
Dell EMC
IT TRANSFORMATION FOR THE DIGITAL AGE
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Director –Primary Storage MIT- Middle East - META
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CHANGE IS IMMANENT

5G Network

25 TIMES FASTER !!!

BLOCKCHAIN



Drone Taxi

amazon go



Hyper Loop



GE Smart Engine

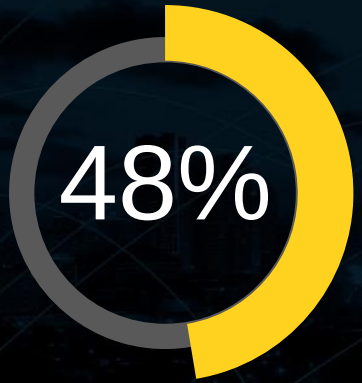
Mobile Applications

10,000's update per second !!!

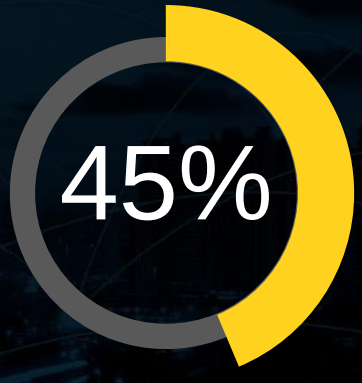
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DIGITAL TRANSFORMATION

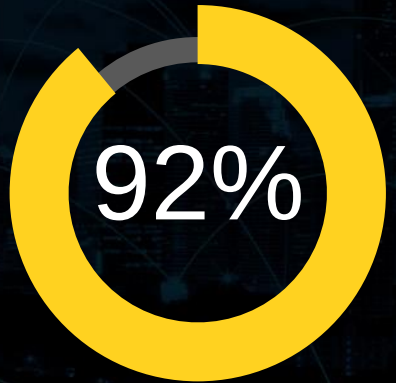
Risk or Opportunity?



