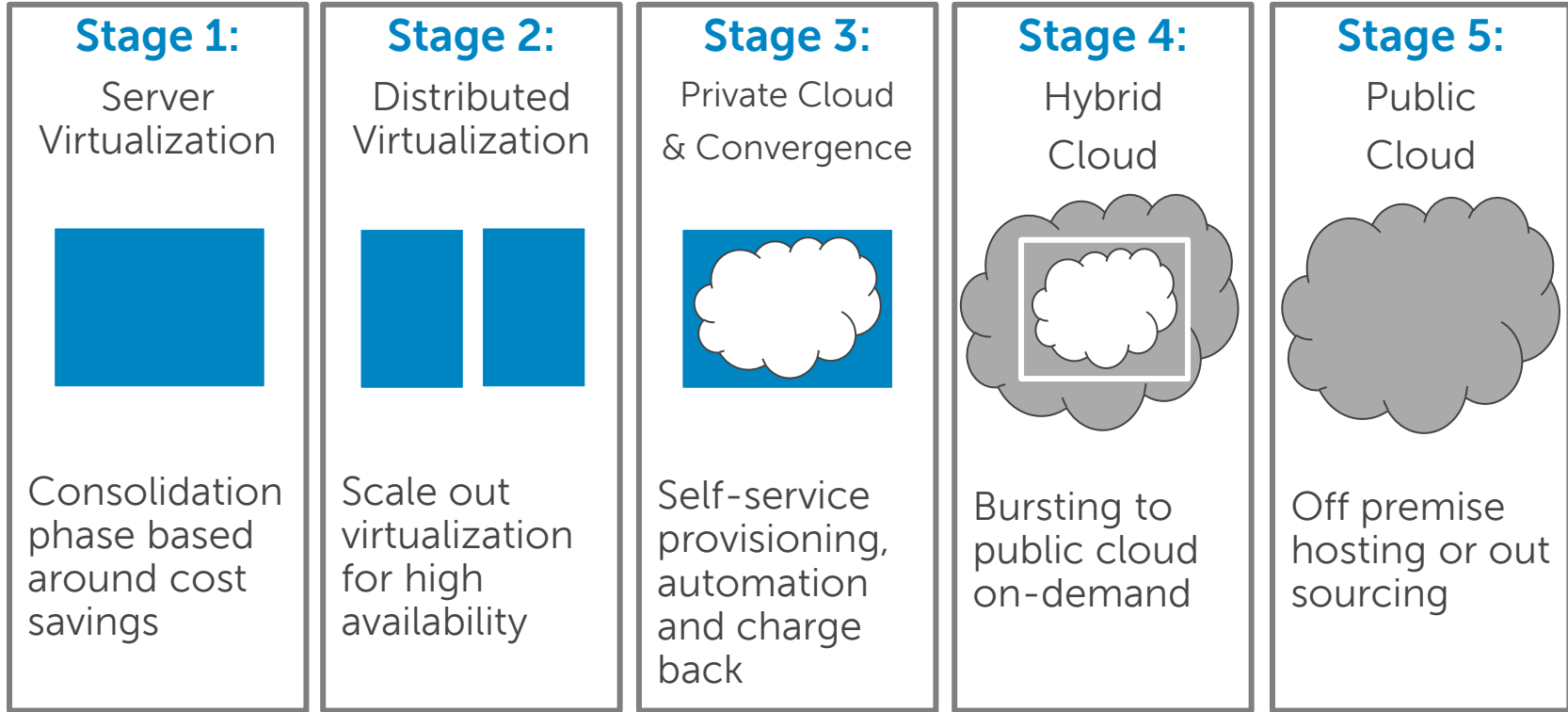




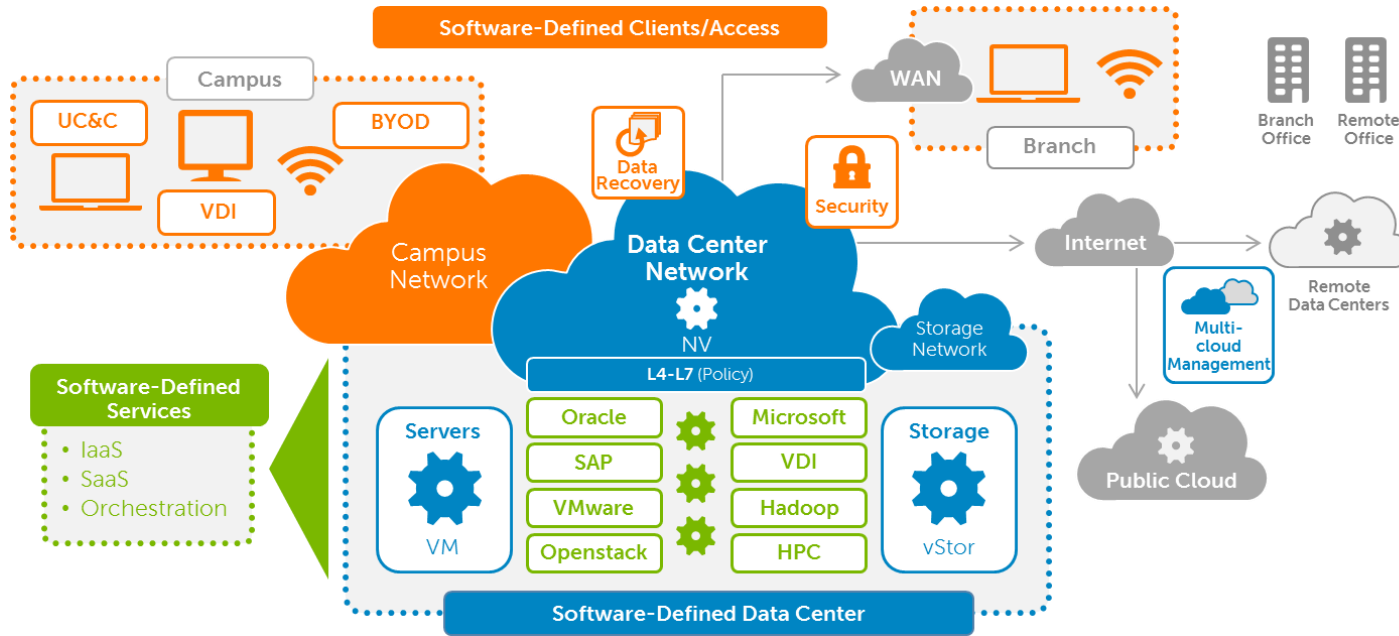
The stages of datacenter