

Dell Cloud Solutions

The simplest path to your cloud

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Cloud adoption **today**

56 out of 100 enterprises consider cloud to be a strategic differentiator today

By 2018, the projected market spend on cloud will be **\$246B**

77% Outsourcing budget spend for IaaS and SaaS

New Demands on IT



Market and technology forces are accelerating

App modernization & rationalization

Carry a high cost of ownership; costly & time consuming for IT to upgrade & maintain.



Exponential data & app growth

40,000,000,000,000,000,000,000 Bytes (or 40 Zettabytes of digitally stored data by 2020. (IDC).



Aging, complex & inefficient data centers

Average US data center is 12 years old, many not suitable for high density servers. (IDC).



Mobile, social and BYOD demands

1/3+ in a CIO study cited mobility as one of their top-two priorities.



The difficult balancing act

How does IT retain **visibility**, **control** and **security**...

...while reducing the **cost**, **time** and **complexity** of delivering IT services?



Why Cloud?

Business Goals

Grow revenues

- Attract/retain new customers
- Be agile to customer needs

Reduce costs

- Optimize IT spending
- Improve IT productivity

Mitigate risk

- Improve security
- Balance capacity & costs

How Cloud Helps

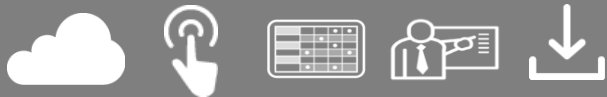
Empower users and customers with the right service levels for each application and user

Optimize application delivery, streamline, simplify and automate IT operations for optimal TCO

Enable service-centric IT that accelerates business responsiveness now and into the future

Decisions, decisions....

Many ways to transform...



- User-managed or vendor-managed
- Enables a self-service pool of resources for infrastructure & application needs
- Ideal for biz-critical and legacy applications, introduce IaaS
- Allows for greater customer control of apps and services

Private Cloud Management



Private Clouds



...multiple choices with cloud...

- Off-premises
- Provides on-demand resources and services while reducing CapEx
- Ideal for test & dev, elastic web services, fast time-to-value
- Allows for greater agility and flexibility of apps and services

