productivity



Access resources
anytime, anywhere,
and on any device

Enable greater
flexibility & productivity
when, where, and
how people work

Protect

everything
everywhere



Safeguard against
evolving and
wide-ranging
security threats

Combat persistent
threats to data &
IT assets with less cost
and complexity



Practical innovation

To allow customers **grow and thrive**

Build



- Best-of-breed platforms
- Organic innovation
- Integration across all elements

Partner



- Joint product and solution engineering and testing
- Common strategic roadmaps

Acquire



- \$18 billion and 20 acquisitions
- Full adherence to the Dell design philosophy



The journey to IT transformation

Legacy apps
& platforms

fortran COBOL



Microsoft

- Mainframe
- UNIX
- x86 server
- Storage
- Network
- Client

Outdated
infrastructure


**Flexible
transition
services**

Assess, plan,
design or
implement



**Business-class
connected
devices**

Secure, connected, managed
heterogeneous endpoints



**Intelligent
converged
infrastructure**

Software-defined architecture



**Seamless
cloud
delivery**

An extension of the data
center (SaaS, PaaS, IaaS)



Greater insights from data

Data-driven decision making

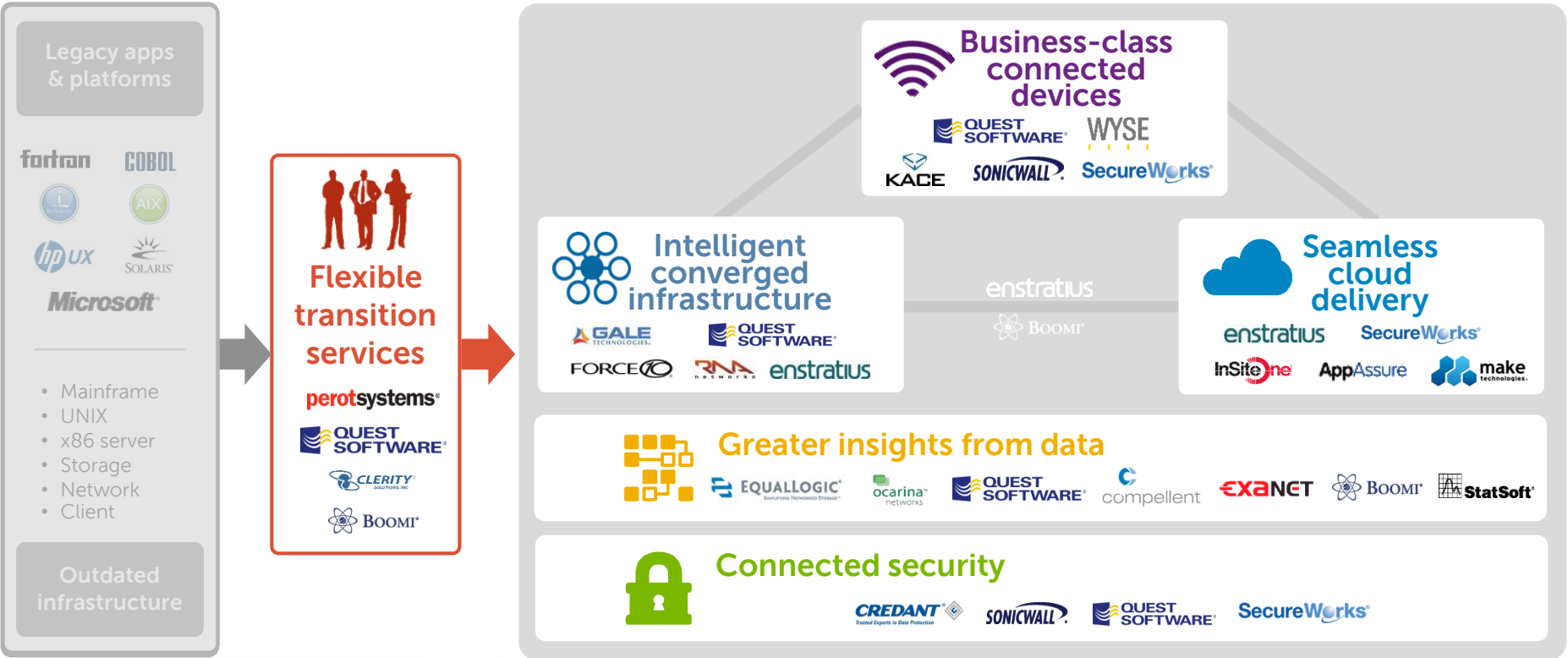


Connected security

Secure from the device to the cloud



\$18 billion in investments



Dell is different

Reach your full potential without limitations

 **Standards-based** No deliberate proprietary lock in

 **Open approach** No intentionally closed ecosystems

 **Modular systems** No costly monolithic stacks

 **Flexible scaling** No forced constraints or rip-and-replace

 **Modern platforms** No vested interest in legacy systems

 **End-to-end solutions** No siloed viewpoint or hidden agenda



How we server **millions of customers** in 180 countries



- **More than 110,000 Dell team members**
- **65% dedicated to servers, storage, networking & services**
- **13 global solutions centres**
- **R&D centers in Israel, Silicon Valley and Austin**
- **Dell offices and partners across Europe**



Customers should
not worry about
building the ship,
but about sailing
to the right
destination



the power to do more





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