

# Dell Software Defined Enterprise

A practical vision of Future Ready IT

Name

Title



#DellST14



1

Defining the Software-Defined Enterprise

2

Strategy for success with SDE

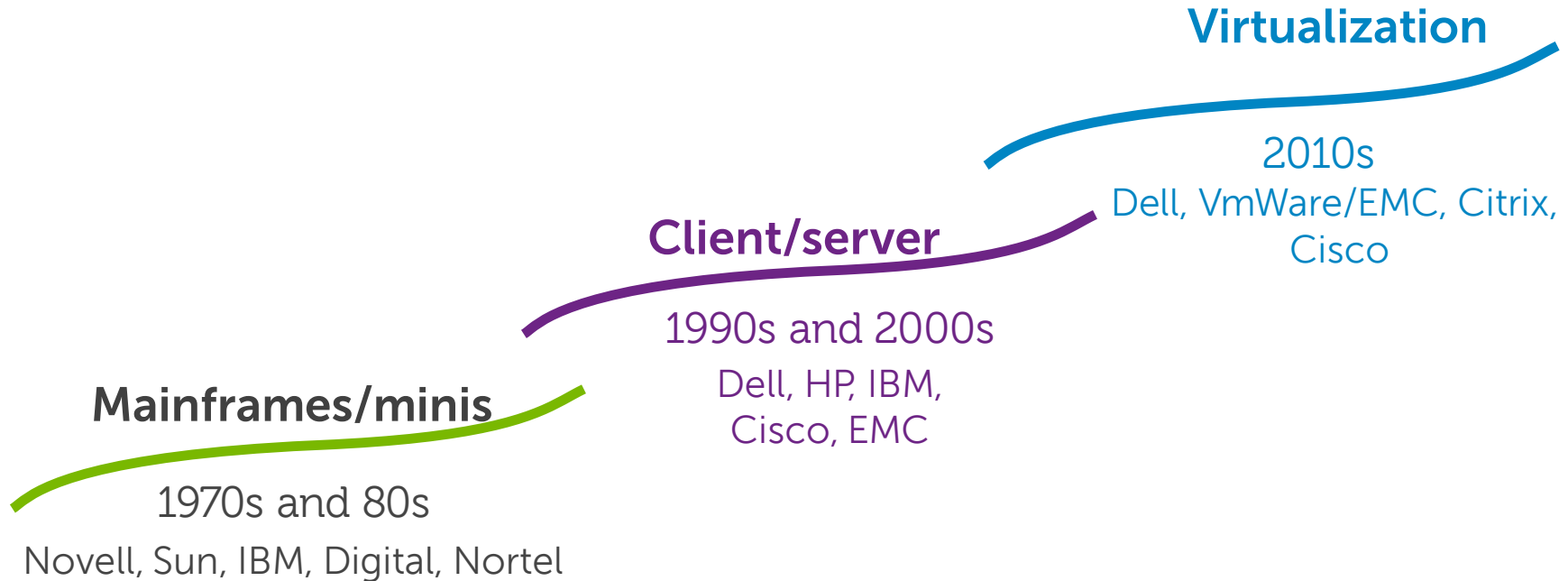
3

Maximizing value throughout the enterprise



# IT Waves! 3<sup>rd</sup> Platform is evolving

A new computing landscape... requires a new way to architect!



# The current IT industry narrative

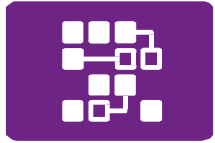
These megatrends are rewriting the rules of **Traditional IT**



Cloud



Mobility



Big Data



Software-Defined

These companies are seen as the benchmark for **New IT**



...and Dell knows this story well

# But it's not that simple...

A fundamental schism has occurred creating two primary IT architectural approaches

## Traditional IT

- Systems of record
- Transaction-oriented
- Built for traditional business models and business processes
  - Customer-oriented
  - Traditional revenue models
  - Optimized by analytics
  - Etc...



