

# Open Capable Affordable

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Enterprise business manager, Adriatic region





# IT Trends lead to additional complexity

## Anywhere, anytime data access



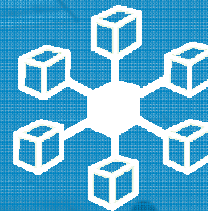
### Industry Driver

Pervasive demand for instant remote access to the corporate network

### Impact

Growing demand for better ways to manage data deluge and administer complex infrastructure updates and upgrades across diverse applications and devices

## Virtualization



### Industry Driver

Server, storage and application virtualization continues to grow rapidly

### Impact

Virtual machine density is growing exponentially, driving increased administrative complexity and increased reliance on data center capabilities and reliability

## Cloud



### Industry Driver

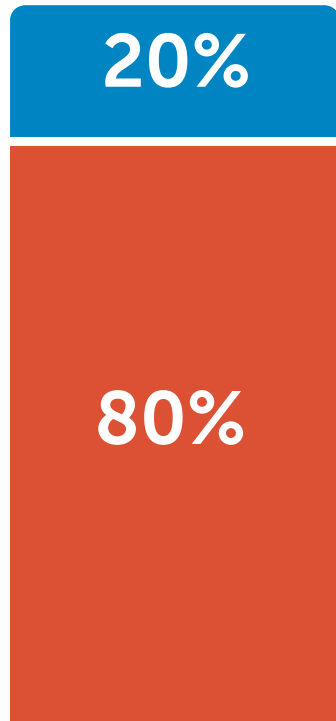
Significant growth of cloud services as well as public and private cloud infrastructure

### Impact

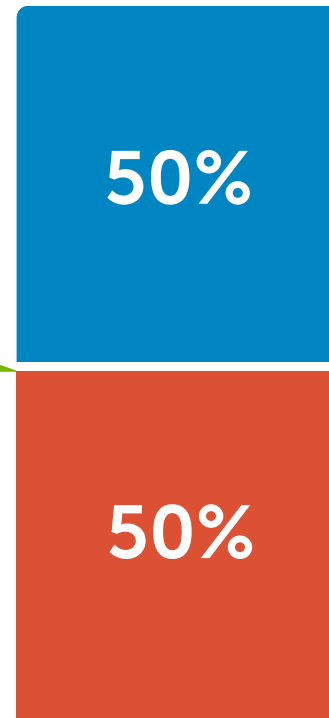
Cloud implementations demanding greater flexibility, scalability and throughput are changing datacenter infrastructure design and application delivery

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

Today's IT reality



IT possibilities



Dell  
Focuses here

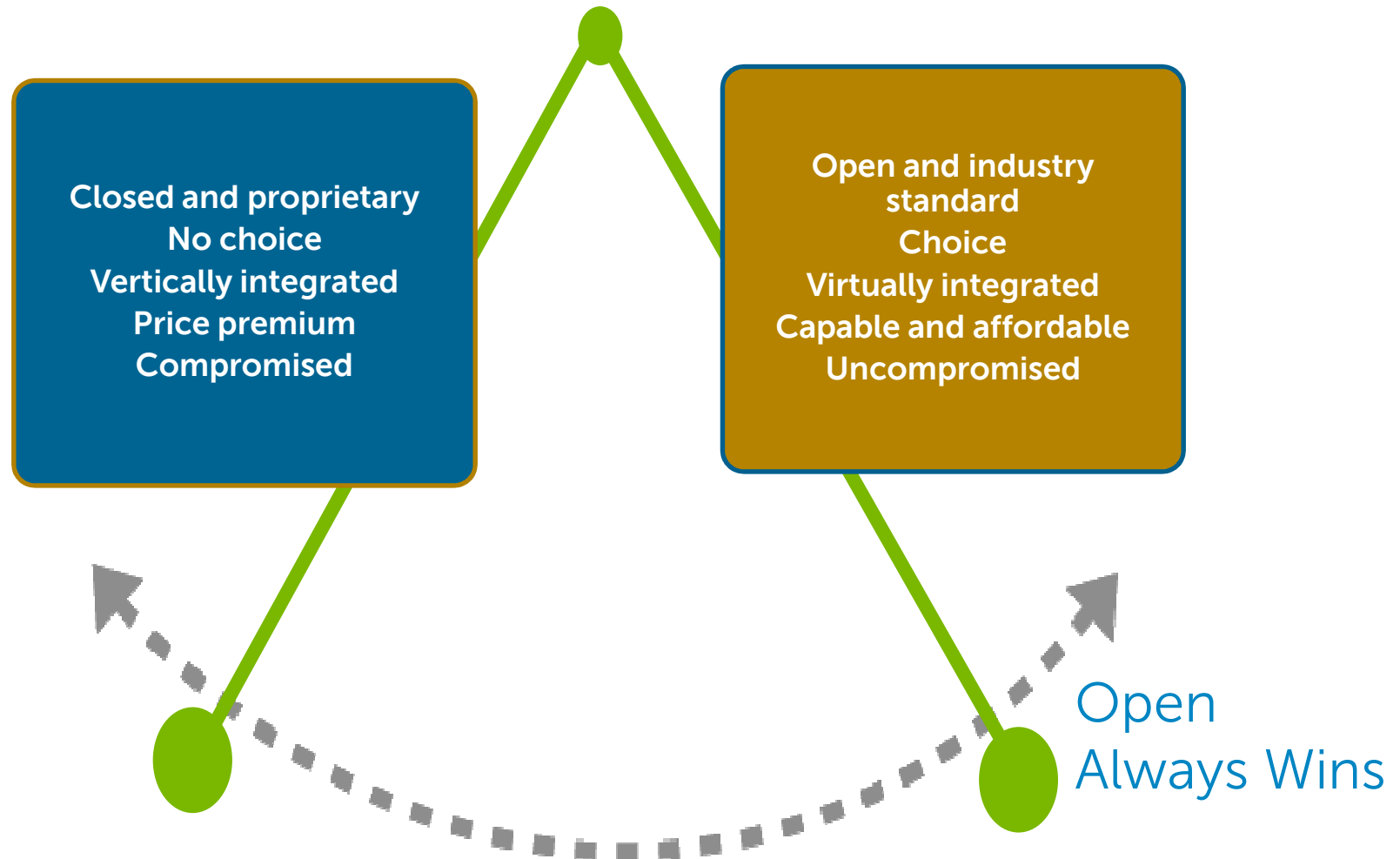
Strategic spending to  
improve the company

