

Dell EMC Modern Data Center enabling the Future-Ready Enterprise

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A woman with long dark hair, wearing a dark blazer over a blue top, is holding a tablet computer. She is standing in what appears to be a modern office or library with bookshelves in the background. The lighting is dim, and the overall tone is professional and tech-oriented.

Technology is transforming
the way we live and work at
an **ever-increasing** pace.

A person's silhouette is seen from behind, standing on a balcony or looking out of a large window. They are looking out at a city skyline at night. The skyline is filled with illuminated buildings, including a prominent skyscraper on the right. The scene is viewed through a grid of window panes, with the person's silhouette appearing in the center-right pane. The overall color palette is dark with blue and white highlights from the city lights.

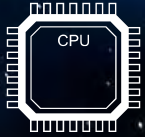
Change can bring
rich opportunities

A large commercial airplane is shown in a hangar, with its engines removed, revealing the internal structure. The aircraft is positioned horizontally, and the hangar's interior is visible, including various maintenance equipment, scaffolding, and structural elements. The text "Transform whole industries" is overlaid on the left side of the image.

**Transform whole
industries**

Constant exponent
every 5 years

10X



2031

$$10x \times 10x \times 10x = 1000x$$

An aerial, high-angle night photograph of a city, likely Dubai, showing a dense cluster of skyscrapers. The image is heavily stylized with digital light trails and overlays in vibrant colors like blue, green, red, and yellow, suggesting a theme of technology and digital transformation. The text 'Digital Transformation' is overlaid in white, bold, sans-serif font on the left side of the image.

