EBOOK FOR SOLUTION BUILDERS

Dell NativeEdge – Reimagining Edge Operations

Everything you need to know about Dell NativeEdge, the new edge operations software platform that you can OEM to help your customers simplify their edge operations at scale to power any use case, optimize their edge investment and secure their edge with Zero Trust principles.

intel.

Intel® Innovation Built-In

Welcome to your Dell NativeEdge success pack

Edge computing has been gaining more importance for your customers to drive innovation and business outcomes. Existing approaches to edge have led to technology silos, unscalable operations, poor infrastructure utilization and inflexible legacy ecosystems. The massive growth of diverse edge devices has also increased the exposure risk organizations face from cyberattacks.
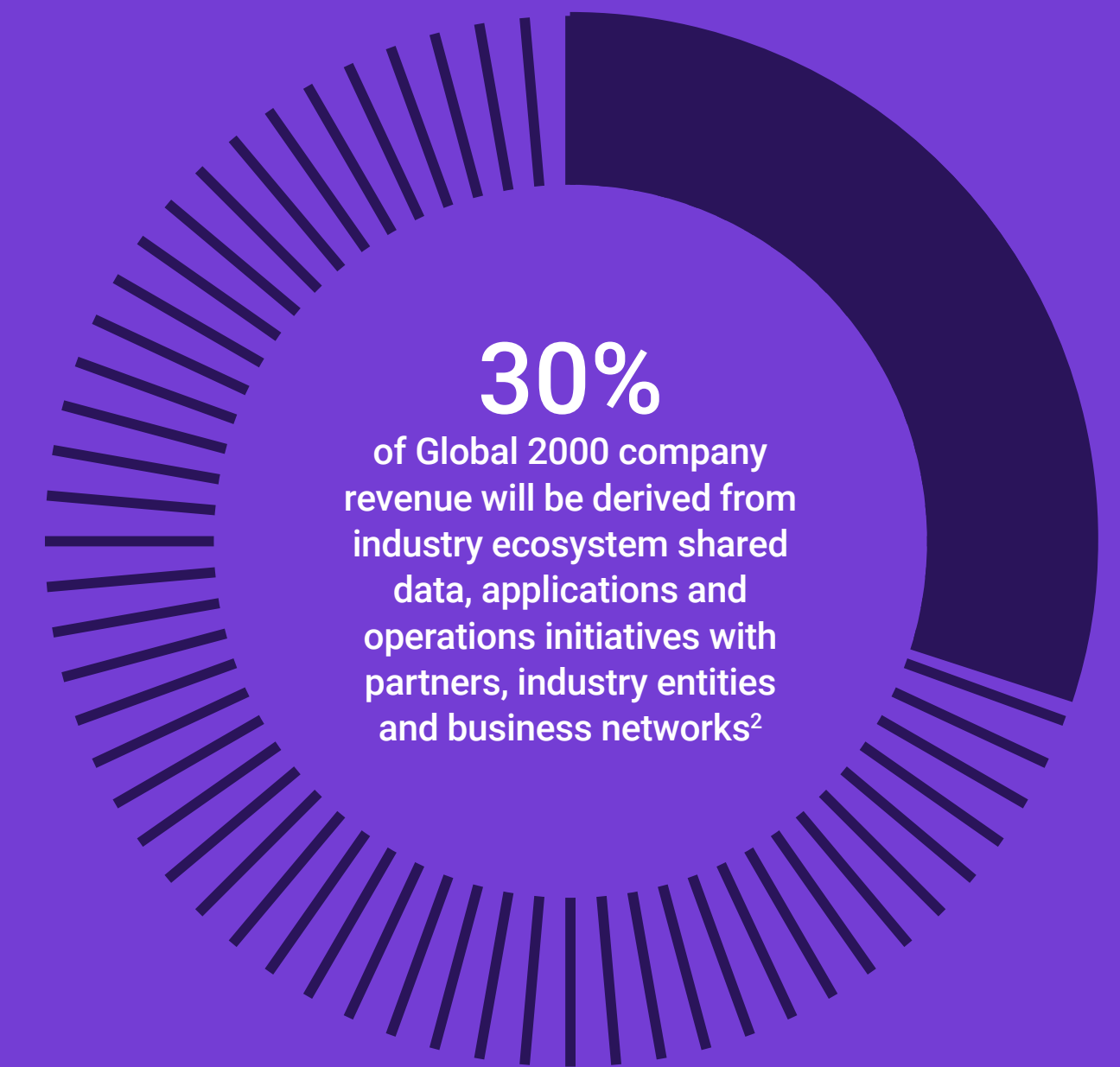
Overcoming these hurdles requires a new approach.

This success pack covers the complete Dell NativeEdge story, from the edge challenges your customers are facing to how Dell NativeEdge addresses them, and the additional benefits Dell Technologies can deliver to you and your customers.

