Accelerate Modernization to Unlock Data Capital
Technology is transforming the way we live and work at an ever-increasing pace
By 2022, more than 60% of the global economy will be digitized with growth in every industry.
DIGITAL TRANSFORMATION
EVERY COMPANY IS NOW A TECHNOLOGY COMPANY
DATA CAPITAL IS A NEW VALUE DRIVER

- Human Capital
- Intellectual Property
- Operations
- Infrastructure
DATA-DRIVEN ORGANIZATIONS

34% Additional Revenue

↓ 2.7x Operational Costs

> 2x Profitability

Source: IDC White Paper, sponsored by Dell EMC and Intel, Emerging Technology and Modern IT: The Key to Unlocking Your Data Capital, 2018
STRATEGIC INITIATIVES POWERED BY DATA

Data Analytics
Digital Experiences
Internet of Things
Artificial Intelligence

RIGHT PLACE | RIGHT TIME | RIGHT SLA
UNLOCKING DATA CAPITAL

Create Business Value from Data

Safeguard Data

Liberate Siloed Data

Manage Data Growth
MAXIMIZE DATA CAPITAL WITH DELL EMC

SIMPLIFY
Data Landscape
Across Edge, Core, Cloud
Any Workload at Any Scale
Simple, Consistent Experience
Cloud Consumption Models

AUTOMATE
Data Services
Data Management
Data Mobility
Data Placement
Proactive Health Management

SECURE
Data Assets
Anytime, Anywhere Data Availability
Multi-Cloud Data Protection
Intrinsic Security
Compliance with Regulations
DELL EMC INFRASTRUCTURE SOLUTIONS

Servers

Storage

Data Protection

Converged and Hyperconverged Infrastructure

Networking

Ready Solutions

Multi-Cloud

Powered by Intel® Technology
DELL EMC MODERN STORAGE

All-Flash, Hybrid, File and Object

Powered by Intel® Xeon® Scalable Processors
A Simple Interconnected Portfolio Architected for All Data at Any Scale
**DELL EMC UNITY**

### More Performance
- NVMe-ready
- Up to 2X more performance, and 67% more than competition

### Better Efficiency
- Up to 5:1 data reduction
- 85% usable system capacity
- Proven operational simplicity

### Multi-Cloud Options
- Dell Technologies Cloud Platform
- Cloud Data Services
- Cloud Connected Systems
- Cloud Data Insights

**Up to 28% more transactions/sec**

**52% more supported desktops**

Without a performance impact
Intel® Optane™ Dual Port

- Lead development partner to bring Optane Dual Port to enterprise storage market
- First true scale out storage to ship dual ported Optane SCM drives**
- Up to 50% better response times
- Machine learning automates data placement

Automation and Containers

- VMware vRealize Orchestrator Plug-in
- Ansible playbooks*
- Container Storage Interface (CSI) Plug-in*

Cloud Storage Services

- Disaster Recovery and Multi-cloud Access

DELL EMC POWERMAX
DELL EMC ISILON

Simplicity at Scale
- Scale up to 252 nodes
- 58 PB, 945 GB/s throughput per cluster
- 75% more scalable

Workload Agility
- New Node - Performance of a hybrid with capacity of an archive node
- 800 TB, 6.4 GB/s in a 4U chassis
- Security enhancements

Multi-Cloud
- Dell EMC Cloud Storage Services For GCP and Multi-cloud
- Dell EMC Isilon CloudPools
- Dell EMC ClarityNow

Powered by Intel® Xeon® Scalable Processors
### DELL EMC CLOUD-ENABLED INFRASTRUCTURE

#### CLOUD DATA INSIGHTS
Proactive monitor and manage infrastructure and data with intelligent cloud-based analytics

#### CLOUD CONNECTED SYSTEMS
Storage and protection data mobility to and from public cloud

#### CLOUD DATA SERVICES
Storage and protection data services available in public cloud of your choice

#### CLOUD CONSUMPTION
Streamline infrastructure acquisition with flexible payment solutions

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**Power Your Multi-Cloud Journey** with Modern Storage and Data Protection
Full operational consistency with VMware

Disaster Recovery
- No secondary data center to manage
- Enterprise-grade, pay-as-you go DRaaS
- Operational consistency and automated DRaaS with VMware