Have no idea what their industry will look like in 3 years

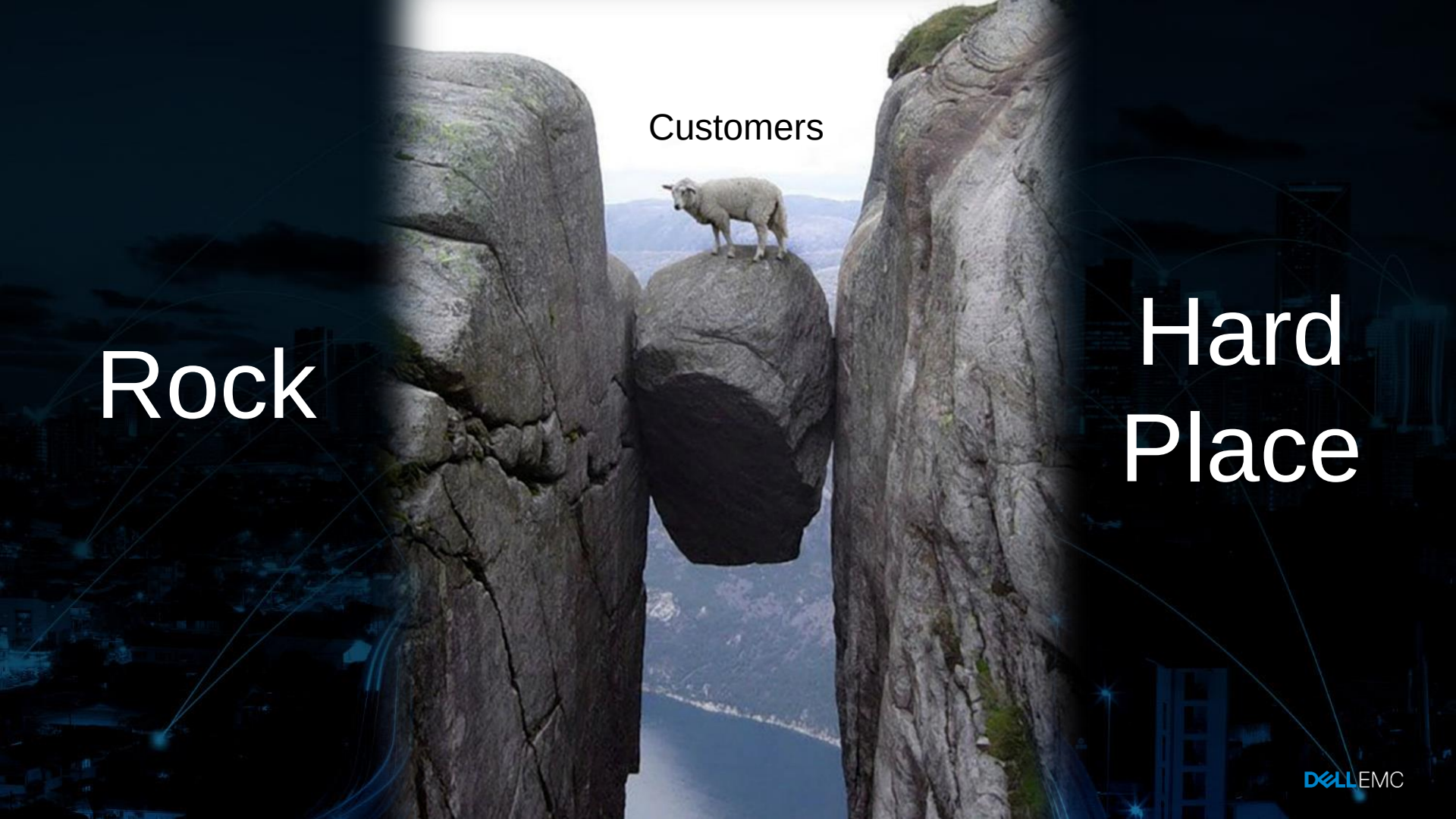


Fear they will be obsolete in 3-5 years



See digital business initiatives as critical to success

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Customers
Rock
Hard
Place
DELL EMC

TRADITIONAL VS. TRANSITIONAL

AIMEE MULLINS Story

A record-breaker at the Paralympic Games in 1996, Aimee Mullins has built a career as a model, actor and advocate for women, sports and the next generation of prosthetics.