Virtualization  
Private Cloud



BI/DW  
Visualization



BYOD  
MDM



SDN  
Hyper-Converged



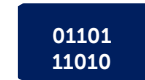
IaaS/PaaS  
HyperScale



Hadoop  
Graph Analytics



Mobile Apps  
Digital Shift

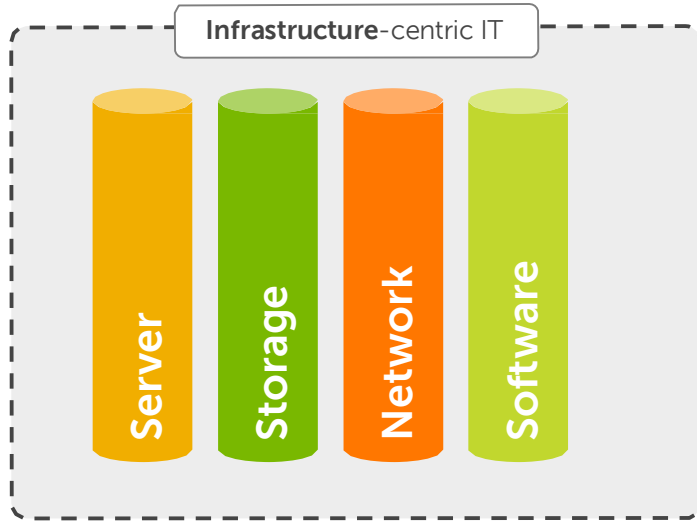


Anti-Fragile  
DevOps

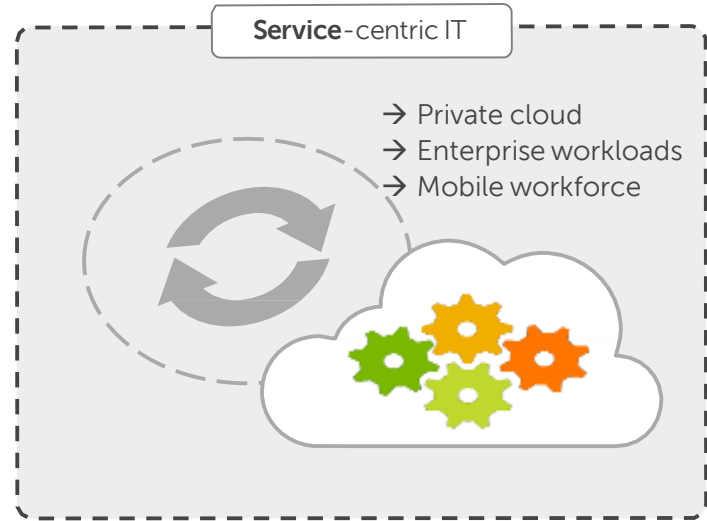
## The New Paradigm

- Systems of engagement
- Relationship-oriented
- Designed for new business models and new business processes
  - Subscriber-oriented
  - New revenue models (aaS, ad-supported)
  - Analytics is the business
  - Etc...

# Advance IT to **advance your business**



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



- IT is an innovation engine
- IT is a service provider
- IT is a growth driver

1

Defining the Software-Defined Enterprise

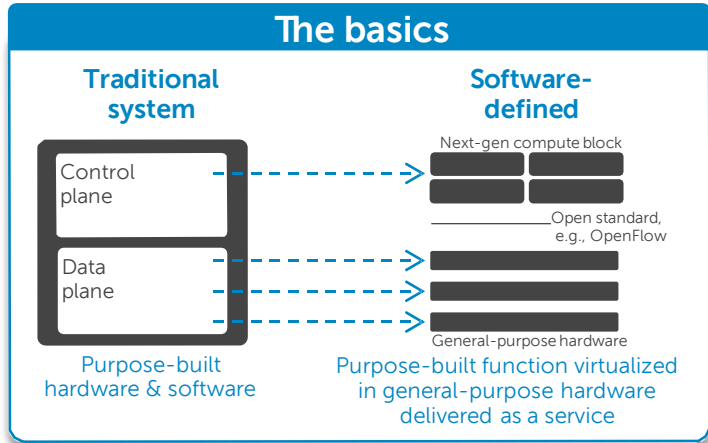
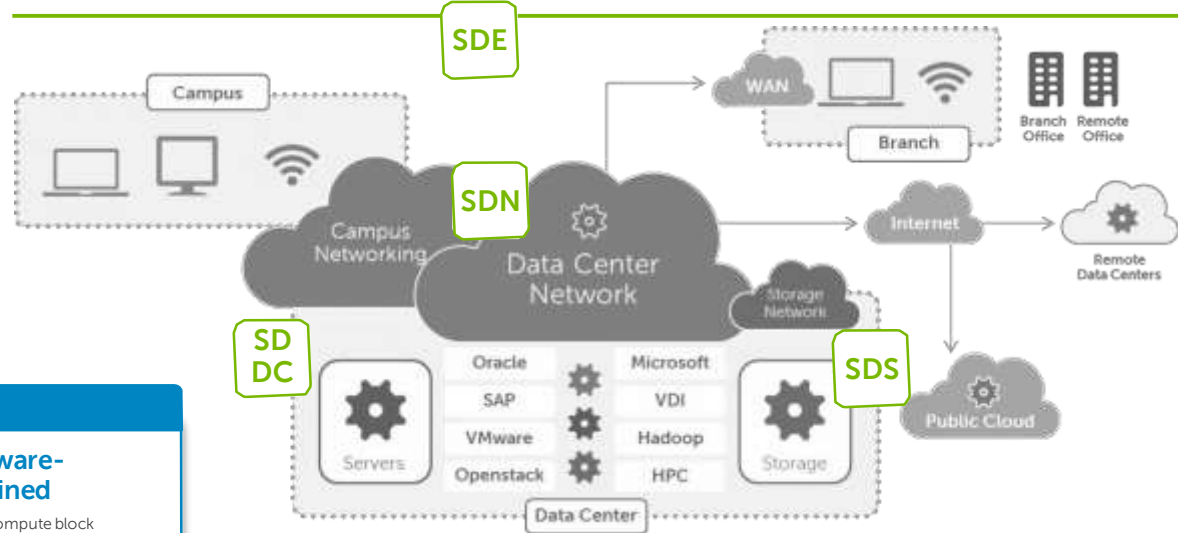
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# Defining "software-defined"