transformation



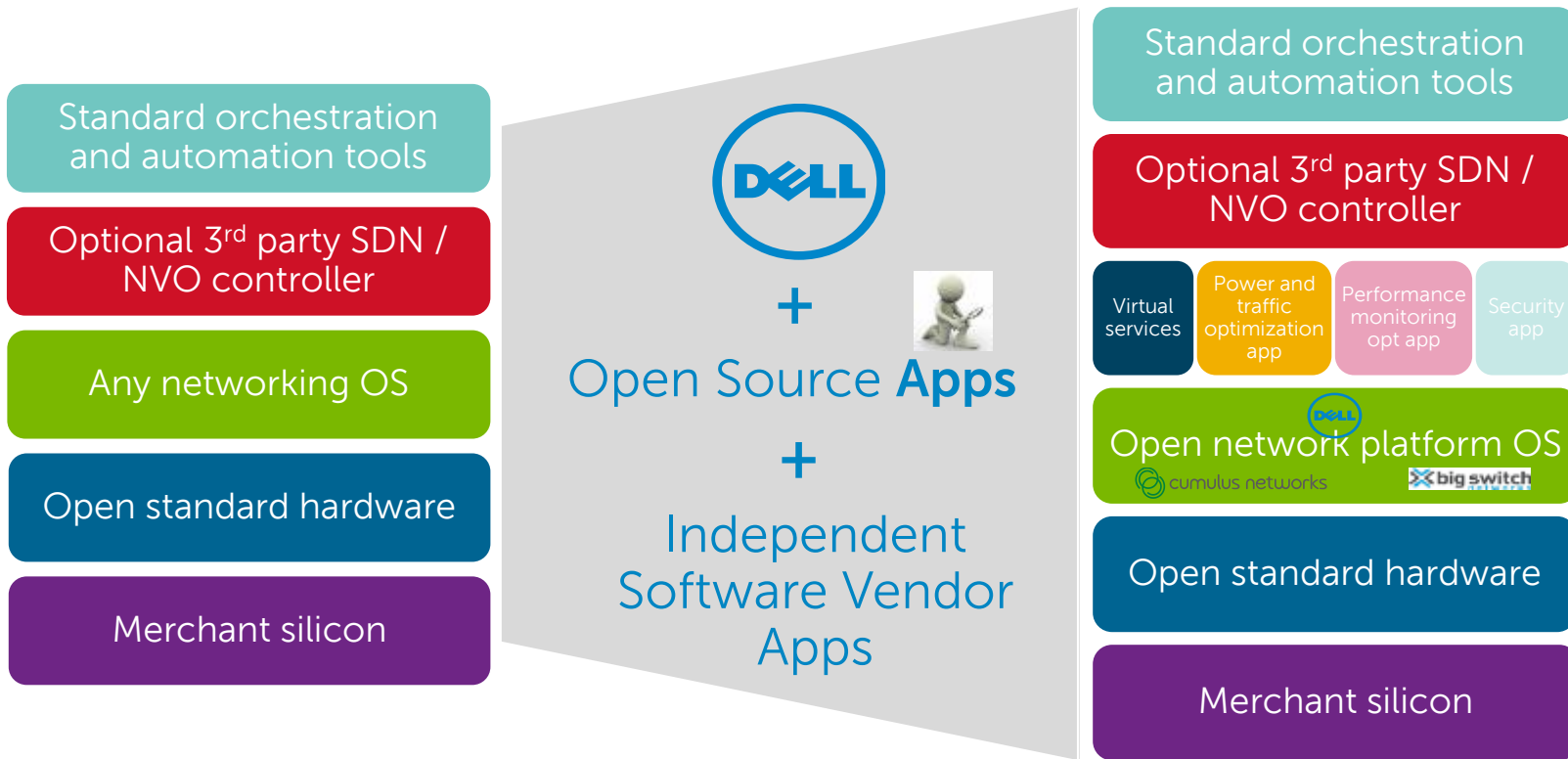
Source: Phil Dawson " - Gartner Datacenter 2013