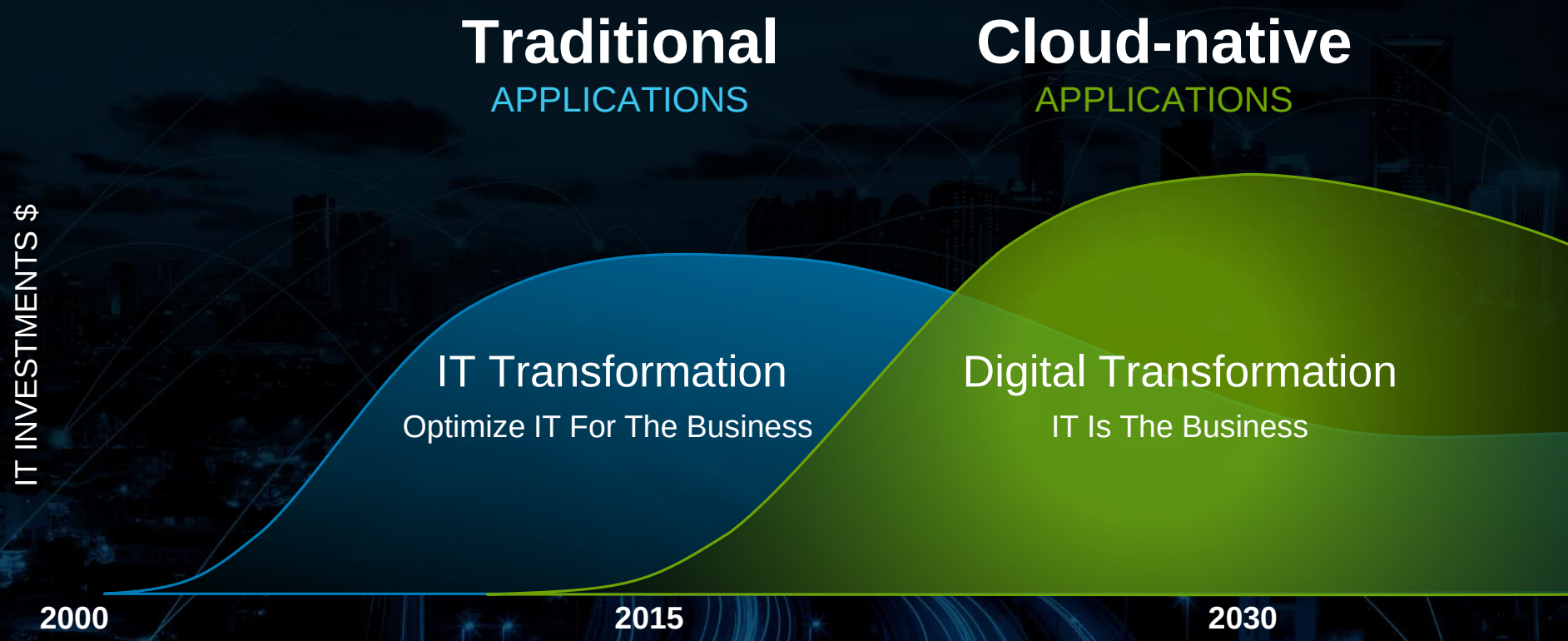











Traditional
APPLICATIONS
Cloud-native
APPLICATIONS
IT INVESTMENTS $
IT Transformation
Optimize IT For The Business
Digital Transformation
IT Is The Business
2000
2015
2030

IS IT HELPING THE BUSINESS…

- Make Money?
  - More Business Transactions Per Second
  - Higher Employee to Customer Interactions
  - Faster Application Development
  - Improved Business Insight and Decision Making
- Save Money?
  - Far Fewer Storage Devices
  - Lower Energy & Floor Space
  - Less Refresh, Less x86 Servers, Less SW Licences
  - Lower Administration Costs
- Gain A Competitive Edge?
  - IT is a strategic weapon
  - Better customer experience
  - Amazon Prime/Uber
  - Attracting best talent in IT



