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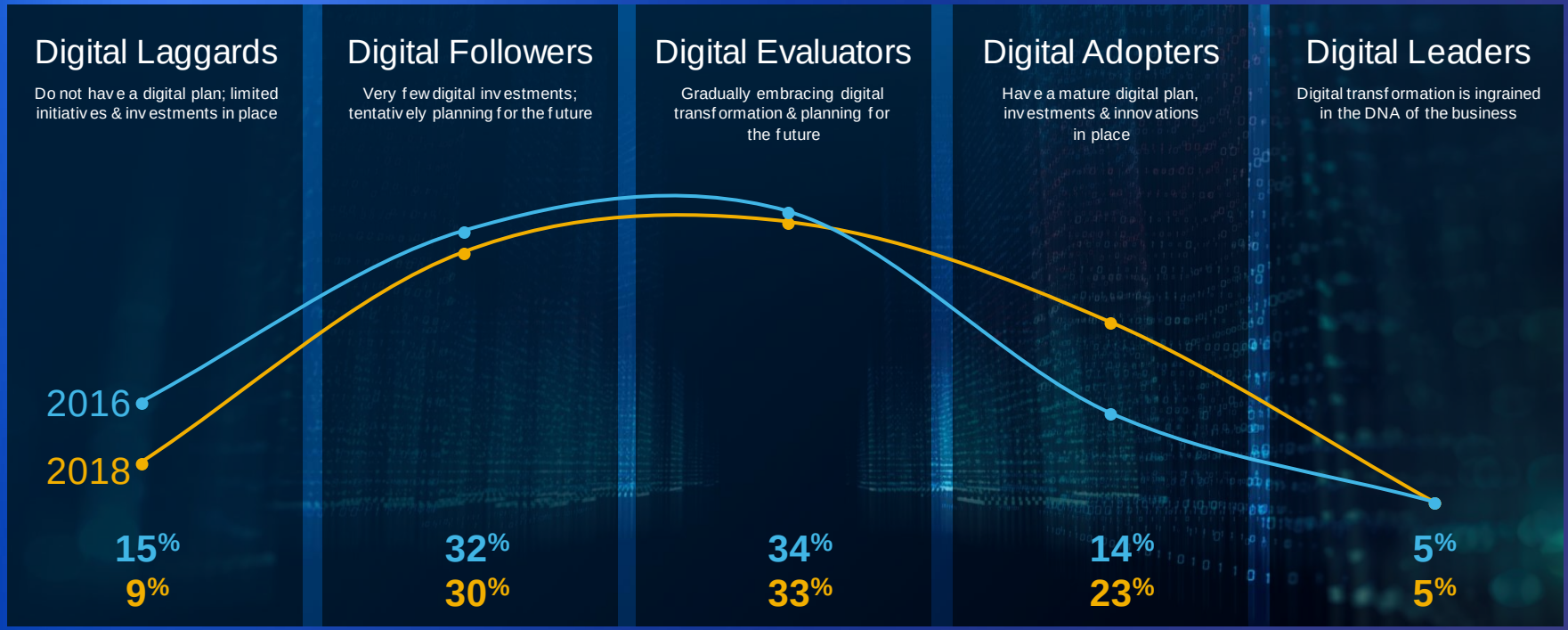
You have a plan now what?

Adrian Iannessa
Consulting Services Leader, ANZ

Ben Wright
Senior Director, Services Sales ANZ

Digital Transformation progression



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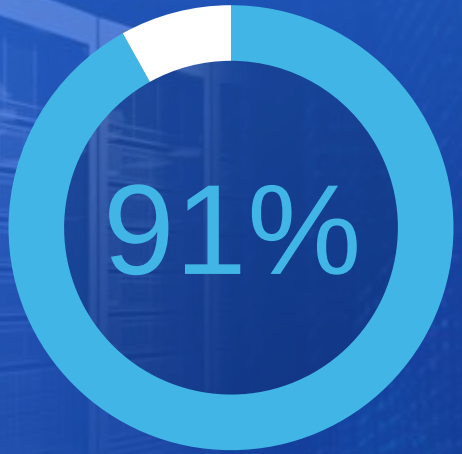
Modernisation