The Landscape

A perfect storm is occuring at the edge

Your customers are experiencing a fundamental design shift, driven by a perfect storm happening at the edge. As these drivers of change collide, they generate new sets of challenges, implications and constraints for customers to overcome – and new opportunities for you to capitalize on as you help your customers navigate their edge journey.

Within 2 years
40%
of customers will have edge use cases in production, 24% more than today[1]

30%
of Global 2000 company revenue will be derived from industry ecosystem shared data, applications and operations initiatives with partners, industry entities and business networks[2]

Unlock opportunities for profitable growth with Dell NativeEdge, the edge operations software platform that helps customers securely scale their edge operations to power any use case and achieve their business outcomes.
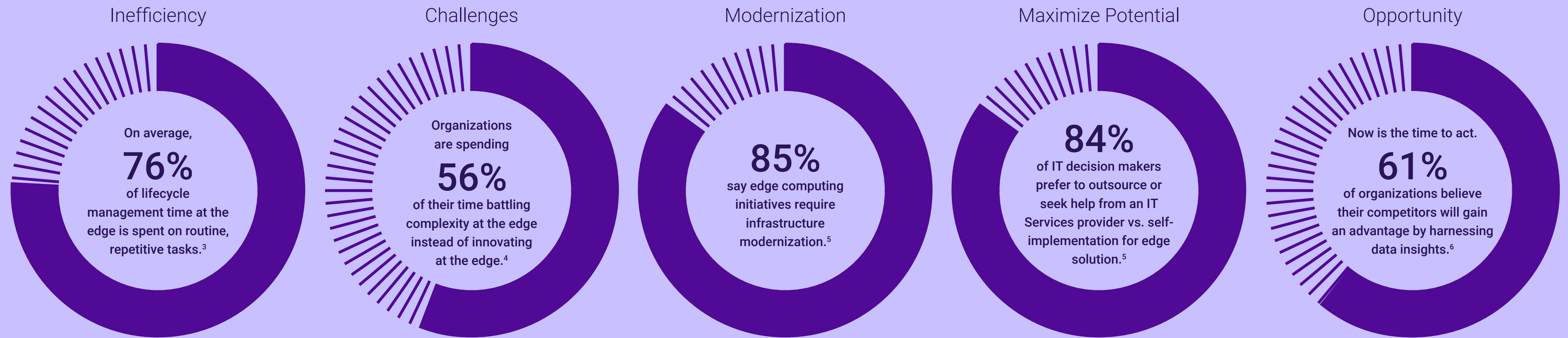
[1] Journey to the Edge: It's Closer than you Think". Research and Analysis conducted by Vanson Bourne on behalf of Dell Technologies, Jan 2023.

[2] IDC FutureScape 2022

Innovation momentum is building at the edge

More innovation is happening at the edge today. It's accelerating everywhere – across retail stores, factory floors, health care facilities, and even out in fields and farms. It's opening the door to an exciting future where we can solve problems in ways that were never previously possible.

Edge is fast gaining importance in IT strategy. However, a gap exists between edge investment and edge success, 94% of organizations saying that they are investing in edge applications yet only 10% reporting that they are receiving benefits from those investments.[1]

Inefficiency

On average,
76%
of lifecycle management time at the edge is spent on routine, repetitive tasks.[3]

Challenges

Organizations are spending
56%
of their time battling complexity at the edge instead of innovating at the edge.[4]

Modernization

85%
say edge computing initiatives require infrastructure modernization.[5]

Maximize Potential

84%
of IT decision makers prefer to outsource or seek help from an IT Services provider vs. self-implementation for edge solution.[5]

Opportunity

Now is the time to act.
61%
of organizations believe their competitors will gain an advantage by harnessing data insights.[6]

[1] Vanson Bourne "Journey to the Edge" survey, Oct 2022. [3] 2023 study of edge operations by GLG Research on behalf of Dell Technologies. [4] The Innovation Index, Dell Technologies, February 2023.
[5] A commissioned study conducted by Forrester Consulting on behalf of Dell, Sep 2022. [6] Based on Dell Technologies "The Breakthrough Study" April 2022. Fieldwork conducted August-October 2021.
Research and Analysis conducted by Vanson Bourne on behalf of Dell Technologies.

Unlocking innovation at the edge doesn't have to be complicated or expensive. Through our decades of experience of innovating at the edge, we found out that the best way to accelerate from ideas to innovation is to simplify the edge, so your customers can generate more value from their data – wherever it exists.

The edge poses a unique set of challenges

EXPAND ⊕

Once compute is taken outside of data center environments and moved closer to where the data is being produced – out into the distributed edge environments, a unique set of challenges is introduced that require a new way of architecting to solve them.

New edge applications are accelerating across manufacturing, energy, retail, telecommunications, healthcare, and other industries.

The implications of these challenges are becoming increasingly clear and consistent across industries. Solving these challenges requires solutions that simplify complexity and optimize investments to support existing technologies while rolling new solutions at scale.

And most critically for your customers, any solution must answer key security, compliance and regulatory challenges.