Multi-cloud Access
- Leverage cloud(s) of choice based on application needs
- No vendor lock-in with data independent of the cloud
- Reduce risk with centralized, enterprise grade storage
- Fast, low cost set up – no additional infrastructure to setup or manage

DELL EMC CLOUD STORAGE SERVICES
Mobile App for iPhone & Android

Predictive Modeling
- Capacity Forecasting
- Competing Workload Analysis

Accelerated Resolution
- 3X Faster Insight
- Performance Anomaly Detection

Broader Support
- Primary Storage Portfolio
- VMware
- Connectrix
- Isilon and PowerVault*

Infrastructure Insight in the Palm of Your Hand
DATA PROTECTION EVOLUTION

New Business Models
New Data Services
New Consumption Models

Software Defined Platform
Multi-dimensional Appliance

EDGE  CORE  PRIVATE CLOUD  PUBLIC CLOUD  MULTI-CLOUD

Any Source  Any Target  Any SLA
DELL EMC DATA PROTECTION PORTFOLIO

PowerProtect X400
PowerProtect Software
IDPA

Data Protection Suite
Data Domain

Powered by Intel® Xeon® Scalable Processors
DELL EMC DATA DOMAIN
PROTECTION STORAGE MARKET LEADER

<table>
<thead>
<tr>
<th>EFFICIENT</th>
<th>COMPREHENSIVE</th>
<th>CLOUD-ENABLED</th>
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| • Storage target for backup and archive workloads
  • Reduces storage and bandwidth requirements by 10 – 55x with variable-length deduplication
  • Gain industry leading speed, scalability, and reliability |
| • Backup directly from a wide range of enterprise apps or primary storage
  • Deploy protection storage however you want it |
| • Natively tier deduplicated data to the cloud for modern long-term retention
  • Copy backed-up VMs to the public cloud (AWS) for disaster recovery |

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DELL EMC INTEGRATED DATA PROTECTION APPLIANCE (IDPA)

Backup & Restore
Replication
Disaster Recovery
Search & Analytics

Deduplication
Cloud DR + LTR
Instant Access + Restore
VMware Integration

Easy to deploy & upgrade

Starting at 8TB in 2U to 1PB rack systems

Powered by Intel® Xeon® Scalable Processors
DELL EMC POWERPROTECT

Software-defined
Self-service control
SaaS-based management

Multi-dimensional
Modern services-based architecture
Data Protection Suite

Backup and Recovery
Disaster Recovery
Continuous Replication
Centralized Management
Monitoring and Reporting
Cyber Recovery
ACCELERATE DATA CENTER MODERNIZATION

Engineered as ONE
Simplified management
Full lifecycle assurance
Fully tested & pre-configured
Single end-to-end support

Dell EMC Storage
Dell EMC Data Protection
VMware Virtualization
Cisco Compute
Cisco Network

ONE product delivering a TURNKEY Experience
Dell EMC

VxBlock 1000

Turnkey system for high value workload consolidation built on powerful Dell EMC storage and data protection

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<th>LIFECYCLE MANAGEMENT</th>
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<td>Consolidate, optimize and protect</td>
<td>Automate and proactively manage</td>
<td>Simplify and lower risk</td>
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ACCELERATE DATA CENTER MODERNIZATION

Dell EMC
VxBlock 1000

Turnkey system for high value workload consolidation built on powerful Dell EMC storage and data protection

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<td>99%</td>
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<td>6x</td>
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<td>Less unplanned downtime*</td>
<td>More efficient IT operations*</td>
<td>Faster upgrades and patches**</td>
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FUTURE-PROOF
LOYALTY PROGRAM

3-YEAR SATISFACTION GUARANTEE
ALL-INCLUSIVE SOFTWARE
INVESTMENT PROTECTION
STORAGE DATA REDUCTION GUARANTEES
CLOUD MOBILITY, PROTECTION AND MANAGEMENT
DATA MIGRATION
CLEAR PRICE
FLEXIBLE CONSUMPTION MODELS
UNLOCK DATA CAPITAL WITH DELL EMC

Simplify
Data Landscape

Automate
Data Services

Secure
Data Assets