The Software Defined Enterprise

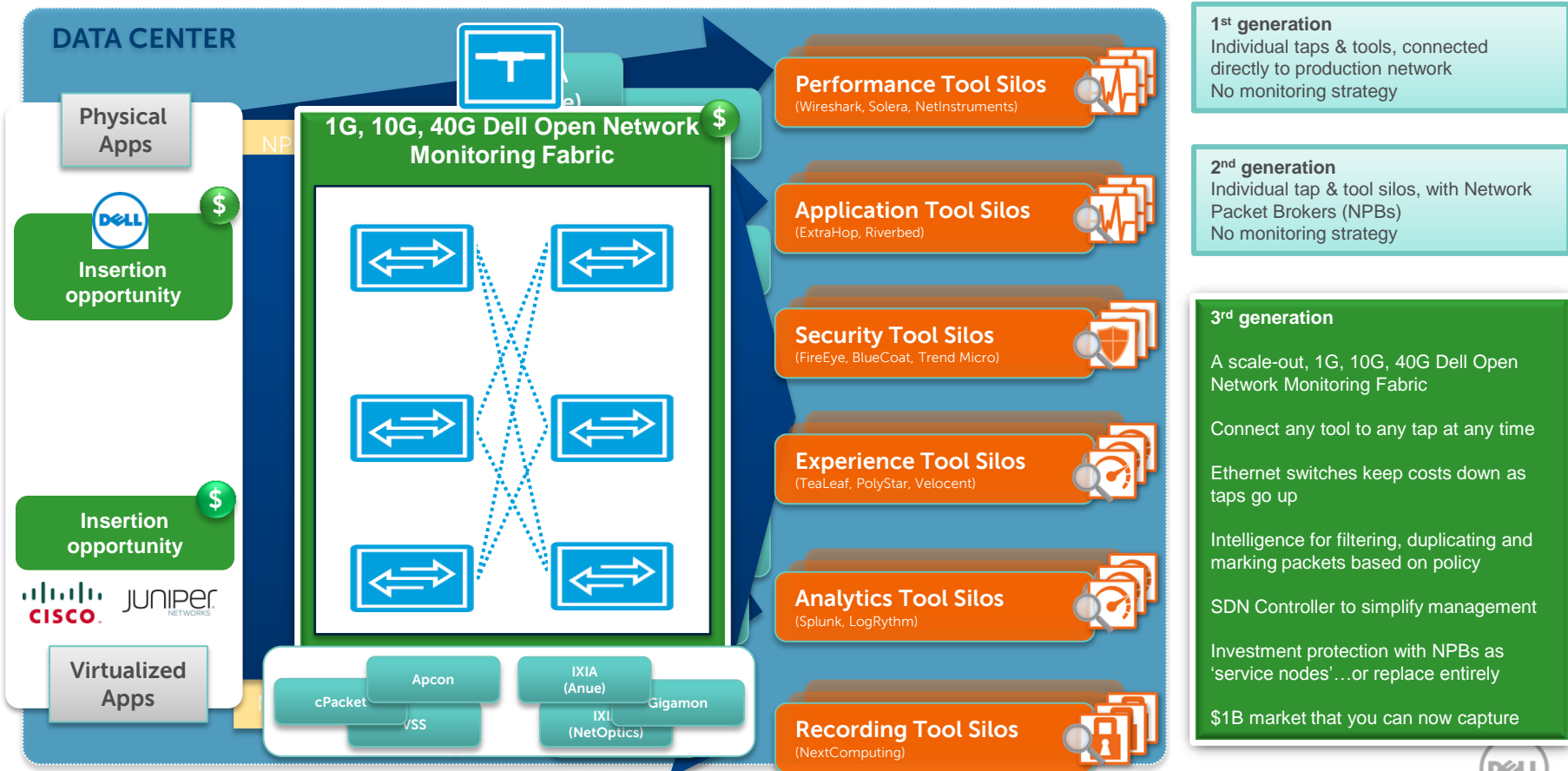
Open Networking enables agility at a new level