The Approach

At Dell Technologies, we're reimagining edge operations

Dell NativeEdge puts you in prime position to deliver a solution to your customers that could help solve their challenges, produce immense value for you and do it:

Introducing Dell NativeEdge

Dell NativeEdge is an edge operations software platform that helps businesses securely scale their edge operations. NativeEdge centralizes edge management across locations, automates operations, offers flexibility with its open design, enables Zero Trust security and provides multicloud connectivity.

With NativeEdge, you can help your customers across various industries to securely power any edge use case, anywhere, to achieve desired business goals.

Approaching modern edge challenges

When designing NativeEdge for today's edge environments, we focused on three key principles: **Simplify**, **Optimize** and **Secure**.

Simplify

NativeEdge simplifies edge operations for customers with centralized management and orchestration, zero-touch deployment and onboarding, and automated operations, from edge to multicloud. Deliver effortless deployment and operations with efficiency, agility and reliability.

[7] A commissioned study conducted by Forrester Consulting on behalf of Dell, March 2023.

Optimize

Optimize your customers' edge investment, with existing and new edge use cases, thanks to an open design that works with their software applications, IoT frameworks, OT vendor solutions and multicloud environments of choice.
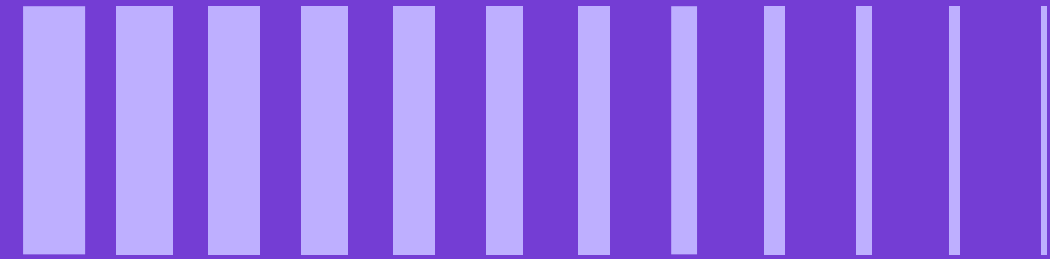
Secure

Ensure security from design to deployment and along the supply chain to protect your customers' applications, data and infrastructure across the edge estate. NativeEdge protects their edge estate with NIST's Zero Trust architecture built-in from edge to core to cloud. Companies of all sizes are prioritizing cybersecurity so position yourself as the security advisor they need. 80% IT decision makers have increased prioritization of their overall security posture this year and 85% report that security/cybersecurity services are important during vendor selection. [7]
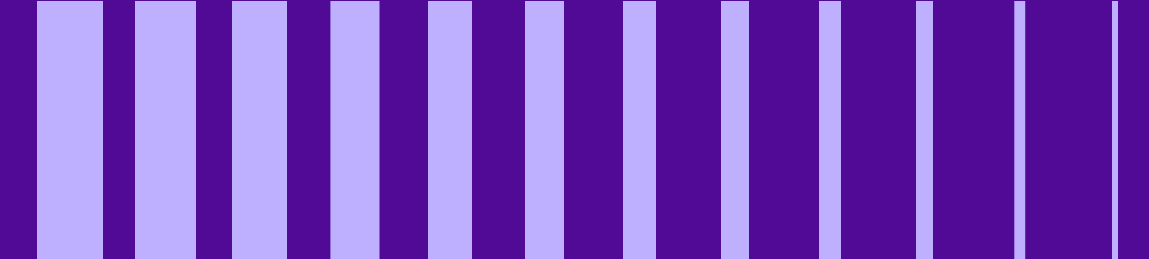
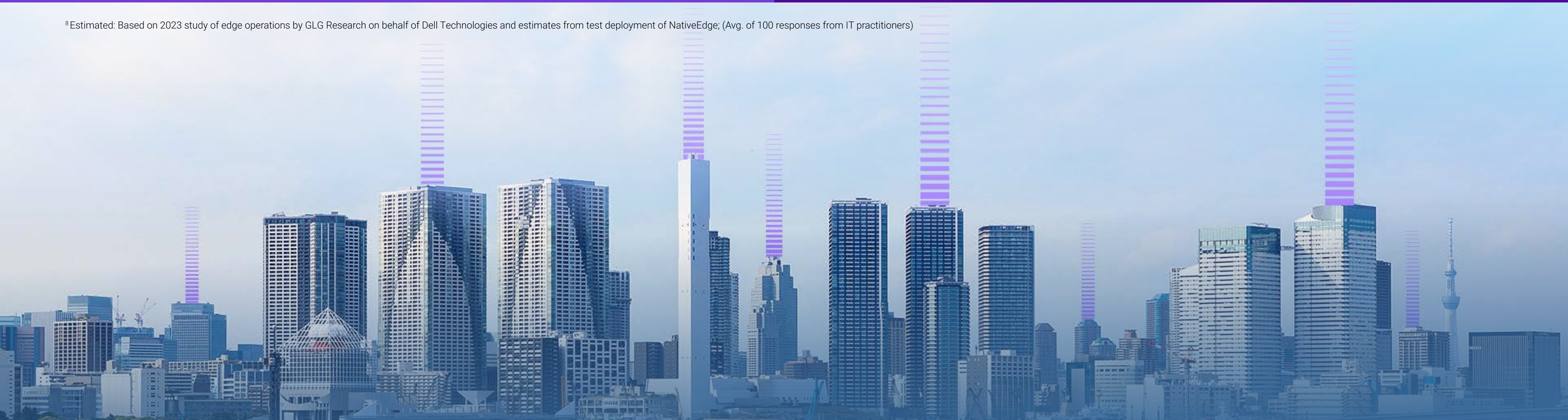# Dell NativeEdge streamlines your customers' edge operations