ALL FLASH

+21%*



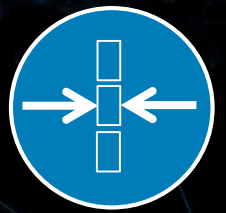
CLOUD

+22%*



SOFTWARE DEFINED

+20%*



CONVERGED INFRASTRUCTURE

+33%*

2017 IT Transformation Maturity Study

*CAGR through 2020IDC Data. % Rounded

IT TRANSFORMATION MATURITY INDEX

Adoption of Modern Data Center Pillars

Adoption of Modern IT Processes

Focus on Business and IT Alignment

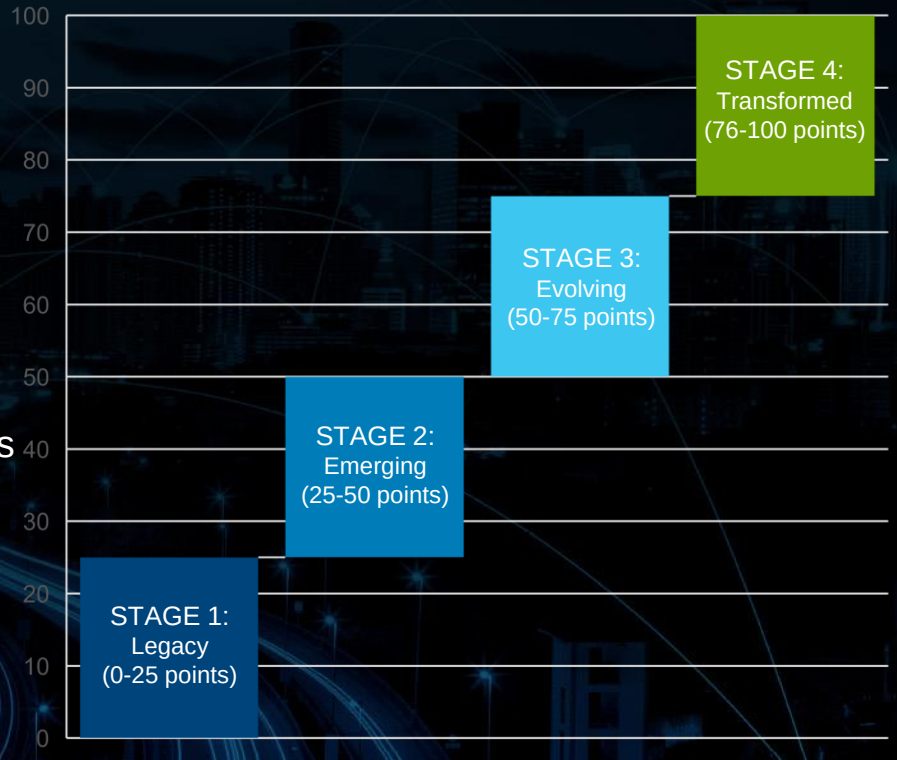
6x Faster Time To Provision

4x Faster App Delivery

++$M More On New Innovation Projects

3x IT Projects Ahead Of Schedule

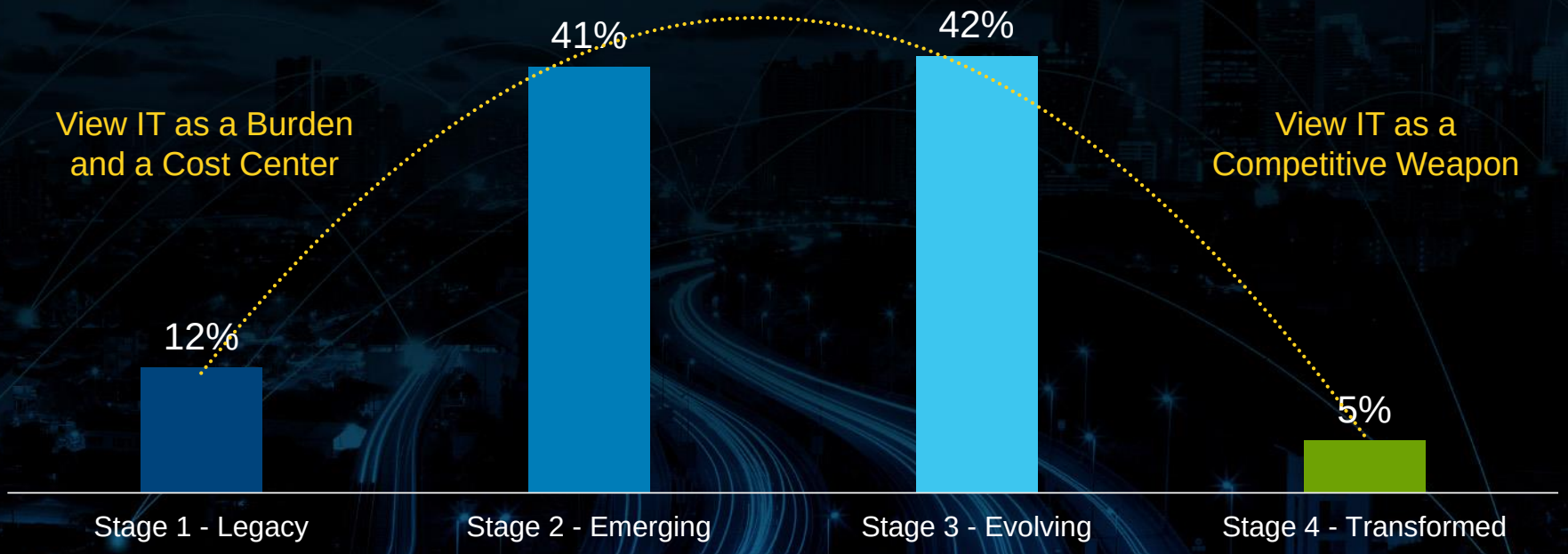
8x More Coop With LOB



IT TRANSFORMATION MATURITY CURVE

Respondent Organizations by IT Transformation Maturity Stage

(percent of respondents, N=1,000)



WHERE TO BEGIN

3 Phase Transformation Process

MODERNIZE

