



# Dell Software Group

Introduction and Overview

**Anders Østergaard**  
Software Account Executive



# Dell leadership in **software**

**+\$1.8B**

software revenue

**+6,000**

team members

**1,600 +** software engineers

**2,500 +** software sales

**2M**

user community members

**90%**

of Global 1000 are Dell Software customers

**+1M**

customers

**EMA**

Radar Report Value Leader for Boomi Cloud Integration

**NSS Labs**

Highest overall protection Next-Gen Firewall

**Gartner**

9 Magic Quadrants

**Software** is  
an important  
part of Dell  
**solutions**

A diagram consisting of four interlocking gears on a blue background. The top gear is light green and contains the text 'Dell Software offerings'. The other three gears are dark blue: the top-left gear contains 'Servers, storage and network', the bottom-left gear contains 'Services', and the bottom-right gear contains 'Client devices'.

Dell  
Software  
offerings

Servers, storage  
and network

Services

Client devices

# Dell Software mission and purpose

Empower and enable our customers to:

- **Simplify** IT management
- **Mitigate** risk
- **Accelerate** results

In five **key** areas:

**1**

Data center and cloud management

**2**

Mobile workforce management

**3**

Information management

**4**

Data protection

**5**

Security

That align to our customer's top IT **imperatives**:



# Dell Software portfolio - **What** we offer



## Data center and cloud management

- Cloud & virtualization management
- Performance monitoring
- Endpoint management
- Windows migration & management



## Mobile workforce management

- Enterprise Mobility Management
- Endpoint & network security
- Desktop virtualization
- Secure remote access



## Information management

- Database replication & backup
- BI and big data analytics
- Database development & mgmt.
- Application & data integration

## Security

- Network security & secure remote access
- Identity & access management
- Email security
- Endpoint security & management



## Data protection

- Backup & recovery
- Application & email protection
- Virtual protection
- Disaster recovery & replication