22x faster lifecycle management[8]

11x faster security management[8]

[8] Estimated: Based on 2023 study of edge operations by GLG Research on behalf of Dell Technologies and estimates from test deployment of NativeEdge; (Avg. of 100 responses from IT practitioners)

Unlocking value created at the edge

NativeEdge centralizes edge management across locations, automates operations, offers flexibility with its open design, enables Zero Trust security and provides multicloud connectivity.

An **open** and **secure** platform to modernize edge to support current and future business outcomes.

An **edge-first approach** with **tight IT system integration** to ensure compatibility and easy integration with current enterprise IT setup.

Operational technology vendor agnostic to support diverse new and brownfield technologies on operations floors across geographies.

The **flexibility of edge** infrastructure to ensure agility to adapt to evolving business needs.

Your customers can now securely power any edge application, anywhere, to achieve their desired business goals.

The Solution

Securely scale your customers' edge operations to power any use case

At its core, NativeEdge enables your customers to securely deploy and manage infrastructure at the edge. It supports a wide variety of secure edge endpoints including gateways, PCs, servers, and more.

Leveraging Zero Trust principles, factory integration, application blueprints and highly automated secure onboarding for both infrastructure and applications, NativeEdge stands up and lifecycle manages an end-to-end secure edge environment. Customers can start as small as a single device, scale out as required and centrally deploy these edge secure environments globally, anywhere they want regardless of network connectivity, technology staffing or facility environmental.

And to reduce the costs associated with maintaining these environments, we offer NativeEdge in either subscription or a Software as-a-Service model.

NativeEdge is built with you in mind. We leverage and continue to develop our large ecosystem of ISV, SI, OEM and channel partners to ensure that you continue to get the best solutions delivered through the technology providers of your choice.

NativeEdge-enabled Devices

Deliver Dell edge hardware with pre-loaded platform software

The NativeEdge-enabled devices play a crucial role in NativeEdge's zero-touch onboarding and Zero Trust security capabilities. These devices are pre-loaded with NativeEdge OS during assembly at a Dell factory to provide secure and scalable operating environment specifically designed to run application workloads at the edge.

These platform-optimized Dell edge hardware, powered by Intel®, contribute to application consolidation by hosting virtual machines (VMs) and containers directly at

the edge. To ensure seamless integration, the platform-specific code is pre-installed on this carefully selected Dell edge hardware during assembly at a Dell factory.

NativeEdge is enabled on several Dell edge-optimized products powered by the latest Intel® technologies, meaning you can enable customers with edge portfolio choices and knowing it is backed by the tier-1 vendor quality and reliability.

PowerEdge XR4000*   **PowerEdge R760 and R660***   intel. XEON   **OptiPlex XE4 Small Form Factor***   intel PENTIUM GOLD / intel CORE i3 / intel CORE i5 / intel CORE i7 / intel CORE i9   **Edge Gateway 5200 and 3200**   intel ATOM / intel CORE i3 / intel CORE i5 / intel CORE i7

* Available in Dell Standard or OEM-Ready options (OEM-Ready hardware is de-branded hardware, i.e. Dell branding removed from the hardware). The PowerEdge R760 and R660 hardware is also available in an XL option which allows for extended transition time, reduced changes and advanced notification of component changes.

Secure Device Onboarding

NativeEdge-enabled devices are FDO-enabled and can be onboarded automatically with zero-touch provisioning. This is part of the platform's Zero Trust security architecture that was made possible by a close collaboration between Dell and Intel, providing piece of mind to you and your customers.