- Leverage Modern Infrastructure
- Right tool for the job
- Simple & Powerful

AUTOMATE

- Self-service provisioning capabilities
- Running IT like a service provider/public cloud

TRANSFORM

- With Senior Exec Support
- Transform
  - People
  - Process
- Business & IT Alignment

FOUNDATION OF THE MODERN DATA CENTER



All Flash

Reduce costs (# of drives, power, floor space, more)

Consistent and predictable performance



Scale-Out

Lower entry costs and scale as you grow

Manage massive capacity with fewer resources



Software-Defined

Automated provisioning and business agility

Flexible and programmable data services



Cloud-Enabled

Policy driven service delivery

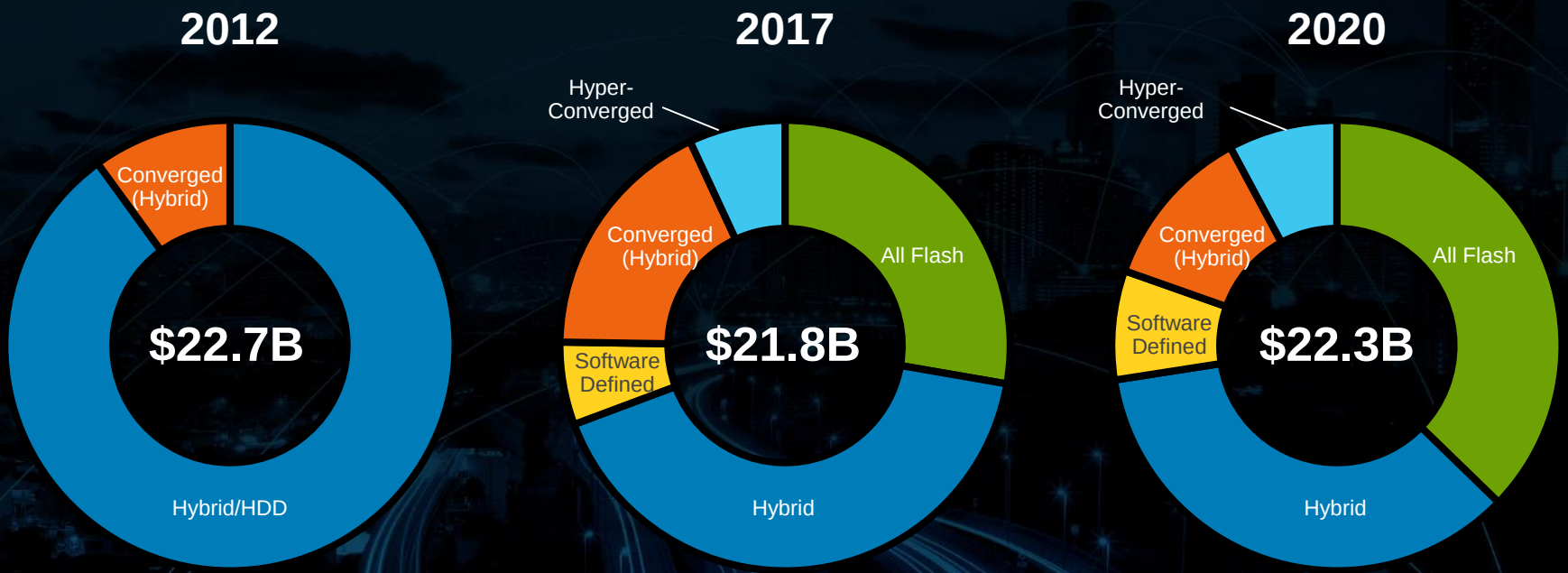
On/off premises data and/or application mobility

