

Cloud client computing infrastructure:

The first virtual desktop infrastructure aligned to your software strategy



Solving real-world challenges



Increasing student access while limiting costs



Optimizing flight information while reducing costs



Remaining operational after a disaster



Complying with federal regulations

Real results with Dell Cloud Client Computing



75% IT resources redirected to more strategic tasks including expanding desktop coverage

\$100M savings by system standardization

Reduction of energy and maintenance cost

200 hours if IT staff saved

100% readiness in case of disaster

\$1M IT savings in a secure environment

Increased anytime access to patient data and enhanced records security



What can desktop virtualization do for **you**?

Centralizing desktops in the data center

Empower the workforce

Enable BYOD, improve user experience and manage any device

Optimize IT resources

Reduce IT resources, scale and speed deployments

Improve security

Control data, apply policies, comply with regulations and monitor risk

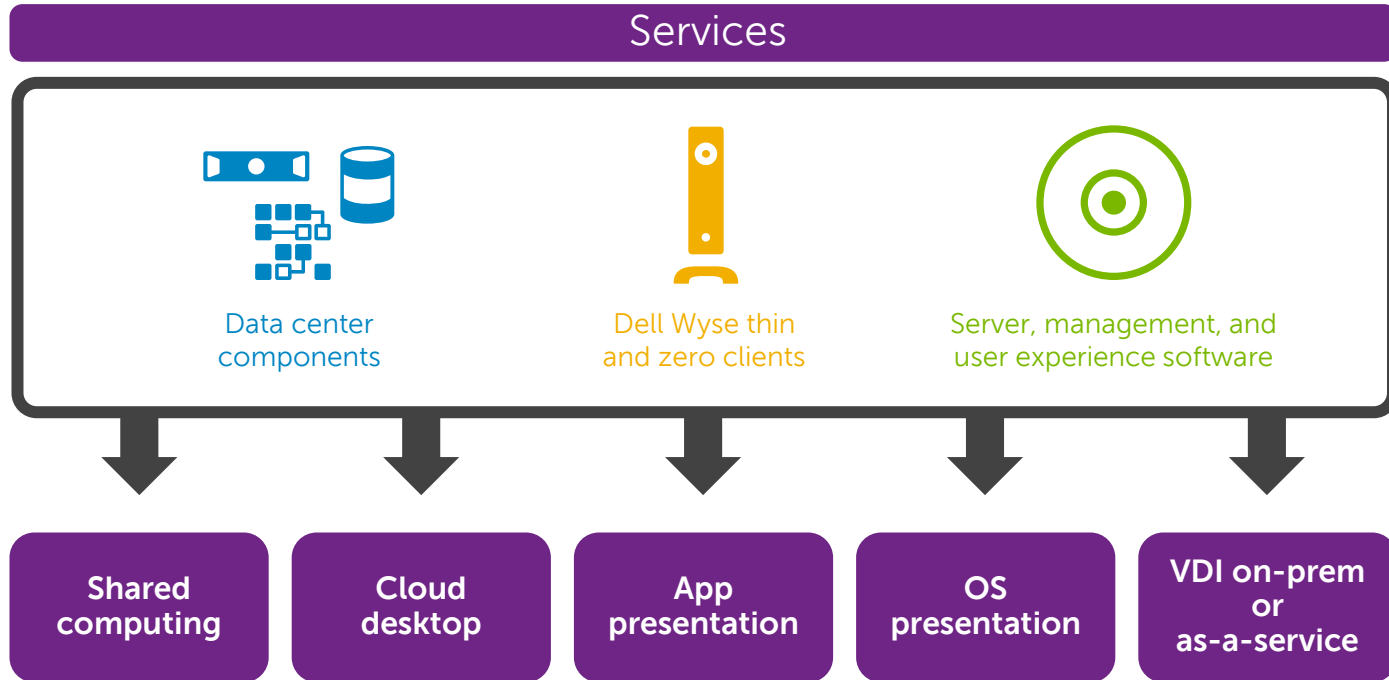
Manage costs

Monitor and optimize total cost of ownership



What is Dell cloud client computing?