NativeEdge Orchestrator

The orchestrator is the management interface of the platform that allows IT admins to monitor, manage, deploy all apps and devices across the edge estate from a single centralized screen.
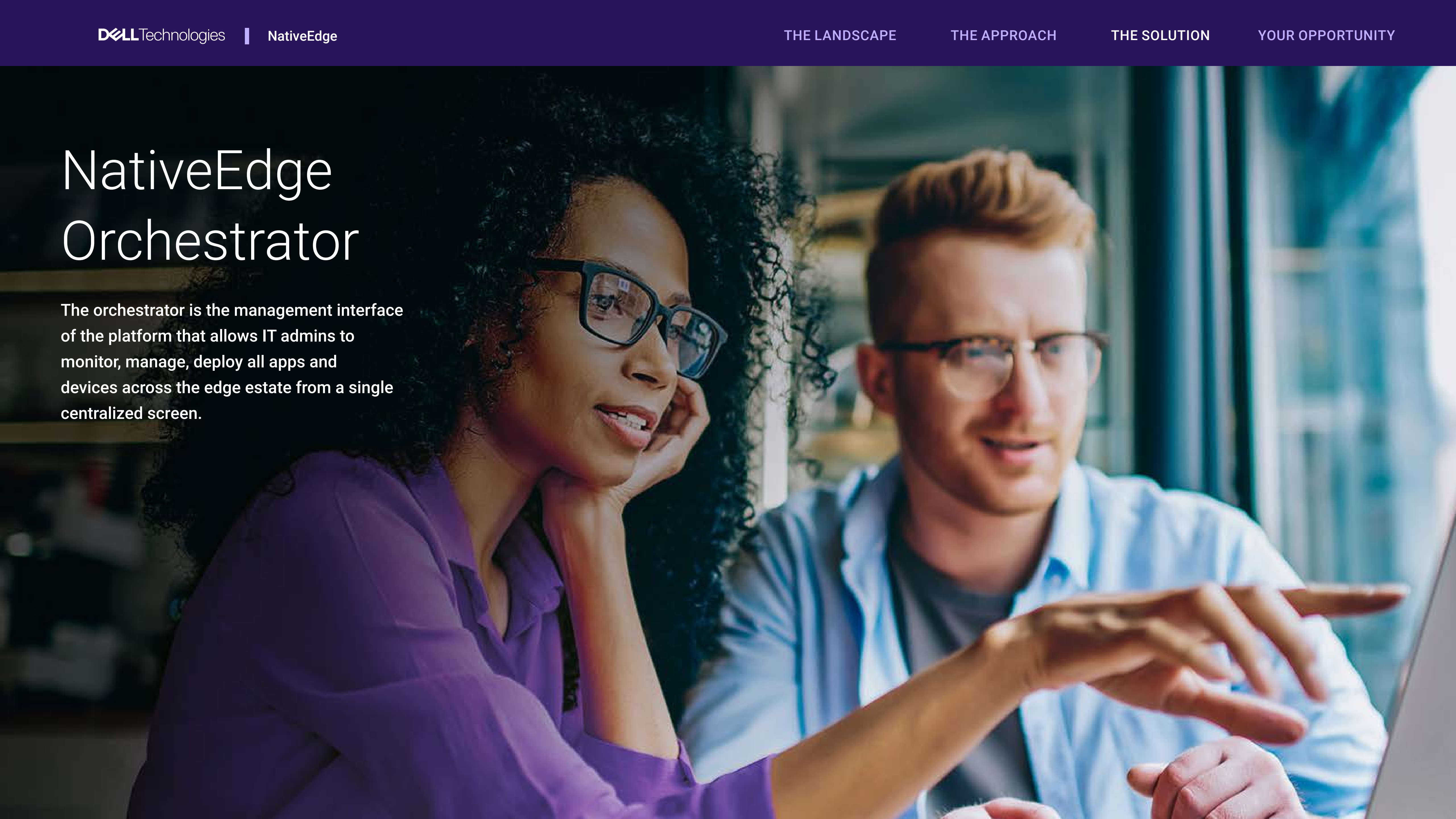
The reimagined experience with NativeEdge

Our ecosystem of partners plays an important role in working together to make sure applications and services are available to our customers.

If you are an ISV having your software deployed through the NativeEdge catalog, it means hyper simplification and exposure to all NativeEdge customers.