Transformation

Face major barriers to transformation

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Modernisation

Transformation

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

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Melbourne Airport Transformation Journey

Luke Halliday
CIO, Melbourne Airport

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

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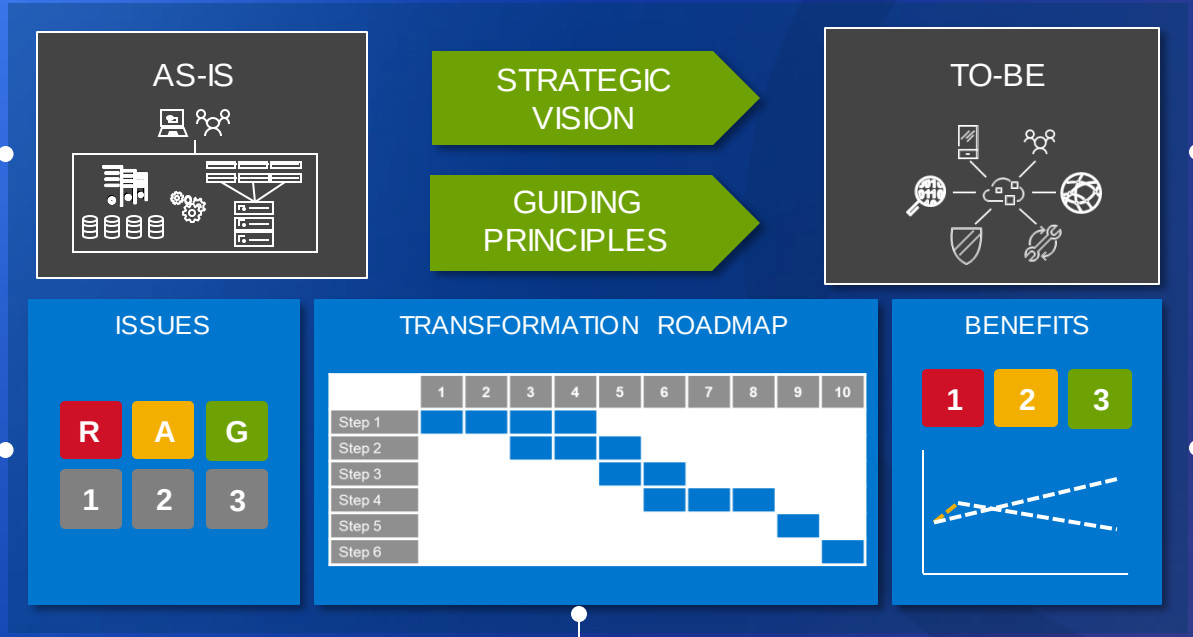
ProConsult Advisory Services

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

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

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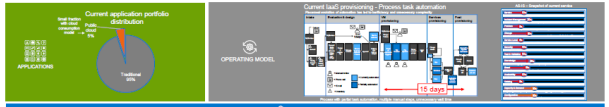
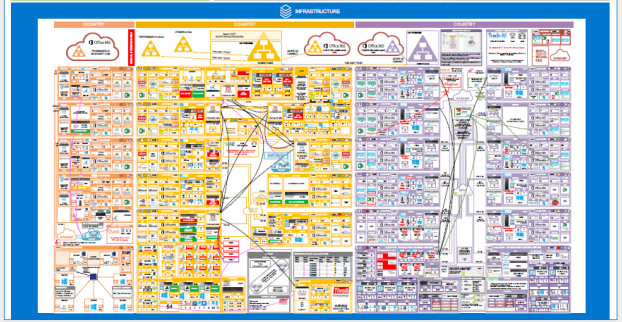
AS-IS