A true solution: Data center, cloud clients, software and services



Focused Innovation

Enhancing value with creative innovation

Inventor of thin clients

- First Virtual Desktop **Appliance**
- **Pre-configured** End-to-End solution for enterprise (server, storage, networking, services, end points)
- First **DaaS** enterprise grade solution

2011

- Introduced support for **Unified Communications** with Microsoft Lync
- **Advisor** tool to streamline VDI planning

2012


- **Converged VRTX** for DVS remote office, branch offices
- Graphic intensive application with **virtual and shared GPUs**
- Optimized **NVIDIA driver** for virtual graphics
- Custom scripting for Citrix deployments





2013



Aligning to your software strategy

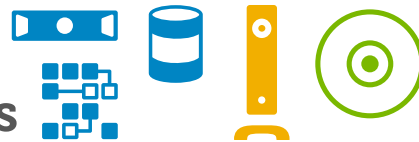
Delivering innovation and experience no matter your software choice



Choice of software	Solution innovation	Customer experience
	Agile Open & heterogeneous architecture, built for now & in the future with optimized components	#1 In customer satisfaction for IT Service & Support (TBR)
 	Efficient Reference architectures & automated deployment templates maximize efficiency	100K+ Hours of engineering effort ensure optimal quality of solutions
	High Quality Pre-packaged end-to-end solutions & services paired with unified support ensures high quality IT services	400+ Dedicated CCC sales specialist professionals active globally building and sharing expertise

Preconfigured solution

Desktop virtualization scalable from 10 to 50000 users



Enterprise-class hardware

- **Compute:** PowerEdge Blades, Rack Servers
- **Storage:** Compellent/ EqualLogic
- **Networking:** Force10/ PowerConnect

Leading hypervisors & software

- **Hypervisor:** Microsoft Hyper-V, VMware ESX, Citrix XenServer
- **VDI:** VMware Horizon View, Citrix XenDesktop, Dell vWorkspace, MS Server RDS

End-to-End solution

- Deployment & unified support services for infrastructure
- Flexible infrastructure configuration choices
- Thin Clients, Workstations, PCs

34%

Decrease in power consumption¹

12+

Reference architectures

5x

Faster time to value⁴

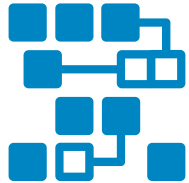
Source: (1) <http://bit.ly/XTbeVc> (2) <http://dell.to/15hteHa> (3) <http://dell.to/12wgWjR>

>100K engineering hours invested in 3 stacks



Desktop virtualization portfolio

Solutions that scale with your needs



Data Center Components

DVS 10 seat



DVS\Appliance



DVS Enterprise VRTX



DVS Enterprise



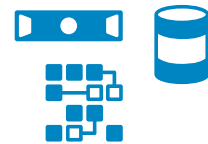
Rapid
deployment

Maximum
flexibility



Optimized components

Should you choose to build your own



**Dell
Servers**

Minimize CapEx

19%

Lower cost per desktop¹

Minimize OpEx

63%

Less power consumption¹

**Enhance
performance**

73%

Better performance¹



**Dell
Storage**

42%

Lower cost²

20%

Power consumption savings

3X

Lower latency during boot storm²



**Dell
Networking**

61%

Average savings

1

Tool to manage servers, networking and storage

100%

Line rate throughput with low latency

Dell Wyse cloud clients

Most secure

Virus-immune
Dell Wyse ThinOS

- Zero attack surface
- Ultra-secure Windows Embedded Standard and Linux thin clients



Reduce risk

Easiest to manage

Automatic and cloud-based
endpoint management

- Self-managed clients
- Cloud Client Manager cloud-based fixed/mobile device management