# Adding value to Dell servers, storage and network offerings

**Data  
protection**

**Performance  
monitoring and  
optimization**

**Network,  
mobile and  
email security**

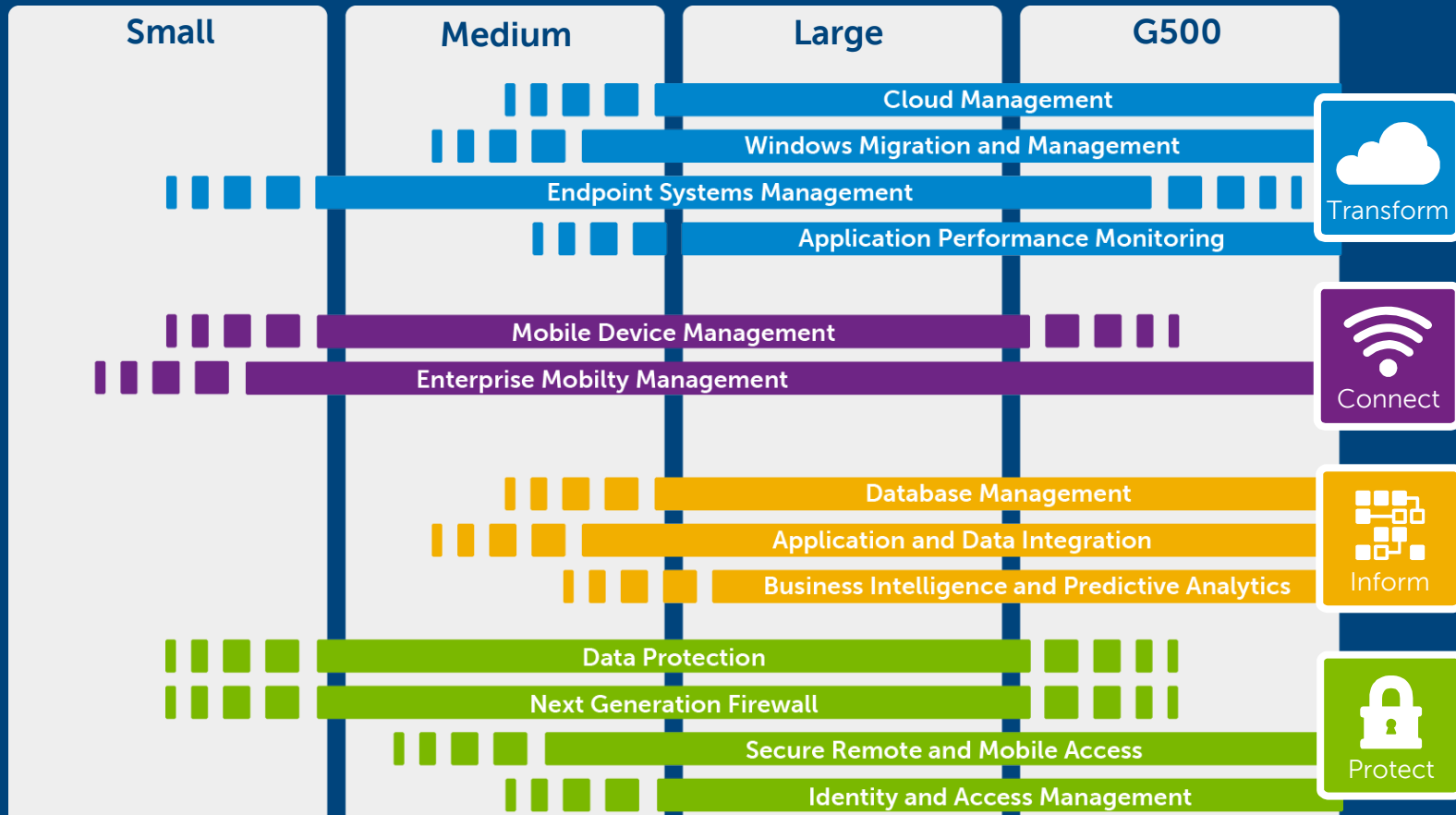
**Managing  
Windows-related  
workloads**

**Big Data  
and information  
management**

**Dell Security  
Solution**

Combine select DSG offerings with Dell ESG offerings

# Solutions for **all** customer sizes



# Why Dell Software?

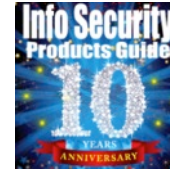
- Enterprise features **to scale up or down**
- Comprehensive and **standards based**
- **Easy-to-use** and manage; reliable and **secure**
- **Flexible** solutions, delivery and support
- **Modular**, scalable solutions with **quickest time-to-value**
- **Expertise** embedded in solution and delivery

CSO40  
SECURITYCONFAB+AWARDS

ICSA labs  
An Independent Division  
of Verizon Business



NETWORK  
PRODUCTS GUIDE



SECURITY  
SOLUTIONS FOR ENABLING AND ASSURING BUSINESS



STORAGE  
MAGAZINE  
PRODUCTS  
OF THE YEAR 2013  
FINALIST

SC  
MAGAZINE  
AWARDS



THE AMERICAN  
BUSINESS AWARDS<sup>SM</sup>

vmworld 2013

NSS Labs  
Security. Certified.

