



BECOME A DIGITAL INNOVATOR

MODERNIZE

your infrastructure with Dell EMC
and Intel® to realize IT Transformation

In this digital era, you face a challenging decision. You can use technology to purposefully disrupt your organization and unlock new opportunities, or you can wait and risk being disrupted by others. The choice is easy: disrupt or be disrupted.

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DELLEMC

Intel Inside®. New Possibilities Outside.





Gain a Competitive Advantage

Transform through technology

To keep pace in an ever-accelerating digital environment and forge a bright new future for your business, you need to transform your entire organization through technology.

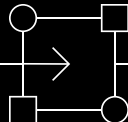
Transforming not only gives you the ability to reduce the costs associated with “keeping the lights on” by up to 41%¹; it simplifies operations and speeds time to market. This gives you more opportunity to invest in innovation and greatly increase customer satisfaction.

At Dell EMC, we have developed a specific approach to IT Transformation, powered by Intel®. It involves modernizing your infrastructure, automating service delivery with an IT-as-a-Service cloud model and transforming your people and processes.

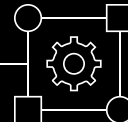
But how do you do this?



Modernize

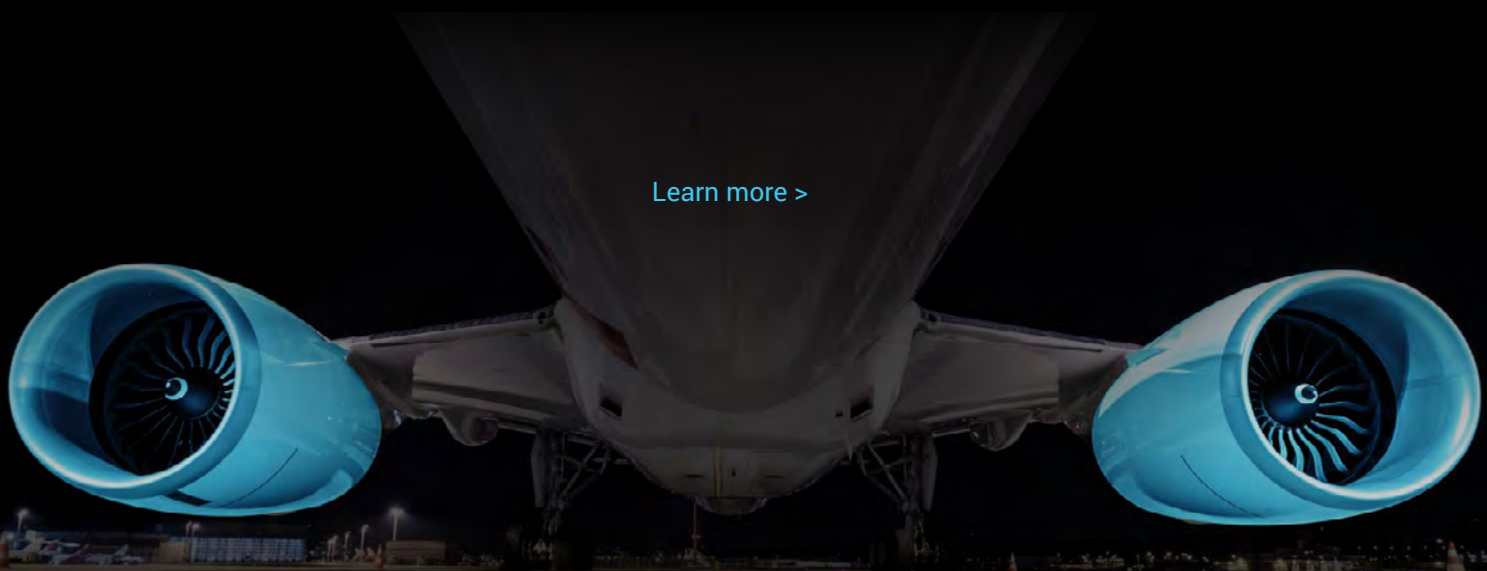


Automate



Transform

[Learn more >](#)



¹ The Business Value of VCE Vblock Systems Leveraging Convergence to Drive Business Agility. An IDC White Paper, originally sponsored by VCE now Dell EMC, May 2015



Modernize Your Infrastructure

Maximize performance, reduce costs and be prepared

A modern infrastructure is the first step in realizing IT Transformation.

