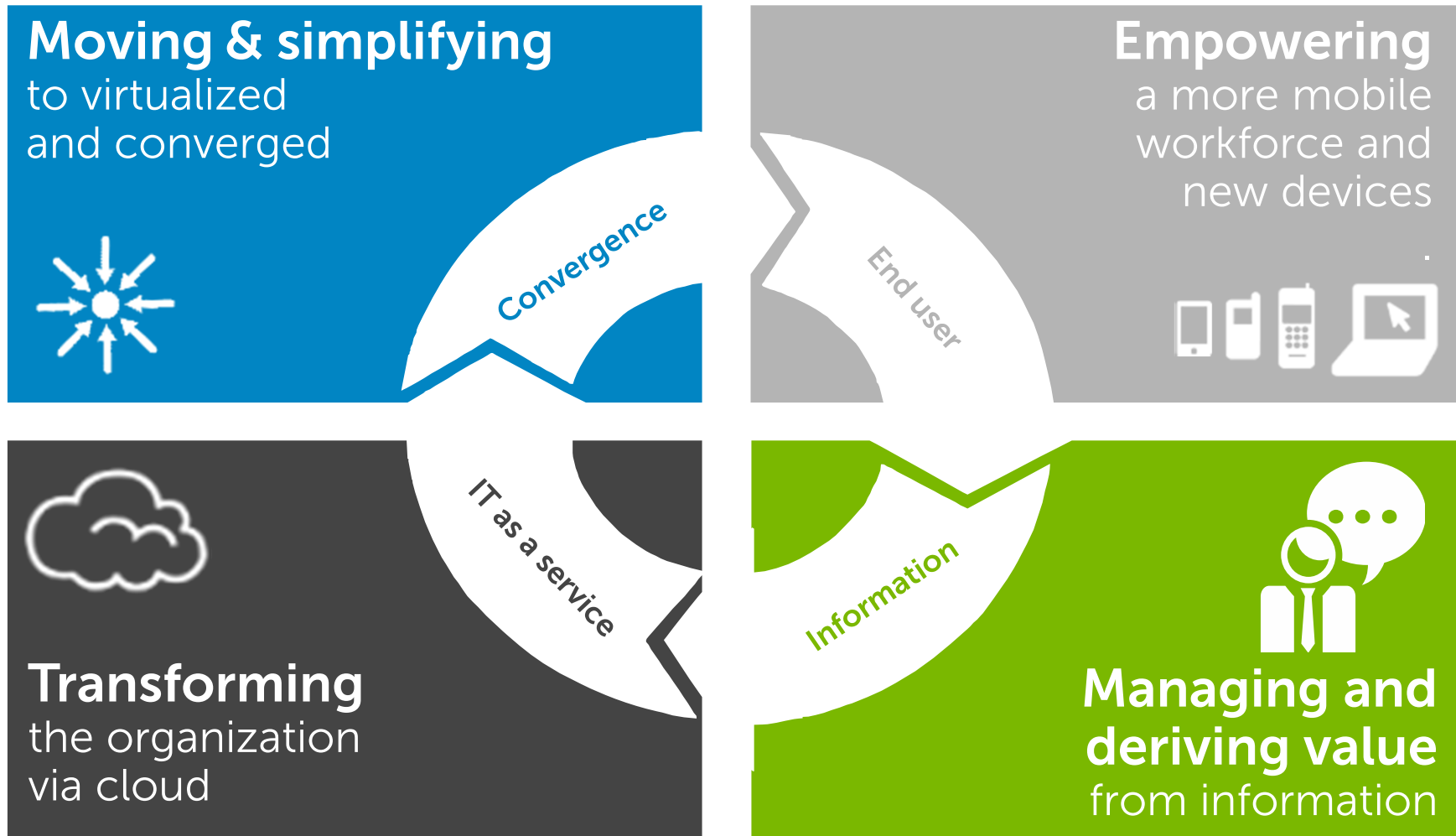

Dell's vision

The agile and efficient data center of the future

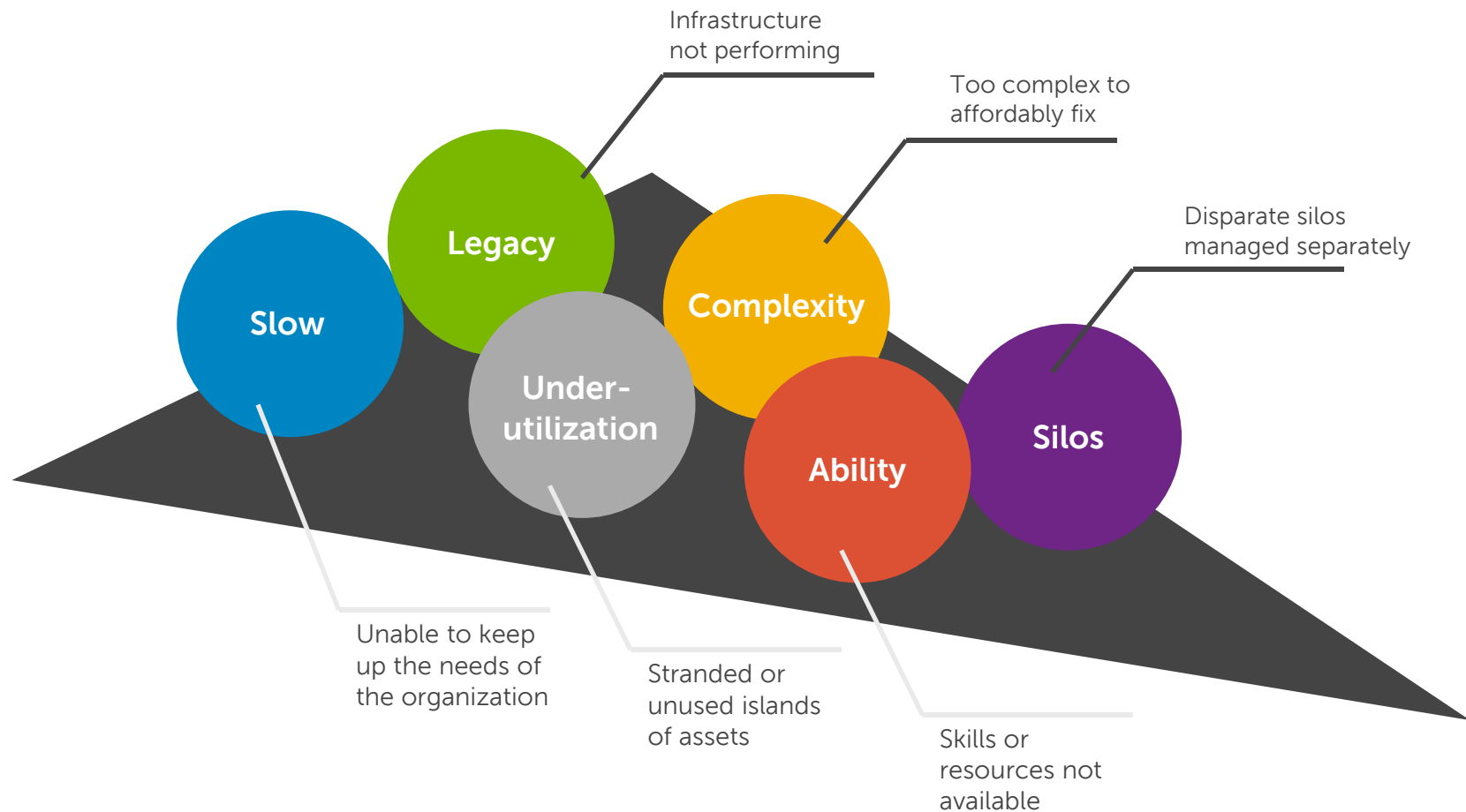


Tomislav Juraga

Welcome to the next era of IT



The next phase of IT brings with it **many challenges**



Why is Dell a **better partner** to address these challenges?

A different
focus

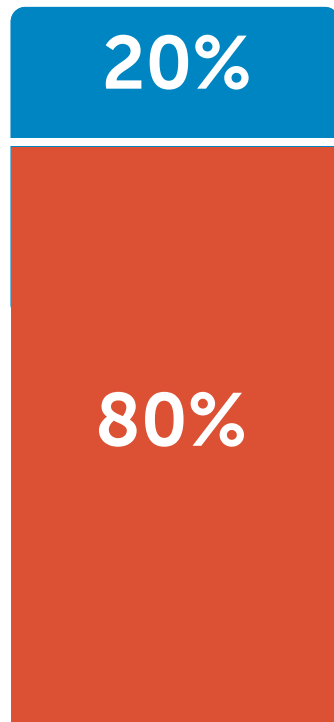
A different
approach

A different
strategy



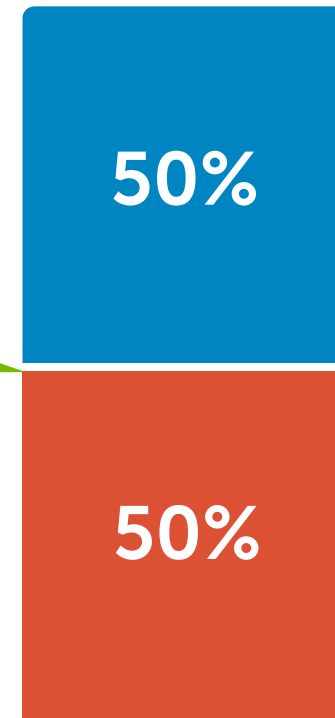
Our **focus:** Free up resources and help you innovate

Today's IT reality



Dell
Focuses here

IT possibilities



Strategic spending to
improve the company

Maintaining legacy
IT environment

80% of \$1.2 trillion is spent annually just to keep the lights on



Our approach: Leveraging what you have

Your approach and vendor strategies matter

The competition

- Closed & proprietary
- No choice
- Vertically integrated
- Price premium
- Built-in boundaries

Will your vendor
out-innovate
the market?

