

# Dell Technologies

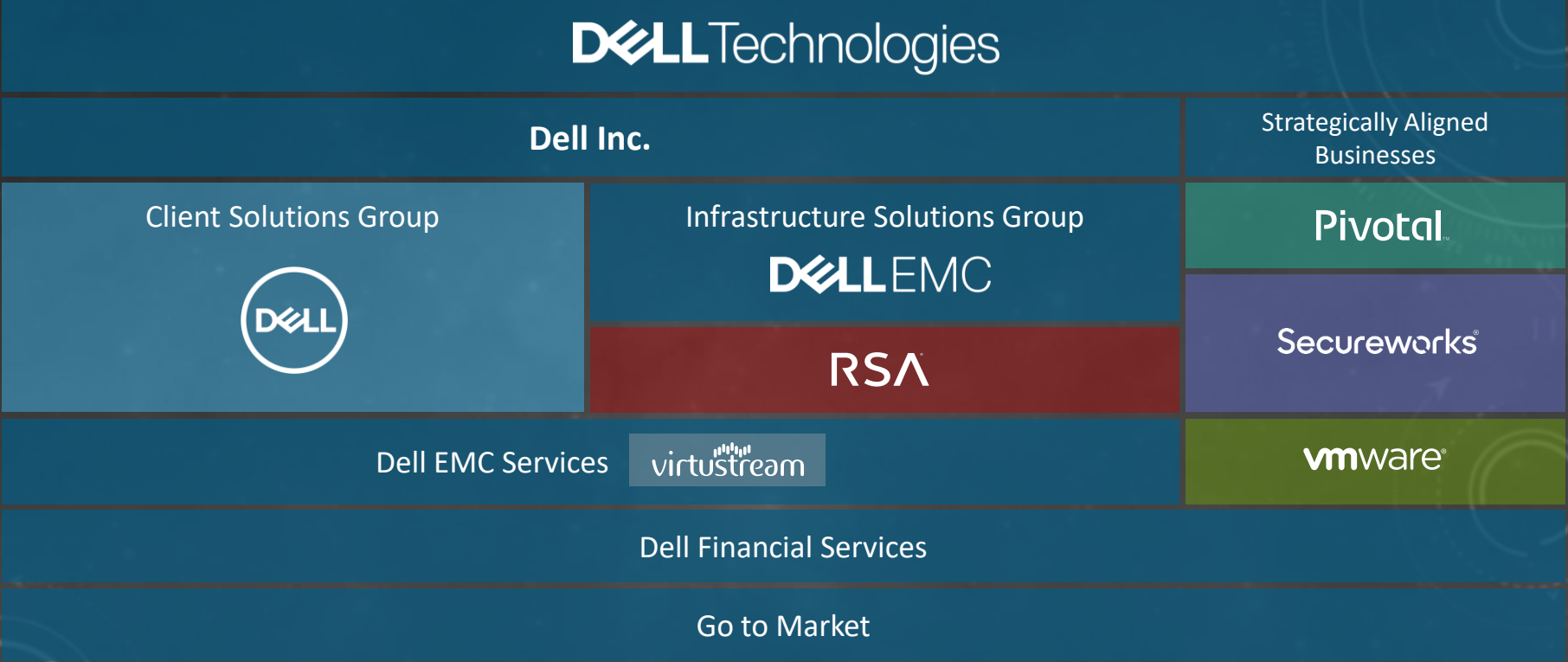
**The Portfolio in 20+9 Minutes**

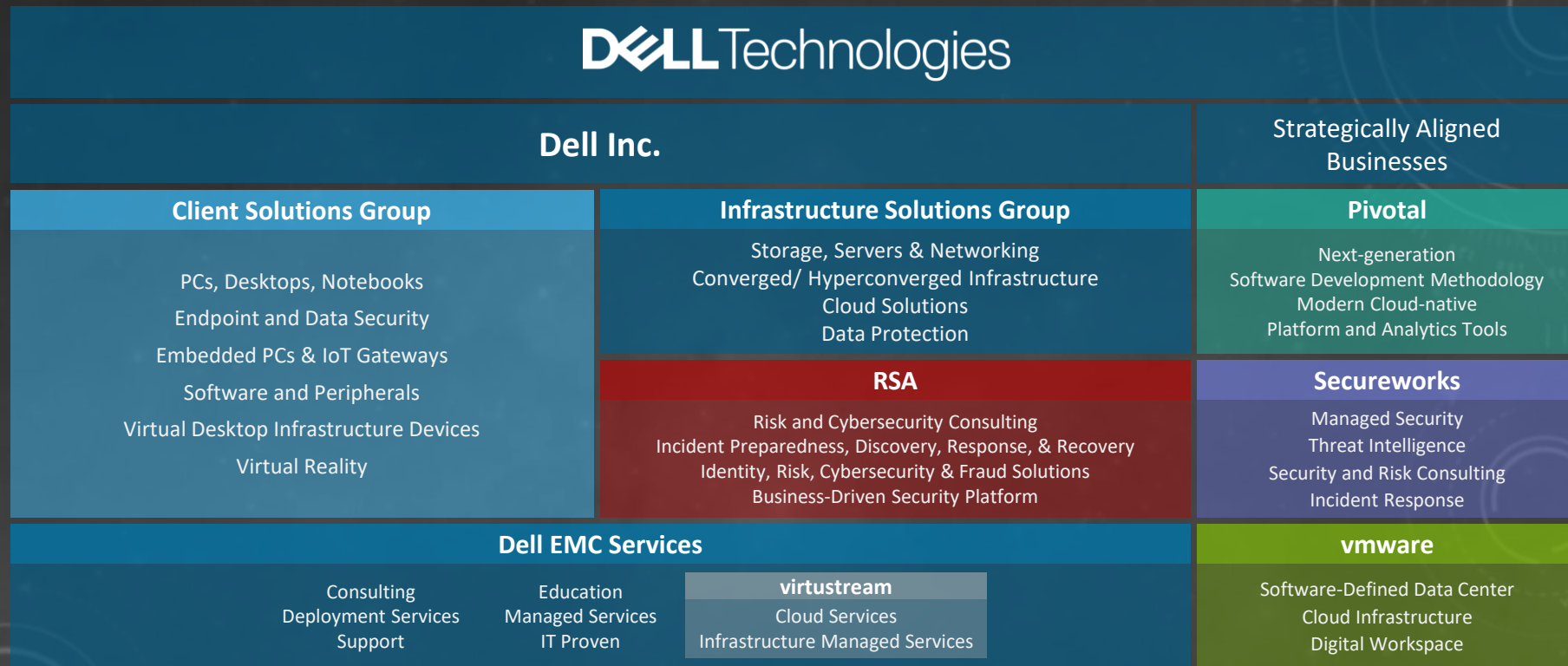