To support the next wave of modern applications and workloads along with performance requirements and cost efficiencies in the digital age, a modern infrastructure is required. One that is built with specific attributes in mind:

- **All-Flash:** Manages complex workloads and manipulates more data faster while reducing operational costs
- **Software-defined:** Optimizes performance and costs by virtualizing the underlying infrastructure and making it available only when needed
- **Scale-out:** Right-sizes the infrastructure by allowing systems to scale seamlessly with no service disruption

- **Cloud-enabled:** Ensures the fastest delivery of applications and services to the end user

- **Trust:** Reduces the risk of downtime and protects business-critical applications and intellectual property with seamless backup and recovery

By spearheading infrastructure modernization and refreshing outdated data center technologies with the latest, cost-effective innovations from Dell EMC and Intel®, you can better meet business demands for greater performance and agility, efficiency and security — all while lowering operating expenses.

Drive improvements in costs, performance and protection

Up to
36%
lower costs²

Be
4.4x
faster getting new
products to market³

Complete
3x
as many IT projects
ahead of schedule⁴



Modernize
[Watch video >](#)



^{2,3} The Business Value of VCE Vblock Systems: Leveraging Convergence to Drive Business Agility. An IDC White Paper, May 2015

⁴ How IT Transformation Maturity Drives IT Agility, Innovation and Improved Business Outcomes. An ESG whitepaper commissioned by Dell EMC, April 2017



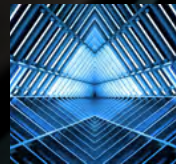
Focus on Innovation

Not IT maintenance

To keep pace with today's on-demand culture, you must embrace the transformation of IT infrastructure, break down silos of complexity and streamline operations. By creating a modern infrastructure that unifies management, you will have 3x more time⁵ to focus on innovation, instead of IT maintenance.



Transform Your Business

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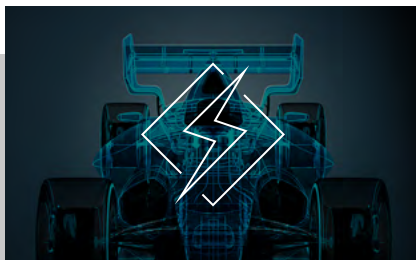
Why Hyper-Converged?

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Converged Systems

Although it is certainly possible to forge contemporary infrastructures from stand-alone components, the simplest way to align with the attributes of modern IT is with easily scalable converged systems, which can improve business agility by more than 41%⁶.

Dell EMC converged systems, powered by Intel®, are capable of delivering across all workloads, maximizing performance and improving time to value. By leveraging simplified, turnkey platforms; IT organizations can get systems up and running as much as 4x faster⁷ and focus talented staff on activities that help the business grow.



All-Flash



Servers



Data Protection



⁵ The Business Value of VCE Vblock Systems: Leveraging Convergence to Drive Business Agility. An IDC White Paper, sponsored by VCE, May 2015

⁶ IT Transformation: The Path to Business Success, commissioned by Dell EMC, March 2017

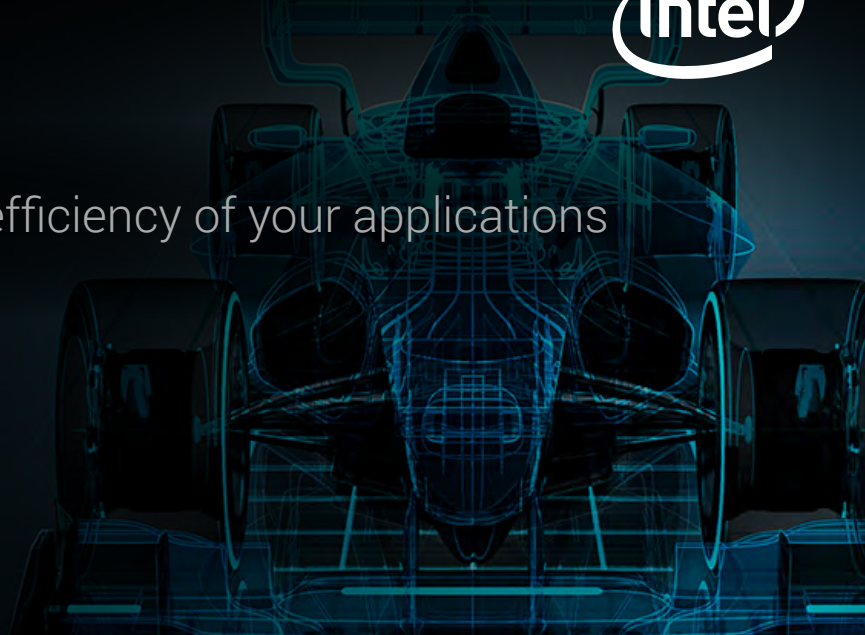
⁷ IT Transformation: The Path to Business Success, commissioned by Dell EMC, March 2017. Based on the Edison Group white paper commissioned by EMC, "VCE VxRail™ Appliance Cost and Maintenance Advantages," June 2016, comparing the VxRail Appliance to a Build-it-Yourself solution. Total cost of ownership calculated over 5 years and assumes the cost of datacenter space in New York, New York as of April 2016



All-Flash

Revolutionize the speed and efficiency of your applications

Moving to All-Flash storage is a great way to add scale, efficiency and speed.