Imagine - "Androidification" of networking

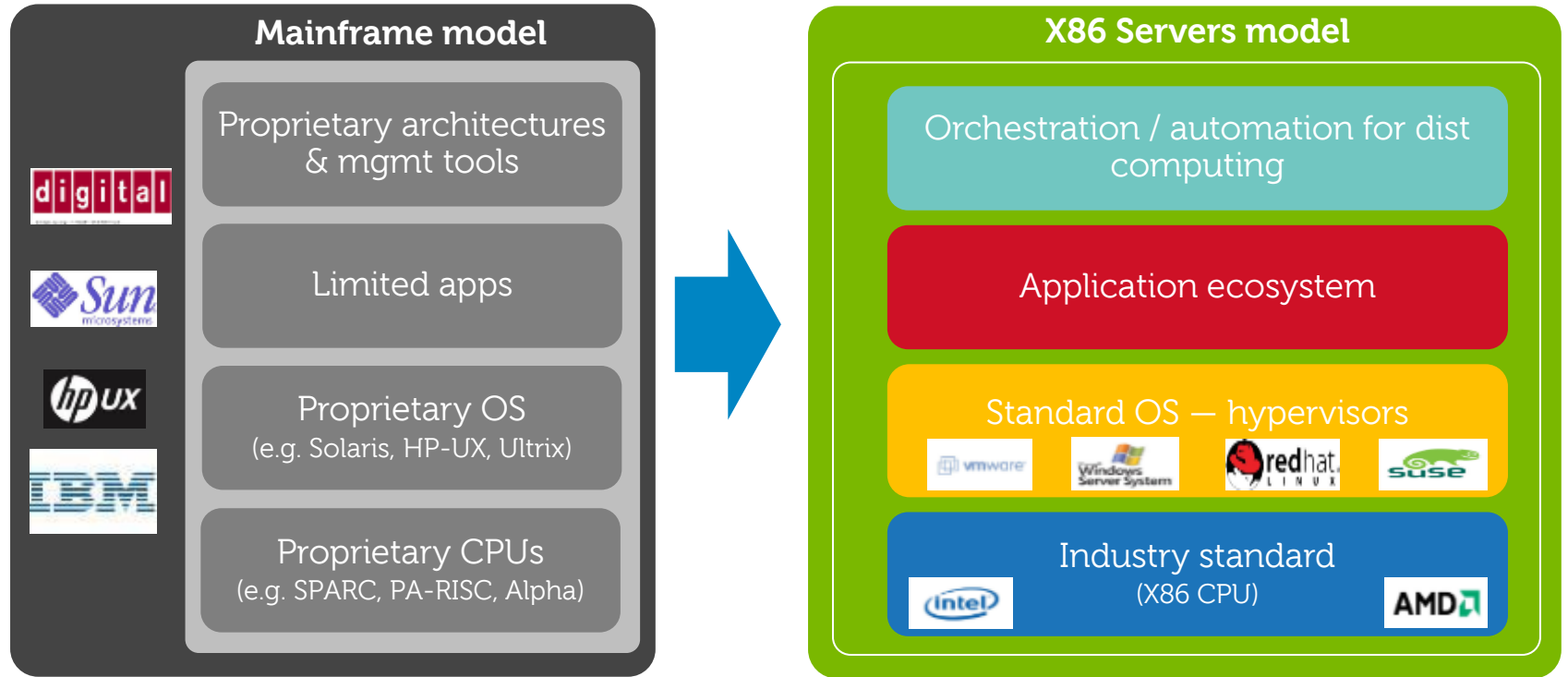


Dell Open Network fabric – Defining SDN



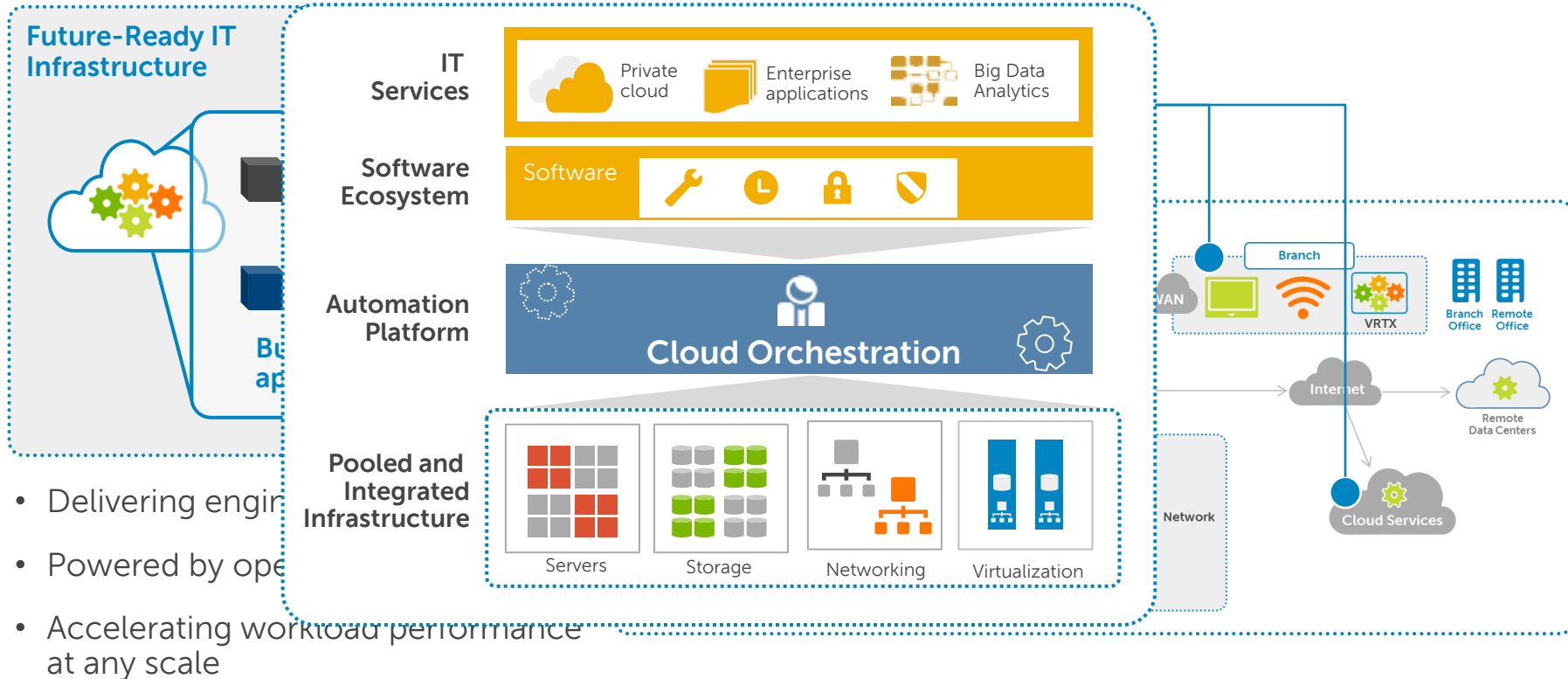
Compute paradigm shift

How the disaggregated server model changed the landscape



The Datacentre of the future: Here today

Any workload, anywhere



- Delivering engineering performance
- Powered by open standards
- Accelerating workload performance at any scale

Principle Tenets for Private Cloud

Simplify operations

And amplify IT productivity

Unify and automate management without compromising domain-level control across physical & virtual infrastructure

Complete & integrated infrastructure

provided without tradeoffs

Adopt holistic **infrastructure innovations** that integrate into your existing data center architectures