**Rainer Berse**

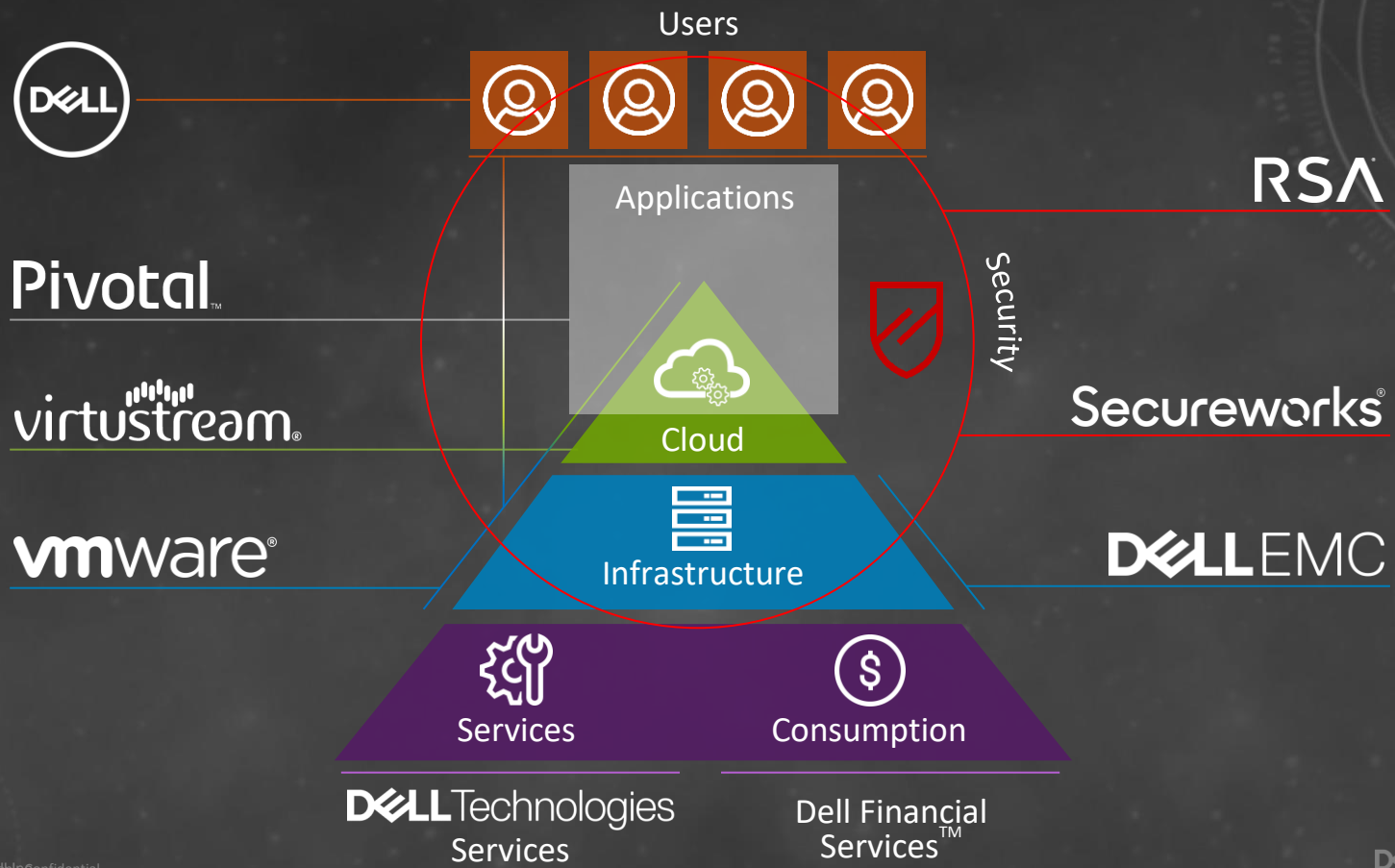
Partner Account Manager PAM

[rainer.berse@dell.com](mailto:rainer.berse@dell.com)