- ### The capabilities
- Compute
  - Storage/availability
  - Networking/ security & management

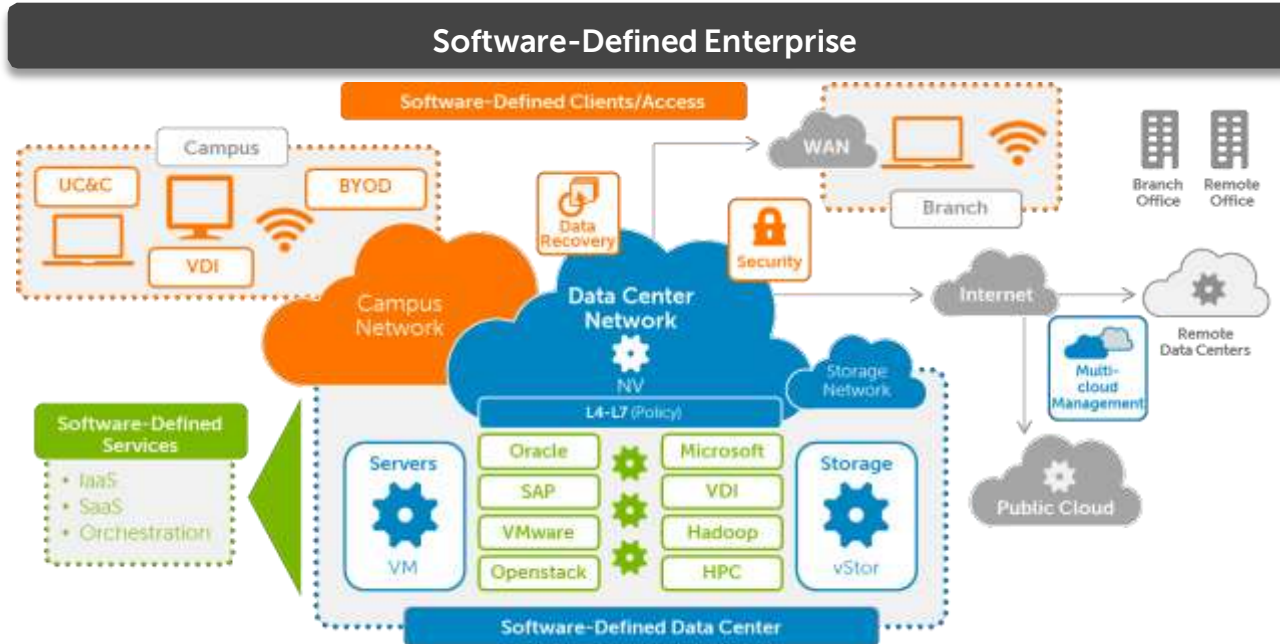
- ### The benefits
- Automated & simplified
  - Unlimited agility
  - Maximum efficiency





# The software-defined enterprise

An agile, efficient foundation for growth, everywhere



## Benefits

- Reduced CapEx & OpEx
- Greater agility from automation
- Seamless mobility
- Seamless application/workload/data migration
- Flexible, secure, programmable, efficient infrastructure
- End-to-end scalable design point

# Building a software-defined infrastructure



DIY

## End-to-end

Open source code,  
commodity hardware

- Completely customized solution
- Untested, not supported, time-intensive, hidden costs

## Piecemeal

Solutions focused on  
individual domains

- Better support, validated
- Limited focus = limited benefit, cannot extend value



## Holistic forklift upgrades

Singular  
system approach

- Unified approach across systems
- Rigid, risky, time-consuming, expensive

Dell can help you achieve your goals, on the path you choose

... which path is best for you?