Best in Biz  
AWARDS

THE INTERNATIONAL  
BUSINESS AWARDS<sup>SM</sup>

Best of  
TechEd  
North America 2014





# What's driving application migrations...



## Legacy upgrade projects



- Win2003 EOL
- Exchange 2003 EOL
- Direct migrations from 2000/2003 not natively supported in Exchange 2013

## Cloud or hybrid transitions



- Migrating to Office 365 (Exchange & SharePoint) or a hybrid scenario
- Requires a secure & proven solution to mitigate risk

## Non-Microsoft platform



- Standardize on Microsoft platforms
- Migration scenario not supported in native tools – i.e. Lotus Notes

## Consolidation project



- Multiple Exchange or AD environments as a result of a merger/acquisition
- Requires true coexistence



# Applications in a **multi-cloud** environment



**Building** cloud environments

**Enabling** single & multi-cloud management

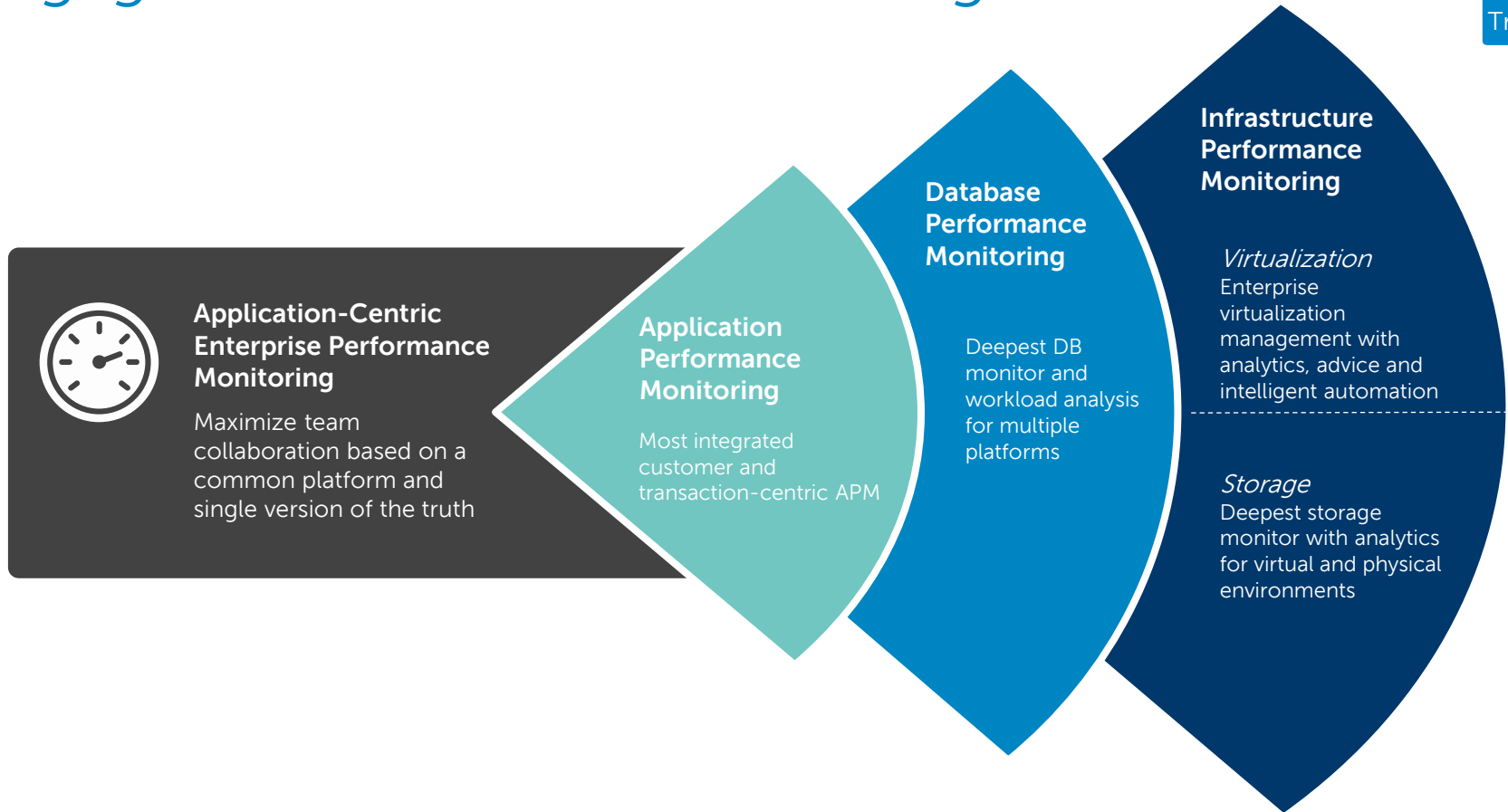
**Delivering** cloud services

## Cloud management - Enstratus



**Dell cloud transformation services & consulting**

# Foglight Performance Monitoring



# Uniquely Extensible Monitoring Platform



Modular capabilities enable maximum team collaboration based on a common platform and a "single version of the truth"

## Enterprise Performance Monitoring Central IT/NOC Teams

Runtime topology

IT ops analytics

IT exec dashboards

Service level monitoring

Centralized admin

### APM

Application support teams

Java/.NET monitoring

User experience monitoring

Transaction monitoring

DB infra monitoring

Storage monitoring

Virtual infra mgmt

### DB Performance

Database admins

DB infra monitoring

DB workload analysis

DB diagnostics

Virtual infra mgmt

Storage monitoring

### Infrastructure Performance

Infrastructure admins

Virtual infra mgmt

Cloud Monitoring

Storage monitoring

Microsoft Exchange monitoring

Active Directory monitoring

Operating System Monitoring

DB infra monitoring

Transaction monitoring

# Dell Enterprise Mobility Management (EMM)

Managing in a more mobile world



## Your devices, **your** users, **your** mobile strategy

Customers tell us they are increasingly looking to use a single vendor and management platform to support their PCs, Macs and mobile devices.