Dell

- Open & industry standard
- Choice
- Virtually integrated
- Capable & affordable
- Scalable as needed

Open always wins



Open & flexible + Relevant innovation + Reliable & secure



Our strategy: Efficiency everywhere in IT

The alchemy of pulling it all together



Simplifying endpoint management

Deliver securely anytime, anywhere on any device

- Manage
- Secure
- Connect



Improving agility & efficiency

Leveraging technology to change how IT is delivered

- Virtualization
- Convergence
- Cloud



Moving to simple, converged architecture

Transforming IT faster, cheaper and more reliably

- Connecting information
- Moving apps
- Stitching it together

Design foundation = Open & flexible + Relevant innovation + Reliable & secure



Dell today

We're investing to complete the vision

\$110 million in
IT solutions and tools:
configuration, licensing,
training, CRM, billing, etc

\$700 million
R&D investment
in 2012

+150%
increase in
enterprise spend in
3 years (\$850M)

Increased headcount

Enterprise
Solutions Group
is up >50% Y/Y
to 4500

Redesigned HR systems:

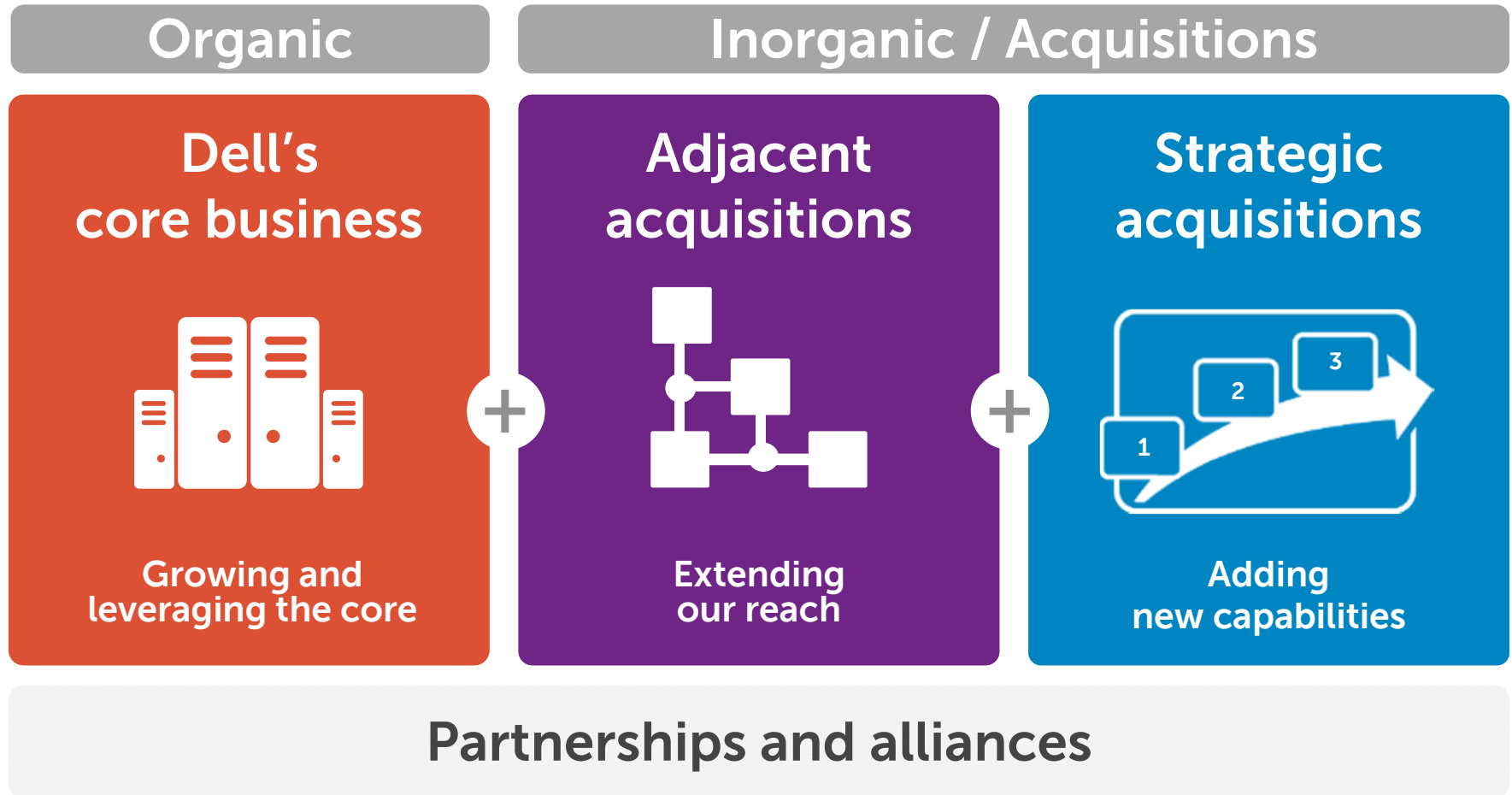
Job
classifications,
Individual
contributors

Added solutions staffing

1600 Tech Sales,
1100 Security
Specialists
300 new Client
Specialists



Our investment approach builds off our **core capabilities**



Our strategic evolution is **generating a lot of news**

“Dell is serious about repositioning business

Roger Kay, Forbes

“...Dell is successfully changing the conversation...” - Saugatuck

“We evaluate Dell's overall M&A strategy positively...” IDC

also has successfully scaled them...” - Techaisle

“HP and IBM need to be very afraid of Dell” - Forbes

THE WALL STREET JOURNAL. Digital Network WSJ.com MarketWatch BARRONS AllThingsDigital FINS SmartMoney More

