Dell Cloud Solutions

The simplest path to your cloud

Cloud adoption **today**

85 out of 100 customers are looking to leverage cloud tools over the next 5 years

By 2020, the projected market spend on cloud will be **$241B**

The proportion of business data sitting outside of traditional IT now amounts to **46%**

... that is roughly **3x** more than what IT knows about

DELL

Growing demands create **new challenges**...

Business Units (BUs)

- Driving SaaS adoption
- Driving IaaS adoption

Typically less concerned with...

- Security
- SLAs
- Ongoing support
- Costs of IT

Demand for apps & IT services

IT Operations

- Transitioning to a service provider
- Starting to embrace IaaS

Often challenged with...

- Moving fast enough for BUs
- Needing to focus on legacy systems
- Meeting controls and governance

The difficult balancing act

How does IT retain **visibility**, **control** and **security**…

…while reducing the **cost, time** and **complexity** of delivering IT services?

DELL

A *simpler* path to *your* cloud

Dell combines *the broadest choice of cloud solutions* with *world-class guidance* to help organizations gain quick access to IT services, enabling IT as a business driver.

Conquer cloud chaos
Make cloud choice work to your benefit with objective guidance tailored to you

Establish IT control
Gain visibility across legacy systems, clouds, and all of your applications

Innovation, not maintenance
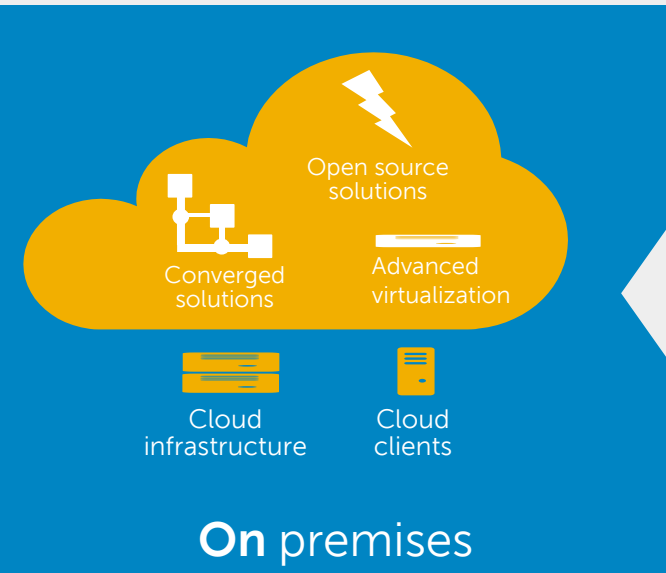Free up IT so your resources are spent driving business value
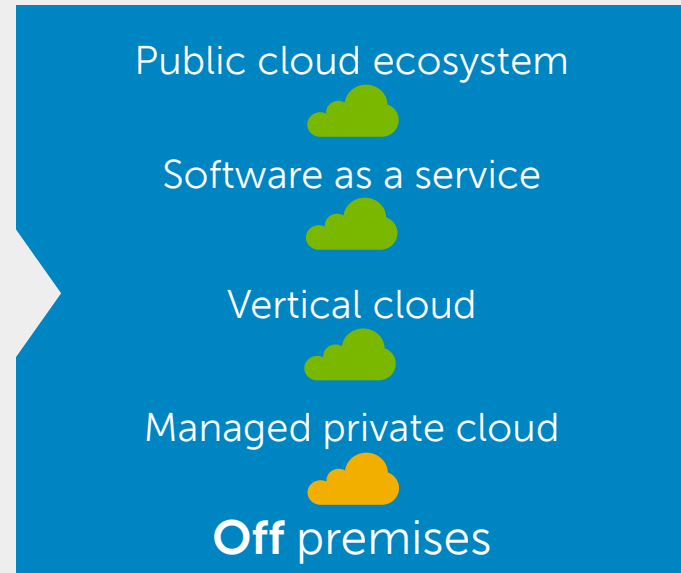
DELL

Dell Cloud Strategy

Build cloud environments | **Manage** single and multi-cloud environments | **Deliver** cloud services

Cloud broker | Cloud management provider

Open source solutions

Converged solutions

Advanced virtualization

Cloud infrastructure

Cloud clients

On premises

- Governance, access, and security controls
- Performance monitoring
- Application services
- Provisioning & management

Public cloud ecosystem

Software as a service

Vertical cloud

Managed private cloud

Off premises

Dell cloud consulting and application services

Dell Cloud strategy & portfolio

Build cloud environments

Manage single and multi-cloud environments

Deliver cloud services

Cloud broker | Cloud management provider

Private cloud choice and guidance

Open-source

Microsoft
Azure

vmware
vCloud

Cloud infrastructure

Cloud clients

On premises

Cloud management
- Dell Cloud Manager
- Foglight, SecureWorks

Cloud integration
- Dell Boomi

Public Cloud Partners
- Amazon, Google, Microsoft,...

