

DELLTechnologies /Forum

REAL TRANSFORMATION

GLOBAL SPONSORS






DELL Technologies / Forum

Nigel Moulton

CTO Modern DataCentre Business Unit

A man in a dark tuxedo and bow tie sits behind a dark wooden desk on a beach. The desk is positioned on a bed of dark pebbles. In the background, the ocean waves are breaking onto a sandy shore. On the desk, there is a typewriter and a vintage microphone. The scene is lit with a warm, golden light, suggesting late afternoon or early morning.

“And now for something completely different.”

Monty Python



DELLTechnologies /Forum

THE 6 RULES OF DISRUPTION

**Reduce the
friction**

**Measure
everything**

**Embrace
non linearity**



$$2^{64} = 1,840,000,000,000,000,000,000$$

$$2^{32} = 4,294,967,296$$

**Reduce the
friction**

**Measure
everything**

**Embrace
non linearity**

**Prepare for
abundance**



**Reduce the
friction**

**Measure
everything**

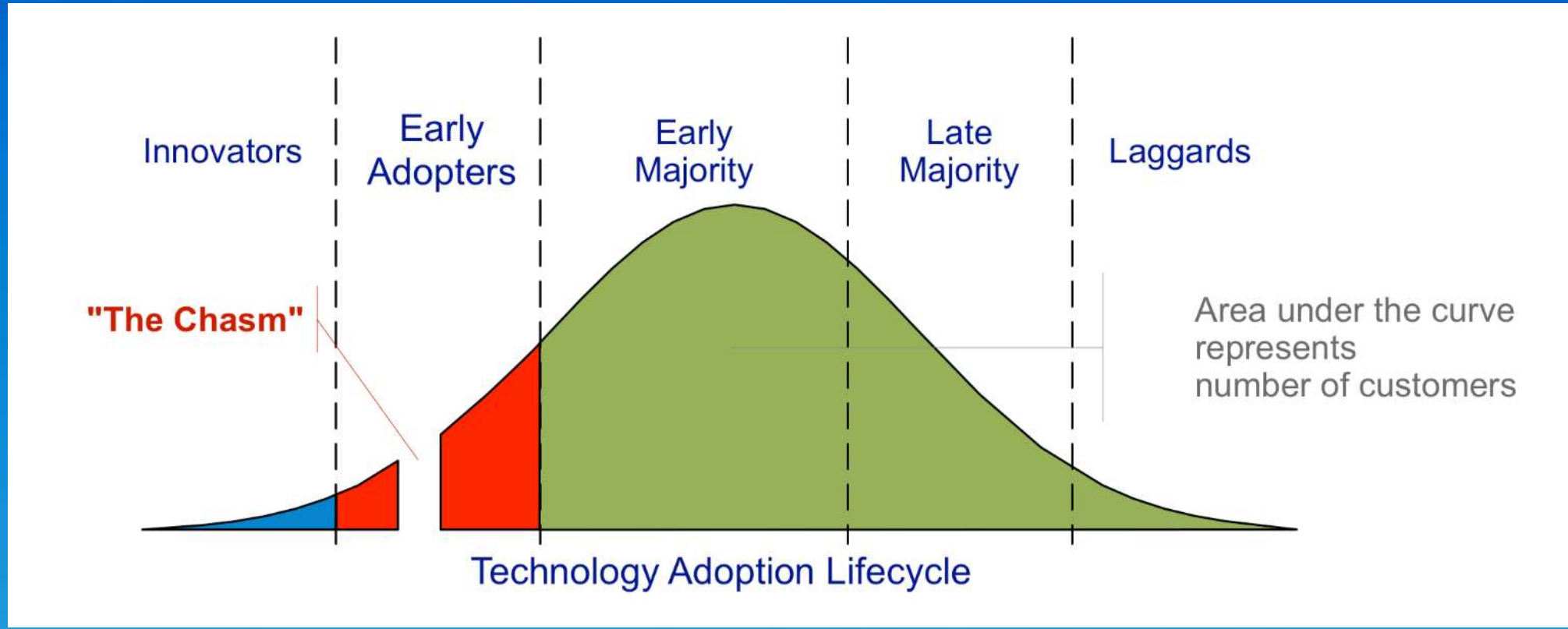
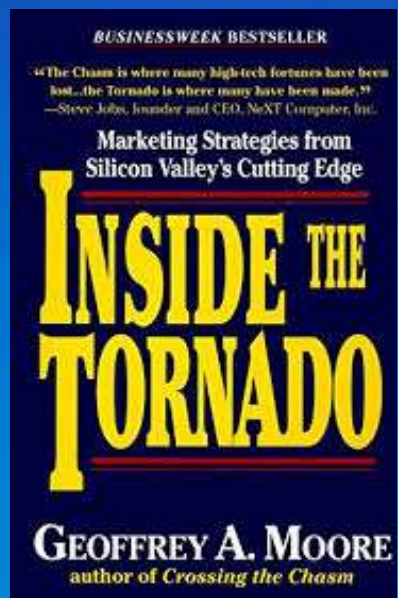
**Embrace
non linearity**

**Prepare for
abundance**

**Act like its
1993**

Technology Adoption Lifecycle

Two books that are required reading by Geoffrey Moore



**Reduce the
friction**

**Measure
everything**

**Embrace
non linearity**

**Prepare for
abundance**

**Act like its
1993**

Be curious

THANK YOU

DELL Technologies



DELL EMC

Pivotal.

RSA

Secureworks

virtustream.

vmware