Thursday, April 7, 2011 As of 10:00 AM EDT New York 55° | 44°

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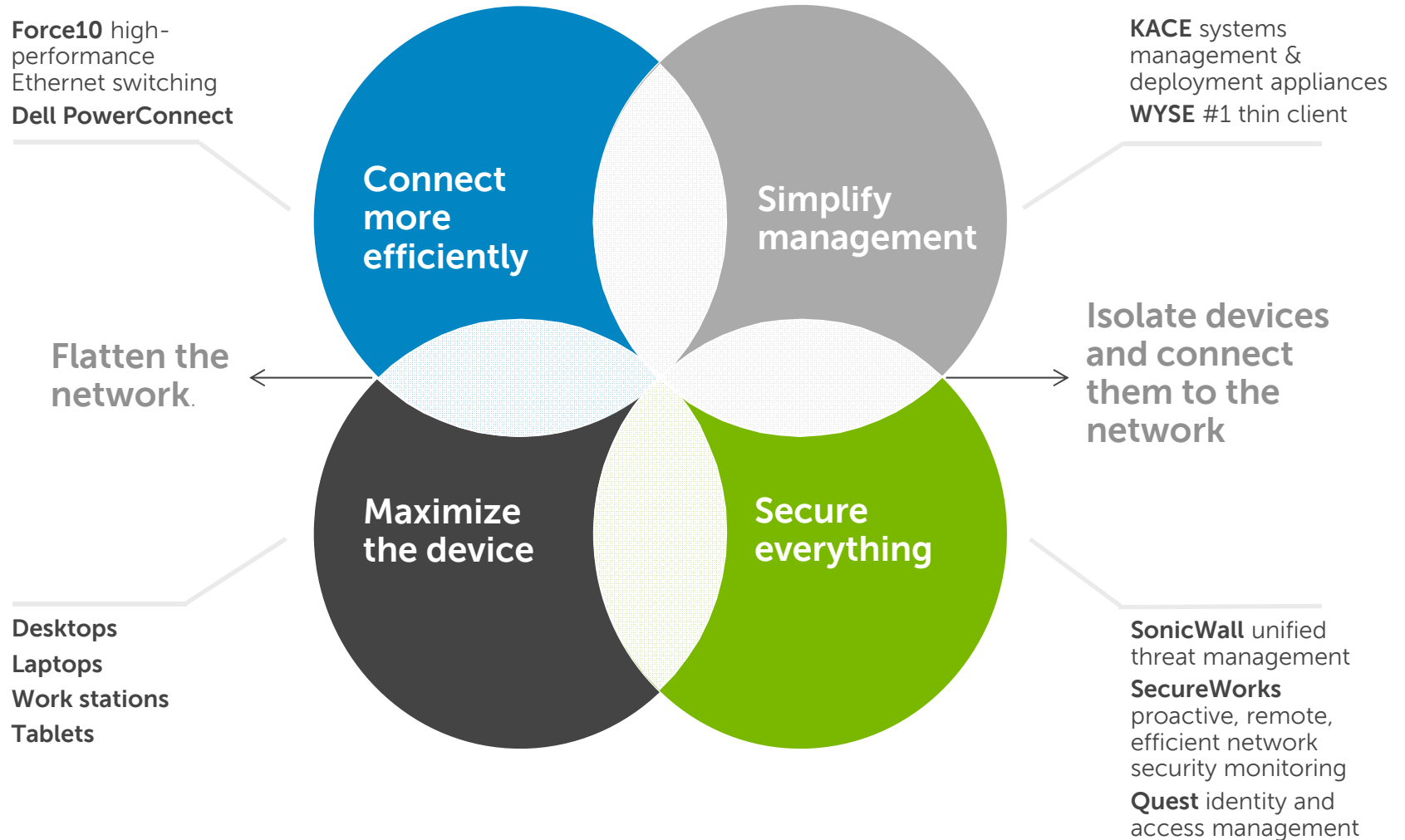
Dell Invests \$1 Billion in Technology Solutions and Services
Customers Drive Business Results Today and in the Future

