The Facet of Dell You Probably Already Knew About …

Today is about how to transform all this into SERVICE!
The day-to-day **challenges** for IT data center infrastructure teams

- Takes too long to design, procure, deploy integrate and configure new infrastructure
- Power, cooling and other operational costs are too high
- Takes too long, and too many resources, to integrate the infrastructure
- Too many interoperability issues that affect IT service quality & absorb admin time
- Too many tools required to manage the infrastructure, requiring high levels of admin specialization
- Application performance can be inconsistent and often poor
$200M saved by Dell
Dell achieved this by virtualizing 10,000 servers and reducing applications from 7,000 to less than 2,500.

5B+
Diagnostic image objects
Managed by Dell in the cloud. Supporting 40,000 physicians and 500 individual practices.

1,000,000+
Integration processes
Per day with Dell Boomi, over 3Xs our nearest competitor.

6.2M
SaaS seats managed
Active in 41 countries with 15,000 customers.

20B
Security events
Processed daily by Dell SecureWorks, a core component of the Dell Cloud.

VMware vCloud Datacenter Service
1st partner providing hybrid cloud globally.

To market with a Dell OpenStack Solution
OpenStack software, Dell’s Crowbar deployment, management and services.
Approx. 80% of customers, 80% of the time, deploy 80% of the solution the same way!

Standard Apps that don’t REALLY provide competitive advantage = virtualization centric = operational advantage
Leveraging cloud services is on the CIO agenda

Top CIO reasons to leverage cloud services*

- Scalability on demand/ flexibility to the business
- Reduced hardware infrastructure costs
- Reduced IT staffing/ administration costs
- Access to skills/capabilities they have no interest in developing in-house

81% of CIOs plan to leverage cloud services

*Source: CIO Research
“Cloud is not a destination or singular path, but a transformation that places IT squarely at the center of the enterprise as both a leader and enabler of value-creation.”

Michael Dell, Chairman & CEO
World’s Simplest Path to Cloud

Open
- Improve choice and innovation

Integrated
- Integrate without boundaries

Secure
- Secure from the inside out

Did you know?
Dell was a ‘Day 1’ member and investor in OpenStack
OpenStack now has 5,600 members and 190 companies in 87 countries

Did you know?
Dell stops 20B intrusion events per day without software or appliances
Average data breach costs a company $5.5M

Take a Pragmatic Approach

Adopt Cloud as a business strategy, not a technology

Drive Innovation without disruption
**Dell Cloud Services - Australia**

**Dell vCloud: Available Compute Options**

<table>
<thead>
<tr>
<th><strong>Compute by the Hour</strong></th>
<th><strong>Compute by the Month</strong></th>
<th><strong>Compute by the Blade</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay As You Go (PAYGO)</td>
<td>Reserved</td>
<td>Hosted Private Cloud</td>
</tr>
<tr>
<td>MULTI-TENANT</td>
<td>MULTI-TENANT</td>
<td>SINGLE-TENANT</td>
</tr>
<tr>
<td>No Minimum Commitment</td>
<td>At Least 1 Year Commitment</td>
<td></td>
</tr>
<tr>
<td>Capacity Subject to Availability</td>
<td>100% Guaranteed Availability</td>
<td></td>
</tr>
<tr>
<td>~$1 AUD per hour</td>
<td>~$200 AUD per month</td>
<td>~$6000 AUD per month</td>
</tr>
</tbody>
</table>

- **Charged per hours used**
- **Charged per month reserved**
- **Charged per month per blade**

**Additional Components**

- SATA or high performance SAS/SSD Data Storage
- Support for Windows or SUSE Linux
- SecureWorks Security
- vShield Security
- Australian ProSupport

- Dell SecureWorks
- Australian ProSupport
Dell Cloud offering: Dell differentiation

**Security**
- SecureWorks IDS/IPS protection on all tiers
- VMware vShield Edge on all tiers
- Infrastructure protected by Juniper firewall technology

**Flexibility**
- Resources available as pools (e.g. 100 vCPUs, 400GB Mem, etc.) vs. fixed individual VMs
- Three tiers of offerings (PAYGO, Reserved, Dedicated)
- Three storage types (SSD, SAS, Near Line SAS)

**Simplicity**
- Simplified & rapid implementation of VMware standard vCloud
- Most resources included in base price (OS/VMware licenses, inbound network access, storage I/O, basic support)
- SLA easy to understand and implement (99.95% uptime)
- Hybrid made easy using vCloud Connector in customers’ existing VMware environments
Introducing Dell’s Simplified Desktop as a Service

Dell cloud
client computing

any user

any app

any device
Consider the possibilities

- Improved compliance
- Increased security and privacy
- Rapid deployment, easy adds, moves, changes
- Improved disaster recovery and business continuance
- Reduction in power, noise, and cooling
- Improved manageability
- Increased reliability
- Access from anywhere, at any time
- Reduced TCO
Any user and their unique needs

At home

At work

On the go

Task workers – Knowledge workers – Mobile workers
DVS Simplified vs. Traditional VDI

**Simplified DaaS**
Rich User Experience

- Low touch cloud-based implementation
- Easy desktop management
- Low OPEX monthly subscription pricing
- Modular scale from 50 users and up

**Traditional HVD**
Diverse DVS Experience

- High touch implementation
- Feature rich management
- Priced higher than a traditional PC
- Scalable to customer requirements
Thank you!