### EMM offerings and integration

#### Endpoint management

 Dell Mobile Management  


 Dell KACE K1000 as a Service  


#### Container management

 Dell Mobile Workspace  


 Dell Desktop Workspace  


Complete, secure endpoint management

Secure enterprise workspace on all devices

Secure access to enterprise data

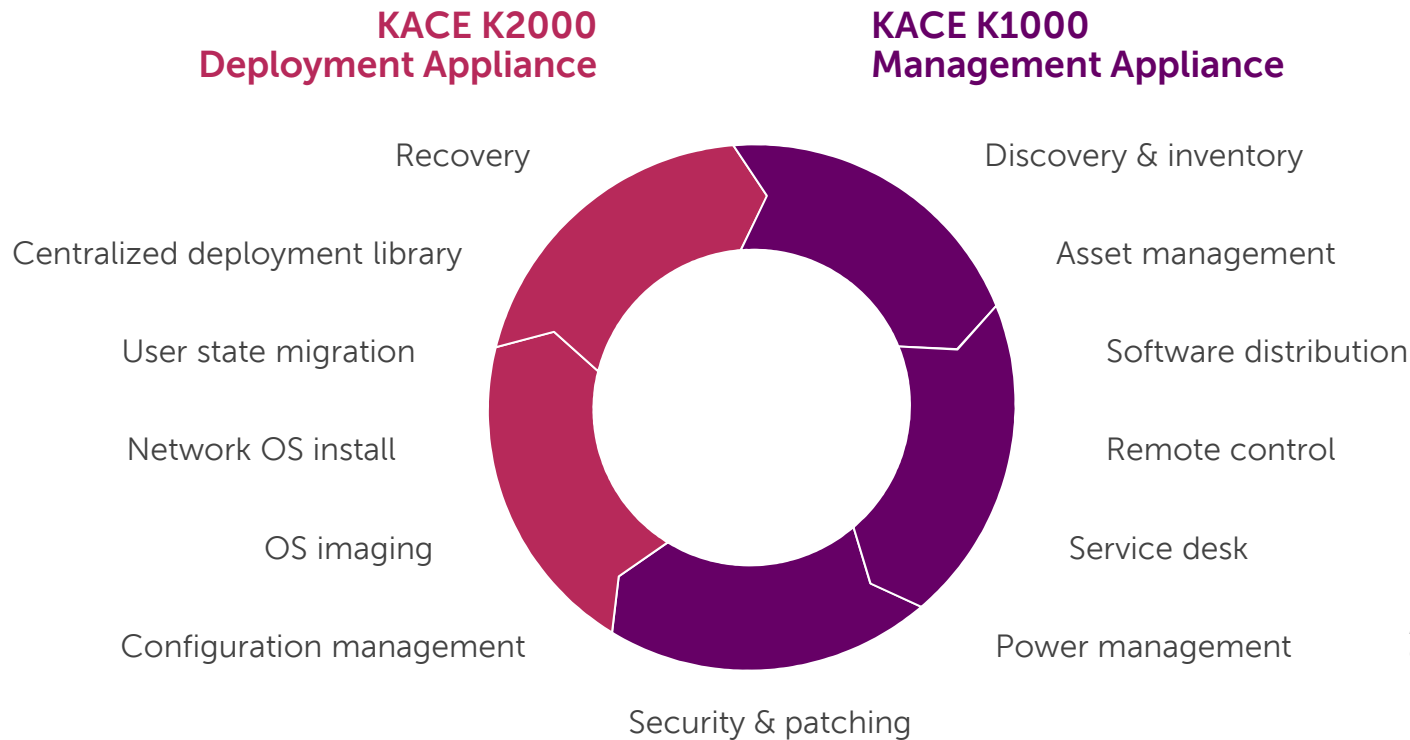
Integrated console management



# Dell KACE K Series Appliances



## Computer lifecycle management



Available as physical or virtual appliances



# The key components of a Big Data solution

Integrate | Manage | Analyze



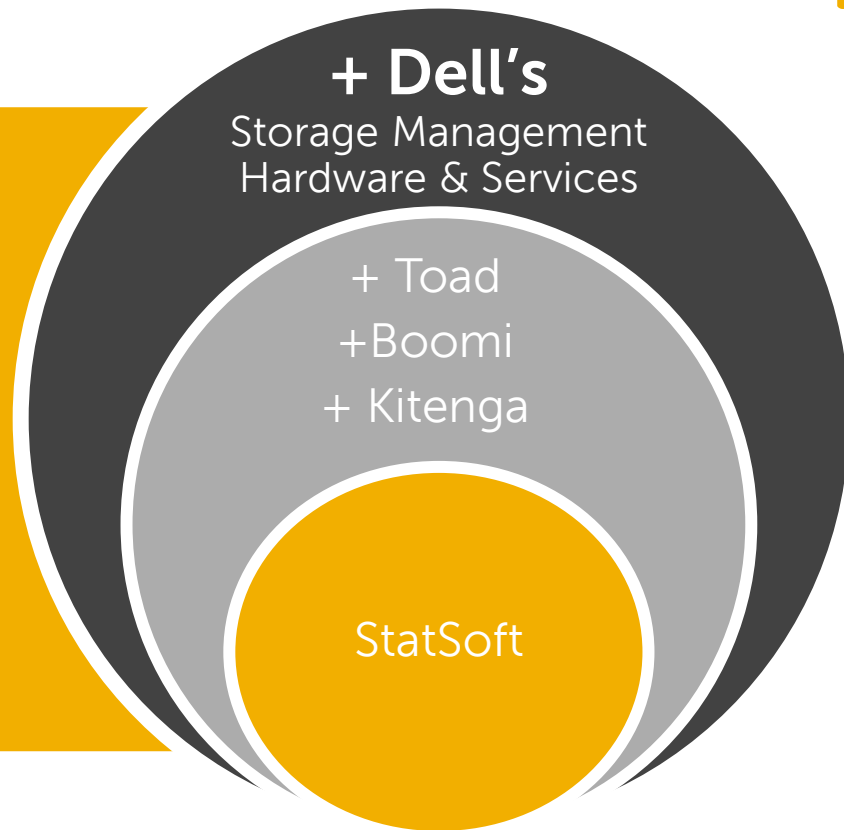
**Analytics+ - new StatSoft acquisition**