Article

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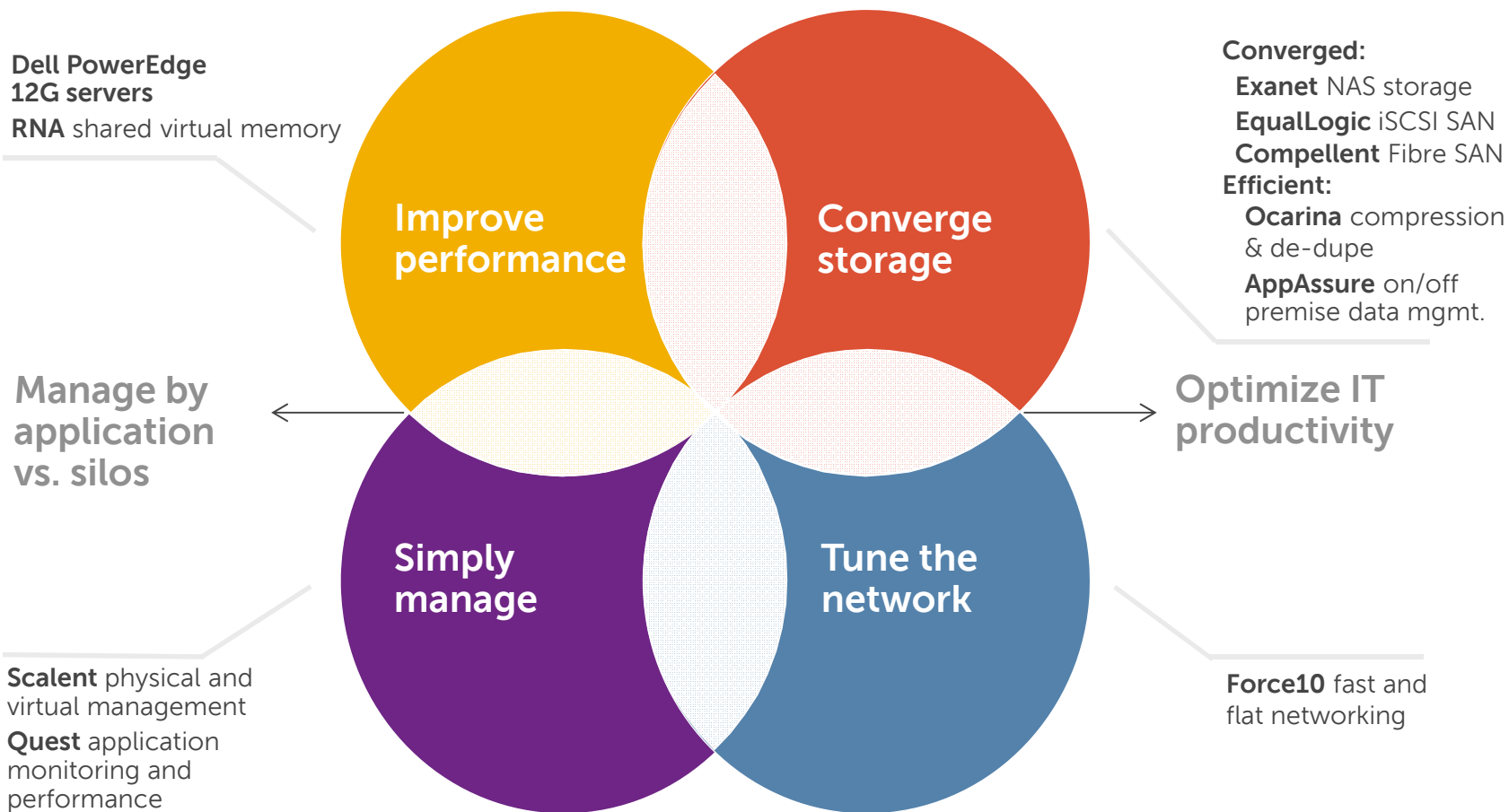
Realizing end-user potential

Transforming how you connect, manage, and secure end-point devices



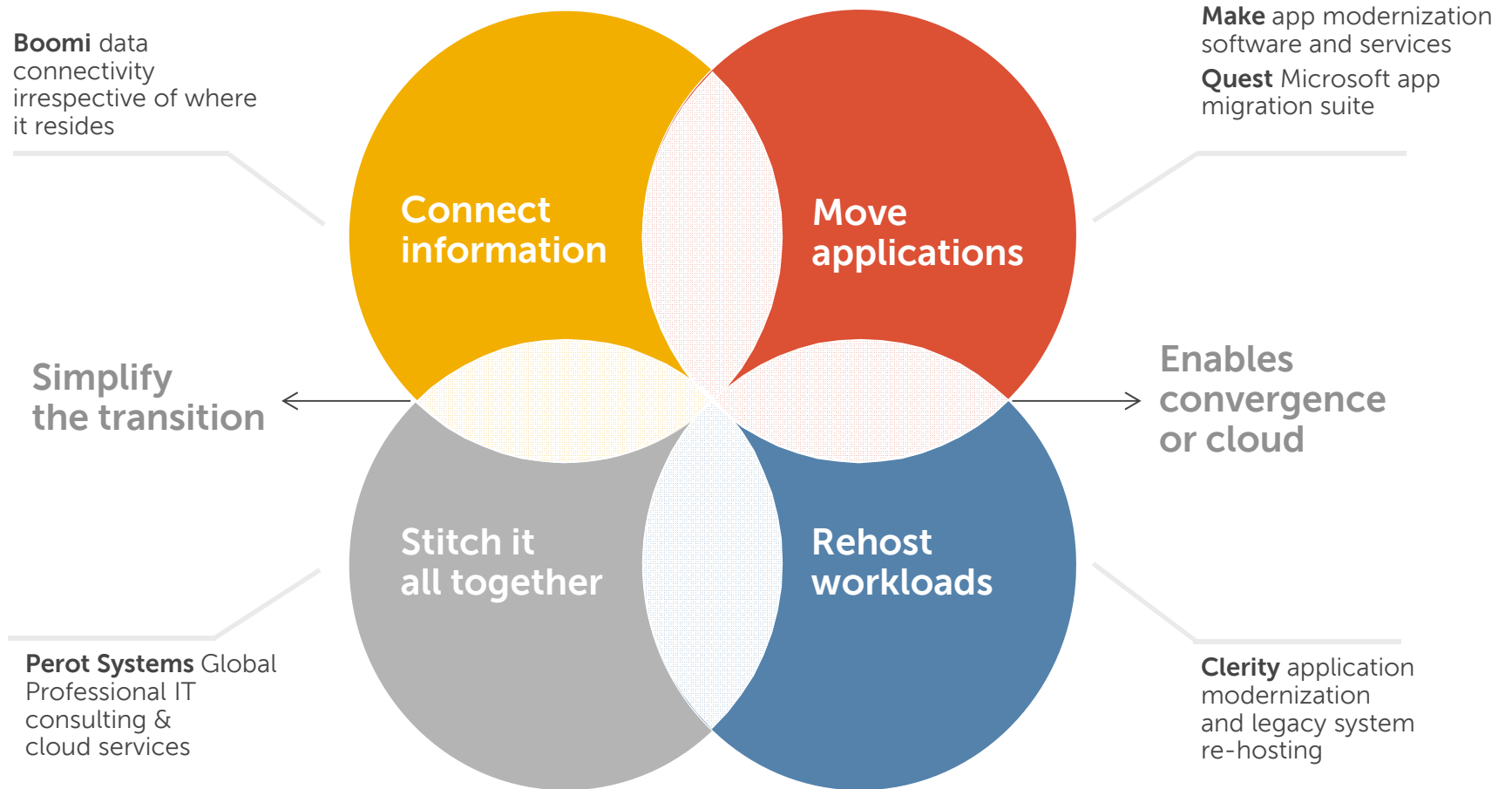
Enabling agile and efficient IT operations