1

Defining the Software-Defined Enterprise

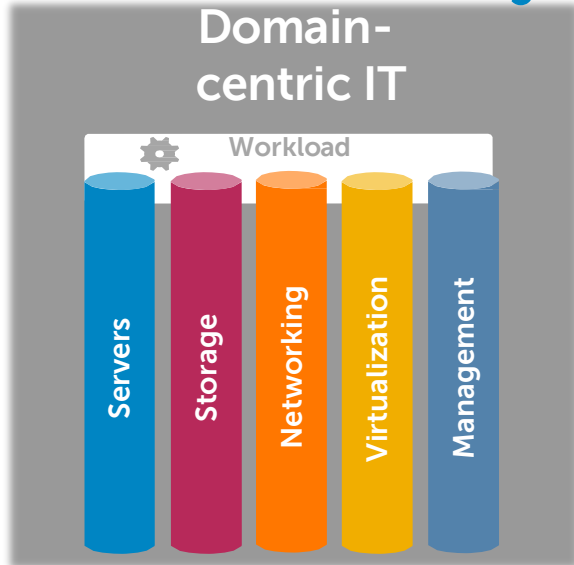
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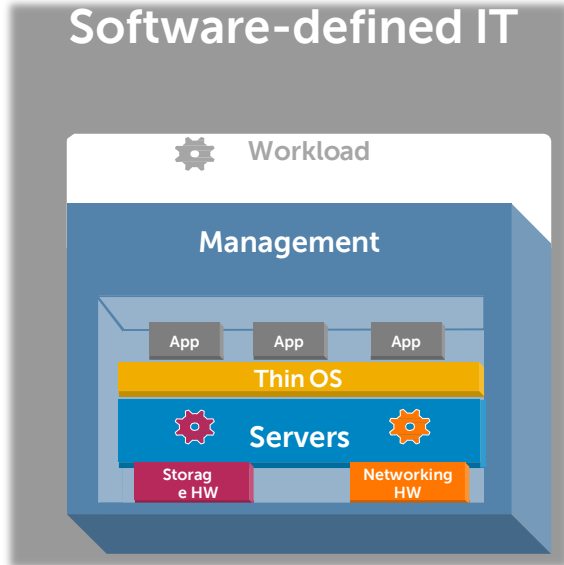
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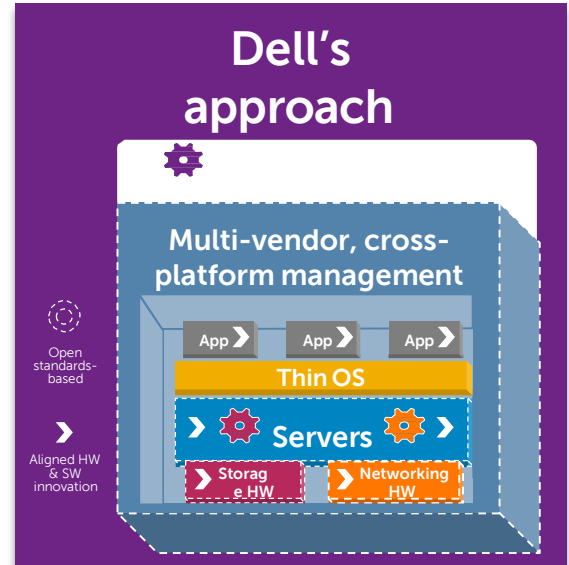
# Take an open, evolutionary IT approach to meet today's needs



- Slow procurement (months)
- Expensive
- People-intensive & SI-led
- Multiple-components/vendors



- Faster procurement, faster deployments
- Can have hidden costs
- Some configs not validated or tested
- May lack support



- **Fast, flexible easy & secure procurement & deployments**
- **Cost-effective**
- **Customizable, validated configs**
- **Comprehensive support**