Digital Transformation

Last 15 years

IT-centric

Systems of record

Traditional applications

Transactional data and reporting

Internet

Next 15 years

Business-centric

Systems of engagement and insight

Cloud-native apps

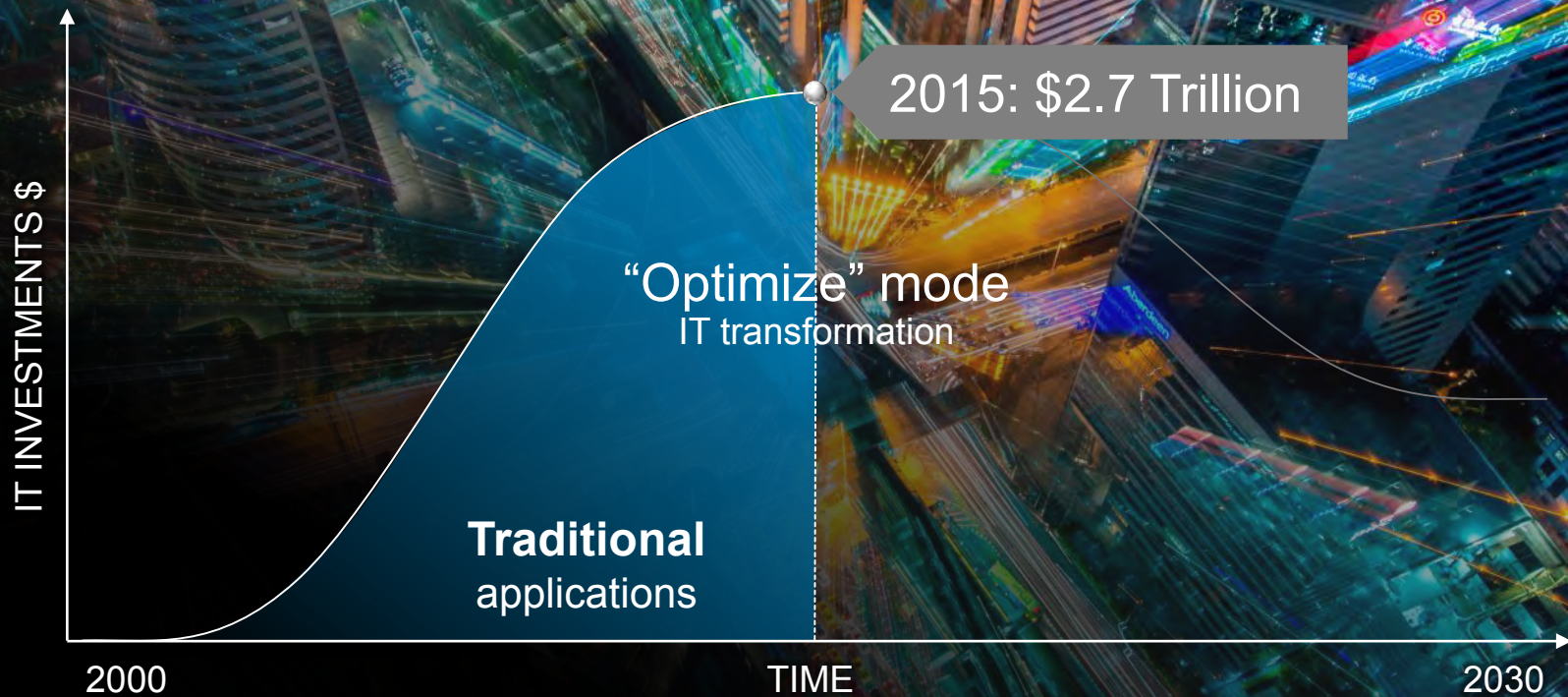
Streams of data and analytics

Internet of Everything

Trillions spent on traditional IT



Focus on **optimizing** traditional applications



Invest in cloud-native applications



You don't consume like this anywhere else



CHOOSE WISELY

BUILD

BUY



CHALLENGES WITH BUILD YOUR OWN

BUILD

FINDING THE RIGHT PARTS
COMPLEXITY
TOO MANY



The Blueprints program **simplifies the complex.**

Accelerate transformation. Lower risk.

Comprehensive solutions organized by use case for rapid selection and evaluation



CLOUD



BIG DATA



HPC



VIRTUALIZATION



VDI



UC&C

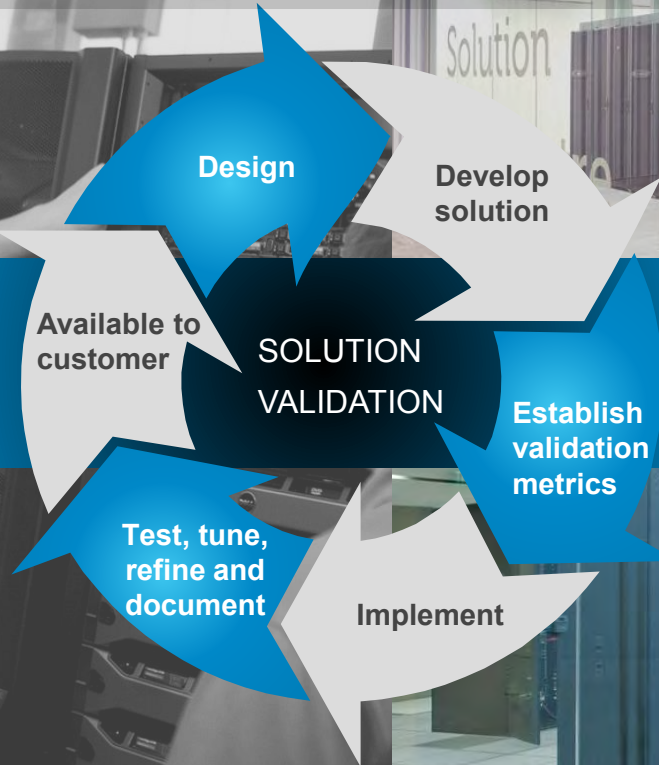
Predictable results with expertly engineered, tested and pre-validated solutions

Improved service assurance with global services and support and minimal points of contact