Improve reliability

With better infrastructure & insights

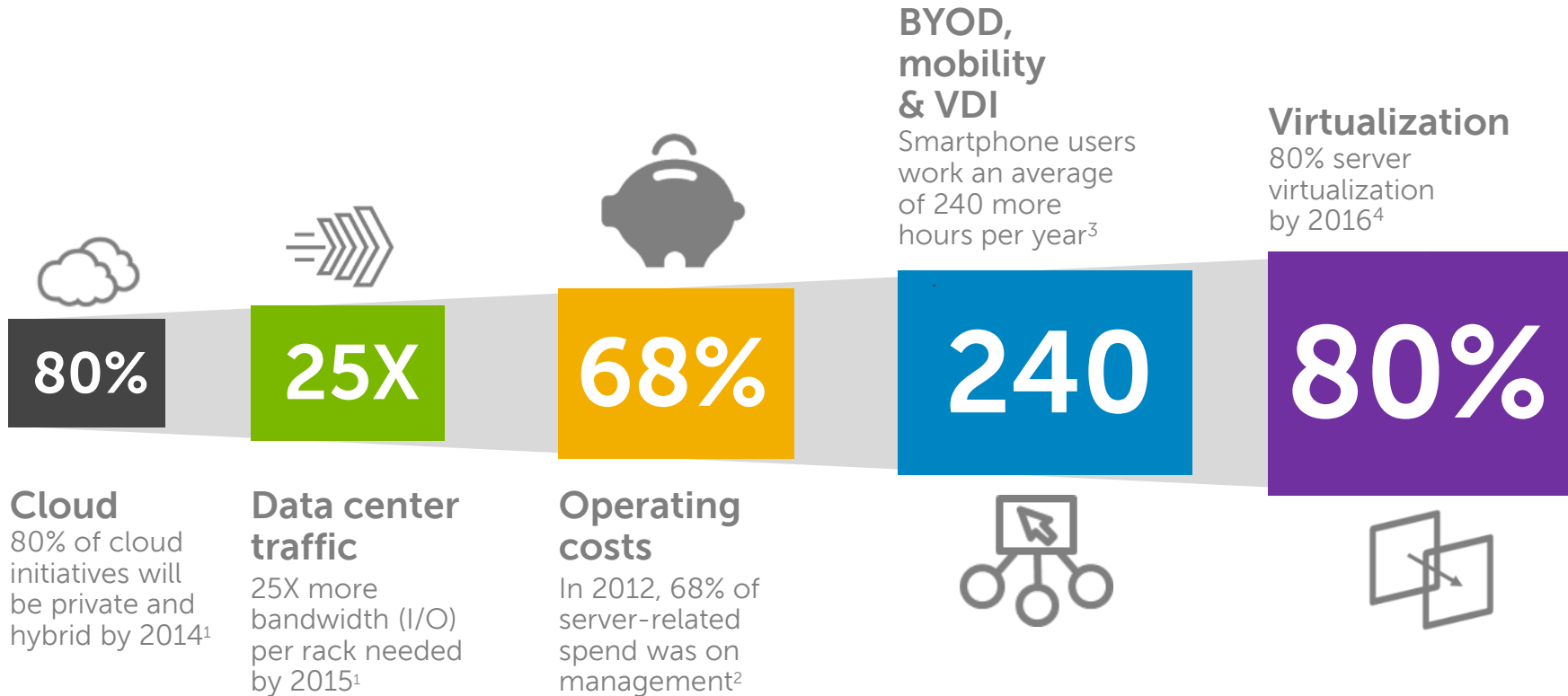
Ensure **performance, availability & quality** with pre-engineered design & more complete infrastructure visibility

Maximize value

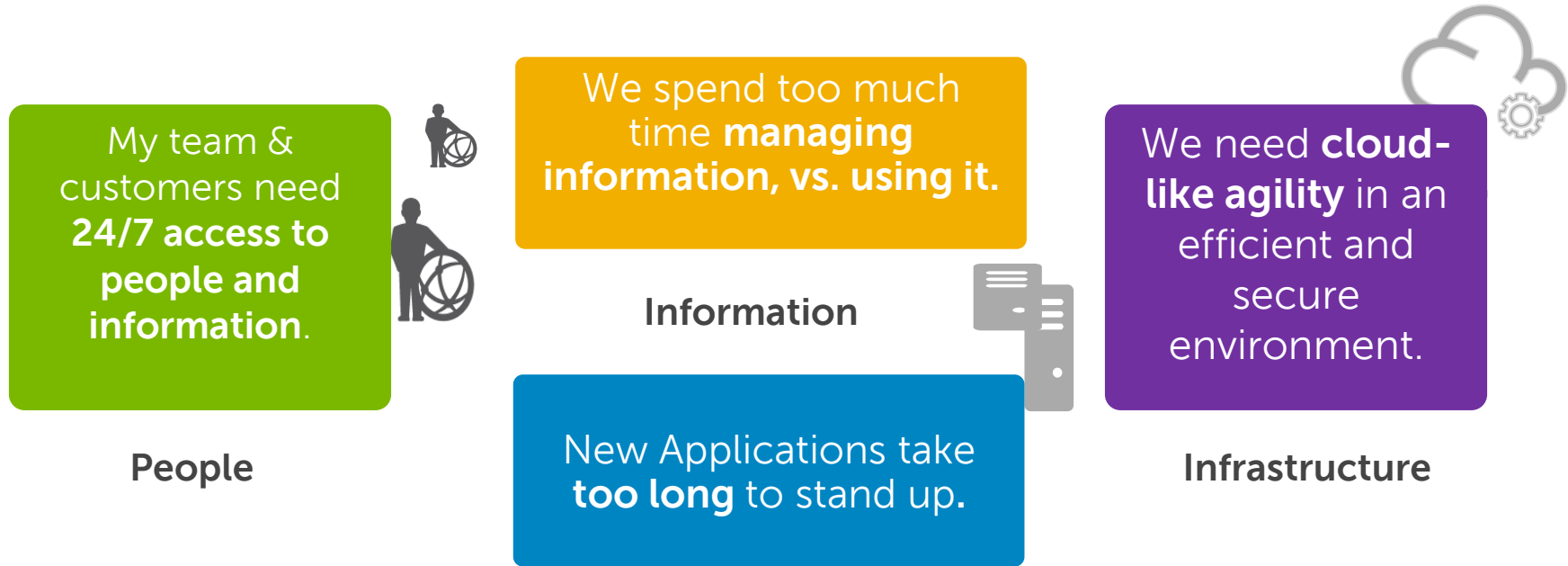
with pre-integrated solutions, or take a more tailored, customised approach

Leverage **flexible infrastructure delivery models** that align to your specific need

What is driving the adoption of Private Cloud?