# Start today: Dell's evolutionary SDE blueprint

**Understand requirements**  
Enterprise initiatives, workloads

**Add open capabilities**  
Infrastructure, resources

**Integrate the data center**  
Converged & unified

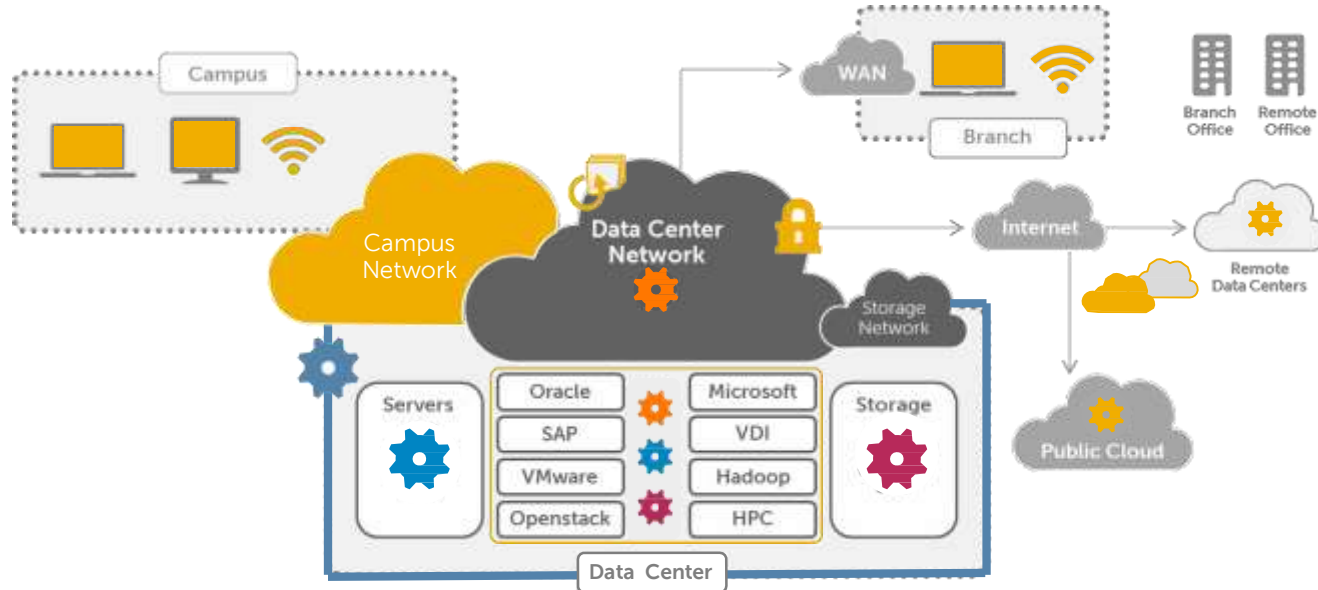
**Automate the data center**  
Virtualized & software-defined

**Activate the enterprise**  
End-user & cloud services

Optimize the process

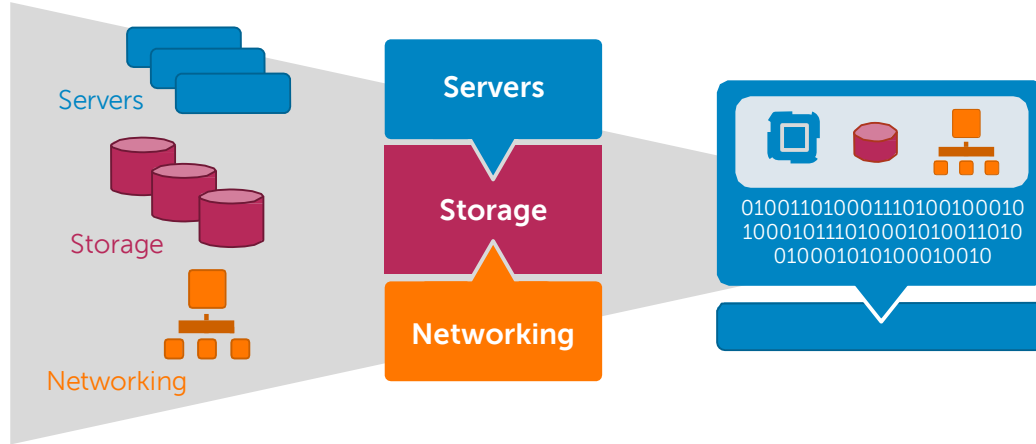
Consulting services

Design • Deployment & Support • Management



# Embrace your legacy, control your destiny

	Best-of-breed systems	System of systems	Fully integrated & software-driven
CapEx	\$	\$ \$	\$
OpEx	\$ \$ \$ \$	\$	\$



## Key enablers

- **Integrated** apps/systems management
- **Unified** element management
- **Software-defined** storage and networking
- **Flexible** next gen modular platforms

## Key benefits

- **Service-centric IT** driving growth and innovation
- **Efficient, no-compromise balance** between legacy and modern IT
- **Increased business agility** in dynamic, competitive environments

A practical vision of future-ready IT: Defined by software, accelerated in hardware

