

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

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?



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

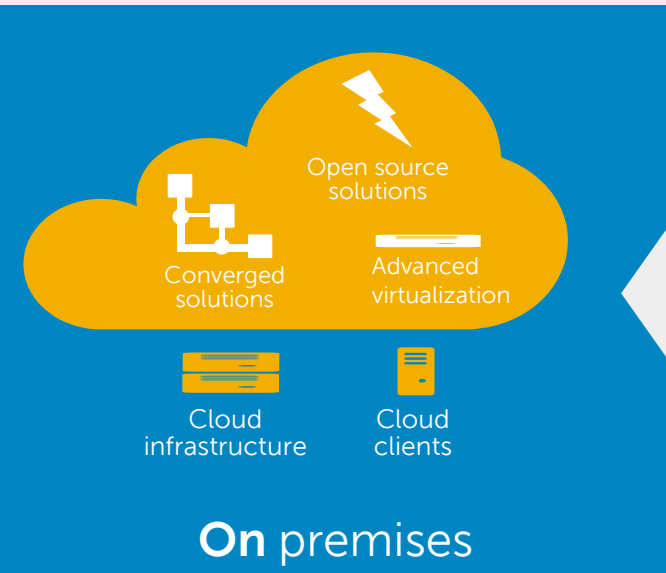
Dell Cloud Strategy

Build cloud environments

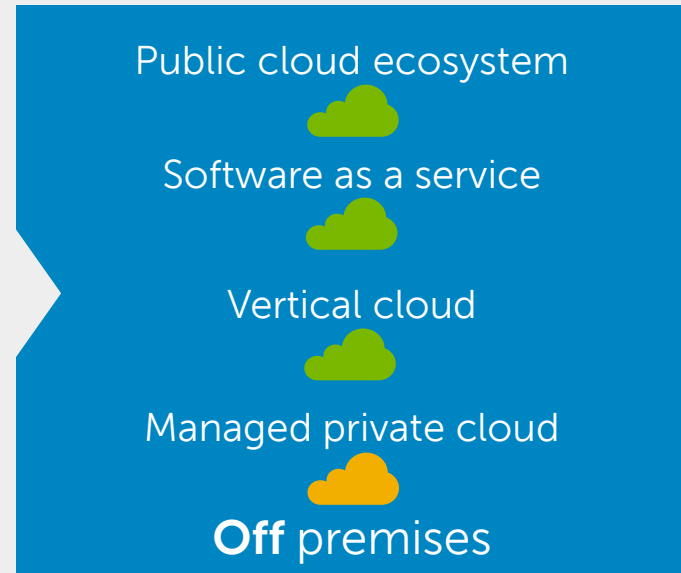
Manage single and multi-cloud environments

Deliver cloud services

Cloud broker | Cloud management provider



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



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

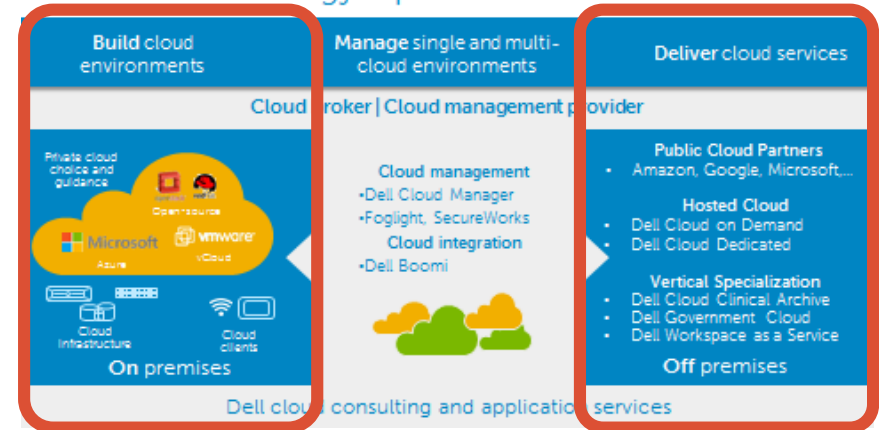
- Lowered IT costs: 250 servers reduced to 150
- Customers gain value-added services through easier IT innovation
- LeGuide maintains leadership & drives growth thru business agility.