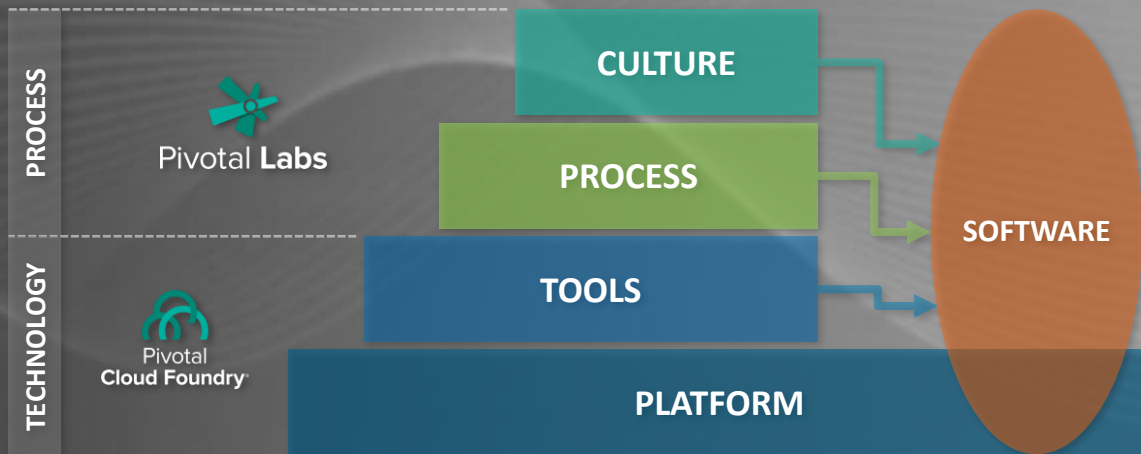
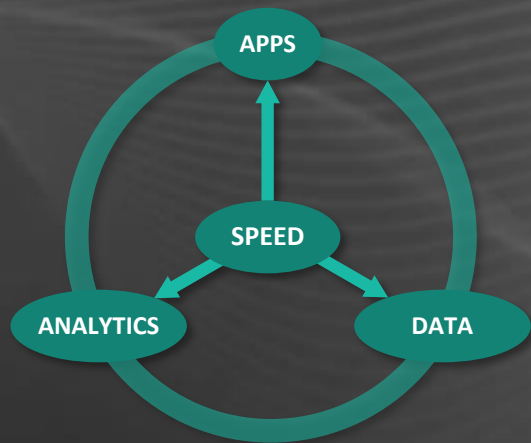
**DELL**Technologies







Pivotal transforms how to build and run software to innovate at start-up speed by using cutting-edge **software development methodologies**, a **modern cloud platform**, and **analytics tools**.



Deploy New Apps and Smart Devices  
Drive Customer Engagement

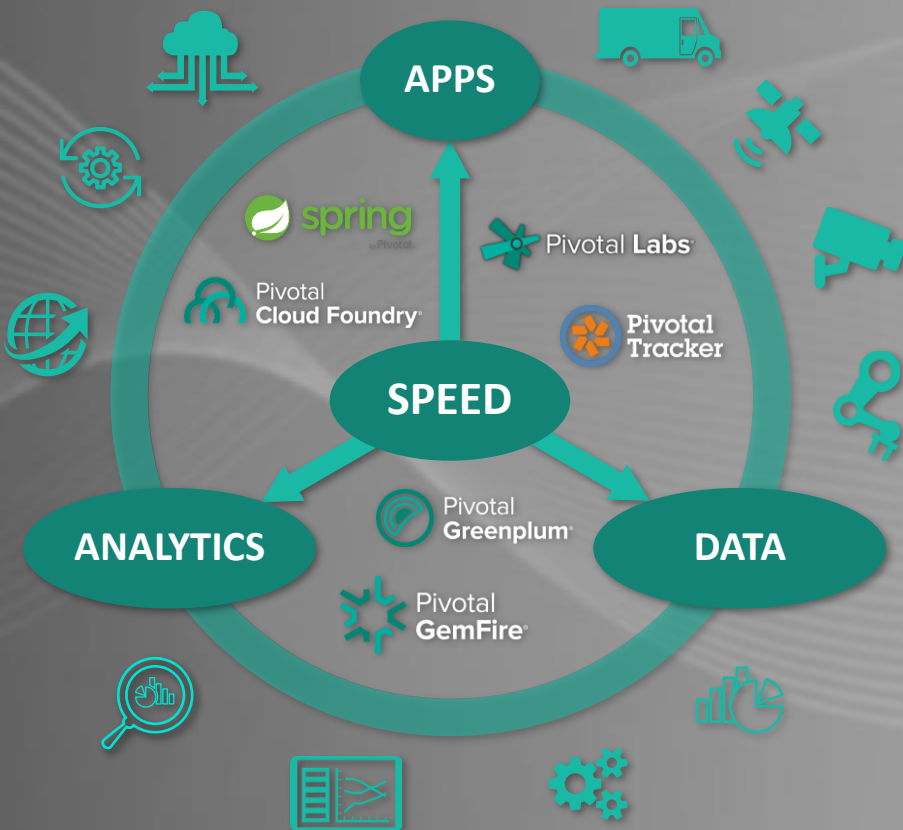
Data Analytics  
Deliver New Insights

Agile Development With Continuous Delivery  
Improve Service & Experience

Uniquely positioned to help enterprises  
modernize each facet of this cycle today

Comprehensive portfolio of products  
spanning Apps, Data & Analytics

Converging these technologies into a  
coherent, next-gen Enterprise PaaS platform





**Vision:** Deliver the best customer experience in cloud service management by providing industry leading SLAs to manage enterprise applications

## Security & Compliance

Ensure Virtustream platform supports industry compliance standards and provides differentiated risk, compliance features for customer workloads

### Core Platform

Provide self-service (UI/API) for infrastructure management (including compute, network, storage, data protection, security) to support cloud services, billing/reporting, security services.