**Empower IT,
embrace
BYOD**

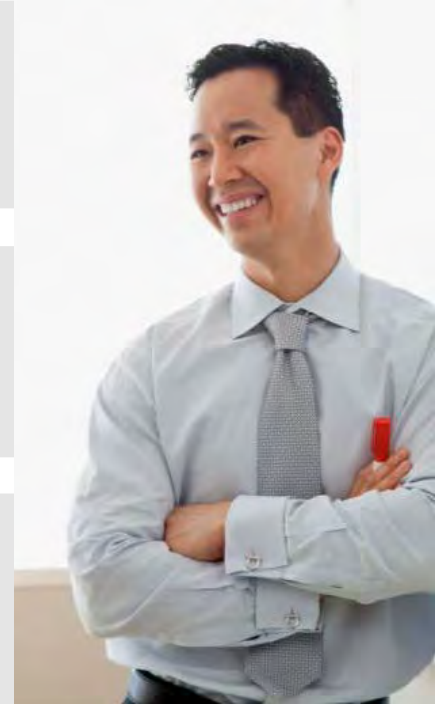
Price/performance

Broadest portfolio of
endpoints and software

- Endpoints designed for Citrix, Microsoft and VMware
- Dell award winning Monitor and print solutions












**Price per
performance
for any
budget**



*220+ patents; global thin client leader, units and revenue, per IDC for calendar 2012

Dell Wyse cloud client portfolio

Broad selection to meet any worker type/application mix/performance/budget

	Zero Client	Thin Client	Mobile Thin Client	Cloud Desktop
Powerful	 P25/P45 Xenith Pro 2	 Z class	 14" X class	 X and Z class
Mainstream	 Xenith 2	 D class	 11.6" Xc class	 D class
Value	 E class (for WMS)	 T class	 Cloud Connect	