Helping customers migrate from maintenance to driving innovation



Moving to simple, converged architecture

Making IT transformation faster, more reliable and less costly



Partnering to lead the market

Joint development of marketplace selected, pre-tested solutions

Joint engineering and go-to-market



Microsoft

vmware



ORACLE



Examples of acquisitions at work



\$750k/Mo savings
replacing EMC with Dell Compellent



5000 concurrent users supported with one appliance
(SonicWall)



Less than 2 minute datastore restoration
(AppAssure)



Data migration from months to just 8 weeks
(Compellent)



50% savings on endpoints
(Wyse)



10 million lines of code (98%) rehosted without change
(Clarity)



99.99% uptime
(Perot)



1 million lines of COBOL code to Java: 80% smaller
(Make)



6X faster integration of SFDC.com
(Boomi)



Single remote systems management tool (KACE)



What does **The Power to Do More** mean?

Innovate more & improve effectiveness of **people & processes, not just the technology**





The power to do more

Build + **Acquire** + Partner

Key strategic acquisitions

Award-winning IT management software provider offering a broad selection of solutions that solve the most common and most challenging IT problems



Quest Software

Pending

What it is

- Expands Dell's software capabilities in systems management, security, data protection and workspace management

What it does

- Solves complex IT challenges ranging from database management, data protection, identity and access management, monitoring, user workspace management to Windows management

What it can do for you

- **Identity and Access Management** for a comprehensive set of security solutions to address important customer needs
- **Performance Monitoring** solutions for apps, networks and databases to reduce their IT complexity and automate workloads
- **Windows Server Management** solutions for application modernization
- **Database Management tools** to simplify their deployment and management

2012



Build + **Acquire** + Partner

Key strategic acquisitions

Specialized software engineering expertise that complements and helps accelerate the future direction of enterprise solutions



RNA Networks

What it is

- Provides a shared global memory and memory virtualization acceleration
- Brings very specialized software engineering expertise to Dell's portfolio

What it does

- Provides the ability to open multiple applications on the same platform, handle large applications and scale to hundreds of practically anybody's nodes and terabytes of memory

What it can do for you

- **Shared global memory:** Creates a pool of shared global memory from main memory in each server node that can be accessed like a cache by all of the other nodes in a cluster
- **Memory virtualization acceleration:** Turns a memory pool into a cache for network-attached storage (NAS) arrays, which cheaper than putting memory onto a NAS box
- **Turns the memory pool into virtual block storage** devices that look like virtual

2011



Build + **Acquire** + Partner

Key strategic acquisitions

The global leader in cloud client computing



Wyse

What it is

- The #1 thin client solution, with more than 20 million units shipped worldwide and over 200 million people interacting with its products each day.

What it does

- Helps organizations streamline IT management, improve productivity and security, and increase cost efficiency for discrete workloads or usage scenarios with client products, software and services.

What it can do for you

Cloud clients: secure, reliable, cost-effective thin and zero clients designed to easily integrate into any virtualized or web-based infrastructure

Cloud software: Technology powering a new world of cloud connected smart devices: Management software, Virtualization software and Mobility software

Services: A wide range of cloud computing services to complement its cloud clients and software solutions

2012



Build + **Acquire** + Partner

Key strategic acquisitions

A leading global provider of application modernization and legacy system re-hosting solutions



Clerity

What it is

- A leading global provider of application modernization and legacy system re-hosting solutions and software.

