



Accelerate your journey to powerful data insights

How will your business realize greater advantage from data?

In today's fast-paced business world, data must be acquired, processed and made available in a timely, relevant and actionable way to enable faster, better business decisions.

Digital resiliency prioritizes data-centric processes—improving data usage and enhancing efficiency of the data lifecycle. Organizations that achieve this and act on insights faster will gain a competitive edge.

Dell Technologies Consulting Services can help your business be more data-driven. We will coordinate on a strategy, implement standardized technology and help you extract greater value from your data.

35%

annual growth rate of data, up from 27%¹

\$215.7 Bn

global spending on big data & analytics; CAGR 12.8% 2021-25²

2/3

rank intelligent data management among their organization's top 5 management priorities¹

weeks to months

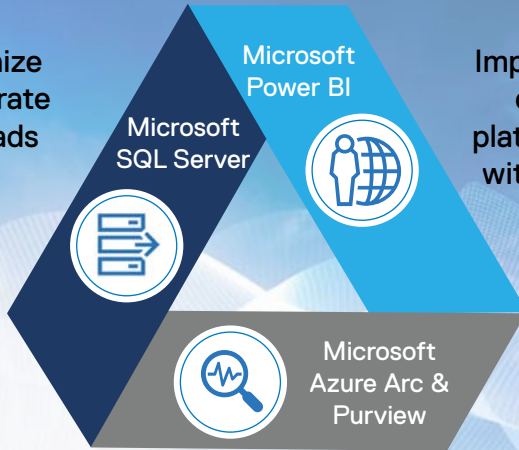
how long it takes over 1/3 of organizations to act on data insights³

Why Dell for Microsoft?

- ✓ **Demonstrated Success** with industry recognition for 51 partner of the year awards
- ✓ **Most Competent Partner**, attaining 18 competencies in various Microsoft capabilities
- ✓ **Deep alliances investment**—Dell Technologies & Microsoft EPG globally
- ✓ **Microsoft Gold Certified** with over 30 years of partnership & awards

Simplify data management, governance & analytics of Microsoft Data Platforms with Dell Technologies Services

Modernize and migrate workloads



Implement a unified data analytics platform that scales with your business

Enhance data governance and visibility while reducing cost and complexity

Enable rapid adoption and optimization of Microsoft technologies

- ✓ Break down data silos
- ✓ Enable faster, better data-driven decision-making
- ✓ Gain data visibility and control
- ✓ Improve technology performance
- ✓ Reduce cost and risk

Dell Technologies provides the critical infrastructure needed for SQL Server Business Intelligence (BI) applications to access structured and unstructured data sources and deeper historical data sets, enabling organizations to prepare and utilize that data for machine learning (ML) and artificial intelligence (AI) applications.

And with the guidance and assistance from Consulting Services experts, you will realize these benefits faster and without interruption to strategic business priorities.

Dell Technologies Services aligned to Microsoft Data Platforms help you unlock data value quickly so you can create a more intelligent, competitive business.



Determine the right **strategy**, aligned to architectural principles to make faster, better use of data insights



Accelerate **implementation** of simplified data management and analytics solutions



Rapidly **adopt** and optimize technology for increased performance and flexibility



Gain a single view of data on-premises and in the cloud with a solution that **scales** to suit your business



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¹ ESG, Intelligent Data Management ESG Brief, April 2022

² IDC, Global Spending on Big Data and Analytics solutions Will Reach \$215.7Bn in 2021, According to a New IDC Spending Guide, August 2021

³ ESG, The Continued Opportunity to Improve Time to Value in Data and Analytics Initiatives ESG Brief, October 2022