



Welcome!

Dell Solutions Tour 2014

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

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Marketing Director, EMEA



A black and white photograph of Michael Dell, CEO of Dell Technologies, speaking at a podium. He is wearing a dark suit jacket over a light-colored shirt. He has his hands raised in a gesture, palms facing forward, as if emphasizing a point. The background is slightly blurred, showing what appears to be a stage or conference setting.

**“Technology
has always been
about enabling
human potential”**

Michael Dell





Putting the customer central 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



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 overhaul 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

Dell's practical innovation

Allowing customers to **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



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



Serving millions of customers globally

- More than 110,000 Dell team members
- Active in 180 countries
- 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 Central & Eastern 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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