### Core Services

Provide self-service (UI/API) for Standard enterprise application (SAP, EPIC, big data, etc.) operations, including infrastructure and security

Provide automated tools to expedite workload migrations into VCP and enable seamless customer ecosystem integration via API

## Billing / Reporting

Provide real-time view of customer bill as services are added, removed or changed

Provide customer ability to create custom reports and extract forecasting/ analytics information

**Objectives:** Improve efficiency, service quality and time to market

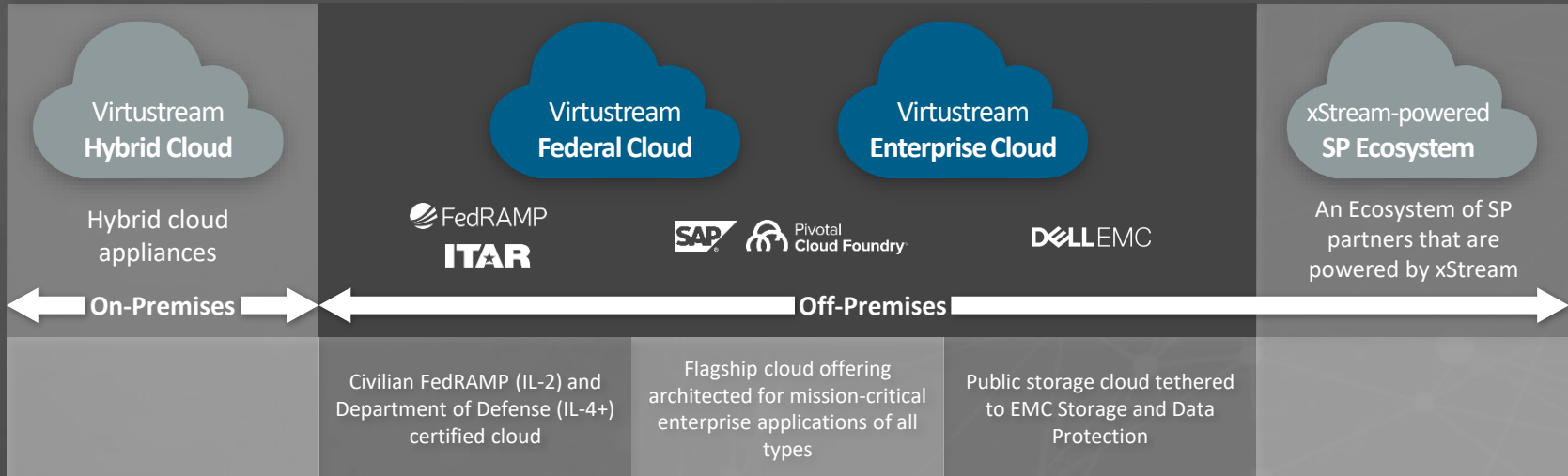
Infrastructure  
Managed  
Services for  
private clouds

## Virtustream Managed Services

Application  
Managed Services  
for Enterprise and  
Federal Clouds

### xStream Cloud Management Platform

Security Services | Performance Assurance | Consumption Economics | Application Automation





## ■ Built for Mission-Critical Systems of Record

- Designed for mission-critical, I/O-intensive applications
- Availability and performance SLAs
- Defense-in-depth security model
- Government- and industry-specific compliance solutions

## ■ Professional and Managed Services

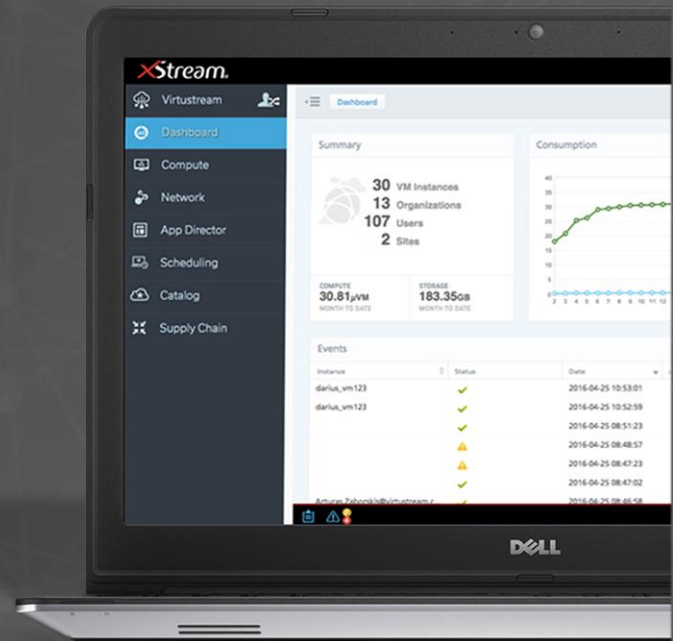
- Assessment, planning, and migration services
- Managed services from infrastructure up to application
- Deep application expertise

## ■ xStream cloud management portal

- Usage, SLA, and billing reporting

## ■ Hybrid cloud deployments

- Virtustream Enterprise Cloud Connector for VMware vRealize Automation
- Federate with global footprint of xStream-powered cloud service providers



Productivity	CRM	ERP	Databases	Operating Systems	Backup
Microsoft Exchange Microsoft SharePoint Drupal CMS IBM Notes Microsoft Lync	Microsoft Dynamics(SL/GP) Interaction CRM	SAP ECC6.0 SAP Solution Manager SAP BI SAP Business Objects SAP PI SAP Business One SAP Services Oracle Microsoft Navision	HANA Hadoop Oracle MySQL Microsoft SQL Server Mozy PostgreSQL DB2	Microsoft Windows Server Windows (2003, 2008) Linux (Red Hat, Centos, Ubuntu, SUSE)	Asigra NetBackup
Accounting	Applications			Monitoring	
ADP Taxware MarkView Alteryx Deltek Budgeting and Planning Deltek T&E Deltek GCS	Microsoft Office OpenOffice Microsoft TMG Symantec AV DNS IIS Apache	RDS Farms OpenLDAP Subversion Apache Tomcat Citrix VMware Horizon	Red5 Git Trac Guidewire	Nimsoft	