ACME Inc
A division of Made Up Company Names, Ltd

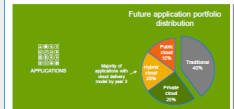
STRATEGIC VISION

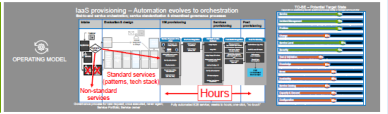
- ENHANCE CUSTOMER EXPERIENCE
- REDUCE TIME TO MARKET
- DEPLOY MULTI-CLOUD ARCHITECTURE
- REDUCE COMPLEXITY AND COST
- SIMPLIFY IT OPERATIONS
- MAXIMIZE IT INNOVATION SPEND
- CONSUME IT AS SERVICES

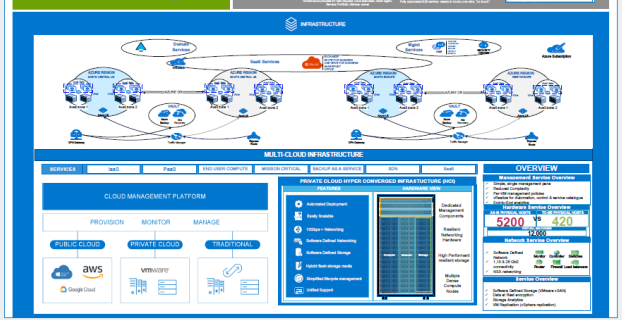
GUIDING PRINCIPLES

- IMPROVE SERVICE LEVELS BY REMOVING OPERATIONAL SILOS
- DELIVER LATEST AND GREATEST CLOUD CAPABILITIES
- STANDARDIZE OFFERINGS IN SERVICE CATALOG WITH SELF-SERVICE PORTAL & API CONSUMPTION
- AUTOMATE SERVICE MANAGEMENT THROUGH ENTIRE LIFECYCLE
- MAXIMIZE RELIABILITY THROUGH INCREASED CONSISTENCY
- OBJECTIVE CRITERIA AND APPLICATION CHARACTERISTICS DRIVE HOSTING DECISIONS
- REPORT AGAINST KPIS / TARGET METRICS

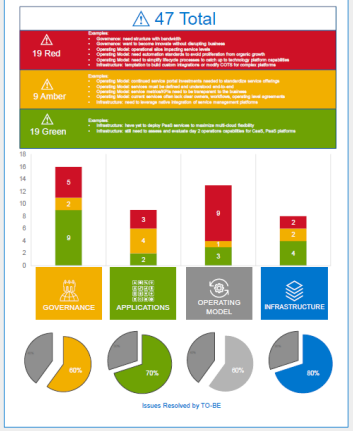
TO-BE



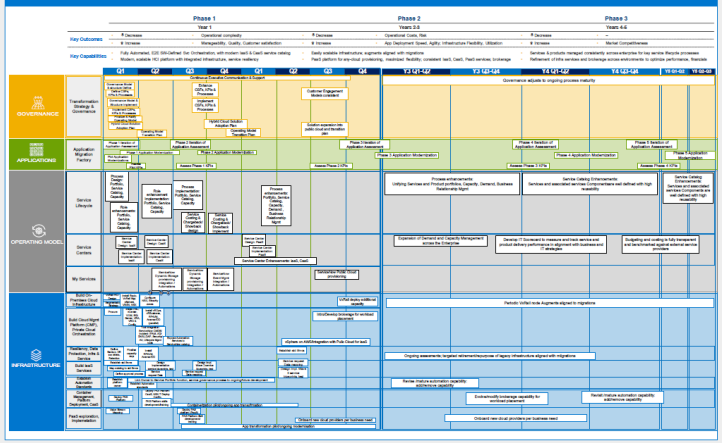




ISSUES



TRANSFORMATION ROADMAP

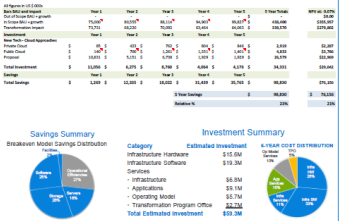


BENEFITS

Return on Investment Summary

"PSG" modeling based on what other customers spend yields $95M net savings over 5 years achieving a 23% reduction of the in-scope budget run rate and an ROI of 67% through:

