

IGNITING INNOVATION

The Bedrock of the Modern Data Center

The Dell EMC logo, featuring the word "DELL" in blue and "EMC" in white, with a stylized "E" in the "DELL" part.

*Based on units sold (tie). IDC Worldwide Quarterly Server Tracker, Q1-Q3, 2016.

PowerEdge The #1 Server Worldwide

25... something years ago

No of www servers = 1 (vs 1.2B today) first-ever website (info.cern.ch) was published on August 6, 1991

Maastricht Treaty signed to create a European Community

Intel launched the i486SX chip

PC with a CD-ROM drive created by the "Multimedia PC Marketing Council", which was a working group comprising of companies such as Microsoft, Creative Labs, Dell, and Gateway

Microsoft renamed OS/2 v3.0 as Windows NT

Dell open a manufacturing center in Limerick, Ireland, to better serve customers in Europe, the Middle East and Africa and challenging the proprietary network server market, we introduce the Dell™ PowerEdge™ server line





COST & AGILITY

INNOVATION

CYBER-SECURITY

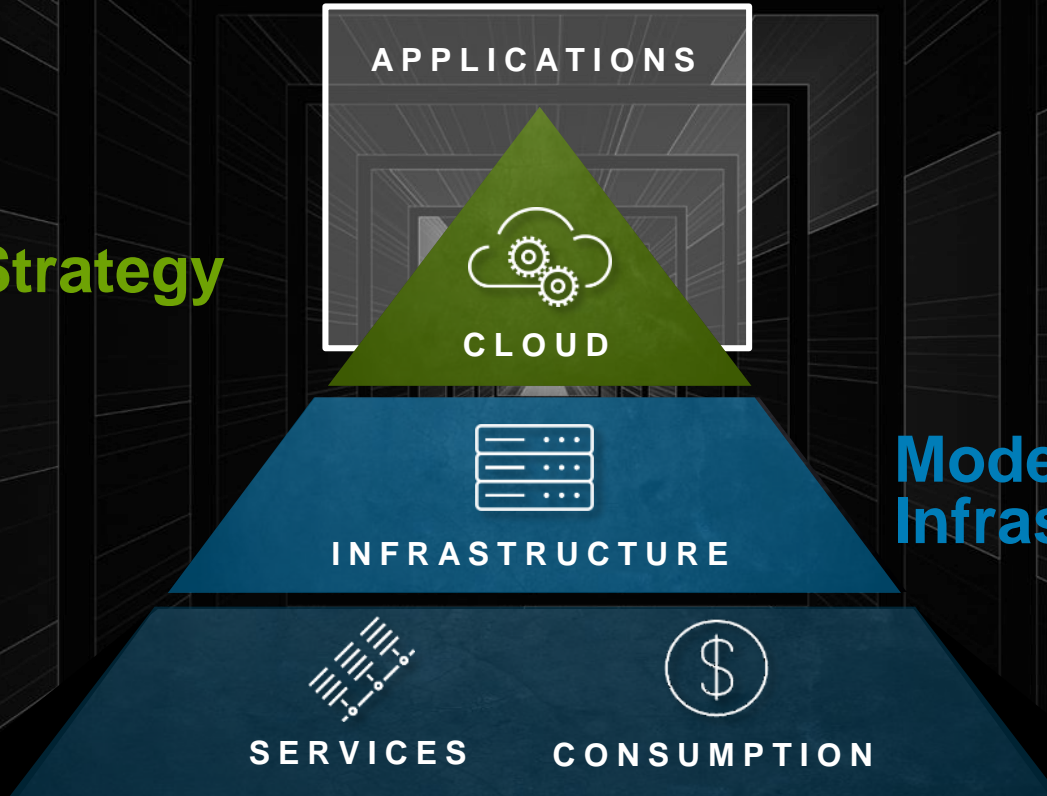
REVENUE GENERATION



The C-Suite Struggle

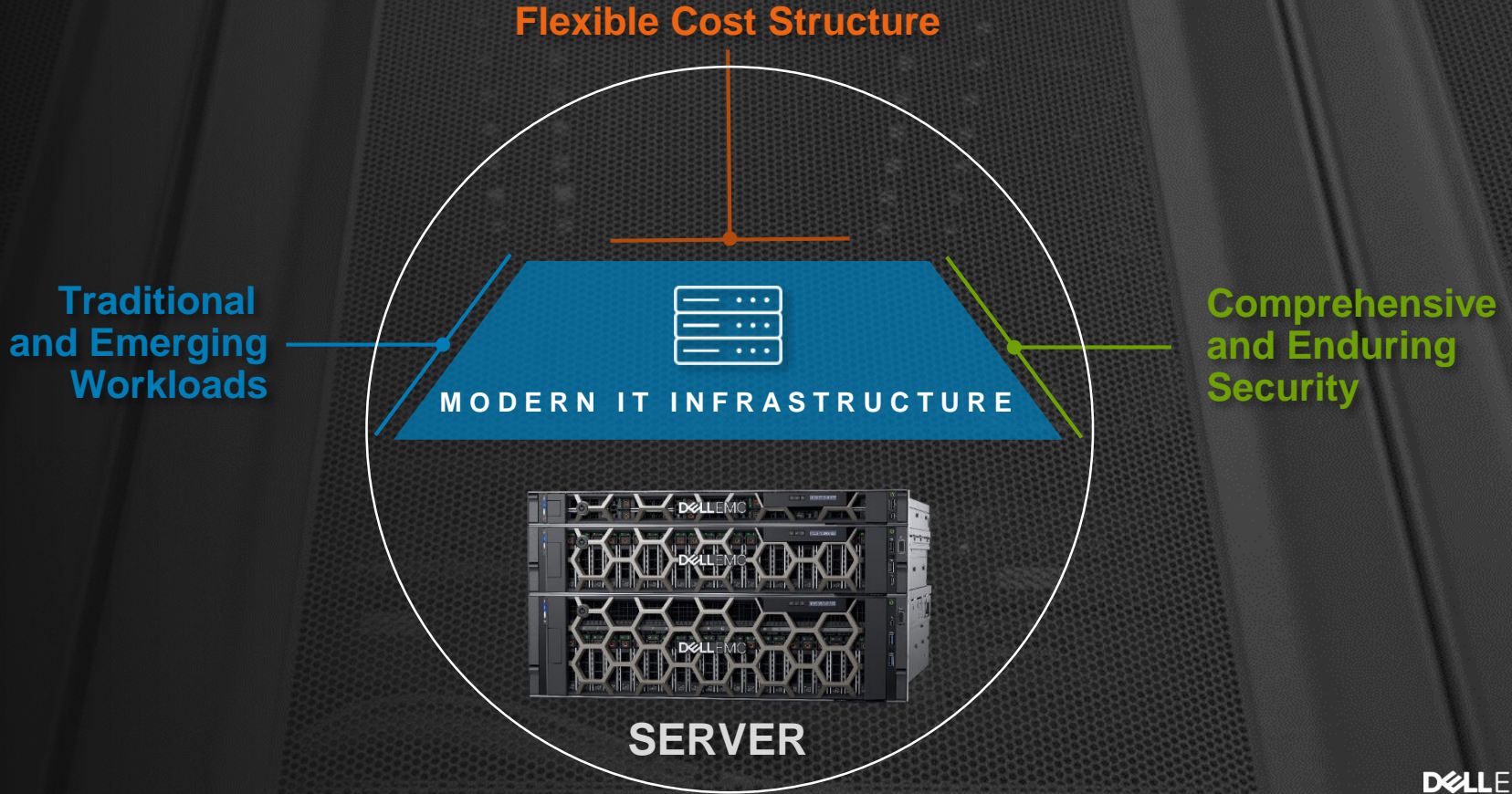
Dell EMC Infrastructure Solutions Strategy

Cloud Strategy



Modern IT
Infrastructure

Server: primary source of competitive advantage



HOW TO BUILD A Modern IT Infrastructure



1

ADAPT AND SCALE
to dynamic business needs