Maintaining legacy  
IT environment

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



# And compromise comes at a price



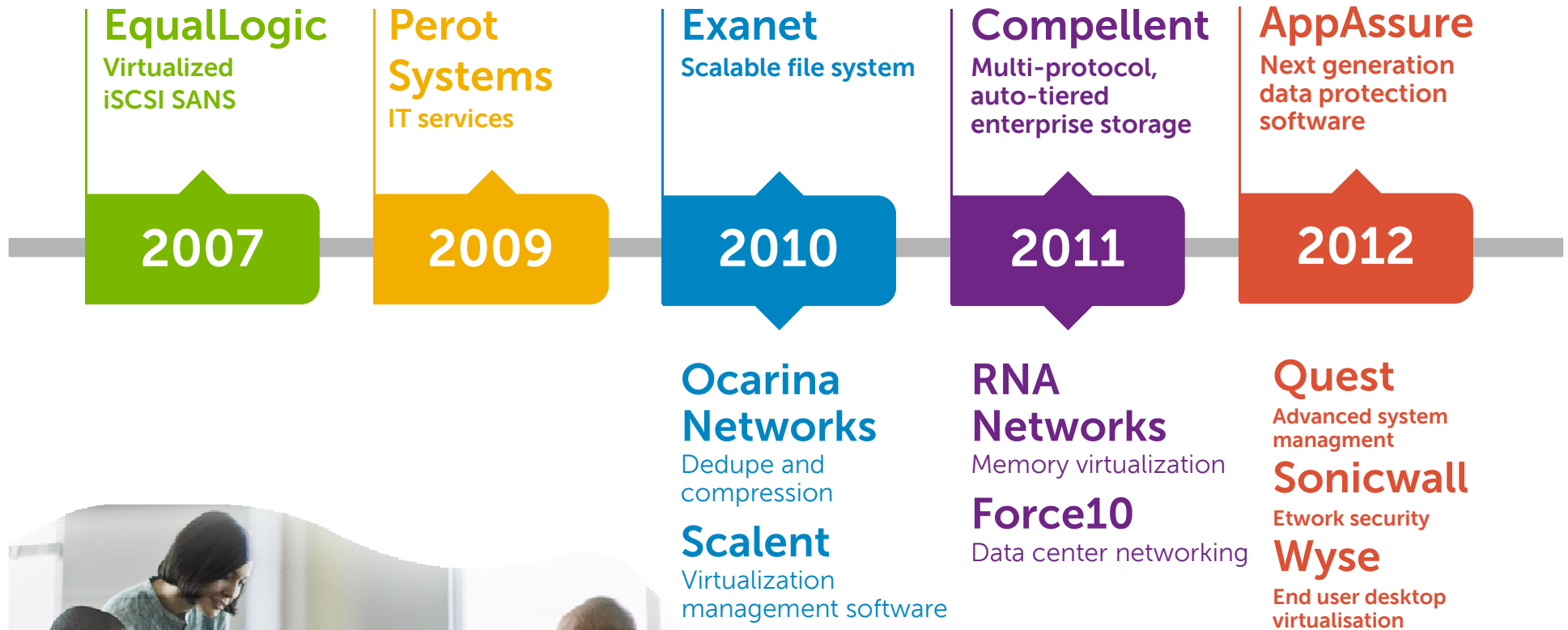


Dell is serious  
about Change...

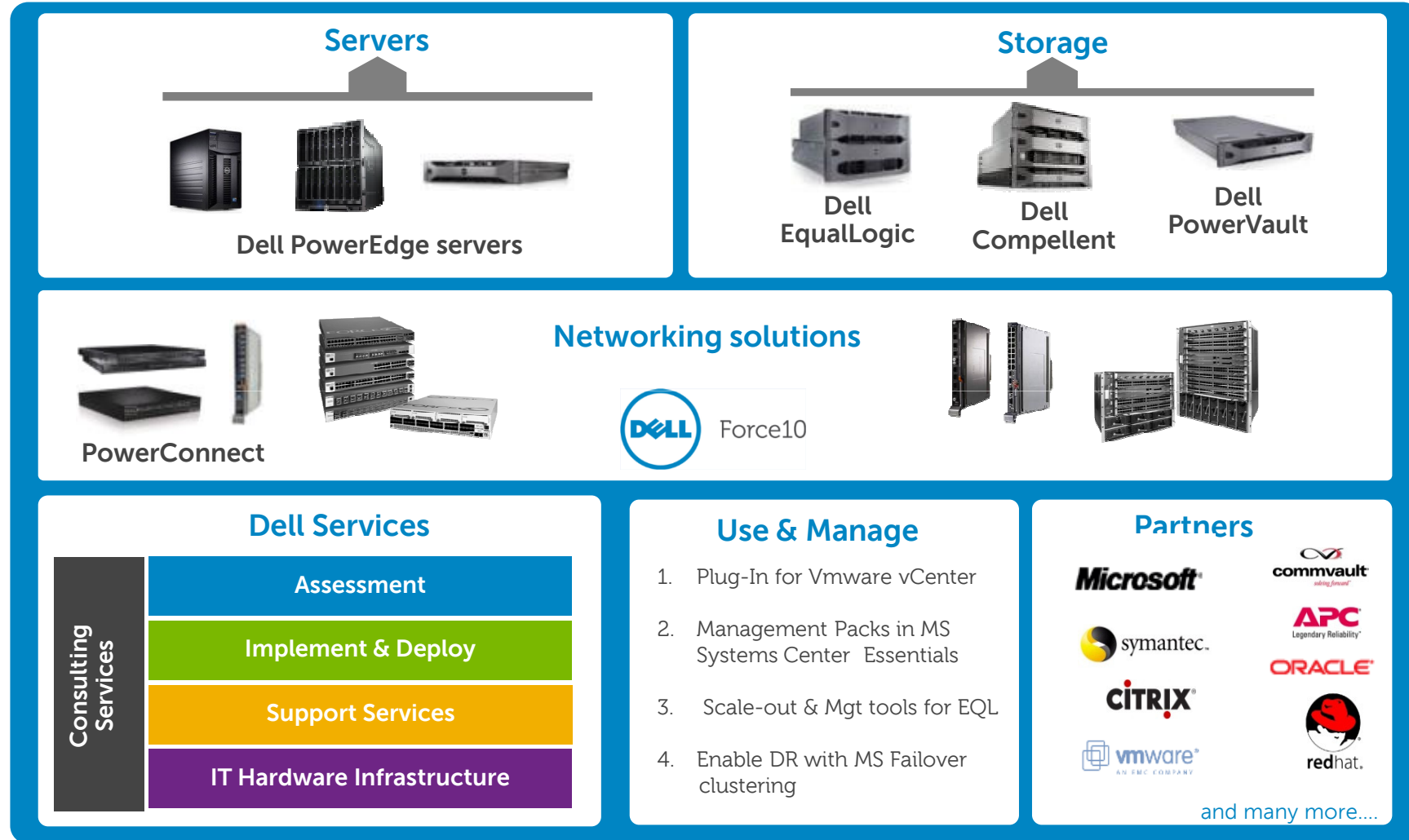
**Are you?**

# Our strategy in action:

## Building a Fluid Data architecture through strategic acquisitions

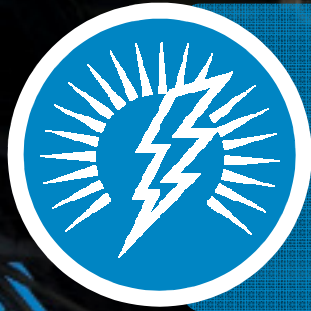


# An Ecosystem for Solutions





# Designed to empower customer success



## **Innovative and practical**

Improve productivity with solutions designed to make business applications more effective