Do you have these problems?



Struggling Process, outdated communications and information management tools, inefficient IT service delivery

What if you could....

- Give users self-service & capacity on-demand
- Connect people & applications, on-premise and in the cloud
- Gain faster data insights
- Automate & innovate



**Empower your workforce
& engage your customers**

- Provision applications at the speed of cloud
- Ensure up-time & access
- Simplify management & mobility for workloads
- Track and manage application lifecycles



**Optimize application
delivery**

- Simplify deployment of physical & virtual environments
- Pool heterogeneous resources
- Grow as you need, scale when YOU want.



Deliver service-centric IT

Better outcomes start in your Datacentre

Evolve towards a fully automated service-centric data center



Business view

- IT is maintained
- IT provides infrastructure
- IT is a cost center

- IT as an innovation engine
- IT is a service provider
- IT is a growth accelerator

Characteristics

- Rigid
- Siloed
- Custom
- Fragmented
- Unpredictable
- Manual

- Elastic
- Converged
- Versatile
- Streamlined
- Reliable
- Automated

Pooled Infrastructure

Technology - consumable on your terms

Cloud Management

Automation +
Orchestration +
Unified Resource Management =
Cloud Enablement

Compute Infrastructure

Converged or Distributed

Compute +
Capacity +
Networking =
Virtualized Resource Pool

Combined Benefits

- Transform IT from a cost center to a center for **innovation**
- Increase IT **velocity**
- Shift budget from maintenance to **mission success**
- Gain critical **data insights** faster
- Realize **agility** via unified IT Service management

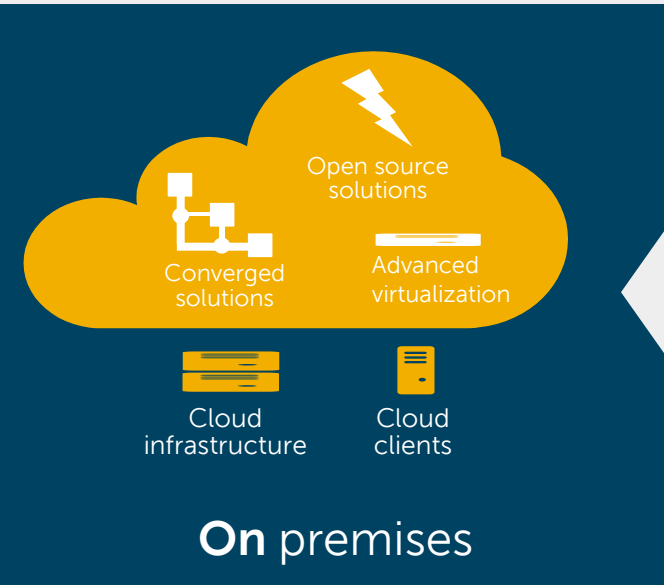
Dell Cloud Strategy

Build cloud environments

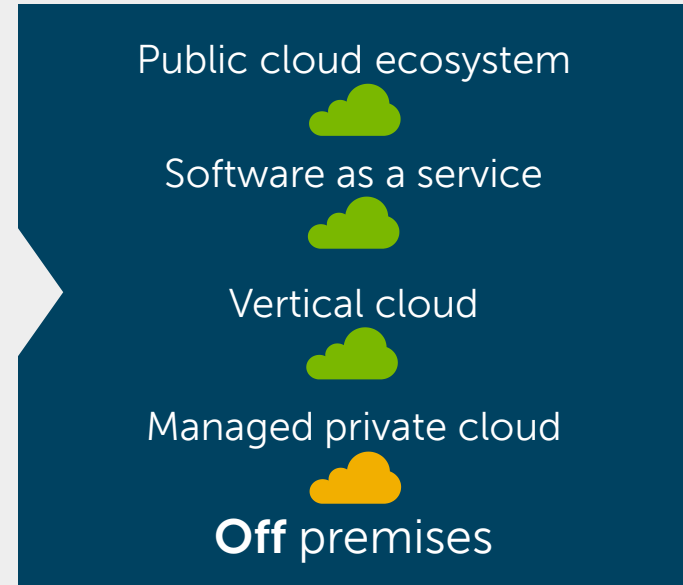
Manage single and multi-cloud environments

Deliver cloud services

Cloud broker | Cloud management provider



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



Dell cloud consulting and application services

Dell Cloud 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 Applications in the Software Defined DC

Optimized delivery through Software Defined Solutions



- Built to Scale & adapt
- Agile app platform
- Financial efficiency
- Max resource utilization

What does it mean to you?

- Insight to requirements & data needs
- Better SLAs
- App & data availability

- Cloud on your terms
- Private, public, hybrid
- Capacity on demand
- Connect with the world



Virtualization
Ready



Application
Aware



'Any cloud'
Capable



- Pooled & Scalable Infrastructure resource
- Open Management tools
- Leading Software options
- Infrastructure Platform integration

How do we help you do it?

