You have a plan
Now what?
Digital Transformation progression

Digital Laggards
Do not have a digital plan; limited initiatives & investments in place

Digital Followers
Very few digital investments; tentatively planning for the future

Digital Evaluators
Gradually embracing digital transformation & planning for the future

Digital Adopters
Have a mature digital plan, investments & innovations in place

Digital Leaders
Digital transformation is ingrained in the DNA of the business

<table>
<thead>
<tr>
<th>Year</th>
<th>Digital Laggards</th>
<th>Digital Followers</th>
<th>Digital Evaluators</th>
<th>Digital Adopters</th>
<th>Digital Leaders</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>15%</td>
<td>32%</td>
<td>34%</td>
<td>14%</td>
<td>5%</td>
</tr>
<tr>
<td>2018</td>
<td>9%</td>
<td>30%</td>
<td>33%</td>
<td>23%</td>
<td>5%</td>
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</tbody>
</table>
Face major barriers to transformation
Modernization

- **Time**
  - *Accelerated pace of change*
  - has created a new sense of urgency

- **Skills**
  - *Lack of workforce readiness*
  - including digital literacy and technology skills are hindering progress

- **Funds**
  - *Funding innovation*
  - while maintaining today’s critical systems

- **Risk**
  - *Lack of a digital vision, strategy*
  - and defined best practices increases risk to the business

Transformation
Frequent inhibitors to getting started

- Internal friction from silo’d stakeholder viewpoints
- No common language between business stakeholders and the technology and architecture teams
- External friction from vendors to adopt the latest technologies
- Contradicting input from analysts
- No “big picture” or common consensus of what good looks like
Dell Technologies ProConsult Advisory services

- Assess the current state and the desired future state
- Create consensus across organizations for closing gaps
- Develop actionable next steps with expected outcomes

Takes into account all facets of your transformation

- Process
- Technology
- People
How we work with your team

**IT**
- CIO
- Operations VP/Director
- Applications VP/Director
- Enterprise Architecture VP/Director

**BUSINESS**
- Business stakeholder leads
- Strategy/Innovation lead
- App Dev/Release Mgmt. leads
- Security and/or Compliance leads

Currently:
- Topology diagrams
- Key technical systems
- Related projects
- Planned investments
- Long-term strategy
- Organizational and financial information

Activities:
- Interviews
- Facilitated group workshops
- Collaborative design sessions
Accelerating time-to-value

Document the current baseline

Understand and categorize key issues

High level, unbranded view of “what good looks like”

Build the justification that allows stakeholders to understand the benefits and investment required

TRANSFORMATION ROADMAP
A clear roadmap on how to achieve the TO-BE vision

ISSUES
TO-BE

STRATEGIC VISION

GUIDING PRINCIPLES

BENEFITS

R A G

1 2 3

1 2 3
Accelerating time-to-value

- Helps secure participation and support from all stakeholders within days vs. weeks
- Leverages “what good looks like” and our best practices experiences
- Results delivered in 3-6 weeks vs. months
- Identified initiatives show savings that more than cover the service fee
- Provides actionable outcomes using a proven methodology
- Begin executing on findings and recommendations immediately
Multinational financial advisory firm

CHALLENGE AND OUTCOMES

Revealed complex and disjointed technology siloes

Identified potential for $4M in savings

Gained consensus across org on issues, priorities, strategic vision and future IT services

Identified immediately actionable initiatives i.e., first workstream focused on app profiling

Potential savings include:
- 50% reduction in power
- 55% reduction in physical servers
- 85% reduction in rack count

Creation of a plan to migrate to a data center 50% smaller
Can I support the environment without taking staff away from other priorities?

Do I have the resources to deploy the technology?
Managed Services

Leverage experts to manage and run IT for you

Education Services

Advance in house skill sets with product and cloud certifications

Support Services

Maximize productivity with expert support services powered by AI & machine learning

Residency Services

Resident Experts assist with configurations, processes, procedures & share knowledge with IT staff.

Advance & augment skills
Residency Services
Trusted technologists with validated expertise and skills

- Best of breed technical certification program
- 100% of Resident Experts have specialized individual plans and certification goals
- 5,000+ Resident Experts available
- Rigorous process matches you with the right resource for you
- Assurance that Resident Experts deliver to your service requirements
- Proven, time-tested methodology enables smooth and consistent project execution from start to finish
- Access to Dell Technologies product engineering, IP, knowledge bases and tools
Types of Residency Services

- Discovery
- Deployment
- Pre-Production
- Production
- Post-Production
- Retirement

**Residency**
- Transitional
- Operational

**Transitional**

Sr. Solutions Architect

- Drives product integration, process & documentation changes
- Prepares your staff with critical skills
- Delivers specific expertise in new technologies
- Limits post-implementation challenges

**Operational**

Sr. Implementation Specialist

- Optimizes configurations, processes, and procedures and improves operational efficiency
- Enables your staff to focus on other IT priorities
- Shares knowledge and best practices with your IT staff to improve their performance

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Servers  Networking  Storage  Data Protection  HCI/CI
ProSupport Enterprise & Client Suites
Three simple choices that maximize IT and end user productivity

ProSupport
- Comprehensive 24x7 hardware and software support
- Next day and mission critical onsite response options

ProSupport Plus
Most complete support available
- Proactive and predictive support for critical systems
- Designated Technology Service Manager

Basic
- Business hour hardware support

Unlock the value of your data with an adaptive, integrated service experience powered by AI
SupportAssist ● Secure Remote Services ● TechDirect ● MyService360
AI predicts failures, avoiding costly downtime

ProSupport Plus with SupportAssist minimizes unplanned downtime with predictive technology

System data is collected with SupportAssist

Our AI engine processes the data using machine learning

Future failure is detected

We alert and contact you to proactively resolve

Failure avoided

Your part is replaced before a failure and you stay productive
Transforming IT support & workplace efficiency

Business need:
Business France wanted to help personnel be at their best when promoting French companies globally and bidding for investment by automating support processes on local servers and client devices at the agency’s 87 offices.

