Unlock Data Capital to Differentiate Your Business

Bert Lim
Senior Systems Engineer
Dell Technologies
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
DATA-DRIVEN ORGANIZATIONS

34%  
Additional Revenue

↓ 2.7X  
Operational Costs

> 2X  
Profitability

STRATEGIC INITIATIVES POWERED BY DATA

Data Analytics

Digital Experiences

Internet of Things

Artificial Intelligence

RIGHT PLACE  |  RIGHT TIME  |  RIGHT SLA
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

#1 INDUSTRY'S STORAGE PORTFOLIO

Powered by Intel® Xeon® Scalable Processors

All-Flash, Hybrid, File and Object
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 STORAGE VISION

A Simple Interconnected Portfolio Architected for All Data at Any Scale
### 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

**Power Your Multi-Cloud Journey** with Modern Storage and Data Protection
**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
Data Protection

Charles Yong
Head of Sales – Malaysia, Singapore & Philippines
(Data Protection Solutions)
Dell Technologies
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
### EFFICIENT
- 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

### COMPREHENSIVE
- Backup directly from a wide range of enterprise apps or primary storage
- Deploy protection storage however you want it

### CLOUD-ENABLED
- Natively tier deduplicated data to the cloud for modern long-term retention
- Copy backed-up VMs to the public cloud (AWS) for disaster recovery

Powered by Intel® Xeon® Scalable Processors
DELL EMC INTEGRATED DATA PROTECTION APPLIANCE (IDPA)

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

Backup & Restore

Replication

Disaster Recovery

Search & Analytics

Deduplication

Cloud DR + LTR

Instant Access + Restore

VMware Integration

Easy to deploy & upgrade

Powered by Intel® Xeon® Scalable Processors
Data Protection Suite

- Backup and Recovery
- Disaster Recovery
- Continuous Replication
- Centralized Management
- Monitoring and Reporting
- Cyber Recovery
UNLOCK DATA CAPITAL WITH DELL EMC

Simplify
Data Landscape

Automate
Data Services

Secure
Data Assets