- Flexible, dynamic workload provisioning
- App aware Data protection
- Integrated appliances based on Reference Architecture

- Microsoft, Openstack & Vmware cloud solutions
- Dell cloud Manager
- 3rd party integration
- Orchestration , self-service



Powering Cloud Optimized Applications

Compute Platforms

- **High density - Hyperscale**, flexible I/O

What if you could have a platform that delivers performance & scalability based on YOUR applications & requirements?

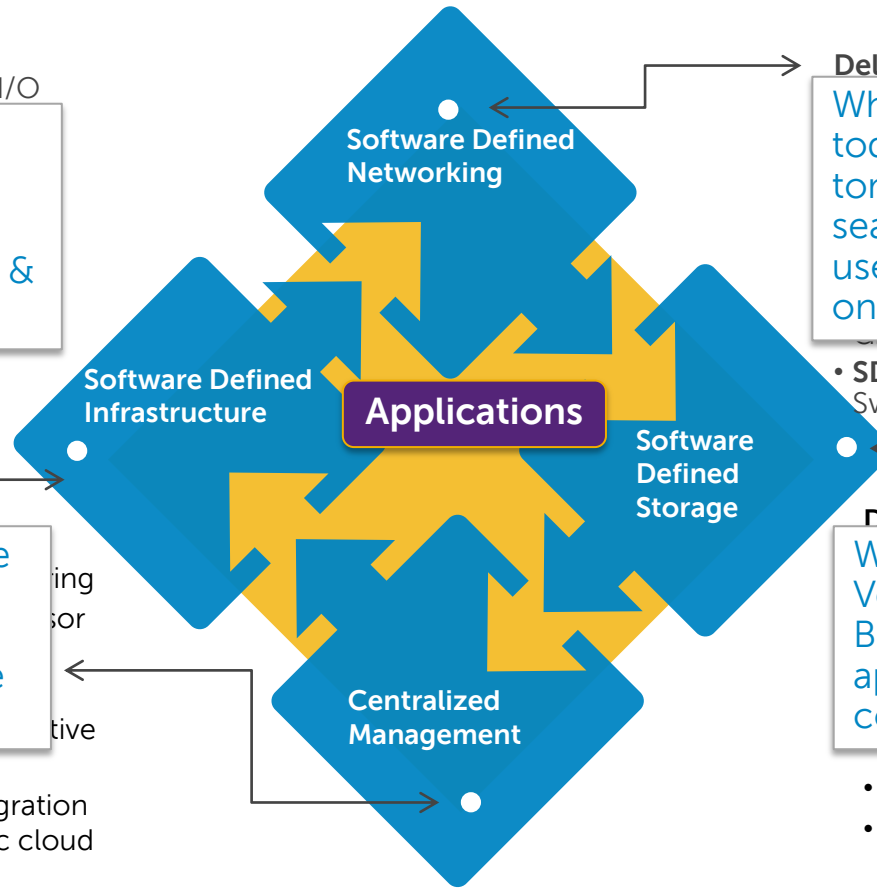
Application Centric Integrated solutions – Active Infrastructure for UCC, SAP HANA, Oracle, HPC, VDI

Cloud Management

What if you could Centralize & simplify management for ALL your platforms AND provision applications at the speed of cloud?

System Manager ASM7.6

- **Secure cloud management** – Integration for private, dedicated, hybrid, public cloud



Dell Active Fabric

What if you future proof today for the Network of tomorrow and ensure seamless access for users and applications; onsite or remote?

- **SDN ready** – Cumulus and Big Switch

Dell Fluid Data

What if you could Scale Vertically or Horizontally or BOTH & improve application availability and compliance without risk?

- Multi-protocol FC/FCoE/iSCSI/DCB
- **Application-aware** data protection – HIT Kits, Storage Center, Appasure



Active System Manager

Unify environments, leverage existing investments, comprehensive integration

Discover



Get up & running quickly

- **Quickly discover:** auto-inventory available resources
- **Pool resources:** allocate on demand

Define



Capture best practices

- **Design templates & orchestration rules:** use out-of-box templates or create your own; define workload lifecycle

Deploy



Rapidly deliver high quality workloads

- **Deploy workloads:** On-demand provisioning of workloads through defined templates

Maintain



Evolve workloads as needs change

- **Scale workloads:** add or remove resources from workloads
- **Manage lifecycle:** update or release resources as needed

Automation . Centralization . Accuracy . Efficiency . Adaptability . Strengthen IT service quality

The Software Defined Enterprise

I want to...