## **Open, flexible architectures**

The right solutions for seamless operation of your dynamic infrastructure



## **Technology that simply works**

Speed time to value with transformative technologies

**Design input from more than 7,700 customers  
17 countries, 4 continents**



# Twelve ways 12th generation servers improve your IT experience

## Accomplish More

- No compromise on virtualization with **maximum memory density**
- Get more throughput with major **I/O performance enhancements**
- Get faster results with **innovative Express Flash PCIe SSDs**
- Accelerate HPC and VDI through **integrated GPU technology**

## Improve efficiency

- Manage anywhere anytime with **agent-free server management**
- Reduce maintenance time with **auto-update for replacement parts**
- Control cooling costs with better **power monitoring and control**
- Tailor your network to your applications with **fabric flexibility**

## Ensure business continuity

- Protect data in motion using **best in class RAID**
- Access the most vital information quicker via **storage tiering**
- Protect data at rest with malware resistance and **faster encryption**
- Keep data safer with firmware signing and **encrypted credentials**



# Storage

Dell Fluid Data Strategy



# Dell's fluid data strategy

Efficiency and agility through intelligent, automated infrastructure

Automate data management



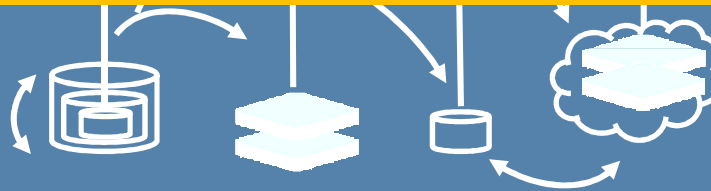
Moving the right **data**, to the right **place**, at the right **time**,  
at the right **cost**, automatically...

Scale seamlessly

Protect simply and affordably

Integrate across infrastructure

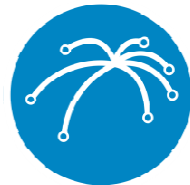
Primary internal tiering



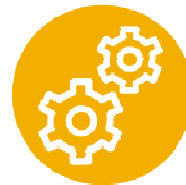
Nearline archive, preservation, compliance tier

Backup

Off-premise public or private cloud



Storage consolidation and virtualization



Application optimization



Data Protection



Disaster Recovery



Data retention and governance



# Dell storage strategy

## Fluid Data architecture

**Bring  
advanced  
enterprise  
functionality  
to the  
midrange**

**Bring  
midrange  
economics  
to the  
enterprise**

**Make  
sophisticated  
easy and  
advanced  
affordable**



Connect it all  
with **Dell**  
**Networking**



# Dell Network Solution Portfolio

## Campus Switching

PowerConnect



- 1/10GbE Ethernet
- Edge/Wiring Closet
- Aggregation
- Small Core

## Data Center Switching

Dell Force 10



- 1/10/40GbE Ethernet
- Top of Rack (TOR)
- Aggregation
- Core, Distributed Core

## Wireless

PowerConnect  
W-series



- Access points
- Instant Access points
- Controllers
- Guest Access System

## Blade I/O

PowerConnect  
M-series



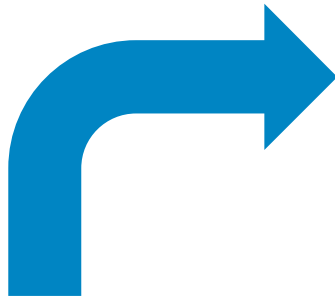
- 1/10GbE Ethernet
- 8/4 Gbps FC
- Converged /DCB
- FCoE