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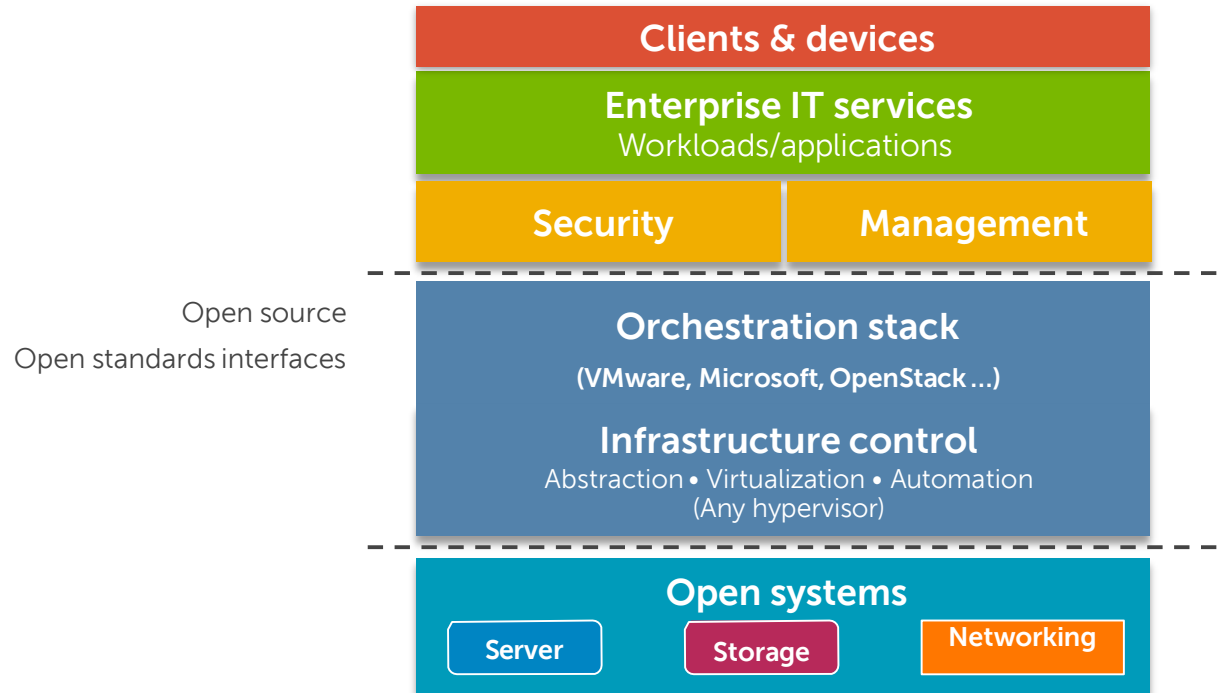
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# A foundation for SDI

Only from Dell







Software-  
Defined...  
Servers?

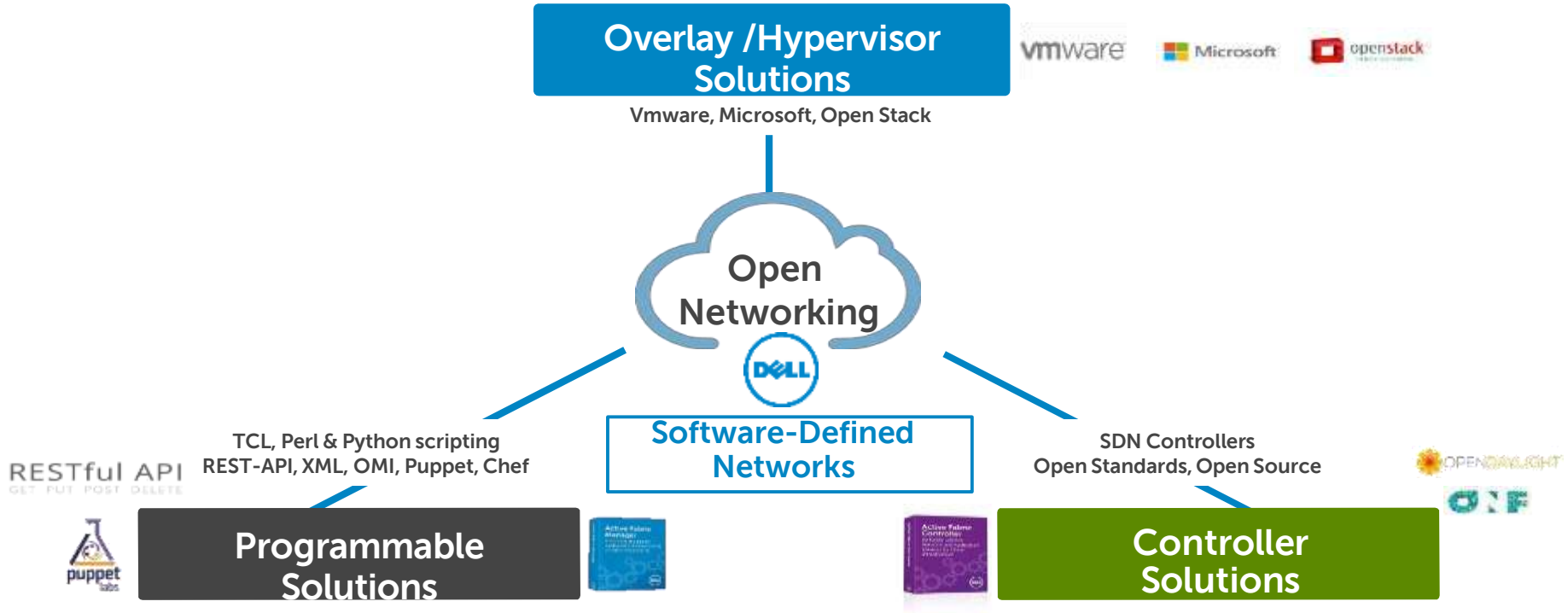


Virtualization  
(VmWare,  
HyperV)