## Security Transformation



Secure Infrastructure  
**DESIGN IT IN**

Advanced Security Operations  
**AUTOMATE RESPONSE**

Risk Management  
**TRANSLATE TO  
BUSINESS RISK**

Endpoint



Network

vmware®  
NSX

Data

DELL EMC  
IRS

DIY

RSA  
Fraud Risk Intelli.  
NetWitness  
SecurID

DFY

Secureworks®  
Managed Security  
Services

All Risk

RSA  
Archer Suite

BE THE TRUSTED ADVISOR

Empower  
Digital  
Workspaces

Transform  
Networking  
and  
Security

Integrate  
Public  
Clouds

Modernize  
Data Centers

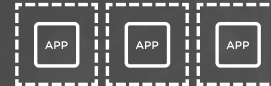
## Any Device



## Any Application



Traditional Apps



Cloud-Native Apps



SaaS Apps

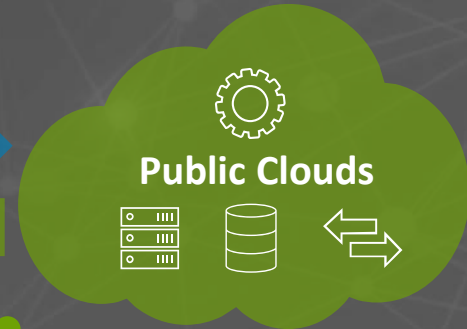


## Any Cloud

Edge Computing



Private Clouds



Public Clouds



Telecommunications  
Networks

Customer Transformations	Transforming IT				Transforming Work		Transforming Security
	Validated Solutions / Ready Bundles	Converged / Hyper-Converged	Hybrid Cloud	EDGE / IoT	Mobility Management	Desktop Virtualization	Advanced Security
<b>Dell EMC</b> Products & Solutions	<ul style="list-style-type: none"> <li>Server</li> <li>Storage</li> <li>Networking</li> <li>VDI Complete</li> </ul>	<ul style="list-style-type: none"> <li>Dell EMC VxRail</li> <li>Dell EMC VxRack SDDC</li> <li>Dell EMC VxBlock®</li> <li>VDI Complete</li> <li>vSAN Ready Nodes</li> </ul>	<ul style="list-style-type: none"> <li>Dell EMC VxRack SDDC</li> </ul>	<ul style="list-style-type: none"> <li>Edge Gateways</li> <li>Embedded PC</li> <li>Rugged</li> </ul>	<ul style="list-style-type: none"> <li>Notebooks</li> <li>Tablets</li> <li>Workstations</li> </ul>	<ul style="list-style-type: none"> <li>Server</li> <li>HCI</li> <li>Thin Clients</li> <li>Dell EMC VDI Complete</li> </ul>	<ul style="list-style-type: none"> <li>RSA®</li> <li>Dell SecureWorks®</li> </ul>
<b>VMware</b> Products & Solutions	<ul style="list-style-type: none"> <li>VMware vSphere®</li> <li>VMware vSAN</li> <li>VMware vRealize®</li> <li>VMware NSX®</li> <li>VeloCloud</li> </ul>	<ul style="list-style-type: none"> <li>VMware vSphere®</li> <li>VMware vSAN</li> <li>VMware NSX®</li> <li>VMware Cloud Foundation</li> <li>VMware vRealize®</li> </ul>	<ul style="list-style-type: none"> <li>VMware Cloud Foundation</li> <li>VMware vRealize®</li> <li>VMware Cloud</li> </ul>	<ul style="list-style-type: none"> <li>VMware Pulse IoT Center</li> </ul>	<ul style="list-style-type: none"> <li>VMware Workspace ONE</li> </ul>	<ul style="list-style-type: none"> <li>VMware Horizon®</li> </ul>	<ul style="list-style-type: none"> <li>VMware NSX®</li> <li>AppDefense</li> <li>VMware Workspace ONE</li> <li>VMware vSphere®</li> </ul>

# ACCELERATE YOUR BUSINESS ON PowerEdge



**ADAPT AND SCALE**  
your dynamic business needs  
by leveraging **Scalable  
Business Architecture**

**FREE UP SKILLED  
RESOURCES**  
and focus on core business  
with **Intelligent Automation**

**PROTECT YOUR  
CUSTOMERS**  
and your business robustly  
with **Integrated Security**



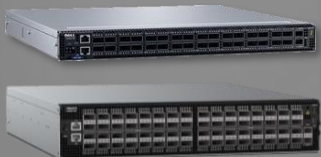
Towers	Racks		Modular			Extreme Scale Infrastructure
T30	R240	R740	R940xa	C4140	FC640	MX740c
T140	R340	R740xd	R6415	C6320p	XR2	MX840c
T340	R440	R740xd2	R7415	C6420	M640	DSS9000
T440	R540	R840	R7425	VRTX	M1000e	
T640	R640	R940	C4130	FX2	MX7000	

OpenManage Enterprise - Intelligent Automation Systems Management

Scale-UP	Scale-Out	Multi-Scale	Object	CI/HCI	Entry	Backup
<p><b>FUTURE-PROOF LOYALTY PROGRAM</b></p> <p>Unity</p> <p>Unity XT</p> <p>SC-Series</p>	<p>Isilon</p>	<p>PowerMax VMAX</p> <p>XtremIO</p>	<p>ECS</p>	<p>VxRack</p> <p>VxBlock</p>	<p>NX-Series</p> <p>ME-Series</p>	<p>IDPA</p> <p>Avamar</p>
<p><b>Continuous Availability</b></p> <p>VPLEX</p>	<p>VxFlex OS</p>			<p>VxRail</p> <p>XC-Series</p>	<p><b>Backup</b></p> <p>Power Protect</p>	<p>Data Domain</p> <p>PowerVault-Series TL/MD/ML</p>
FLASH	SOFTWARE DEFINED		CLOUD ENABLED		PROTECTED & TRUSTED	