Every successful All-Flash deployment must deliver the perfect fit for current requirements as well as the freedom to adapt in competitive landscapes. By making the move to All-Flash, you can drive down cost through workload consolidation, increased flexibility and massive reductions in footprint, power and management expense.

Dell EMC All-Flash systems, powered by Intel®, are modern, feature-rich software-enhanced architectures that allow you to swiftly address workload-specific needs in an increasingly dynamic IT environment.

Up to
3x
the performance⁸

Lowest
\$/GB
for hybrid array⁹

Up to
25%
savings in IT footprint¹⁰

The Dell EMC All-Flash portfolio makes it cost-effective and easy to shift 100% of your primary workloads to All-Flash today, while offering ongoing choice and agility at any scale for general purpose and specialized solutions alike.



Fuel IT Transformation
with All-Flash

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⁸ Based on Dell EMC internal testing, March 2017

⁹ Dell internal analysis, April 2017. Net effective capacity after 5:1 data reduction including 5 years of 7x24x4 hour on-site support as compared to other midrange storage from major-vendors. Customer's price may vary based on a variety of circumstances and data should be used for comparison purposes.

¹⁰ Based on Dell EMC internal testing, March 2017



Dell EMC Servers

Be more agile — more efficient — more secure

Build your modern IT infrastructure with a scalable business architecture, intelligent automation and integrated security using Dell EMC Servers.

It is a critical step during any modernization process to ensure that existing infrastructure is being run as efficiently as possible. As part of this foundation, the process should account for creating the best performance, while consuming less capital and operational and IT staff resources.

● **Dell EMC servers, powered by Intel®, are the bedrock of the modern data center**, delivering the

best performance possible with market-leading cost efficiency. They are designed and engineered to optimize specific workloads; from traditional applications to cloud workloads and converged platforms. Accompanied with a suite of tools and applications that let you easily deploy, manage and monitor the automation of manual tasks along with routine management. These capabilities are at the core of our server solutions.

Greatly reduce costs and increase performance, efficiency and reliability with Dell EMC server refreshes

78%

reduction in productivity losses associated with unplanned application outages¹¹

59%

lower three-year operating costs¹²

>1

Less than 1 year return on investment¹³



Shorter Refresh Cycles are Better for Business

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Dell EMC Data Protection

Protect the lifblood of your business

Modern architecture must be delivered with the trust that your data, which is the lifblood of your business, is safe today and in the future.

One size does not fit all

Dell EMC's data protection portfolio and strategic guidance ensure that all data, regardless of where it lives, is protected from threats. To achieve this level of trust, you need data protection that covers the entire protection continuum, across all consumption models, for any workload.

The combined impacts of data growth, data mobility, varied service level requirements and consumption models (on premises, virtualized, hybrid cloud, cloud native) make it impossible for one solution to be optimized for all. Dell EMC best-of-breed data protection solutions, powered by Intel®, are purpose-built for today's emerging workloads and consumption models giving you the maximum performance, agility and economy for today's modern infrastructures.

50%

or more reduction in data protection costs¹⁴

36x

less protection storage on average required¹⁵

7x

more scalability than the closest competitor¹⁶

Have the IT agility you need to solve today's data protection challenges

We're uniquely qualified to deliver comprehensive data protection across all requirements to accelerate IT Transformation.



Modernize Data Protection for Real Economic Advantage

[Read infographic >](#)



¹⁴ Economic Value of In-cloud Data Protection with Dell EMC Data Protection Software. An ESG White Paper, June 2017. Compared to two competitors. Actual cost-savings will vary.

¹⁵ Based on internal Dell EMC analysis, January 2017.

¹⁶ Based on internal testing, usable capacity per couplet, in comparison to HPE, October 2016.



IT Transformation

Modernize, automate and transform IT operations and infrastructure

Jumpstart your IT Transformation.

No company is better positioned to make your IT Transformation a reality than Dell EMC and Intel®.

We have the most comprehensive, end-to-end portfolio of products and services and are uniquely prepared to help you Modernize, Automate and Transform your IT operations and infrastructure.



Columbia Sportswear

[Watch video >](#)



Learn how to be

3x

more likely to complete projects ahead of schedule¹⁷

2x

more likely to exceed revenue goals¹⁸

7x

more likely to run IT as a profit center¹⁹



#GetModern

Request a performance assessment of your data center and receive custom recommendations



Automate IT-as-a-Service

[Learn more >](#)



Transform IT Operations

[Learn more >](#)



^{17, 18, 19} How IT Transformation Maturity Drives IT Agility, Innovation and Improved Business Outcomes, an ESG whitepaper commissioned by Dell EMC, April 2017
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