What it does

- Helps customers reduce the cost of transitioning business-critical applications and data from legacy computing systems and onto more modern architectures, including the cloud.

Acquired 2012

What it can do for you

- A unique re-hosting solution makes it easier for customers to move applications off legacy computing architectures into the new IT environment of their choice.
- By automating this approach to IT modernization through its UniKix™ offering, Clerity helps customers minimize the need to retest systems and retrain IT personnel—which results in overall cost and time savings.



Build + **Acquire** + Partner

Key strategic acquisitions

A leading global provider of application modernization software and services



Make

What it is

- A leading global provider of application modernization software and services that reduce the cost, risk and time required to re-engineer applications.

What it does

Provides tools to automatically re-architect legacy application software and data to a more modern architecture, increasing business agility through both migration and interoperability efforts

Acquisition pending

What it can do for you

- Drastically reduces the amount of custom code in legacy portfolios, while protecting the legacy information of the business functions it supports.
- Brings legacy apps onto a modern, re-architected platform makes business processes more efficient and reduces the cost of maintaining and managing legacy applications.
- Helps modernize entire portfolios of legacy applications in the least amount of time and with the lowest risk.



Build + **Acquire** + Partner

Key strategic acquisitions

A leader in advanced network security, secure remote access, and data protection



SonicWALL

What it is

- A leader in advanced network security, secure remote access, and data protection

What it does

- Provides Next-Generation Firewalls and Unified Threat Management (UTM) Firewalls Provides Secure Remote Access, Email Security, Backup and Recovery, and Management and Reporting to organizations of all sizes

Acquired 2012

What it can do for you

- A more comprehensive, dynamic security solution to address the constantly evolving landscape of threats
- Dynamic network security and data protection for comprehensive Next-Generation Firewall and Unified Threat Management solutions
- Global Management System allows network administrators to centrally manage and provision thousands of security appliances across a widely distributed network



Build + **Acquire** + Partner

Key strategic acquisitions

A global leader in server, data, and app protection for virtual, physical, and cloud infrastructures



AppAssure

What it is

- Backup and recovery software that can ensure business continuity & productivity, and provide ensure that data & applications are rapidly recovered and accessible

What it does

- Goes beyond protecting data to protecting entire application stacks, enabling customers, channel partners, service providers and enterprises to adopt an onsite or a cloud model for fast, reliable and secure data protection

What it can do for you

- Recover faster: Near instant recovery and verification integrity and reliability of the backup and recovery
- • Improve TCO: Best in class ease of use, deployment and manageability, plus simplified licensing frees up resources for business innovation
- Enable productivity: Sophisticated yet easy to use business continuity software, near instant run & resume, and anywhere to anywhere cross-platform recovery

Acquired 2012



Build + **Acquire** + Partner

Key strategic acquisitions

Award-winning Ethernet switching and routing products



Force10

What it is

- High-performance Ethernet switching and routing solutions designed for virtualizing and automating conventional data center and cloud networks

What it does

- Transforms the network to be streamlined, efficient, responsive and policy-driven
- Allows customers to transform network infrastructures into an open, reliable and scalable data center and cloud computing fabric.

Acquired 2012

What it can do for you

- Provides flexible, open automation and management for increased infrastructure control and visibility.
- Automates policy configuration and workload mobility for improved operational agility
- Builds high-performance top-of-rack and data center core networking solutions for next-generation solutions
- Based on open standards, automation and virtualization, so it works with what you already have



Build + **Acquire** + Partner

Key strategic acquisitions

24x7x365 Security – delivered as a service



What it is

- Managed security services
- Security & risk consulting
- Threat intelligence & security research

What it does

- Automates malware detection and analysis – with real-time protection
- 24x7 security experts monitoring and responding as needed
- Security consulting & intelligence to identify gaps or respond to incidents

Acquired 2011

What it can do for you

- **Better security posture**
- **Improved compliance** with regulations for securing data and privacy such as:
 - PCI
 - HIPAA
 - GLBA
 - FISMA
 - NERC/CIP
- **Increased operational efficiency**
- **Reduce risk** of critical intellectual property or customer information loss



Build + **Acquire** + Partner

Key strategic acquisitions

Connects SaaS and on-premise apps and integrates the data and related processes --
Addressing the #1 pain point of SaaS adoption



What it is

- The industry's first & leading integration cloud
- Simple, easy-to-use visual tool and consulting services
- Award-winning solution

What it does

- Enables connections between apps, platforms, collaboration and data – irrespective of location
- Any-to-any data transformation
- Accesses hundreds of apps and data sources

Acquired 2011

What it can do for you

- Removes key barrier to cloud adoption
- Enterprise integration capability at a fraction of the cost
- Provides interface without need for developers



Build + **Acquire** + Partner

Key strategic acquisitions

A single point of management for both physical and virtual resources that accelerates provisioning of heterogeneous hardware



Scalent



What it is

- A key part of Dell Virtual Integrated System (VIS)
- Flexible, easy-to-use management tool for today's dynamic and mixed data center environments
- Intelligent, automated, workload management system

