

# 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 to enable you to 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 initiatives needed to meet their 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 mundane 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 options can produce a more fragmented operating environment – and create an inconsistent operating experience – that can introduce unwanted costs and make budget planning more taxing. What's more, some technology vendors provide insufficient transparency about long-term TCO implications. So, it's critical to find a technology solution that simply works – without any of 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 consumption-based and as-a-service solutions ideally suited for the way on-premises infrastructure and services are consumed in today's on-demand economy.



## Simplified consumption models

### Pay as you grow

Make predictable payments over an agreed upon term – and grow over time

### Pay as you use

Make monthly payments based on variable usage – elastically scale up or down

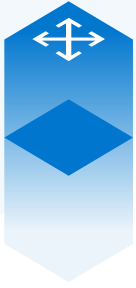
### Pay as a service

Let us manage the technology infrastructure – you pay for resources as consumed

We provide a wide 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 products are more trusted to deliver predictable outcomes.

# Wide-ranging consumption models



## Flexible payment solutions

**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 and essential services, our operating-expense structured flexible payment solutions help organizations more predictably budget for IT spending, pay for technology as it is used, take advantage of elastic capacity, and achieve optimal total cost of ownership over the full technology lifecycle.

### **Commitment-based**

Align predictable payments with business goals, deployment schedules and growth forecasts

### **Usage-based**

Meter variable usage to pay only for what you consume, and scale up or down with elastic capacity

### **Subscription-based**

Choose purpose-built turnkey solutions with simplified payments to accelerate time to value

## Value-added services

### **Deployment**

Get the most out of your technology with fast adoption and optimization from day one

### **Support**

Maximize productivity and uptime with global support expertise and AI-driven insights

### **Managed Services**

Scale up to a fully managed solution, gain the expertise needed to stay focused on your business

We believe “one size never fits all,” which often sets us apart from peers in our industry. Therefore, Dell Technologies On Demand offers a range of specialized services – from deployment to support to managed services – that can be bundled in various ways and paired with the right financial consumption models best suited to satisfy unique requirements. What’s more, our outcome-centric consultative approach means we work closely with business and IT leaders to determine the right path forward that best meets both short-term and long-range objectives. As a result, our customers obtain strategic guidance from our industry and technology specialists and gain proven insights that help them align expenses with business value.

\*\* Payment solutions provided by Dell Financial Services L.L.C. (DFS) or its affiliate or designee, subject to availability and may vary in certain countries. Where available, offers may be changed without notice.



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

### Hybrid cloud

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

### Unified workspace

Modernize the end-user experience with intelligent, proactive solutions that work across all devices

### Engineered 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>1</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 the edge and the endpoints to the core data center to the 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> Dell Technologies is a recognized leader across most of the major IT infrastructure industry segments, including the following: #1 in x86 Servers: IDC WW Quarterly Server Tracker, Q2 2019, Vendor Revenue; #1 in Converged Infrastructure: IDC WW Quarterly Converged Systems Tracker, 2Q 2019, Vendor Revenue; #1 in Hyperconverged Infrastructure: IDC WW Quarterly Converged Systems Tracker, 2Q 2019, Vendor Revenue; #1 in External Enterprise Storage Systems: IDC WW Quarterly Enterprise Storage Systems Tracker, Q2 2019, Vendor Revenue; #1 in All-Flash Storage: IDC WW Quarterly Enterprise Storage Systems Tracker, Q2 2019, Vendor Revenue; #1 in Network Attached Storage: IDC WW Quarterly Enterprise Storage Systems Tracker, Q2 2019, Vendor Revenue; #1 Purpose-Built Backup Appliance Vendor: IDC WW Purpose-Built Backup Appliance Systems Tracker, 2Q 2019, Vendor Revenue; #1 in Data Protection Appliance & Software: Based on combined revenue from the IDC 2Q19 Purpose-Built Backup Appliance (PBBA) Tracker, with select Storage Software segments from the 2Q 2019 Storage Software and Cloud Services Gview; #1 in Data Replication & Protection Software: IDC 2Q 2019 Storage Software and Cloud Services Gview; #1 in Cloud IT Infrastructure: IDC WW Quarterly Cloud IT Infrastructure Tracker, Q2 2019, Vendor Revenue; #1 in Workstations: IDC WW Quarterly Workstation Tracker, Q2 2019, Vendor Units; #1 in PC Monitors: IDC Worldwide Quarterly PC Monitor Tracker, Q2 2019.

# Why Dell Technologies On Demand?

## Wide-ranging consumption models



Freedom of choice

Dell Technologies On Demand includes a wide selection of flexible, consumption-based payment solutions complemented with value-added deployment, support and managed services that can be combined to satisfy a broad range of requirements – so organizations can pay for technology as they grow, as they use it, or 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.

## Leading 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 cost structures across our wide range of performance-optimized and secure technology solutions, making provisioning times and costs more efficient – and outcomes more predictable.

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