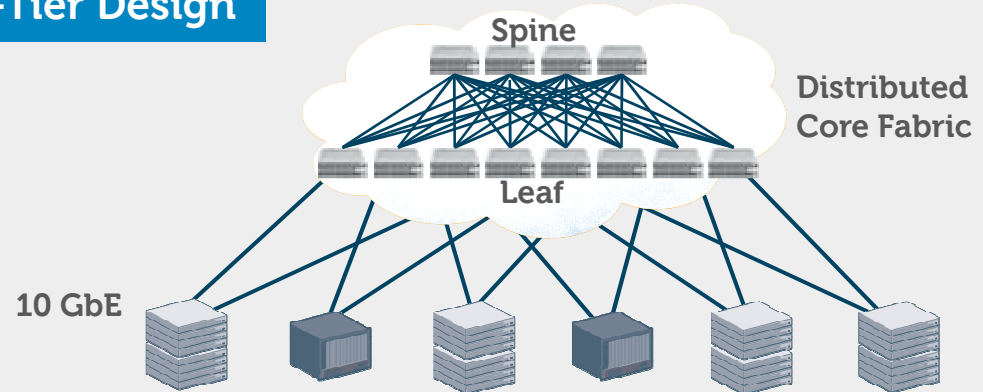
# Force 10 Simplification

Enabling simpler, flatter networks

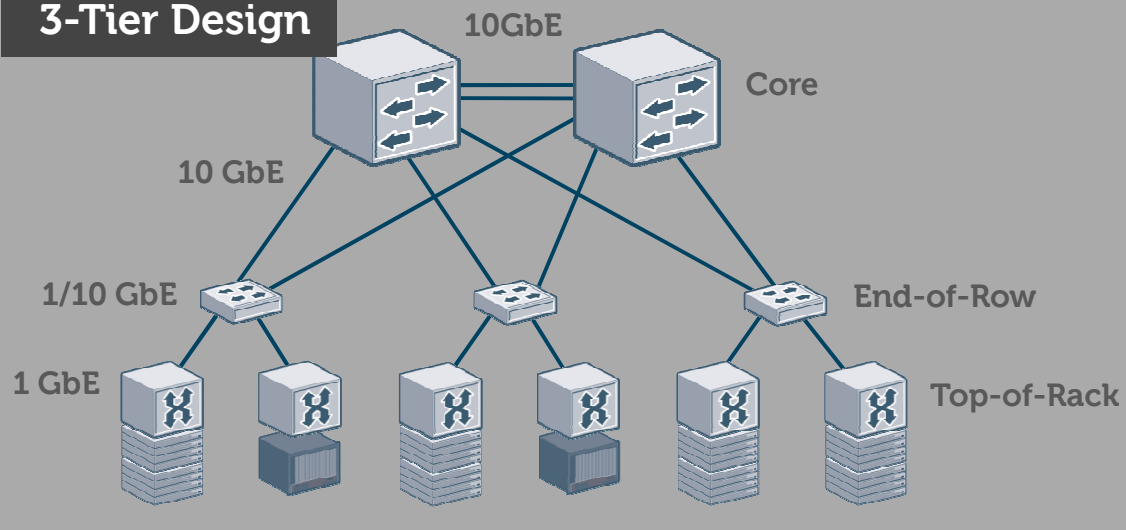
Flatten the network  
from 3-tiers to **One**



## 1-Tier Design



## 3-Tier Design



## Scaling down the core

**1/10<sup>th</sup>**  
the Footprint

**1/5<sup>th</sup>**  
the Price

**1/20<sup>th</sup>**  
the Power





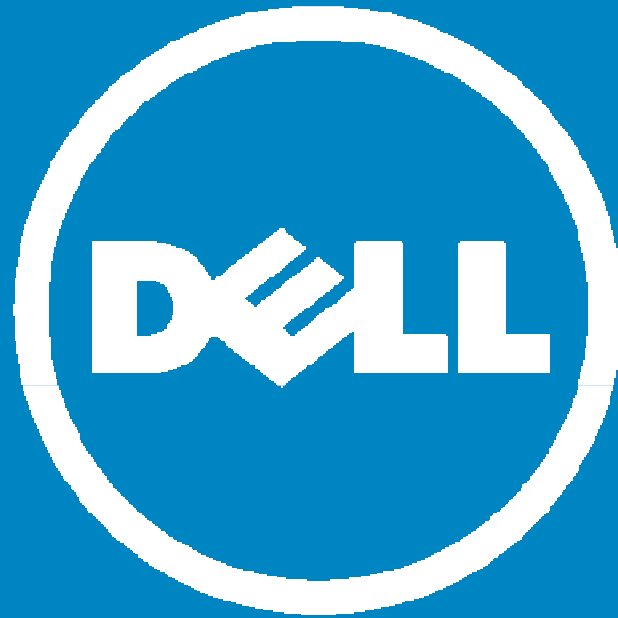
# Uniquely Dell

**Our approach  
to innovation  
is different**

**How we work  
is different**

**Our solutions  
and services  
are different**





The power to do more