What it does

- Virtualizes the server, storage and network fabrics
- Dynamically manages workloads, networks and storage without physical intervention
- Saves time by deploying servers workloads & changes in minutes

What it can do for you

- **Single tool** that breaks down silos
- **Simplifies deployment** through automation
- **Supports P & V**, hypervisors and non-Dell infrastructure
- Tool to **manage variability**
- **Accelerates virtualization**

Acquired 2010



Build + **Acquire** + Partner

Key strategic acquisitions

Intelligent infrastructure and management solution for multi-tier storage architecture that provides one of the industry's most sophisticated data movement engines and multi-protocol interfaces



What it is

- Most advanced automated tiered storage solution in the industry
- Simplified management – a single console for storage environment
- In Gartner's leader's quadrant in storage

What it does

- Multi-protocol (iSCSI, Fibre Channel and FCoE) provides choice for FC customers
- Best-in-class tiering across disk types, RAID levels and disks
- Enterprise scalability (terabytes to petabytes up to 1,000+ drives) and DR
- Efficient virtualization of resources by managing disks as a single pool

What it can do for you

- **Reduce costs** by up to 80%
- **Simplified multi-tier storage management**
- **Less waste**: Matches storage to right type
- **Increased scalability** – from 6 disk drives to 1,008 disk drives in a single footprint

Acquired 2011



Build + **Acquire** + Partner

Key strategic acquisitions

Simple, affordable on site systems management tool that also provides robust Windows 7 deployment & user migration technology



What it is

- A comprehensive and affordable systems-management and deployment appliances
- Reduces time-consuming manual procedures associated with migrations and deployments

What it does

- Device discovery, inventory, & asset mgmt.
- Configuration mgmt.
- System Deployment, Imaging and Windows 7 Migration
- End-point security & patch mgmt.
- Service mgmt. through integrated service desk, user portal and alerting.

What it can do for you

- **Expert** systems management tool
- **Deploy in a week** or less
- **Reduces management costs**
- **Simplifies** or reduces manual IT tasks

Acquired 2010



Build + **Acquire** + Partner

Key strategic acquisitions

Rounding out Dell consulting portfolio by providing global IT consulting services with specialization in data center services, end user computing, applications integration and cloud computing



What it is

- Global IT consultancy
- Specialization in application integration, business process services
- IT & business consulting, infrastructure consulting (including Cloud) and Support services

What it does

- Expands Dell's consulting portfolio extends Dell Services into hosting, consulting, applications and business-process outsourcing Helps customers determine the best strategy for rolling out virtualized environments and utilize cloud computing
- Proven methodology for IT planning and implementations

What it can do for you

- Best-in-class suite of end-to-end IT services and business solutions that reduce IT complexity and lower costs for customers
- Better results through a proven methodology & the experience of thousands of implementations

Acquired 2009



Build + **Acquire** + Partner

Key strategic acquisitions

High-performance iSCSI storage area network solutions designed for virtualization and ease-of-use



EqualLogic

What it is

- #1 storage in virtual server environments
- Modular storage solutions built for virtualization and consolidation

What it does

- Delivers more capacity, better performance, greater protection and increased flexibility for:
 - Business apps: Exchange, SQL, SharePoint, Oracle
 - Multi-SAN deployment options
 - Migrating off proprietary solutions

What it can do for you

- **Lowers storage costs:**
 - **55% lower TCO** with virtualized SAN
 - **50% cost savings** with tiered storage
 - **76% savings** on storage network costs by converging on 10GbE iSCSI SANs
- **Increases storage management efficiency**
 - **75% faster** storage deployments
 - **55% reduced** backup times
 - **70% improved** recovery times
- **Improved restores** with integrated application & VM level protection

Acquired 2008

32 Dell Confidential



Impacting people's lives around the world every day



DELL is the preferred client provider in the US and Europe

17

Of the world's top supercomputers run on Dell

500M

Interactions online with customers annually

120K

PCs shipped per day on average, in Q4 2010

1st

And only computer company to offer free consumer Computer recycling worldwide

40

Product design honors awards to DELL last year

40M

Tons of CO2 emissions have been avoided by customers using DELL desktop solutions

1.6M

registered users on DELL community

1st

IT Company to introduce an 80+ Gold certified power supply for servers



Providing **leadership** for new IT requirements

#1

cloud infrastructure provider

#1

iSCSI storage solution provider

#1

blade in performance/price in InfoWorld's 2010 "blade shoot out"

100M

saved over 2 years with virtualization

100+

business ready configs and reference architectures

#1

TBR 2009 sustainability index

41K

services professionals

4

Of the top global search search engines

10,000

IT SAAS customers



Shifting buying patterns

To cope with agility & efficiency

Gartner

30%

of data centers will be converged in 2-3 years

 **IDC**

10

Converged infrastructure & private clouds to reign next 10 years

 **ESG**

Enterprise Strategy Group

76%

of companies seek integrated computing platforms

- ✓ Lower cost of unit of compute work
- ✓ Faster infrastructure deployment
- ✓ Simplicity and speed of management
- ✓ Time-to-value for application & cloud deployments

Gartner: 2010 Data Center Conference Survey, December 2010

IDC: Convergence trend, February 2011

ESG: Virtual Computing Infrastructure Report, January 2012