Public Cloud Management



Public Clouds



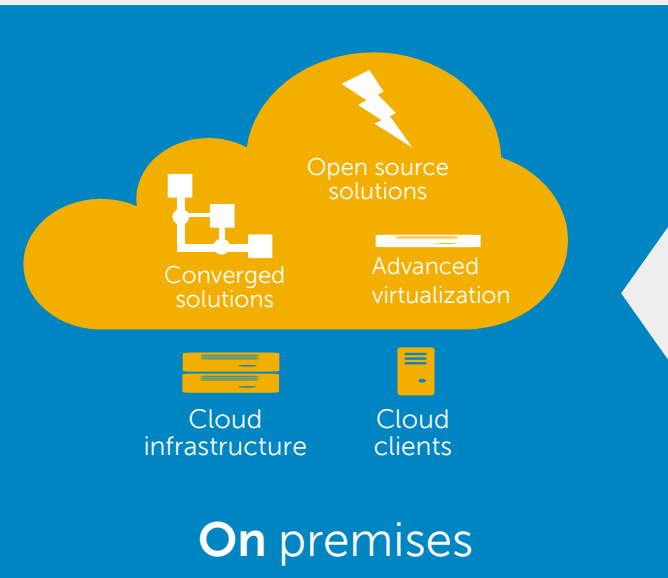
Dell Cloud Strategy

Build cloud environments

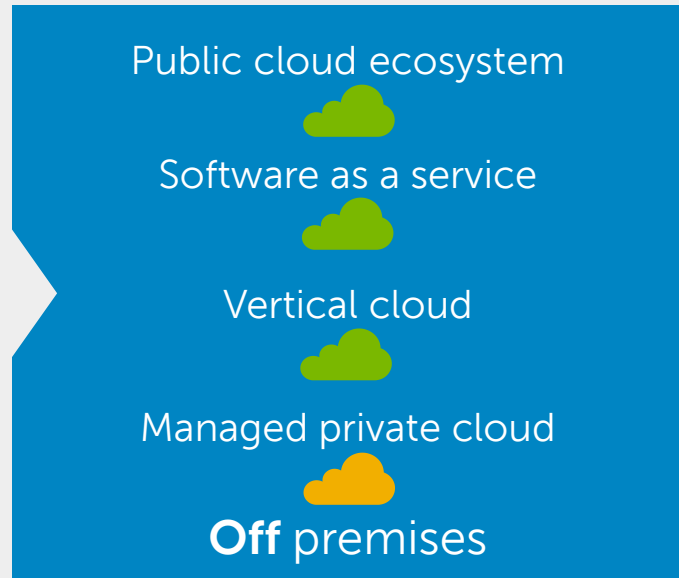
Manage and integrate cloud environments

Deliver and use cloud services

Cloud broker | Cloud management provider



- Provisioning, governance and risk management across single and multiple cloud environments
- Performance monitoring and service assurance
- SaaS, data, and application integration



Dell cloud consulting and application services

Dell Cloud strategy & portfolio

Build cloud environments

Manage and integrate cloud environments

Deliver and use cloud services

Cloud broker | Cloud management provider

Private cloud choice and guidance



Cloud infrastructure



Cloud clients

On premises

Cloud management

- Dell Cloud Manager
- Foglight, SecureWorks

Cloud integration

- Dell Boomi



Public Cloud Partners

- Amazon, Google, Microsoft,...

Hosted Cloud

- Dell Cloud on Demand
- Dell Cloud Dedicated

Vertical Specialization

- Dell Cloud Clinical Archive
- Dell Government Cloud
- Dell Workspace as a Service

Off premises

Dell cloud consulting and application services

Typical **hybrid cloud** environment

On-premises private clouds

Off-premises public clouds

Team A

Engineering (Dallas)

A private cloud for
test and dev



Team B

Engineering (Austin)

A private cloud for
new app dev



Team C

Marketing

A public cloud for
web campaigns



Team D

Retail Group

A public cloud for
processing online
services



Security
team?

IT
operations?

Office of the
CIO?