2

AUTOMATE
to sustain and grow

3

PROTECT your customers
and your business

PowerEdge server solutions

ADAPT AND SCALE
to dynamic business needs

1

Scalable Business Architecture

Dynamic server portfolio optimized for all your workloads

AUTOMATE
to sustain and grow

2

Intelligent Automation

Automate routine management & free up skilled resources

PROTECT your customers
and your business

3

Integrated Security

Fortify business operations and profitability

PowerEdge server solutions



ADAPT AND SCALE
to dynamic business needs

1

Scalable Business Architecture

Dynamic server portfolio optimized for all your workloads

OPTIMIZED PERFORMANCE FOR A MULTITUDE OF WORKLOADS

Real Time Analytics:
Improved throughput,
Decreased latency with
6X more NVMe drives

S/W Defined Storage:
Optimize performance
and capacity with mixing
drive types

Virtual Desktop Infra:
Run up to **33%** more VDI
instances* and up to **192**
VDI users / Server+

Based on Dell Internal Analyses 03/01/2017. * R740 compared vs. R730. + Estimated. Final benchmark @RTS

PowerEdge server solutions



AUTOMATE
to sustain and grow

2

**Intelligent
Automation**

Automate routine
management & free
up skilled resources

OpenManage™: AN INTUITIVE APPROACH TO SYSTEMS MANAGEMENT

Resolve issues up to **90% faster** with **ProSupport Plus** and **SupportAssist+**