If you are an OEM customer or SI choosing to use NativeEdge as part of your solution, this means a predictable consistent deployment process delivered to you and users.
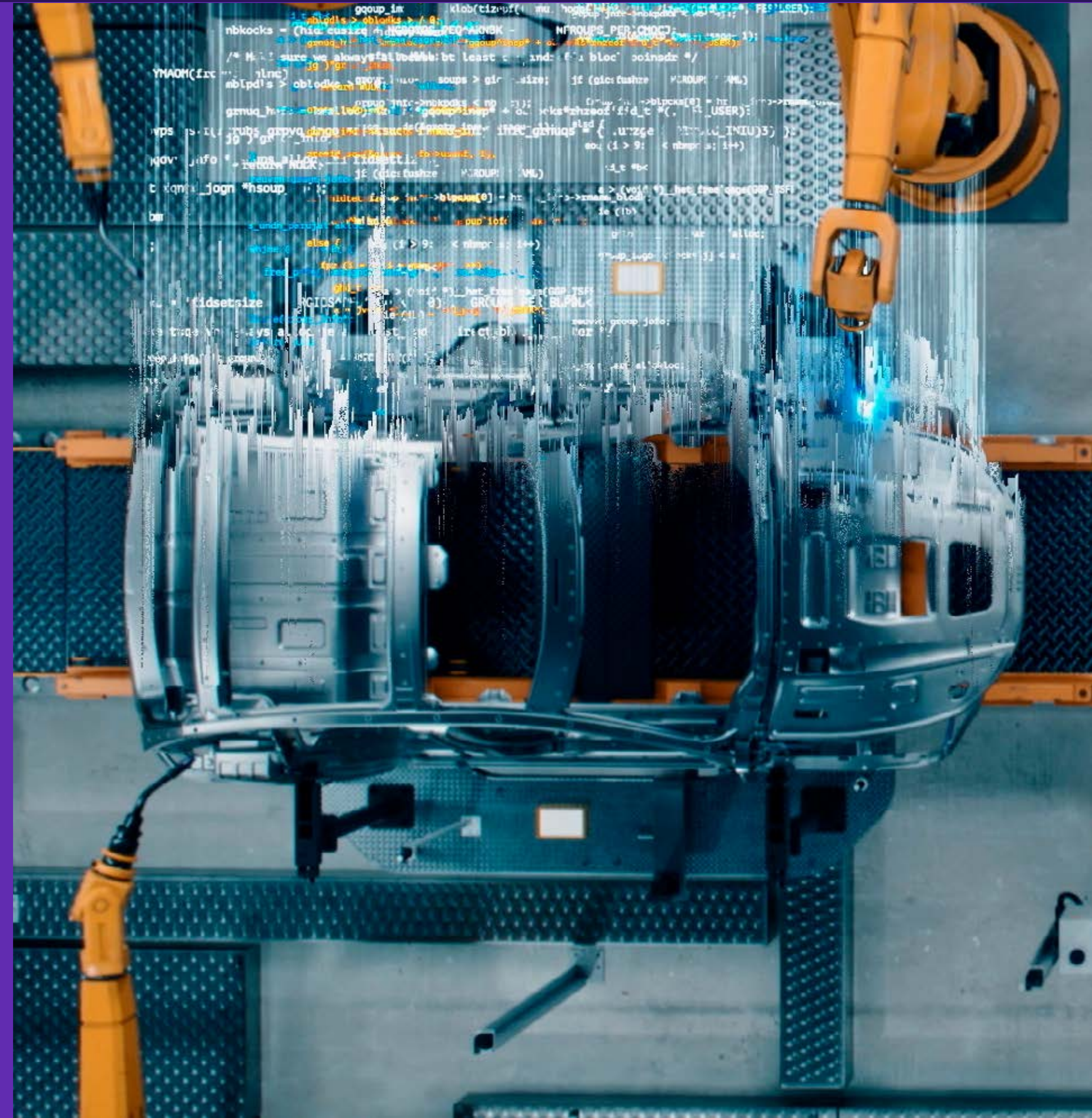
Powering diverse use cases to meet unique industry needs

NativeEdge is capable of meeting demanding and diverse industry needs. Every industry is going digital, and edge technologies create new opportunities to gain insights from data at the edge and deliver business value. Across industries, customers with multiple locations and distributed edge systems will highly benefit from Dell NativeEdge, for example:

And many more...

See how our customers and partners are unlocking benefits with Dell NativeEdge

Watch the videos below:
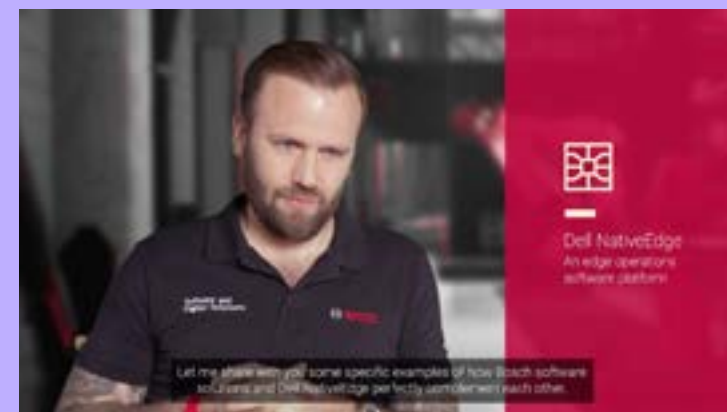
A multinational engineering and technology leader drives innovation for success

Power management company optimizes edge investments for success

A global system integrator simplifies opertions across the edge environment

Hear from early adopters:

"Dell Technologies and Schneider Electric's decades-long relationship has provided customers with innovative solutions to solve their greatest IT challenges in a smart and secure, always-on, and managed fashion. With the introduction of Dell NativeEdge, we see new opportunities to integrate and better meet our customers' mission-critical needs at the edge."

Vandana Singh, Senior Vice President of Secure Power North America, Schneider Electric.