- Workload distribution
- Investments in hardware, software and services
- BAU Growth: 6% for Compute, 23% for Data



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Dell Technologies Services
Advance & augment skills

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ProSupport Enterprise & Client Suites

Three simple choices that maximize IT and end user productivity

Basic

- Business hour hardware support

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

Unlock the value of your data with an adaptive, integrated service experience powered by AI

SupportAssist • Secure Remote Services • TechDirect • MyService360

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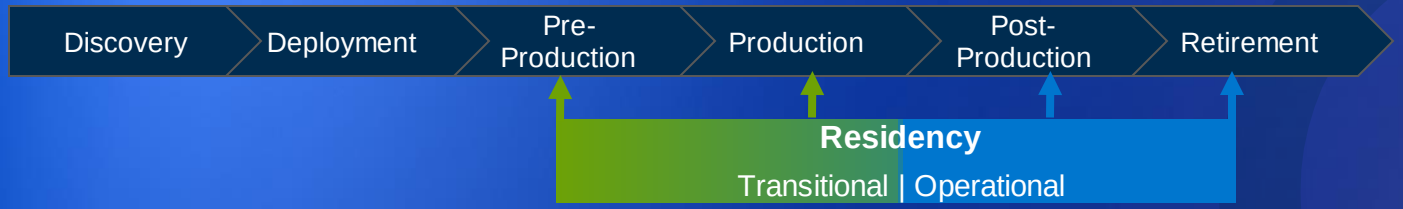
Residency Services



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

Servers | Networking | Storage | Data Protection | HCI/CI

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Infrastructure Managed Services Solutions

01

02

03

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

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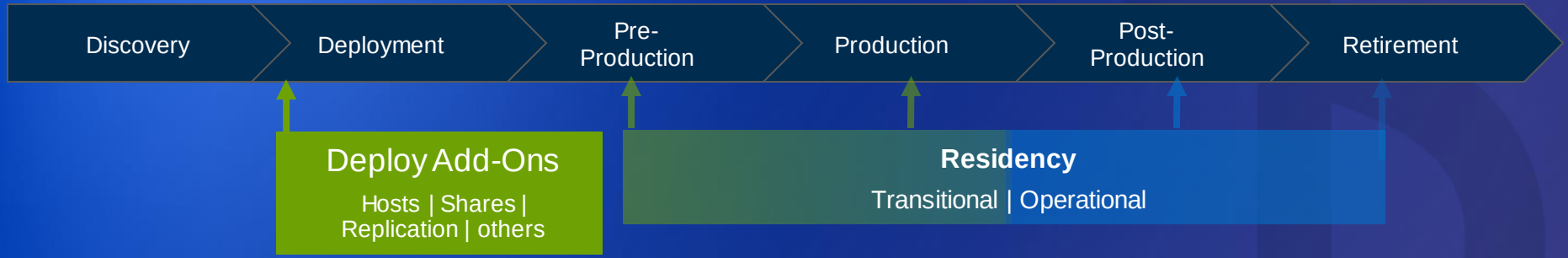
Bring new IT investments online as quickly as possible

ProDeploy Enterprise Suite
Basic | ProDeploy | ProDeploy Plus

Reduce complexity and accelerate adoption and ROI with expert deployment



Trust **Dell Technologies experts** and partners to lead deployments from basic hardware installations through planning, configuration and complex integrations.

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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
2 Based on IDC White Paper commissioned by Dell, "Business Value of Optimized Device Deployment", July 2018.

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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

Advance your digital transformation

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

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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

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Eliminate barriers to transformation

With Dell Technologies Services

Achieve business outcomes with strategic guidance and expert execution

Accelerate technology adoption with deployment designed for you

Maximize productivity with expert support backed by proactive, predictive technology

Realize digital transformation value for storage, backup, and converged infrastructure

Accelerate your cloud with services for mission-critical applications

Develop and retain valuable IT talent through continuous learning

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virtustream
vmware