Next-generation APIs for consistent and **extensible** management

Reduce **server configuration time*** up to **99%** with **Zero touch**

SOURCE: *Third-party lab testing with Principled Technologies (Resolving Server Problems with Dell ProSupport Plus and SupportAssist), September 2015. Based on a Dell analysis dated Feb. 2016. Some ProSupport Plus features are not available on all products. See www.dell.com/prosupportplus

PowerEdge server solutions

SCALE

AUTOMATE

PROTECT

PROTECT your customers
and your business

3

**Integrated
Security**

Fortify business operations
and profitability

SECURITY IS BUILT-IN, NOT BOLT-ON

Every PowerEdge
server is designed
on a **Cyber Resilient
Architecture**

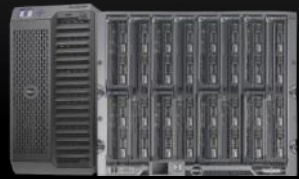
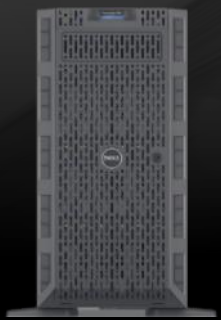
Trusted partner with
end-to-end server
ecosystem and
lifecycle **security**

Secure manageability
protocols **save costs**
in downtime and
remediation

#1

INDUSTRY'S #1

Server Portfolio PowerEdge



OpenManage Enterprise – Intelligent Automation Systems Management

Towers

Racks

Modular

Extreme Scale
Infrastructure

*Based on units sold (tie). IDC Worldwide Quarterly Server Tracker, Q1-Q3, 2016.



APPLICATIONS



Hybrid Cloud



Hyper-Converged Infrastructure



Ready Nodes,
Ready Bundles
PowerEdge Servers



reddot design award

DELL EMC READY SOLUTIONS

DELL EMC READY SOLUTIONS

DATA CENTER INFRASTRUCTURE: RACKS, POWER & COOLING

Dell EMC
"BUILD-TO-BUY"
options for any data center

HPC

DATA ANALYTICS

BUSINESS APPLICATIONS

SOFTWARE DEFINED

Built on PowerEdge

THE BEDROCK OF THE MODERN DATA CENTER



Ready Solutions Taxonomy

Key Priorities

HPC



Data Analytics



Business Apps



Software Defined Infra.



Hybrid Cloud



Ready Nodes

Not just a bare server:

- Tested & validated
- Deployment guides
- Sizing guides
- Factory or merge center configuration
- Accelerated quoting

Ready Bundles

Not just a bundle:

- Tested & validated
- Deployment guides
- Sizing guides
- Deployment services
- Accelerated quoting
- Additional value adds (ie Benchmarking)

Ready Systems

Not just CI / HCI:

- Workload validation & certification on top of Engineered Systems
- Deployment guides
- Sizing guides
- Additional value adds (ie related documentation & tools)

Hybrid Cloud Platform

Not just a Cloud:

- Performance characterization
- Sizing guidance
- Workload deployment automation
- Full Lifecycle automation
- Single Support
- Turnkey Workflows
- Cloud bursting guidance

Product

Non reducible offer supported as one. Infrastructure or Software (Dell EMC Servers, Storage, Networking, Data Protection)

Reference Architectures

Prescriptive architecture design built on a selective hardware and software to simplify customer deployment

Engineered Systems

Turn-key, full lifecycle for all elements, pre-integrated & optimized for a given workload or use case + additional engineering value-add (vBlock, VxRail, VxRail, XC)

Ready Solutions Taxonomy Examples

Key Priorities

HPC



Data Analytics



Business Apps



Software Defined Infra.



Hybrid Cloud



Ready Nodes

Not just a server e.g:

- VSAN - Ready Node
- ScaleIO - Ready Node
- Spaces Direct (S2D) - Ready Node
- SAP HANA - Ready Node

Ready Bundles

Not just a bundle e.g:

- RB – HPC Life science / Manufacturing / Research / NFS / Lustre
- RB - Cloudera Hadoop
- RB - HortonWorks Hadoop
- RB - SAP HANA
- RB - Red Hat Openstack
- RB – Microsoft
- RB for Virtualization

Ready Systems

Not just CI / HCI:

- Ready System - SAP HANA VBlock
- Ready System - Splunk on VxRail

EHC/NHC Hybrid Cloud

Not just a Cloud:

- Dell EMC Cloud for Microsoft Azure Stack
- Enterprise Hybrid Cloud
- Native Hybrid Cloud

Products

- PowerEdge Server
- VMAX, Isilon, Unity, XtremIO, ScaleIO
- Data Protection Suite Family
- Dell EMC Networking

Reference Architectures e.g.

- XtremIO + HANA
- PowerEdge + Unity 300F + SQL
- VMAX250 + Oracle

Engineered Systems

- Vblock
- VxBlock
- VxRail & VxRack
- XC Series

Reference Architecture e.g.

- Vblock for SAP
- Vblock or SQL
- VxRack for VDI



Thank You !!!