"Fastly is thrilled to see Dell take such industry leadership in uniting edge hardware and software platforms with the release of Dell NativeEdge. The timing couldn't be better, as every day we hear from customers and prospects seeking new ways of deploying Fastly services like Next-Gen WAF, or our Web Assembly powered Edge Computing and Delivery platform, in environments beyond the traditional data center or cloud."
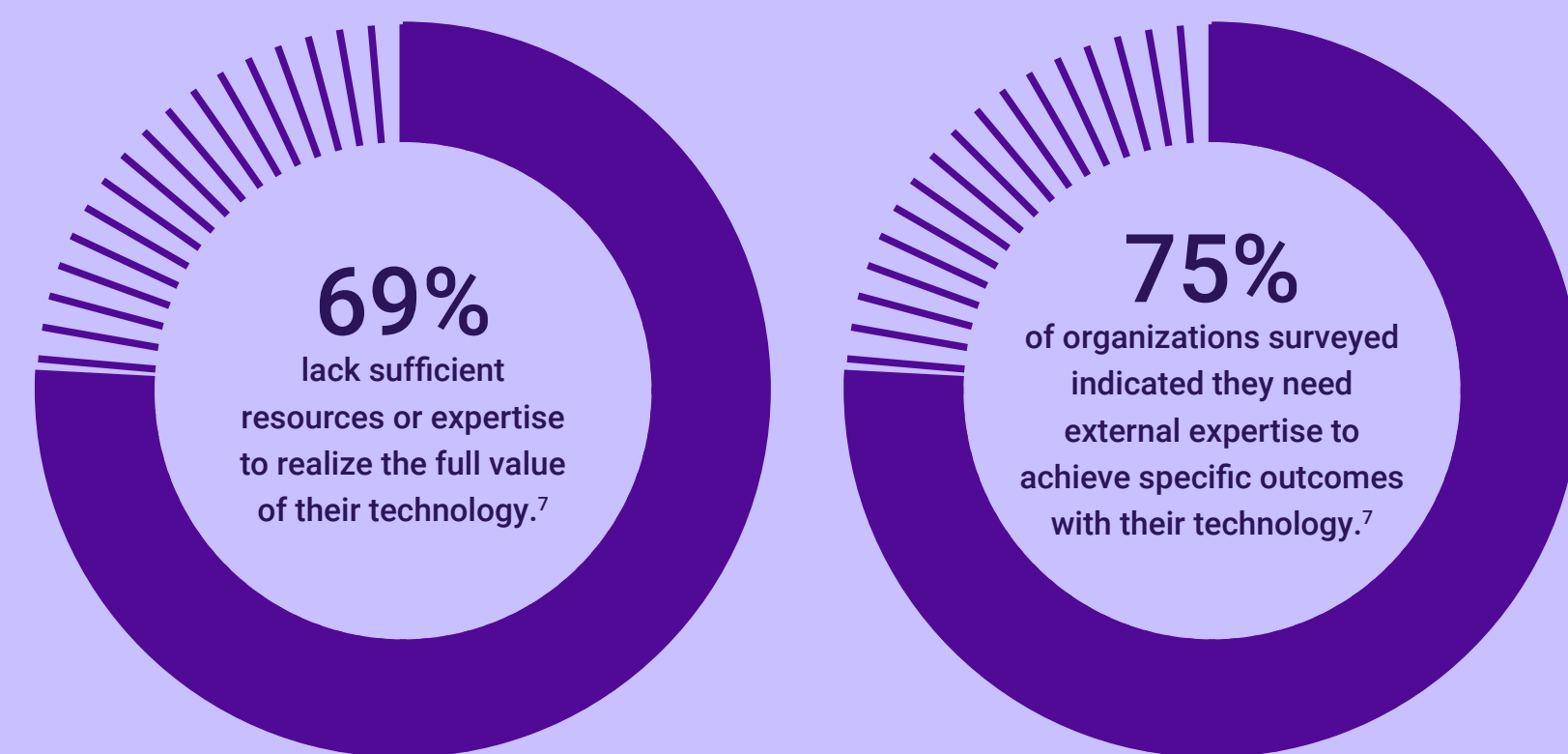
Artur Bergman, Chief Architect and Founder, Fastly.
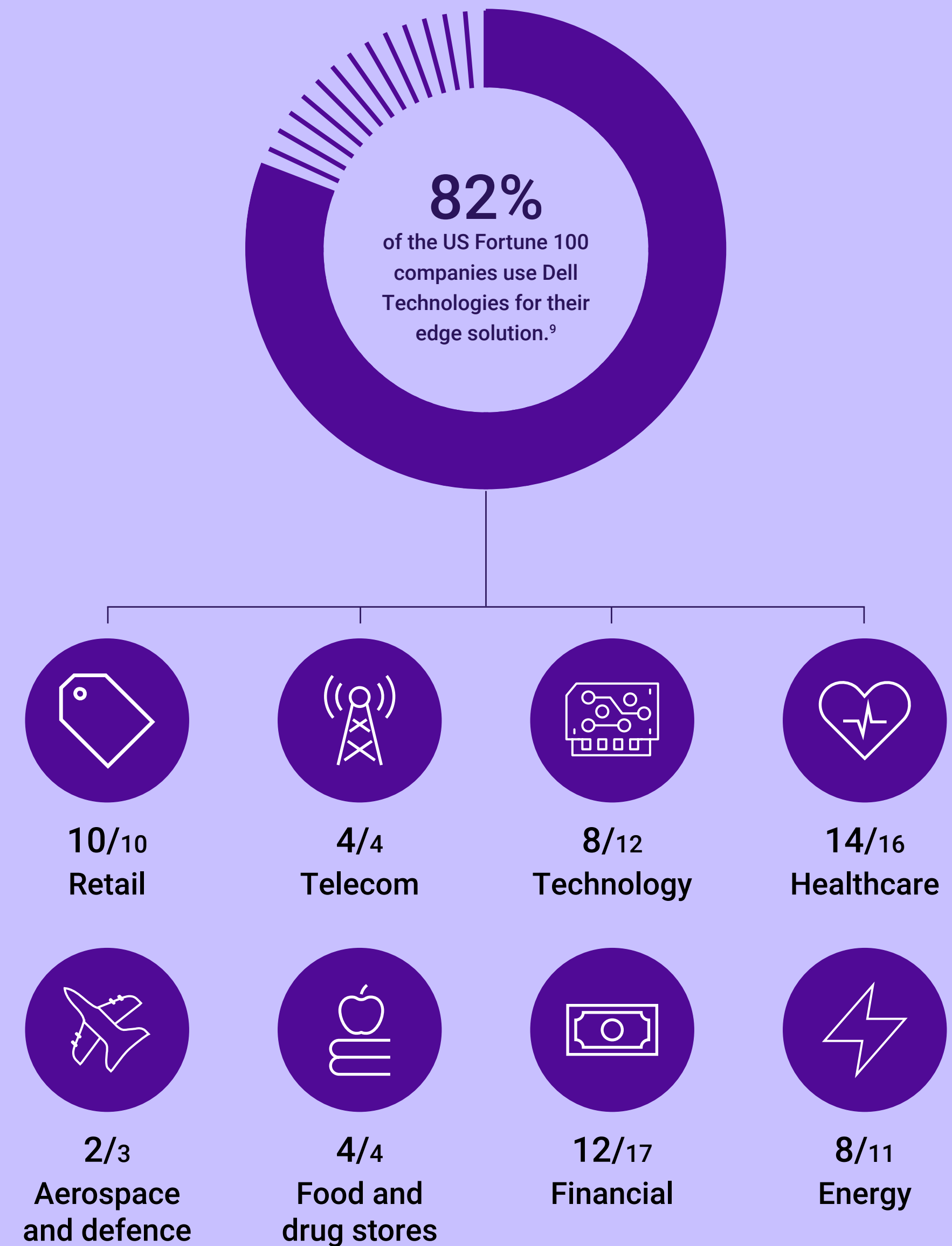
Your Opportunity