Hosted Cloud
- Dell Cloud on Demand
- Dell Cloud Dedicated

Vertical Specialization
- Dell Cloud Clinical Archive
- Dell Government Cloud
- Dell Workspace as a Service

Off premises

Dell cloud consulting and application services

Enabling IT transformation

Challenge

Integrate acquired online shopping portal, and migrate core infrastructure to new datacenter while adopting Cloud based IT model

Solution: Dell Hybrid Cloud solution (MS Hyper-V, PowerEdge & EQL infrastructure, Azure 3rd tier)
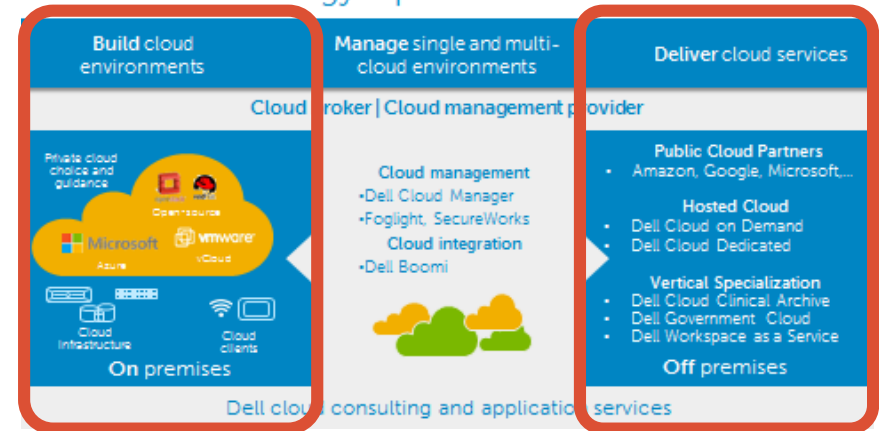
Results

- Lowered IT costs: 250 servers reduced to 150
- Customers gain value-added services through easier IT innovation
- LeGuide maintains leadership & drives growth thru business agility.

LeGuide.com

"It's easier for us to be innovative with our Dell solution – and meet the challenges of staying ahead in a rapidly evolving online world."

Mohammed Bellamine, Chief Operating Officer

Dell Cloud strategy & portfolio

Build cloud environments	Manage single and multi-cloud environments	Deliver cloud services
Cloud broker	Cloud management provider	

Build cloud environments — Private cloud choice and guidance — Opensource — Microsoft Azure — vmware vCloud — Cloud Infrastructure — Cloud clients — **On premises**

Manage — Cloud management: Dell Cloud Manager, Foglight, SecureWorks — Cloud integration: Dell Boomi

Deliver cloud services — **Public Cloud Partners**: Amazon, Google, Microsoft,… — **Hosted Cloud**: Dell Cloud on Demand, Dell Cloud Dedicated — **Vertical Specialization**: Dell Cloud Clinical Archive, Dell Government Cloud, Dell Workspace as a Service — **Off premises**

Dell cloud consulting and application services

Fast track to success using cloud-based IT

Challenge
Rapidly growing firm Pie Mapping needed a more scalable and flexible IT infrastructure to support its growing ambition

Solution
The company switched from an on-premise infrastructure to Dell Cloud Services with the support of the Dell Centre for Entrepreneurs.
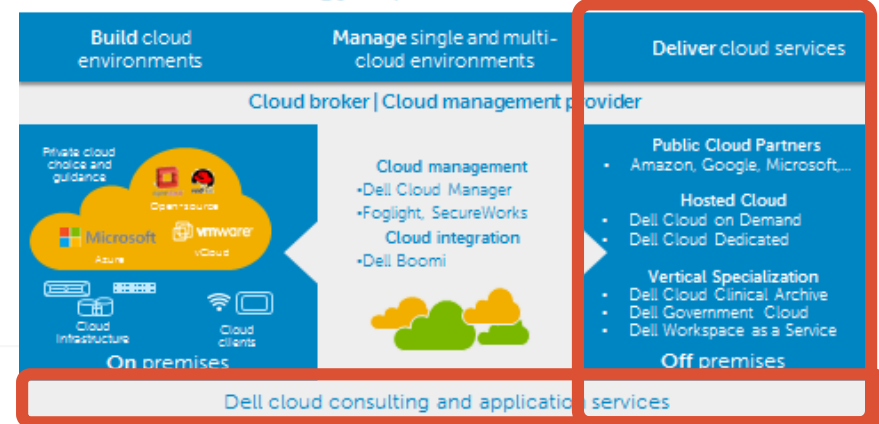
Benefits
- Pie Mapping gains freedom to develop services in the cloud
- Complex route calculations completed quicker on cloud platform
- The company can scale its IT in an instant