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



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

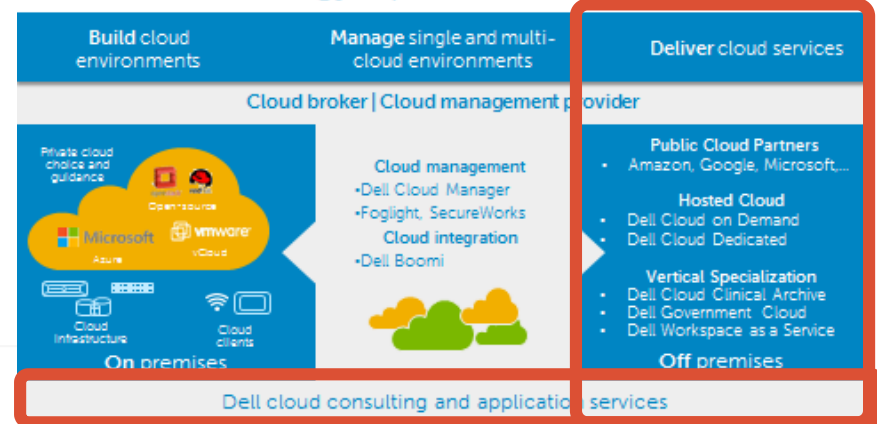
- Pie Mapping gains freedom to develop services in the cloud
- Complex route calculations completed quicker on cloud platform
- The company can scale its IT in an instant



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

Omer Qureshi,
Technical Manager, Pie Mapping

Dell Cloud strategy & portfolio



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

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?

...improve IT cost effectiveness

...enable simpler management of IT

I want to...

...ensure security as I migrate to cloud

...accelerate the delivery of IT services

...move disaster recovery to the cloud

...migrate workloads to public 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 Business Applications (DCBA)
Dell Cloud Dedicated Service	DropBox
Dell Cloud Onsite Service	Dell Cloud Clinical Archive
Dell Workspace as a Service	MEDITECH Cloud
Boomi Application Integration & Master Data Management (MDM)	EMR Cloud
Dell Email Management Service	IKA Solutions
Dell AlertFind Service	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

vmware



CITRIX

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				
Key Use Cases	<ul style="list-style-type: none"> • Mobile apps • Video and rich media • Gaming • SaaS applications • Enterprise apps • E-commerce • Test and Dev 	<ul style="list-style-type: none"> • Message and collaboration apps • Data base apps • Web, ecommerce apps • Legacy apps • BI, marketing workloads • Dev/Test, staging workloads 	<ul style="list-style-type: none"> • Virtualized workloads • High performance cloud hosting • Cost effective VMware based hosting • Disaster recovery as a Service 	<ul style="list-style-type: none"> • 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)	<ul style="list-style-type: none"> • SmartDataCenter 	<ul style="list-style-type: none"> • VMware 	<ul style="list-style-type: none"> • VMware • Openstack 	<ul style="list-style-type: none"> • VMware
Pricing	<ul style="list-style-type: none"> • On-demand pricing 	<ul style="list-style-type: none"> • Usage based • Month-to-month • Annual 	<ul style="list-style-type: none"> • Annual • PayGo - Monthly • Multiyear discounts • Incentives 	<ul style="list-style-type: none"> • 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



=

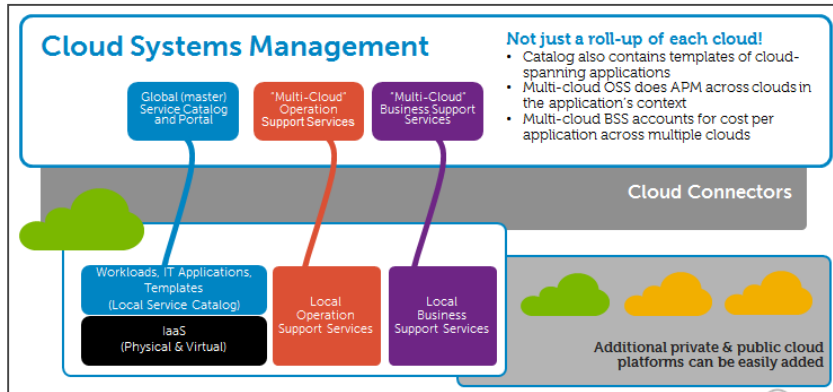
Applications running across Multiple Clouds



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

Dell Multi-Cloud Manager



Dell Multi-Cloud Manager SaaS or On-Premises

Deploy & manage enterprise applications
across private, public & hybrid clouds
with Governance, Choice & Agility

Dasein Cloud Abstraction Layer



Off-Premises Public Clouds



On-Premises Private Clouds



Simplify with Services



Consulting

Advisory
Strategy
Re-engineering architecture
Benchmarking



Projects

Integration
Implementation



Modular

Discrete services
Point solutions
Staff augmentation
Cloud Services



Outsourcing

ITO
AO
BPO
Selective-sourcing



- ✓ 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