## Fabric/Spine Switches

### PowerSwitch Z-Series



High-performance 10/25/40/50/100GbE fixed port, multi-rate, fabric, open networking switches

## Top-of-Rack/Leaf Switches

### PowerSwitch S-Series



Modular and fixed configuration 1/10/25/40/50/100GbE systems designed principally for data center top-of-rack and aggregation applications

## Module I/O

MX modules for MX7000



FN-IOM for FX2



MXL/IOA for M1000e

## Fibre Channel

### Connectrix B-/MDS-/D-Series



## Campus/Branch Switching

### PowerSwitch C- / N- / X-Series



Next-generation, multi-rate capable modular switching platform 1/10/40GbE



Energy-efficient and cost-effective 1GbE and 10GbE switches



Smart web-managed 1GbE and 10GbE switches

## Wireless Networking

### Aerohive / Ruckus / HiveManager



## Networking Software

Dell EMC OS9/OS10

VMware NSX

Open Switch

CUMULUS

Pluribus NETWORKS

big switch networks

ipinfusion™

## Access Platform



Virtual Edge Platform. Ideal access platform for SD-WAN

## HPC Switches



H-Series Mellanox

## Eco System Partners

velocloud™

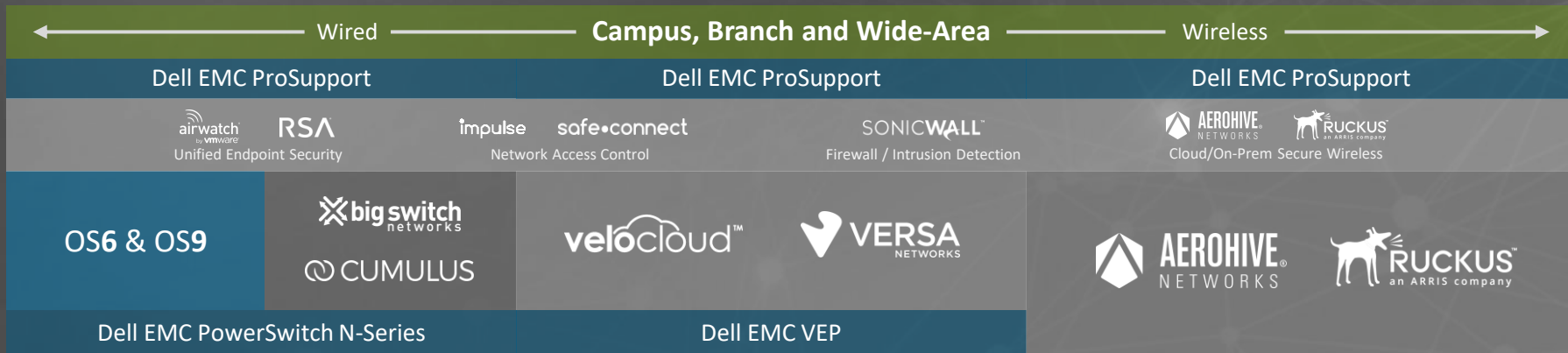
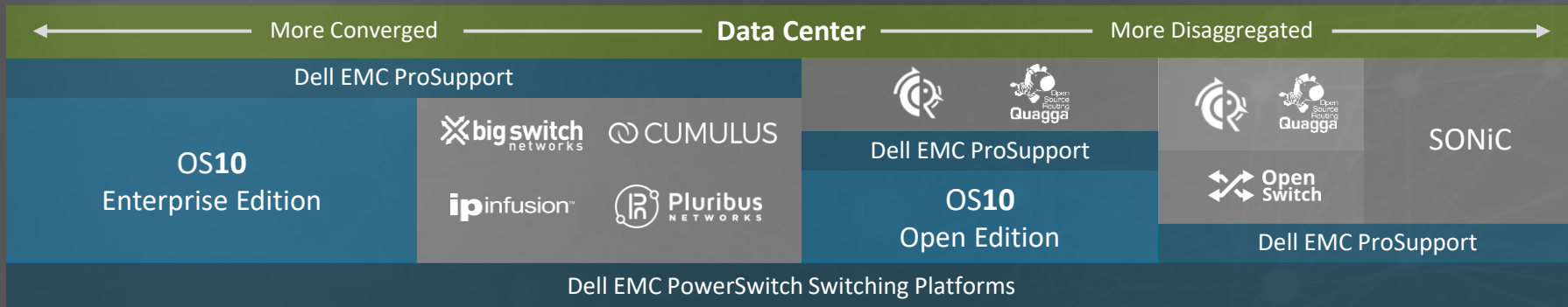


CHEF™



paloalto NETWORKS®

## Open Network Spectrum





## Build

Maximum  
Flexibility

## Converged Solutions for Every Customer & Workload

Turnkey,  
Maximum  
Agility

## Buy



### DIY / Ref-Arch

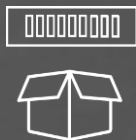
Prescriptive architecture design (e.g. recipe) built on a selective hardware and software to simplify customer deployment



### 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 (i.e. Benchmarking)



### Ready Systems

**Not just a Block, Rack, Rail**

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



### Azure Stack

The ultimate turn-key, pre-integrated hybrid cloud system with life-cycle management & single SKU support experience



