

# DELL TECHNOLOGIES ON DEMAND

More choice, flexibility  
and predictability  
in how you consume  
IT infrastructure

## Evolve to be more strategic

**Transform how you consume  
technology so you can focus  
on strategic objectives**

Organizations around the world strive to be more digitized – using technology to evolve IT infrastructure, operations and processes – so they can differentiate their business and gain an advantage. They seek creative technology solutions that will deliver all the performance and security needed to satisfy a diverse range of critical applications and workloads running in multiple operating environments – such as private Cloud, public Cloud, and

edge locations. What's more, they need to find better ways to drive out inefficiencies and free up time, money and resources to focus on the critical priorities needed to meet strategic objectives. Yet, all this is often easier said than done.

Many business and IT leaders tell us they're budget and resource constrained, unable to easily direct resources from routine maintenance tasks toward new areas of innovation. Quite simply, they don't have the capital resources and technology expertise on hand to achieve key milestones. The good news is there are many consumption-based solutions available today that can shift technology spending from a capital expenditure to an ongoing operating expense. The not-so-good news is that many of these solutions can be limited in scope, or too rigid and restrictive, and create an inconsistent operating experience on many levels.

“The good news is there are many consumption-based solutions available today.”



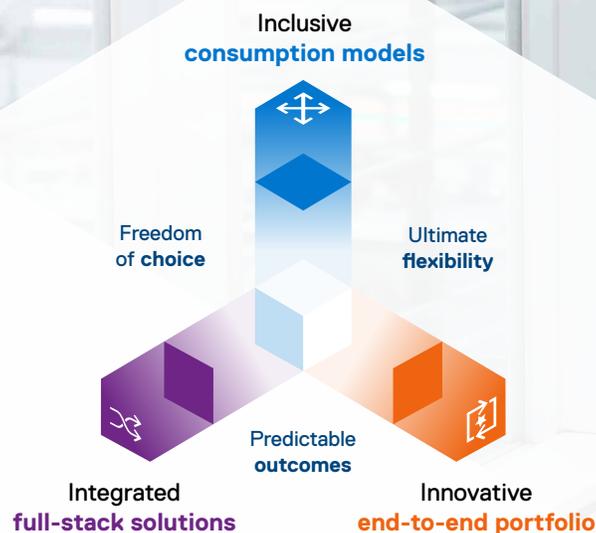
## Steer clear of complexity

**An organization's choice of consumption-based technologies has real-world consequences.**

Selecting an option that addresses only limited parts of the IT ecosystem may introduce more complexity than it resolves. And some one-size-fits-all as-a-Service options are based on sub-optimal technology which may restrict the ability to enhance certain workloads. Worse, some vendors provide insufficient transparency about long-term cost implications, especially when moving workloads to meet changing requirements. What's more, some options can produce a more fragmented environment – and create an inconsistent operating experience – that can introduce unwanted costs and make expense management more taxing. So, it's critical to find a technology solution that simply works – without these obstacles – and delivers clear cost-savings and business advantages.

# Flexible consumption for an on-demand world

Dell Technologies On Demand delivers the industry's broadest end-to-end portfolio of flexible consumption and as-a-Service solutions<sup>1</sup> that deliver the characteristics of Cloud with the control, performance and security of on-premises infrastructure.



## Achieve differentiated outcomes for any workload

### Compute-intensive

Maximize performance with intelligent, secure and scalable architectures built for the most demanding workloads

### Data-centric

Right-size your infrastructure, simplify the data landscape, secure data assets, and automate data services

### Cloud-optimized

Build a hybrid Cloud operating model that gives you the ability to quickly respond and adapt to changing business dynamics

We provide a full range of flexible payment solutions and value-added services with integrated full-stack solutions engineered for a vast array of applications and workloads – all based on our end-to-end portfolio of leading IT infrastructure technologies that are relied upon by organizations of all sizes, all over the world.