Unifying cloud management

Dell Cloud Manager

SaaS or on-premises

Team A

Engineering 1

Team B

Engineering 2

Team C

Marketing

Team D

Retail group

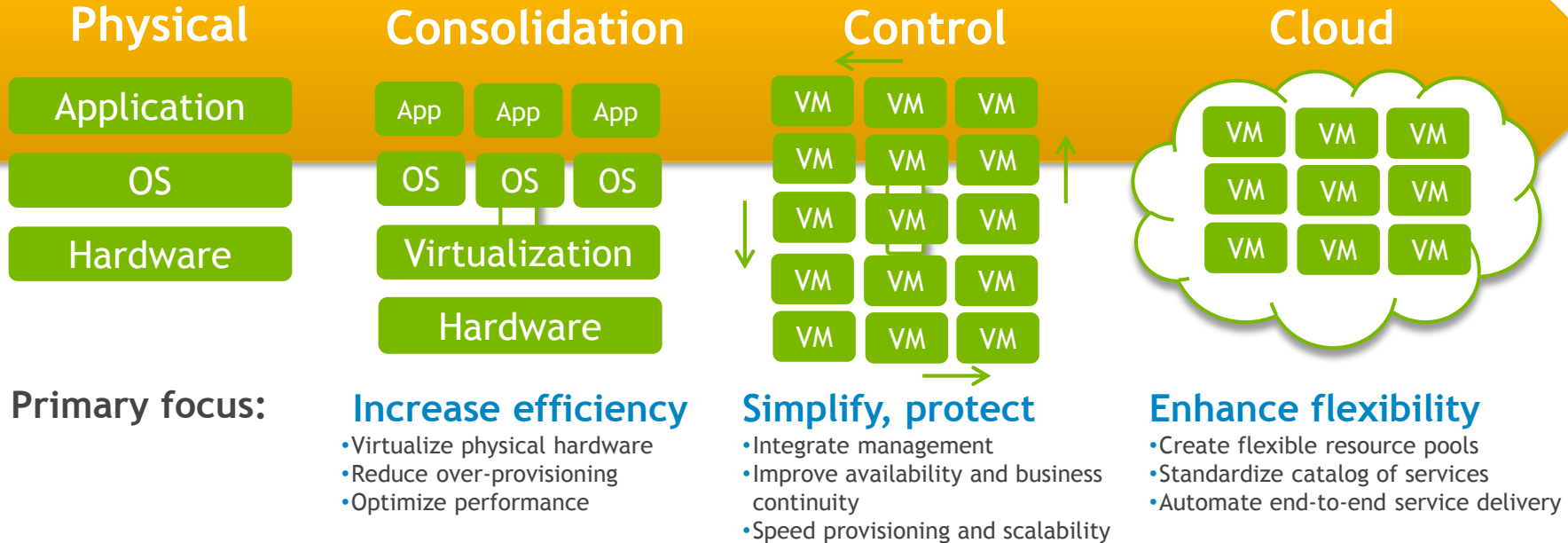
- Directory drives access & authentication
- Service provisioning and governance



- Complete, persistent audit trail
- Asset controls and policy compliance



Where are you on your journey to the cloud?



Role of IT:



A cost center



A responsive value center

What's next in your path to the cloud?

I want to...

*...gain full control
of all our cloud use*

*...enable simpler,
secure self-service*

*...reduce IT
maintenance
overhead*

*...migrate
workloads to
public cloud*

*...accelerate the
delivery of IT
services*

*...move disaster
recovery to the cloud*

*...modernize
my aging IT*

Begin your end-to-end cloud journey with Dell

From servers, to storage, networking, software, security, and services

Empower Users &
Customers

Optimize
Application Delivery

Enable
Service-Centric IT



Servers



Storage



Networking



Software



Security



Services

Cloud on YOUR Terms



Dell Cloud Solution Offers

Build your cloud Infrastructure

Servers
Storage
Networking
Converged Infrastructure
VRTX
Modular Data Center (MDC)
OpenStack
VMware, Microsoft & Citrix platforms
XPS 13 Developer Edition
WYSE Client Devices

Use cloud as a Service

| | |
|--|---|
| Dell Cloud On Demand Service | Dell Cloud Business Applications (DCBA) |
| Dell Cloud Dedicated Service | DropBox |
| Dell Cloud Onsite Service | Dell Cloud Clinical Archive |
| Dell Workspace as a Service | MEDITECH Cloud |
| Boomi Application Integration & Master Data Management (MDM) | EMR Cloud |
| Dell Email Management Service | IKA Solutions |
| Dell AlertFind Service | Dell Cloud for U.S. Government - FedRAMP and NIST |

Control Manage and Monitor single or multiple clouds

Dell Cloud Manager
Active System Manager
Foglight Application Performance Monitoring (APM)

Simplify with Services and Support

Cloud Consulting Services
Cloud Application Testing, Modernization & Integration Services
Cloud ProSupport Services
Cloud Business Process Outsourcing Service

Secure

SecureWorks
Sonic Wall
Data Protection
KACE

***Dell industry solutions include: Healthcare, Government, Education & Healthcare

Dell is a user, supplier and partner in cloud

128



data centers via 12 Dell
Cloud partnerships

1.1
million



cloud servers shipped

1st



to market with an
OpenStack solution

7



Microsoft Partner
of the Year Awards

1

vmware®

VMware's OEM Global
Partner of the Year

6.7 billion



medical images managed
by Dell in the cloud





The power to do more