**We are the #1 Independent Database Tools Provider**

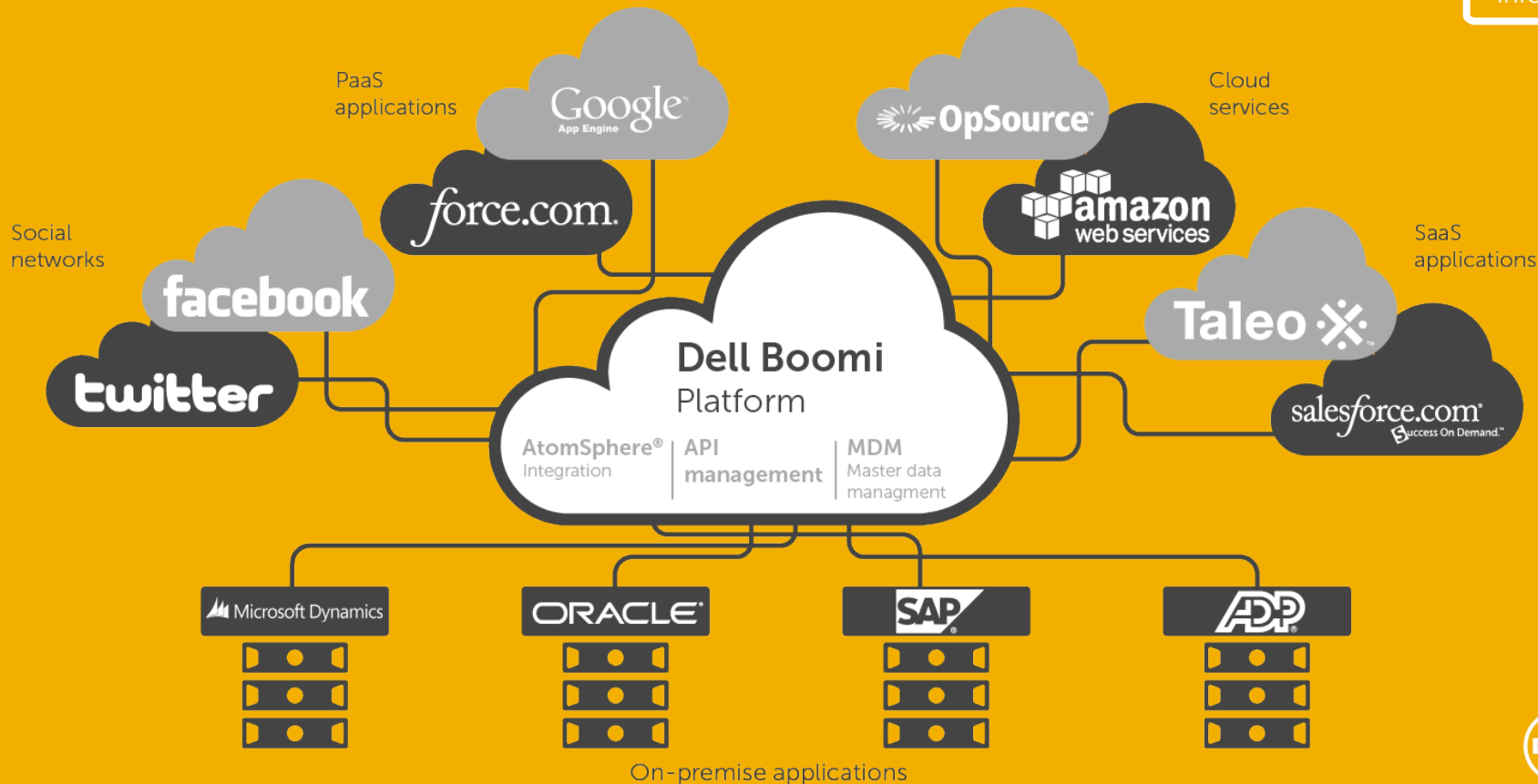
**Boomi - leader in Gartner MQ**

**Example of Dell's unique value:**

- Individual software offerings
- Software solution "chains"
- Stack together with Dell all-up