Financial terms matched to consumption needs with Dell Financial Services

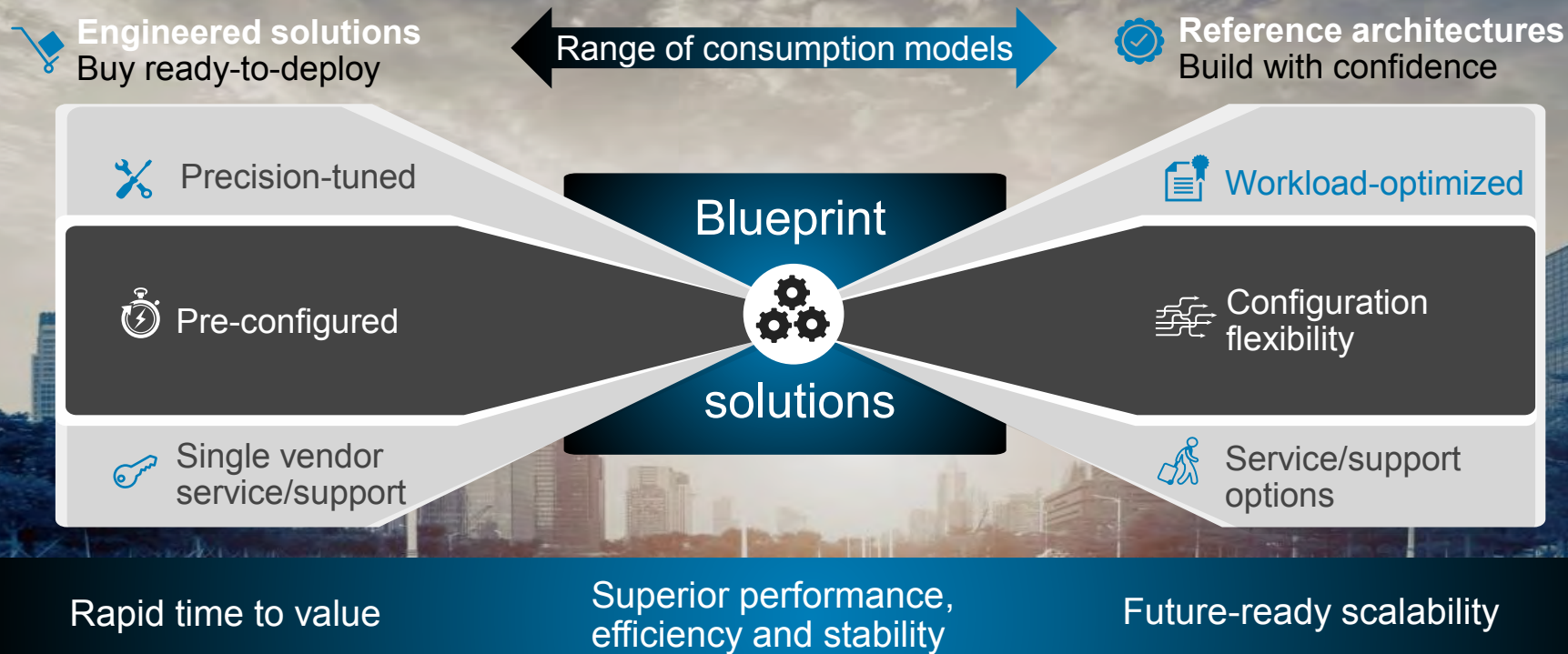
Test, validated customer-inspired use cases