## DELIVER BETTER OUTCOMES

## DEPLOY FASTER & EASIER

## MITIGATE RISK



Blocks

Appliances

Racks

Traditional

Cloud Native



**VXBLOCK**

Compute  
Network  
Storage

Virtualization  
Management



**VXRAIL**

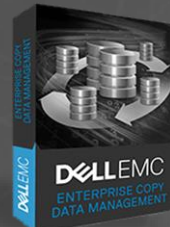
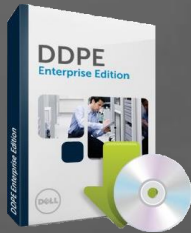
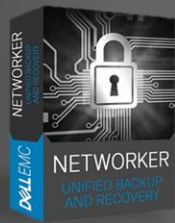
Software-Defined Compute  
Software-Defined Storage  
Virtualization



**VXRACK**

Software-Defined Compute  
Software-Defined Storage  
Network

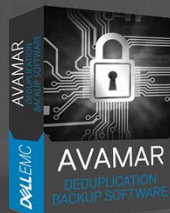




Boomi



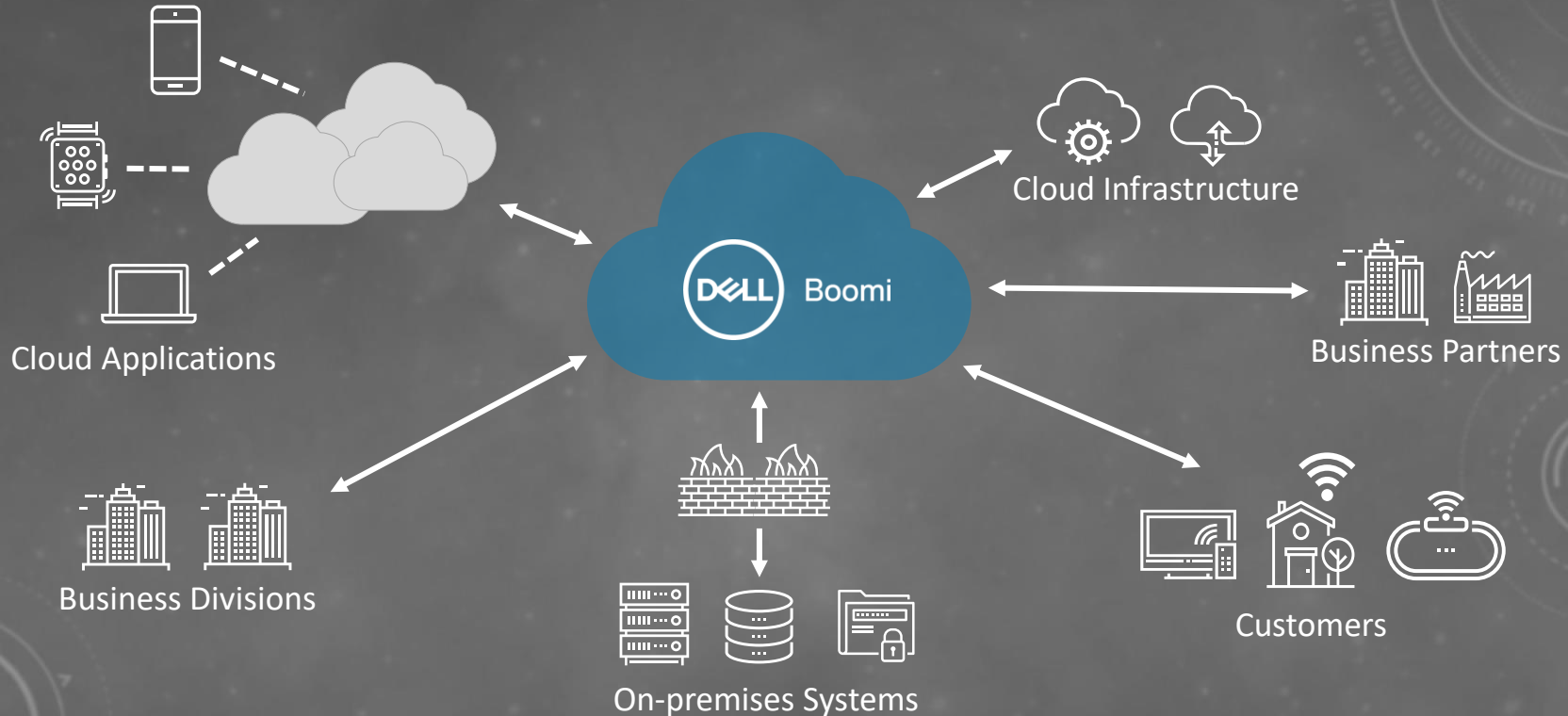
Open Manage





# Boomi for Digital & IT Transformation

## Multi-Cloud Application Eco-System





# Workplace Transformation

**Desk Centric**



**Remote Worker**



**Corridor Worker**



**On-The-Go Pro**



**Creative**



**Engineer**



**Field Worker**





# Workplace Portfolio

## Fixed



## Mobile



## IoT/Emb.PC



## Accessories & Displays



## Security



vmware airwatch

vmware Pulse™

RSA

## Services and Support



## Brand

Logo  
Bezel  
Splash screen  
Packaging  
Documentation  
Label



## Extended Life

Longevity  
Stability  
18-month transition  
Change  
management



## Industrial

Carrier-grade  
Oil & Gas  
Marine  
Manufacturing  
Defense  
Transportation  
Energy



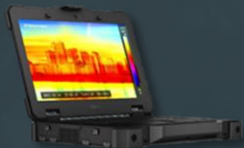
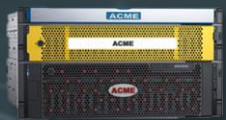
## Ruggedized

Temperature  
Dust  
Vibration  
Water  
Altitude  
Humidity  
Salt Fog



## Custom

Mechanicals  
BIOS/software  
Electrical  
OS Settings  
3<sup>rd</sup> Party  
Integrations