Dell Technologies On Demand offers our customers freedom of choice in the way they consume technology and budget for IT spending, ultimate flexibility in how workloads are enhanced to meet exact specifications, and peace of mind knowing our leading-edge products are trusted to deliver more predictable outcomes.

<sup>1</sup>Based on Dell internal analysis, November 2019.

# Inclusive consumption models



## Flexible payments and services delivery

**Dell Technologies On Demand features several flexible consumption models that scale to align spending with usage and optimize financial and technology outcomes.**

These are available predominantly via Dell Financial Services\*\* (DFS), a global provider of innovative payment and consumption solutions, and delivered through Dell Technologies and our Global Alliances and Solution Provider partners. Combined with our innovative infrastructure and workforce solutions, our flexible payment solutions and service delivery models help organizations more predictably budget for IT spending, align payments with business requirements, deployment schedules, growth projections, and technology usage – and achieve optimal total cost of ownership over the full technology life cycle.

### **Pay as you go**

Make predictable payments over an agreed upon cycle – and grow over time at a pre-determined rate

### **Pay as you use**

Measure actual usage, set baseline capacity needs with the flexibility to elastically scale on demand

### **Provided as a Service**

Let us manage and maintain the technology, aligned to SLAs, and bill as resources are consumed

## Comprehensive services

### **Accelerate adoption**

Increase time to value with rapid deployments and expert onsite optimization of new technology

### **Maximize agility**

Put technology to work for you with proactive support and predictive insights, or shift the burden of management to our experts

### **Navigate change**

Plan and execute strategic goals, and enable teams with the right skills to move your business forward

When considering the total as-a-Service experience, we work to simplify according to a lifecycle, making it easier to adopt new technology infrastructure, easier to apply it to business applications and workloads, and easier to adapt both IT infrastructure and operations to help drive transformation. These characteristics are core to our overarching philosophy to build in velocity, productivity, and agility design guidelines at every point of engagement. Working in tandem with our partners, we help streamline lifecycle management, providing a best-in-class as-a-Service experience, every step of the way. We are at your service, delivering strategic guidance and proven insights that help organizations optimize resources and create business value.

\*\* Payment solutions provided to qualified commercial customers by Dell Financial Services (DFS) or through Dell Technologies group companies and/or through Dell's authorized business partners (together with DFS "Dell"). Offers may not be available or may vary by country. Offers may be changed without notice and are subject to product availability, eligibility, credit approval and execution of documentation provided by and acceptable to Dell or Dell's authorized business partners. In Spain, services are provided by Dell Bank International d.a.c branch in Spain and in remainder of the EU by Dell Bank International d.a.c, trading as Dell Financial Services which is regulated by the Central Bank of Ireland. Dell Technologies, Dell EMC and Dell logos are trademarks of Dell Inc.

Dell Technologies On Demand delivers optimized infrastructure solutions with all the modern, innovative capabilities needed to excel under the demands of virtually any application or workload. Our extensive range of solutions cover the full infrastructure stack, including compute, storage, networking and virtualization, in addition to data protection and software-defined offerings. Moreover, our hybrid Cloud and unified workspace solutions are designed to drive consistency across diverse operating environments and technology landscapes. This enables our customers to configure their total technology infrastructure with the subscription-based, consumption-based or as-a-Service delivery models best suited to meet specific usage requirements and growth forecasts, which helps simplify operations and drive better outcomes.



## Integrated full-stack solutions

### Cloud

Deliver consistent hybrid Cloud across public, private and edge locations – self-built, self-managed, and as-a-service

### Workforce

Modernize the end-user experience with intelligent, proactive solutions that work across all devices – and simplify lifecycle management

### Workloads

Speed deployments for Microsoft, Oracle, and SAP applications, plus analytics, AI, VDI, and HPC workloads



## Leading end-to-end portfolio

### Edge & Endpoints

Work at full speed with modern PCs, workforce solutions, and high-speed edge infrastructure

### Core

Choose powerful and secure data center infrastructure with consistent operations and automated service delivery