Business results:
• Minimized disruption to staff through proactive monitoring
• Deployed new devices to personnel faster with factory-installed software
• Freed up IT time with management and support automation
• Saved significant travel costs by updating servers remotely

with automated, predictive services powered by AI
Infrastructure Managed Services solutions

MODERNIZE
• Infrastructure services for multi-cloud assure efficient and agile operations
• Industry-leading experts ensure best return on Dell Technologies investment
• ITIL standards, SLA-driven management ensures reduced risk

AUTOMATE
• Targeted automation for efficient operations management and reduced costs
• Prebuilt solutions incorporating the latest AI technologies
• Expertly managed multi-cloud business outcomes leveraging ITIL standards

TRANSFORM
• End-to-end management to realize your digital transformation strategy
• Cloud enable all apps providing a true multi-cloud managed environment
• Continuously trained experts best positioned to manage Dell infrastructure
Managed services partnership model

A Partnership Model

Engagement
- Executive interlock
- Strategic planning
- Governance risk & compliance
- Operational KPI

Policies & compliance
Strategic projects
Service integration
Architecture control & asset ownership
Day to day execution
Visibility & control
Consultative ideas & benefits
Continuous improvement

You focus on the business
We focus on the operations

Agile based on customer business requirements
Leverage a learning framework to identify skills gaps and define a robust continuous learning plan.

**ASSESS**
- Identify skills gaps
- Plan individual and team learning paths

**LEARN**
- Broaden technology knowledge
- Develop product specialization

**VALIDATE**
- Demonstrate and share expertise
- Get certified: Dell Technologies Proven Professional

**CONTINUOUS LEARNING**
- On-demand
- Expert instructors
- Hands-on labs
- Assessments & certification
VALIDATE YOUR SKILLS AS A TRUSTED ADVISOR WITH INDUSTRY-LEADING CERTIFICATIONS

Dell Technologies Certified Master (DCM)
Subject matter expertise with experience in multiple technologies and complex solutions

Dell Technologies Certified Expert (DCE)
Advanced skills and experience in one or more technologies

Dell Technologies Certified Specialist (DCS)
Role specific training, baseline skills in a given technology

Dell Technologies Certified Associate (DCA)
Fundamental training and knowledge of a technology

Role-based where applicable

Technology Architect (TA)
Cloud Architect (CA)
Implementation Engineer (IE)
Systems Administrator (SA)
Platform Engineer (PE)
Data Scientist (DS)
Funds

Expedite cost out

Shifting funding towards Innovation
ProDeploy Enterprise & Client Suites
Three simple choices that accelerate technology adoption

ProDeploy Plus
Most complete deployment service available

- 30-days of post-deployment configuration assistance
- Training credits for Dell Technologies Education Services

ProDeploy
- 24x7 onsite installation
- Project knowledge transfer

Basic Deployment
- Services performed during business hours

Deployment Services Training and Certification

TechDirect Portal for client deployment configuration data and project status
Bring new IT investments online as quickly as possible

ProDeploy Enterprise Suite
Basic | ProDeploy | ProDeploy Plus

Reduce complexity and accelerate adoption and ROI with expert deployment

Discovery ➔ Deployment ➔ Pre-Production ➔ Production ➔ Post-Production ➔ Retirement

Deploy Add-Ons
Hosts | Shares | Replication | others

Residency
Transitional | Operational

Trust Dell Technologies experts and partners to lead deployments from basic hardware installations through planning, configuration and complex integrations.
Accelerate deployment to expedite cost out

Deploy up to 66% faster with ProDeploy or ProDeploy Plus for Enterprise\(^1\)

Reduce deployment time by up to 56% with ProDeploy Plus for Client\(^2\)

\(^1\) Source: a Principled Technologies Test Report commissioned by Dell, February 2017
Risk

- Limited transformational best practices
- In-house skills gaps
- Ability to execute in quickly
The Dell Digital Way

Dell IT practitioners sharing expert knowledge and best practices to help our customers create world-class experiences and accelerate their business outcomes

IT Peer Engagement
For collaboration, insight and guidance

Best Practice Sharing
On infrastructure, end-user experience, next gen apps and multi-cloud

Executive Briefings
CIO to CIO sharing of Transformation best practices and strategic guidance

Advance your digital transformation
Mitigate business risk

PEOPLE

Industry’s best technology strategists and practitioners

APPROACH

Based on proven best practices and methodologies

OUTCOMES

Delivering business cases and justifications to enable multi-level decision making
Eliminate barriers to transformation

With Dell Technologies Services

- Consulting Services: Achieve business outcomes with strategic guidance and expert execution
- Deployment Services: Accelerate technology adoption with deployment designed for you
- Support Services: Maximize productivity with expert support backed by proactive, predictive technology
- Managed Services: Realize digital transformation value for storage, backup, and converged infrastructure
- Cloud Services: Accelerate your cloud with services for mission-critical applications
- Education Services: Develop and retain valuable IT talent through continuous learning