4 Development Centers
Solution engineering

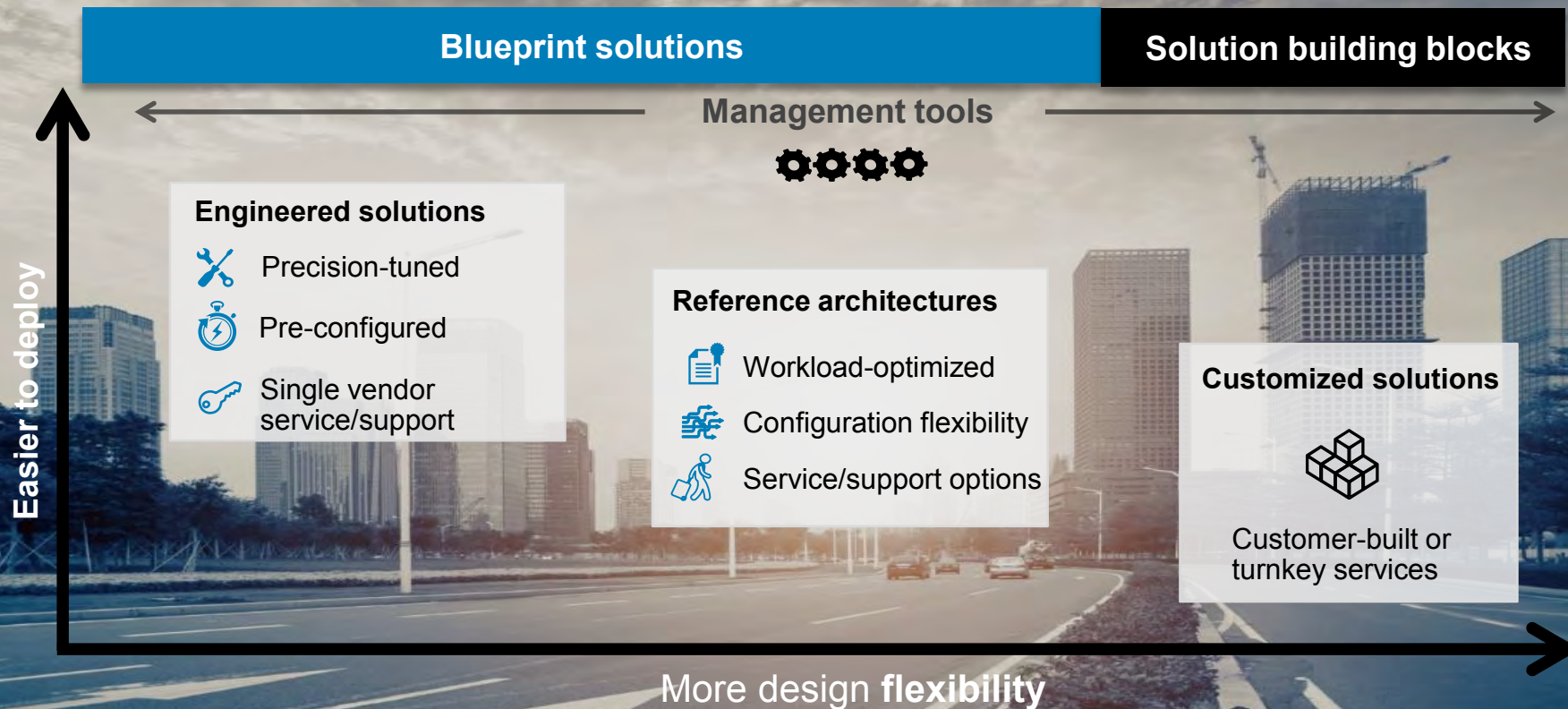


17 Solution Centers
Solution evaluation

Better outcomes with **built-in expertise**



Ultimate choice



Our approach delivers **better results**

The Dell EMC difference



End-to-end solutions

Comprehensive portfolio, better



Customer Choice

Comprehensive portfolio of choices to best suit your technical and business needs.



Open, standards-based approach

No deliberate lock-in & easy access to latest innovations



Flexible scaling

No forced constraints or rip-and-replace



Unmatched service & support

Single source for global service & support



Superior TCO

Better up-front and ongoing costs, plus flexible financing

IT organizations seek a
partner to help **transform...**



Dell Technologies delivers value on all levels

RSA[®]
SecureWorks[®]

Pivotal[™]

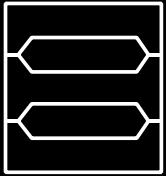
virtustream

vmware[®]

DELL EMC



#1
CONVERGED



Converged
infrastructure

#1
STORAGE



#1 in traditional
storage, #1 in
all-flash

#1
DATA CENTER



Virtualized
data center
infrastructure

#1
**SECURE
LAPTOP**



World's most
secure business-
class laptops

#1
CLOUD



Cloud IT
infrastructure

#1
VIRTUALIZATION



Server
virtualization
software

THANK YOU

DELLEMC