# Cloud and on-premises data management

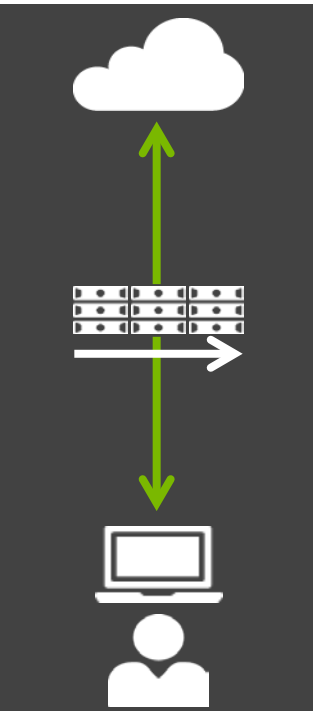




# Securing a more cloud, more mobile world



Software plays key roles in the Dell Security solution



## Network

Deep protection and control without impacting network performance

- Next Gen Firewall
- Secure Mobile Access
- Email Security

**Dell SonicWALL**

## Data and endpoints

Protect data wherever it goes

- Encryption
- Configuration and Patch Management
- Secure Cloud Client
- Protected Workspace

**Dell Data Protection | Encryption, Dell KACE**

## User

Identity and access mgmt for the real world

- Identity Governance
- Privileged Management
- Access Management
- Compliance and IT Governance

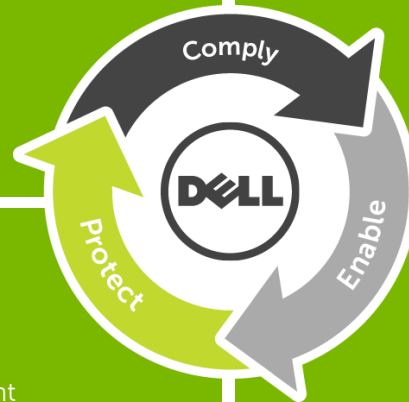
**Dell Quest One Identity Solutions**

## Services

Protect, predict and respond to threats

- Incident Response
- Managed Security Services
- Security and Risk consultation
- Threat Intelligence

**Dell SecureWorks**



# Identity & access management for the real world



## **Identity Governance** – *Complete, business-driven governance*

- Access governance
- Data governance
- Privileged account governance
- Business-enabled access request and fulfillment
- Attestation or recertification
- Role engineering
- Automated enterprise provisioning
- Identity unification and process orchestration

## **Access Management** – *Convenient, secure and compliant access*

- Web access management
- Single sign-on and federation
- Strong authentication
- Directory and identity consolidation, migration and management
- Password management

## **Privileged Management** – *Understand and control administrator activity*

- Enterprise privilege safe
- Least-privilege access
- Active Directory bridge
- Session management and keystroke logging
- Enforce separation of duties (SoD)

# Dell One Identity



# Matching Backup to Your Business



## Reducing application recovery times



Backup in minutes,  
restore in minutes



Application-aware  
solutions for  
physical, virtual,  
and cloud  
environments



Backup, restore,  
and disaster  
recovery in one  
solution



Optimize storage  
capacity and  
utilization plus  
better together

Our **new** data protection solution – AppAssure, NetVault & DR/DL Appliances  
**reduce complexity, decrease costs, and speed up backup/recovery**



# A year in review and a look ahead

**FY 14**



**FY 15**





Software