PIE
THE SOURCE OF INSIGHTFUL MAPPING

"We completed a long complex recursive route calculation substantially quicker with the Dell cloud."

Omer Qureshi,
Technical Manager, Pie Mapping

Dell Cloud strategy & portfolio

Build cloud environments	Manage single and multi-cloud environments	Deliver cloud services
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Opensource Microsoft Azure vmware vCloud		
Cloud Infrastructure Cloud clients		
On premises		Off premises
Dell cloud consulting and application services		

Dell is a user, supplier and partner in cloud

128

data centers via 12 Dell Cloud partnerships

1.1 million

cloud servers shipped

1st

to market with an OpenStack solution

openstack

7

Microsoft Partner of the Year Awards

1

vmware

VMware's OEM Global Partner of the Year

6.7 billion

medical images managed by Dell in the cloud

What's next in your path to the cloud?

I want to...

- ...improve IT cost effectiveness
- ...enable simpler management of IT
- ...ensure security as I migrate to cloud
- ...migrate workloads to public cloud
- ...accelerate the delivery of IT services
- ...move disaster recovery to the cloud
- ...modernize my aging IT

Dell Cloud Solution Offers

Build your cloud Infrastructure

Servers
Storage
Networking
Converged Infrastructure
VRTX
Modular Data Center (MDC)
OpenStack
VMware, Microsoft & Citrix platforms
XPS 13 Developer Edition
WYSE Client Devices

Use cloud as a Service

Dell Cloud On Demand Service
Dell Cloud Dedicated Service
Dell Cloud Onsite Service
Dell Workspace as a Service
Boomi Application Integration & Master Data Management (MDM)
Dell Email Management Service
Dell AlertFind Service

Dell Cloud Business Applications (DCBA)
DropBox
Dell Cloud Clinical Archive
MEDITECH Cloud
EMR Cloud
IKA Solutions
Dell Cloud for U.S. Government - FedRAMP and NIST

Control Manage and Monitor single or multiple clouds

Dell Cloud Manager
Active System Manager
Foglight Application Performance Monitoring (APM)

Simplify with Services and Support

Cloud Consulting Services
Cloud Application Testing, Modernization & Integration Services
Cloud ProSupport Services
Cloud Business Process Outsourcing Service

Secure

SecureWorks
Sonic Wall
Data Protection
KACE

***Dell industry solutions include: Healthcare, Government, Education & Healthcare

Build your cloud infrastructure

Simplify the deployment of infrastructure and applications with Dell cloud-enabled servers, storage, and networking.

Dell OpenStack Solutions & Crowbar

Build, manage, and accelerate deployment of open source private cloud.

Dell Private Cloud Solutions

Rapidly deploy and streamline the management of Microsoft, VMware or Citrix-based private clouds.

- Best-in-class servers, storage, networking, and management
- Converged infrastructure with workload management
- Private cloud reference architectures
- Expertise and proven results

Build your cloud infrastructure

Active Systems
Enable medium-to-large private clouds with pre-engineered, racked, cabled, tested and configured infrastructure.

Modular Data Centers
Scale your data center quickly with prefabricated containers that are easy to deploy and optimally designed for the user.

Dell Servers
Build a robust cloud infrastructure with servers built specifically for virtualization, scalability and applications.

Dell Storage
Protect, store and archive vital enterprise data while ensuring scalability and business continuity.

Dell Networking
Improve connectivity, latency, resiliency and scalability of your cloud infrastructure.

Dell Cloud Client Computing
Empower users, protect data and help cut costs with Dell zero- and thin-client devices.

Use Dell Cloud as-a-Service
quickly, simply and securely scale

- Real-time access for seasonal/cyclical, or for backup and recovery
- Rapid time-to-value for quick startup of new businesses or applications
- Anytime, anywhere, from any device access to data & apps for a mobile workforce

$

Reduce TCO by deploying Email Continuity and Archive

60%

20X

Faster completion of research with HPC on-demand

300%

Year-over-year growth, scalable to meet shifts in demand with app integration

Use Dell Cloud-as-a-Service – quickly, simply and securely scale

Dell Cloud On-Demand

single-source supplier; gain flexibility with choice of vendors; freedom from lock-in and centralized solution integration/control

Dell Cloud Dedicated

single-source supplier; choice of vendors, freedom from lock-in and a central point of solution integration/control

Dell Boomi App Integration

Connect any combination of cloud, SaaS or on-premise applications without appliances, software or coding.