Performance

Mainstream

Value

Flexibility



Dell Services for Cloud Client Computing



Consulting

Implementation

Management

Support

5

Global Command
Centers

96%

Customer satisfaction
for end-user
deployment

60+

countries offering
Same Business Day
response

115+

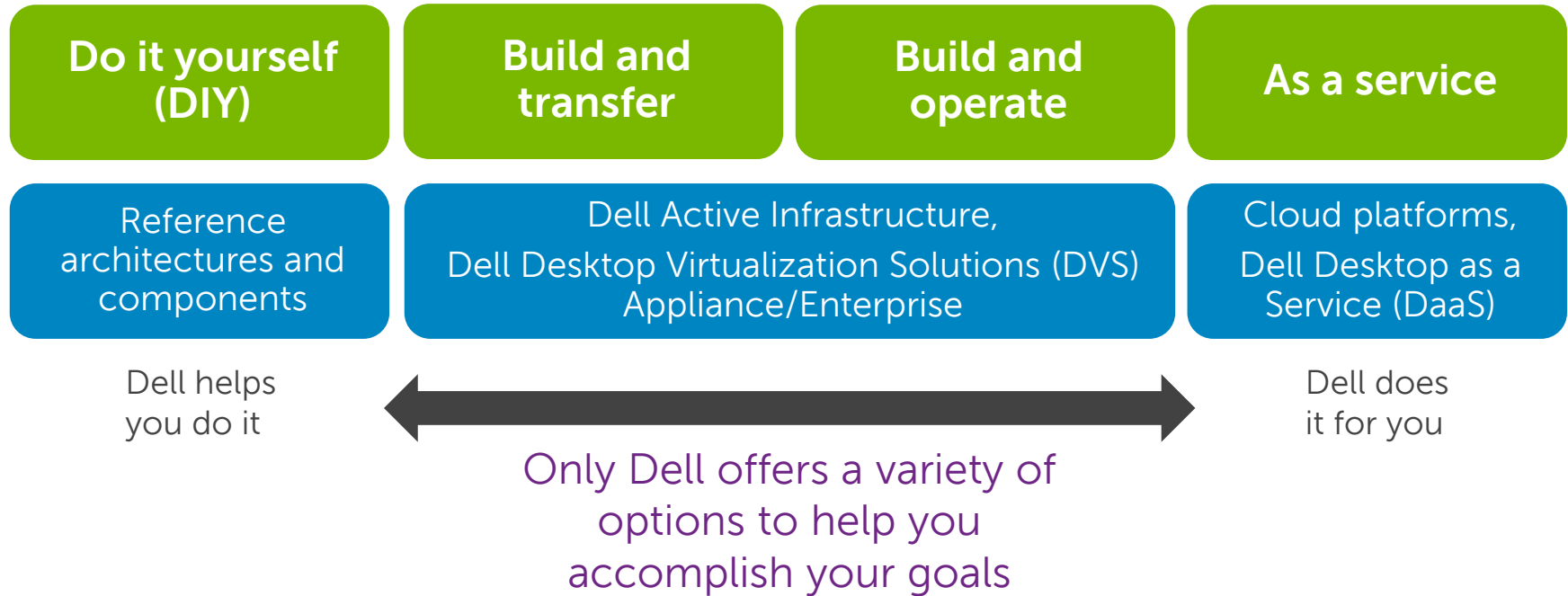
million
systems supported

80

countries and 18
languages
supported

Flexible implementation models

Suits your unique needs and goals to improve TCO and ROI



Lessons learned: Defining the right compute model for the right use case

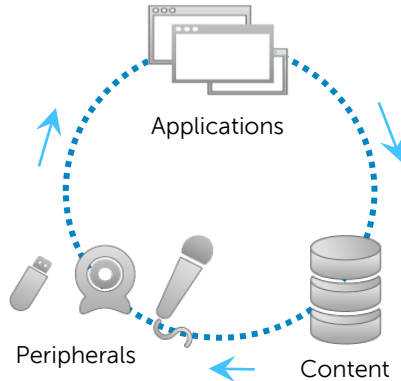
1

Define users based on function



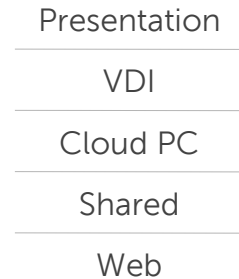
2

Create user profiles based on user type



3

Identify app delivery model based on user profile



Lessons learned: Defining the requirements

4

Is there a preferred software partner?

vmware

CITRIX

Microsoft



5

Understand policies & business requirements



HIPAA



PCI



Data storage



6

Requirements for Proof of Concept

Trial/testing

Online demos

Dell Solutions Center



Cloud Client Computing awards 2013

Recognized for Innovation and customer service



2013 Virtualization Review Reader's Choice Award:

- Wyse T10 – WINNER!



Best Of TechEd:

- DVS Enterprise for vWorkspace



Computerworld Honors Laureate WINNERS!:

- Silicon Valley Education Foundation
- Ministry of Foreign and Internal Trade and Telecommunications of Serbia



Best Of Synergy:

- Dell DVS Enterprise Integrated Storage for Citrix XenDesktop 7



Best Mobile Apps 2013:

- PocketCloud – WINNER!



The Annual American Business Awards-The Stevies:

- PocketCloud



Dell Product of the Year Award:

- Cloud Client Manager – WINNER!



Virtualization Review's VMworld 2013 Best of Breed:

- Best Desktop/VDI: Dell Desktop Virtualization Solutions



- Office/SharePoint App Developer
- YouthSpark Citizenship
- Windows 8 App Developer



Challenge

- Reduce real estate & desktop mgmt. costs
- Develop off-shore capability
- Rapid response to business opportunities
- Increase endpoint security

Results

- 600 desktops today, adding 250 now
- 35% reduction in real estate costs
- 200% faster call desktop rollout
- Reduced deployment and testing effort

Dell approach

- Dell Poweredge servers
- Dell Compellent storage
- Dell Wyse zero clients



Next steps

Today - meet with Dell cloud client 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

Visit: www.Dell.com/cloudclient