# Choice of Software Defined Networking approach

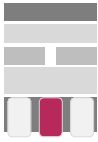
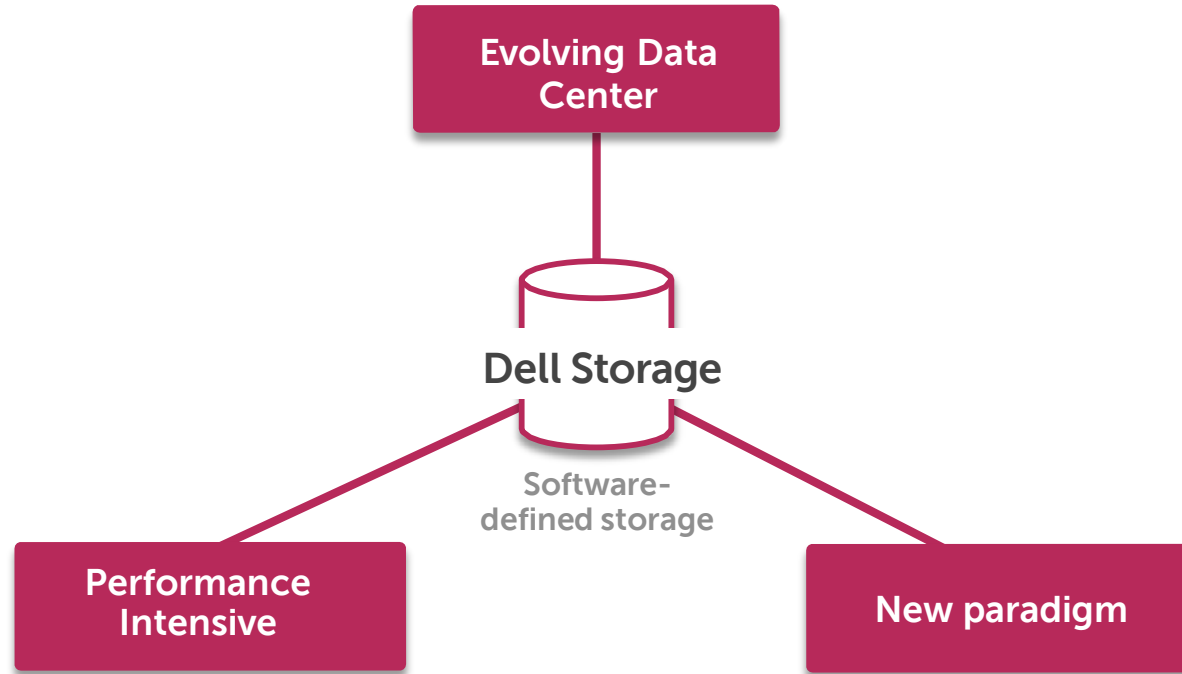
Open Standards + Open Protocols + Open Source = **Open IT with Choices**