## CONSULTING SERVICES

- Strategy, planning, execution
- Digital transformation
- IT transformation:
  - Infrastructure
  - Operating model
  - Applications
- Workforce transformation
- Security transformation



## DEPLOYMENT SERVICES

- Design, installation, configuration
- Data migration
- Optimization
- Basic Deployment
- ProDeploy
- ProDeploy Plus



## CLOUD SERVICES

- IaaS hosted enterprise apps
- Storage, Backup, Archive as a Service



## MANAGED SERVICES

- End-to-end management:
  - Cloud
  - Applications
  - Platforms
  - Infrastructure



## SUPPORT SERVICES

- Proactive/predictive HW and SW support
- Personalized services
- Basic, Enhanced, Premium
- ProSupport
- ProSupport Plus
- ProSupport One



## EDUCATION SERVICES

- Organization & skills transformation
- Technical training & certification

DIRECT AND PARTNER ECOSYSTEM





# Dell Financial Services

## Consumption Influencers

Capex or Opex | Product or Service | Committed Payment or Measured Usage | On Premise or Off Premise

### Predictable / Forecastable ————— Workload Characteristics ————— Volatile / Burst

Capacity Commitment - Yes  
\$ charge per unit consumed



Capacity Commitment - No  
\$ charge per unit consumed

#### Committed Payment Stream

FMV  
LEASE

FINANCE  
LEASE

PAY AS  
YOU  
GROW

PROVISION  
AND PAY

READY  
CAPACITY



CLOUD FLEX

#### Metered Usage Payment

virtustream®

Off Premise

FLEX ON  
DEMAND

DATACENTER  
UTILITY

With or without  
managed services



On Premise

**Dell Technologies** is a unique family of businesses that provides the essential infrastructure for organizations to build their digital future, transform IT and protect their most important asset, information.

### Our Purpose

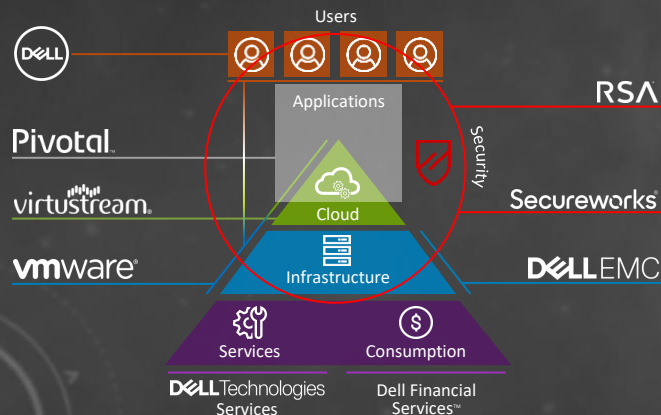
Create technologies that drive human progress.

### Our Vision

Become the essential infrastructure company - from the edge to the data center to the cloud - not only for today's applications, but for the cloud-native world we're entering.

### Our Strategy

Lead the transformation of business through digital, IT, security, and workforce transformation, and lead the consolidation of the core infrastructure markets in which we compete.



### Digital Transformation

Dell Technologies enables enterprises to adopt technology at the heart of their business - to accelerate the cycle of innovation and create competitive differentiation - in order to deliver the best possible customer experience. We help organizations reinvent their business and become more digital. The digital transformation requires transforming in three key areas: **IT, Workforce and Security**. These are the Digital Transformation imperatives.

### IT Transformation

**We help customers ...**

- Modernize infrastructure, automate IT service delivery, transform people and processes
- Move to hybrid cloud
- Manage, store, protect and analyze their most precious asset – information

### Workforce Transformation

**We help customers ...**

- Connect people anytime, anywhere
- Enable a highly mobile and interconnected workforce
- Modernize user experiences and empower new ways of working

### Security Transformation

**We help customers ...**

- Implement security solutions that drive business value
- Connect business context with security
- Threat intelligence, analytics and shared expertise to take better-informed actions
- Better command of risk to deliver predictable business outcomes

Agile software development for cloud-ready apps and specialty applications	Pivotal Labs
Affordable hybrid cloud enabled storage systems for flexible and targeted deployment priorities	UNITY, ISILON, ECS, XtremIO, SC, VMAX
Scalable computing power from individual systems to high-performance computing platforms	PowerEdge
Converged and Hyper-Converged System Solutions	VxBlock, VxRack & VxRail
Cloud platform operating system and own cloud offers and services	Pivotal Cloud Foundry & Virtustream
Partner Eco-System for holistic hosting solutions	eg. Bechtle, Cancom, CC, Atos, and many more ...
End-to-end security and end-point device management	RSA, Secureworks & vmware
Consulting and project management services	DELL EMC Consulting Services
Partner for verticalized, industry-focused IoT / IIoT / I4.0 solutions and data analytics	<a href="https://delliotpartners.com/#!/partner/find">delliotpartners.com/#!/partner/find</a>

Agile software development for cloud-ready apps and specialty applications	Faster hardened software development
Affordable hybrid cloud enabled storage systems for flexible and targeted deployment priorities	Storage systems that adapt to your growth and cloud strategy
Scalable computing power with intelligent automation and integrated security features	Automate routine management & free up skilled resources
Converged and Hyper-Converged System Solutions	Time savings in planning, implementation and administration
Cloud platform operating system and own cloud offers and services	Increase of your app deployment, scalability & cloud security
Partner Eco-System for holistic hosting solutions	Time savings in the search to find the right hosing partner
End-to-end security and end-point device management	Have an overview of your security functions at all times
Consulting and project management services	Achieve your project goals on time with external competence
Partner for verticalized, industry-focused IoT / IIoT / I4.0 solutions and data analytics	Time savings in the search to find the right IoT partner

D~~E~~LL EMC