Technology trends are forcing changes in the way you do business.
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3 Billion of the world’s population are now using the Internet.

73% of workloads customers expect to virtualize by 2014.

350 Million Number of employees using a smartphones by 2016.

>50% of mid-market companies using cloud models in their business (SaaS).

58 Billion mobile application downloads by 2015.

2.5 Quintillion bytes of data being created every day.
With these changes come **major challenges.**

### Security
- **Less than half**
  - Number of companies with a protection for mobile devices.

### Manageability
- **48%**
  - Increase in annual IT costs to support smartphone security & management needs as workers bring consumer smartphones to work.

### Availability
- **99.999%**
  - "Five nines uptime" – standard goal for system availability. How do you get there?

### Reliability
- **500%**
  - Increase in bandwidth needed by 2017 to handle increased amount of data – video, voice, content.

### TCO
- **100x**
  - Data centers consume 100 times more energy than the offices they support.

### Scalability
- **Over 100GB**
  - Amount of bandwidth traffic consumed per months for an average user of a smartphone or tablet.
BYOD is happening.

Are you ready?
Our customers ask for:

“My employees want to use their personal mobile devices to access work email.”

“My workforce is dispersed and I need to update my IT environment to provide secure remote access to company data.”

“My infrastructure need to evolve to support BYOD.”

- Device choice
- Work anywhere from any device
- IT environment simplification
Dell approach to Bring Your Own Device.

1. Define policies and acceptable devices
2. Protect data, secure and manage the infrastructure
3. Empower workforce with access to data anytime, anywhere

Foundation
The right solution depends on your needs, your current infrastructure, risk tolerance and overall business strategy
Dell approach to Bring Your Own Device.

1. Define policies and acceptable devices.

- Do we have the resources to support BYOD?
- What type of devices should we support?
- What applications should we support?
- Define different user groups and access levels?
- How should the user be able to access data?
- What type of data subscription do we have?
- Could our infrastructure support BYOD?
Dell approach to Bring Your Own Device.

- How should we secure the data in different user groups?
- What type of passwords and encryption should we use?
- What type of security solutions do we need – from the end point to the datacenter or cloud?
- How should we manage the devices and infrastructure?
- What happens if a device is stolen or lost?
Dell approach to Bring Your Own Device.

3 Empower workforce with access to data anytime, anywhere

- How do we implement the program?
- How do we train our employees to fully understand the risks and possibilities with BYOD?
- How will this effect the way we do business?
- How will a mobile workforce effect our facility costs?
Our vision: Delivering any application to any user, on any device - without limitations and with the lowest TCO.
Only Dell offers the complete portfolio of end user computing solutions.

**Infrastructure**
- Networking
- Storage
- Network and Datacenters

**EUC Software**
- Cloud
- Management
- Security

**End points**
- Personal computers
- Tablets
- Thin / Zero clients

**Services, Software & Peripherals**
Desktop as a Service, consulting, deployment, support, managed services, and a complete S&P ecosystem
Enterprise-class devices

Built for Business
Built for Business: Dell Latitude, OptiPlex and Precision.

Most secure
- Most comprehensive set of endpoint security options in the industry.

Most manageable
- Most manageable commercial notebooks with exclusive Intel vPro extensions.

Most reliable
- Only business Ultrabook designed to rigorous military-grade testing.
Data security and protection pays off.

$49,246 average value per lost laptop, comprised of:
- Data breaches
- Lost intellectual property
- Lost productivity
- Detection costs
- Potential regulatory expenses

Data breaches account for 80%+ of the total cost.

One laptop is stolen every 53 seconds and 57% were not protected with mobile security features.

Source: Ponemon Institute Study
Device management provides significant savings.

$615
Average deployment cost per PC\(^1\).

66%
Growth of devices IT is expected to support\(^2\) by 2012.

75%
Percentage of IT budget spent on maintaining operations\(^3\).

1: IDC White Paper sponsored by Dell, Dell PC Optimized Deployment Model, February 2012.
2: IDC White Paper - Impact of the Dramatic Increase in Devices on the Cost to Support, January 2009
Reliability is critical.

Spilled liquids
#1 cause of damage to business laptops\(^1\).

Drops
#2 cause of damage to business laptops\(^1\).

\(>50\%\)
Percentage that lost data due to damage\(^1\).

$968
Annual cost to support a laptop\(^2\).

1. [http://www.ponemon.org/local/upload/fc/ga8l/generalcontent/18/file/The\%20Business\%20Risk\%20of\%20a\%20Lost\%20Laptop\%20Final%201.pdf](http://www.ponemon.org/local/upload/fc/ga8l/generalcontent/18/file/The%20Business%20Risk%20of%20a%20Lost%20Laptop%20Final%201.pdf)
2. WIPRO: Using Total Cost of Ownership to Determine Optimal PC Refresh Cycles, May 2009
Mobility redefined.

Latitude 10

XPS 13

XPS 12

XPS 10

Latitude 6430u
BYOD

Our Mobile Solutions.

Assist at all stages of the process.

Our Partners.

Our Products.
Reasons to partner with Dell to tackle your IT challenges and transform your business.

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<tr>
<th>4 of 5</th>
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<th>95%</th>
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<tr>
<td>Top search engines worldwide powered by Dell</td>
<td>Largest retailers worldwide powered by Dell</td>
<td>U.S. Federal agencies served by Dell</td>
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<td>seats available to education children in Africa</td>
<td>K-12 classrooms worldwide operate with Dell</td>
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Next steps
- Start/continue the discussion internally.
- Workshop with Dell/Partner experts.