Dell Boomi: Master Data Management (MDM)

Simplify data management, data integration and assurance of data quality — at a fraction of the cost

Dell Cloud Business Applications

Access a suite of integrated cloud business applications quickly and securely.

Dell Email Management Service

Eliminate downtime, reduce the risk of data loss, securely archive email & block spam & virus attacks.

Choice to pick a public cloud offering that meets your business needs....

Dell Partner	**+Joyent**™	**peer1 hosting**	**ScaleMatrix**	**ZEROLAG** HOSTING EVOLVED
Key Use Cases	• Mobile apps • Video and rich media • Gaming • SaaS applications • Enterprise apps • E-commerce • Test and Dev	• Message and collaboration apps • Data base apps • Web, ecommerce apps • Legacy apps • BI, marketing workloads • Dev/Test, staging workloads	• Virtualized workloads • High performance cloud hosting • Cost effective VMware based hosting • Disaster recovery as a Service	• Sharepoint and Exchange hosting • VMware base infrastructure
Description	High- performance cloud infrastructure for web and mobile apps	Full Service managed hosting and VMware on-demand enterprise class cloud	"Cloud-enabled" data centers	VMware powered on-demand infrastructure
Platform(s)	• SmartDataCenter	• VMware	• VMware • Openstack	• VMware
Pricing	• On-demand pricing	• Usage based • Month-to-month • Annual	• Annual • PayGo - Monthly • Multiyear discounts • Incentives	• Month-to-month • Annual

Control, manage and Monitor
Many clouds, complex applications

Multi-Cloud
organizations have workloads running in many locations

+

Composite Apps
Applications are becoming complex combinations of interconnected software components
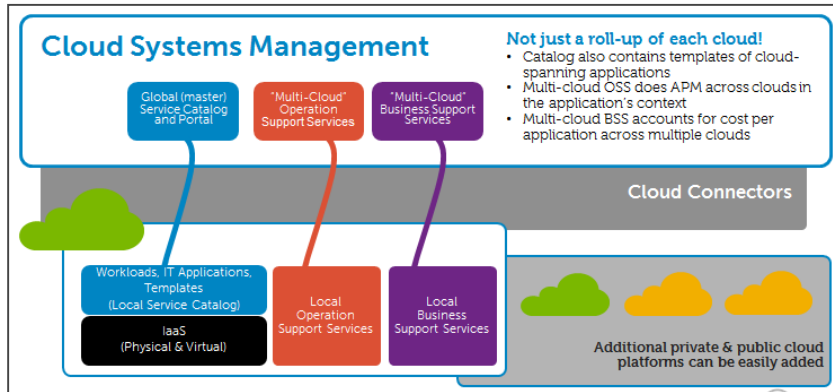
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Applications running across Multiple Clouds

Control, manage and monitor
your single and multiple clouds

Dell Multi-Cloud Manager

Manage multi-cloud, & composite application architectures to deliver agility, governance and choice.

Dell Performance Monitoring

Monitor performance and availability across infrastructure, applications and databases

Dell Active System Manager

Automate infrastructure and workload deployments

Simplify with Services

	Consulting	Projects	Modular	Outsourcing
	Advisory Strategy Re-engineering architecture Benchmarking	Integration Implementation	Discrete services Point solutions Staff augmentation Cloud Services	ITO AO BPO Selective-sourcing

Workshop — Understand the potential

Assessment — Make informed decisions

System Design — Lay the path for success

Implementation — Capture the value

Manage/support — Ongoing success

- ✓ Complete end-to-end services
- ✓ Limited duration, high impact

- ✓ Clear phases and decision points
- ✓ Flexible, modular approach

Secure your private and public clouds

Empowers you to solve complex security challenges

Network
Next Gen Firewall
Secure Remote Access
Email Security

PROTECT & PREDICT

Identity
Access Governance
Privileged Acct Mgmt
Identity Administration
User Activity Monitoring

EMBED

RESPOND

Data
Encryption
Protected Workspace
Security Tools
Configuration & Patch
Management

Security Services
Incident Response
Managed Security Svcs
Security & Risk Consult
Threat Intelligence