...improve IT cost effectiveness

...enable simpler management of IT

...ensure security as I migrate to cloud

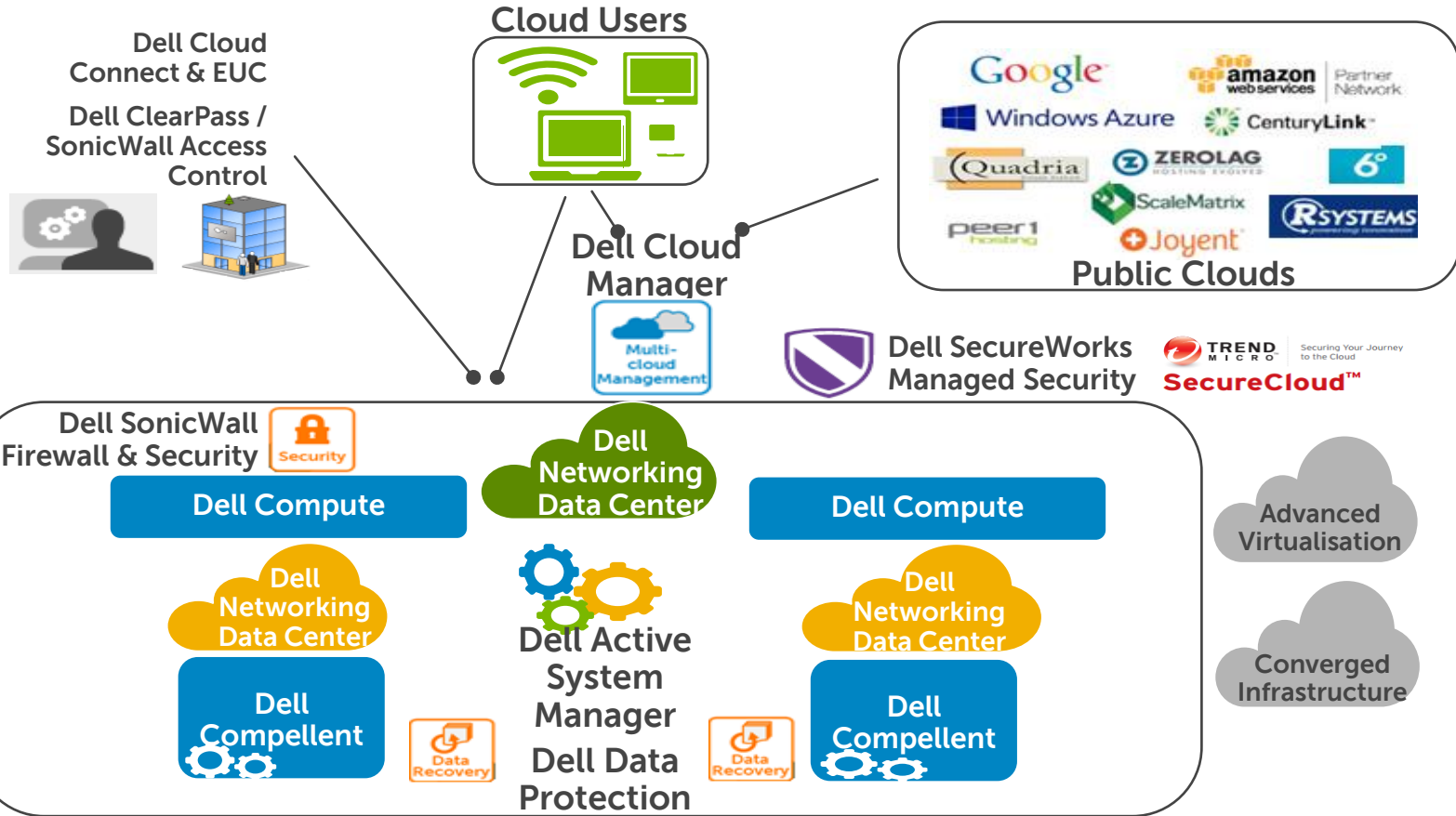
...migrate workloads to public cloud

...accelerate the delivery of IT services

...move disaster recovery to the cloud

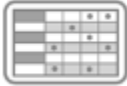
...modernize my aging IT

Dell Software Defined Infrastructure Platform



Data center consulting expertise

Proven to unlock efficiency



Strategy, capacity planning and performance mgmt., data center consolidation and migration, operations



Capacity, efficiency, reliability optimization, site selection, design and commissioning, energy management

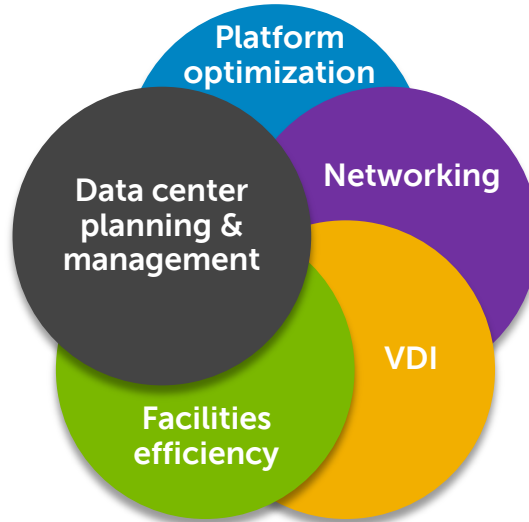
Servers, platform consolidation and migration, HPCC



Optimization, performance tuning, capacity planning



Virtual desktop consulting and hosted VDI as a service



Why partner with Dell?

- Compute on **your terms** – no matter your size or scale
- **Management choice**, simplicity & integration
- **Intelligent infrastructure** building blocks
- **Heterogeneous** support
- **Flexible** deployment options
- Simple & efficient **workload** manipulation
- **Key innovations** that trend with customers and industry inflection points
- **End to end** - from desktop to datacenter to cloud

Dell Services

- Infrastructure Consulting
- Application modernization
- Deployment
- Support services
- Cloud services

Dell Infrastructure

- Servers
- Storage
- Networking
- Modular Datacenter

Dell Software

- **Workload & Resource management** (Active System Manager)
- **Performance & Availability mgmt** (Foglight, Spotlight)
- **Data Protection** (vRanger, AppAssure, HIT kits)
- **Security & Governance** (Quest, SonicWALL)
- **Windows Server Management**
- **Connectors & Integrations** (Vmware, Microsoft, 3rd party)



Next steps

Today - meet with Dell Enterprise subject matter experts in the expo

Learn more by attending future events and workshops. Search www.dell.com/events for upcoming events in your area.

Schedule a post-event Whiteboard Session to address your specific requirements. Contact your account team for details.

**Discover how Dell Solution Centers can help your business. Discover more:
www.dell.com/solutioncenters.com**



The power to do more