Why Dell at the edge

Dell Technologies has a long history at the edge. For over 24 years of experience through OEM Solutions group and OEM partners, we've been helping customers design, deploy and secure solutions for the edge. A few years ago, Dell formed a dedicated Edge Business to bring more innovations in this space to our customers and partners.

Dell NativeEdge is the latest addition to Dell's broadest portfolio at the edge, supported by Professional Services that help customers focus on outcomes and not infrastructure. There is a growing need to transform edge operations and unlock new potential —creating a great opportunity for you to capitalize on.

82%
of the US Fortune 100 companies use Dell Technologies for their edge solution.[9]

69%
lack sufficient resources or expertise to realize the full value of their technology.[7]

75%
of organizations surveyed indicated they need external expertise to achieve specific outcomes with their technology.[7]

10/10
Retail

4/4
Telecom

8/12
Technology

14/16
Healthcare

2/3
Aerospace and defence

4/4
Food and drug stores

12/17
Financial

8/11
Energy

[7] A commissioned study conducted by Forrester Consulting on behalf of Dell, March 2023. [9] Dell Technologies analysis of US Fortune 500, July 2023

Expand your opportunity with Dell NativeEdge

Key Resources

Key Assets

- NativeEdge Interactive Guide
- Platform Overview Video
- Podcast
- Infographic
- Simplify Operations Video
- Optimize Investment Video
- Secure Edge Video

Customer Stories

- NativeEdge and Atos Video
- NativeEdge and Bosch Video
- NativeEdge and Eaton Video
- Atos Customer Story
- Bosch Customer Story
- Eaton Customer Story

Interactive Demo and Whitepapers

- Introduction to the Dell NativeEdge
- Edge Security

- Discover Edge Ecosystem for ISVs and System Integrators

DELLTechnologies | **NativeEdge**

It's time to reimagine edge operations

Discover more about Dell NativeEdge and OEM Edge Solutions at Dell.com/OEM/Edge.

DELLTechnologies   OEM Solutions   Intel® Innovation Built-In   intel.