# Software Defined Storage

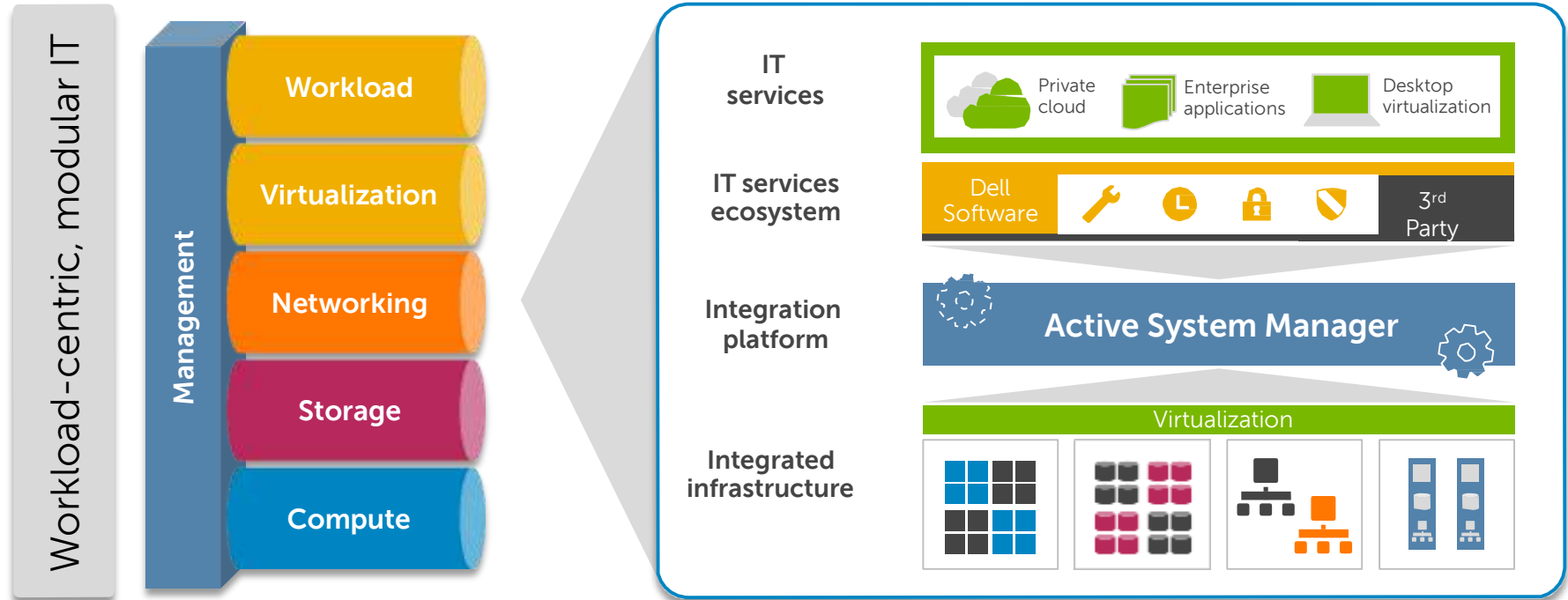
## Evolve Storage

Support dynamic enterprise needs



# Simplify complexity in your data center

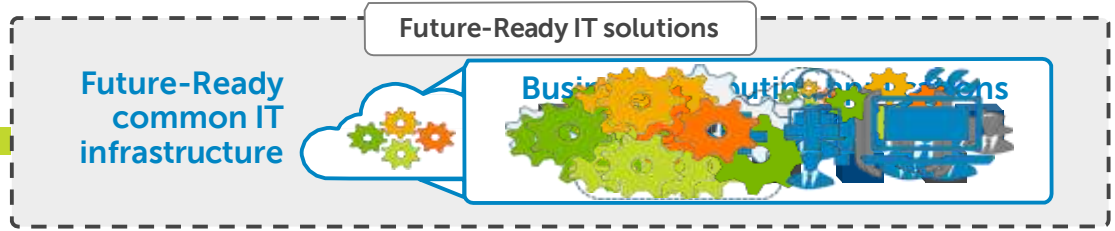
with open and flexible integration



# Any application, any workload, any way

Solutions from Dell

Get productive faster  
and more easily



Private cloud	Virtual desktop infrastructure	Unified communications and collaboration	Cloudera Hadoop
<ul style="list-style-type: none"> <li>Flexible approach accommodates any hypervisor, cloud management</li> <li>Establish right service levels for each application and user</li> </ul>	<ul style="list-style-type: none"> <li>Efficient infrastructure delivers 20-40% cost savings/desktop</li> <li>Networking certified for superior VDI performance</li> </ul>	<ul style="list-style-type: none"> <li>Optimized designs and building blocks to improve SLAs</li> <li>App-specific tools to reduce admin burden</li> <li>A top Microsoft end-to-end solution provider</li> </ul>	<ul style="list-style-type: none"> <li>Proven Hadoop distribution for the enterprise</li> <li>Optimized Dell server and network configurations</li> <li>Scales economically</li> </ul>
High performance computing	SAP HANA	Microsoft SQL	Oracle
<ul style="list-style-type: none"> <li>Reach breakthroughs faster for competitive advantage</li> <li>Make it simpler to select, deploy and manage clusters with the right fit, performance and cost</li> </ul>	<ul style="list-style-type: none"> <li>Certified solutions on SAP's product availability matrix</li> <li>Fast, easy deployment with pre-certified, sized configurations</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Dell-Microsoft partnership for over 20 years</li> <li>Portfolio of systems designed for ease of deployment</li> <li>Verified 5 9's Storage availability</li> </ul>	<ul style="list-style-type: none"> <li>Preferred x86 Partner for Oracle software</li> <li>Oracle- and Dell-tested and validated configurations</li> <li>Integrated, single-vendor solution from purchase to support</li> </ul>



1

SDI can make your enterprise more agile and efficient

2

Choose an open, evolutionary approach to fit your needs

3

Dell provides open, end-to-end solutions for maximizing value throughout your enterprise, every step of the way





Let's get started



#DellST14

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Complete your Solutions Showcase evaluations

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

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