### Cloud

Partner with the #1-ranked Cloud infrastructure provider<sup>1</sup> to unlock innovation and reduce complexity

Dell Technologies is recognized as a leading provider<sup>2</sup> of innovative infrastructure and workforce solutions, which is why so many business and IT leaders rely on us as a single-source supplier of end-to-end IT technology solutions and expertise. Dell Technologies On Demand addresses the entire IT ecosystem – from desktop to data center, from edge to cloud – and serves the diverse needs of organizations of all sizes. Our strong leadership position across a broad range of IT client and infrastructure solutions demonstrates the extent to which our state-of-the-art products and services are preferred by so many organizations, all around the world, to power their strategic transformation initiatives and deliver impactful results.

<sup>1</sup>IDC WW Quarterly Cloud IT Infrastructure Tracker, 2019Q4, April 2, 2020 – Vendor Revenue. Share claims approved by IDC for external usage.

<sup>2</sup>Dell Technologies is a recognized leader across most of the major IT infrastructure industry segments, including the following: #1 External Enterprise Storage Systems (Entry, Midrange, High-End), #1 Entry Storage, #1 Midrange Storage, #1 High-End Storage, #1 All-Flash Arrays, #1 Hybrid Flash Arrays, #1 NAS, #1 Open SAN, #1 Object-Based, #1 External Storage Systems excluding HCI (IDC WW Quarterly Enterprise Storage Systems Tracker, 2019Q4, March 12, 2020 – Vendor Revenue); #1 Purpose-Built Backup Appliance (IDC WW Quarterly Purpose-Built Backup Appliance Tracker, 2019Q4, March 12, 2020 – Vendor Revenue); #1 Public & Private Cloud IT Infrastructure, #1 Storage Platforms for Private Cloud IT Infrastructure (IDC WW Quarterly Cloud IT Infrastructure Tracker, 2019Q4, April 2, 2020 – Vendor Revenue); #1 Converged Systems, #1 Hyperconverged Systems, #1 Certified Reference Systems and Integrated Infrastructure (IDC WW Quarterly Converged Systems Tracker, 2019Q4, March 19, 2020 – Vendor Revenue); #1 x86 Server Units, #1 x86 Server Revenue (IDC WW Quarterly Server Tracker, 2019Q4, March 19, 2020 – Units & Vendor Revenue); #1 Storage Software (IDC WW Storage Software and Cloud Services QView, 2019Q4, March 5, 2020 – Vendor Revenue); #1 Workstations (IDC WW Quarterly Workstation Tracker, 2019Q4, Vendor Units); #1 PC Monitors (IDC Worldwide Quarterly PC Monitor Tracker, 2019Q4, Vendor Units)

# Why Dell Technologies On Demand?

## Inclusive consumption models



Freedom  
of choice

Dell Technologies On Demand includes a full selection of flexible, consumption-based payment solutions and services delivery models that can be combined to satisfy a broad range of requirements – so organizations can pay for technology as they go, as they use it, and get it provided as a Service. This enables our customers to more effectively budget for IT spending and pay for technology and services only as needed – all in a way that makes the most sense for them.

## Integrated full-stack solutions



Ultimate  
flexibility

Working with our Global Alliances and Solution Provider partners, Dell Technologies On Demand offers an extensive range of integrated IT solutions that cover the full infrastructure stack and can be configured to meet the demands of critical workloads, wherever they reside. These include compute- and data-intensive business applications and use cases – all engineered to meet specific financial and technology objectives and power strategic initiatives.

## Innovative end-to-end portfolio



Predictable  
outcomes

Dell Technologies On Demand builds on our strategy of driving consistency and automation across multiple operating environments, spanning our industry-leading end-to-end portfolio, and providing a more cohesive technology consumption experience. Our customers can apply consistent payment solutions with transparent costs across our wide range of performance-optimized and secure technology solutions, making resource utilization more efficient – and outcomes more predictable.

Learn more at  
[DellTechnologies.com/OnDemand](https://www.delltechnologies.com/OnDemand)