Protection and Trust

Security/Governance | Encryption | Data Protection | Services/Support

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STORAGE INFRASTRUCTURE IS CHANGING RAPIDLY



Sources: IDC Worldwide Semi Annual Enterprise Storage Systems Forecast – H1 2016, IDC Worldwide Semiannual Software Tracker Forecast H1 2016, IDC Custom-Cut Forecast, May 2016

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#1 IN MODERN IT INFRASTRUCTURE



Servers

#1 Server Provider

in North America, Latin America, China



Storage

#1 In Storage



All Flash

#1 Flash Arrays



Converged Systems

#1



Cloud Infrastructure

#1 Provider

of Cloud Infrastructure – Over 1M Servers Shipped



Data center

#1 Provider

of Virtualized Data Center Infrastructure



Data Protection

#1 Combined

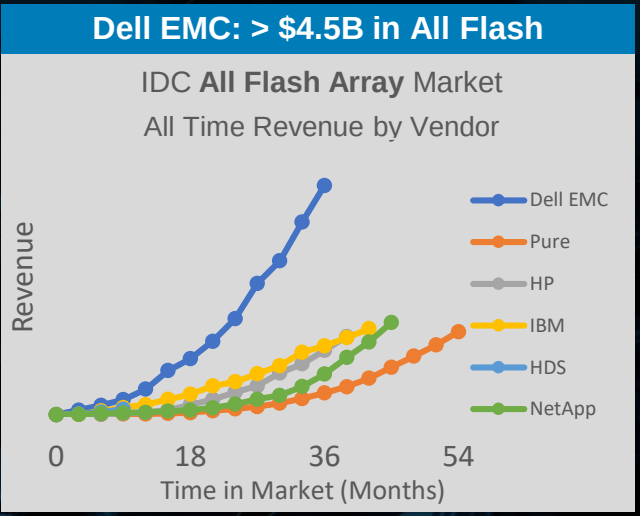
Protection Storage and Software

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MARKET LEADER IN ALL INFRASTRUCTURE…

AFA, CI, HCI, SDS

Dell EMC: > $4.5B in All Flash



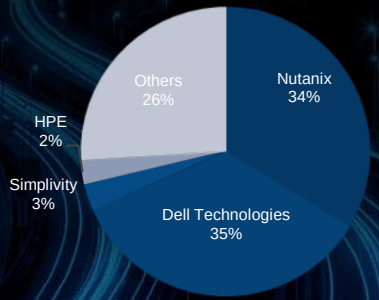
Gartner Magic Quadrant for **Solid State Arrays**



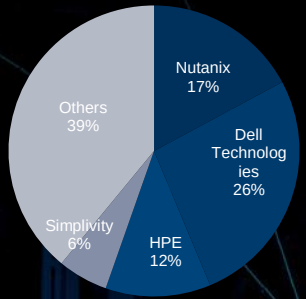
Gartner Magic Quadrant for **Integrated Systems**



IDC **Hyperconverged Infrastructure**



Wikibon **"Server SAN"** Market



Sources: IDC Worldwide Quarterly Enterprise Storage Systems Tracker – Q3 2016, Gartner Magic Quadrant for Solid-State Arrays – 22 August 2016, Gartner Magic Quadrant for Integrated Systems 10 October 2016, Dell EMC and Pure Storage Actuals

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MIT PORTFOLIO

Traditional Storage Infrastructure
Enterprise and Mid-Range



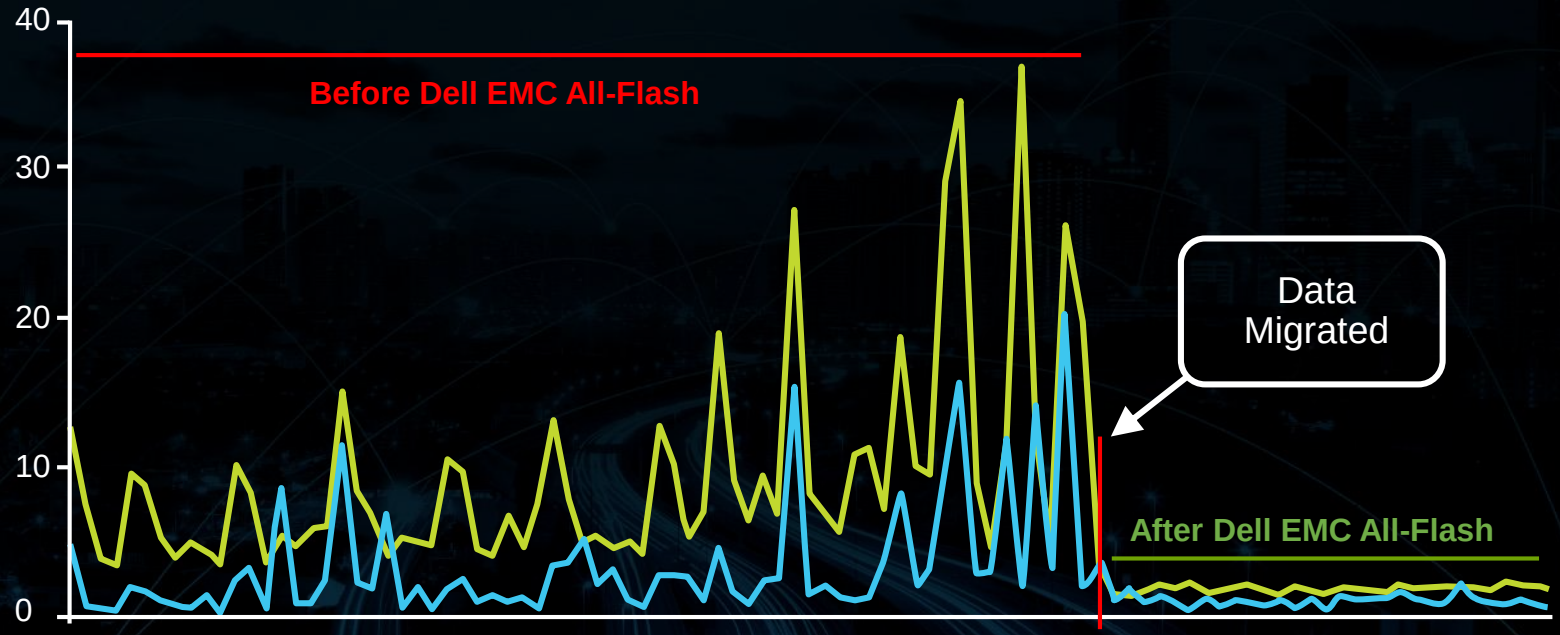
XtremIO, VMAX All Flash, Unity All Flash, SC Series

Software Defined &
Hyper Converged Infrastructure



VxRack, VxRail, ScaleIO

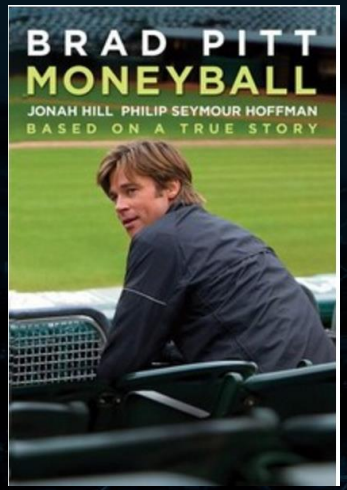
SUDDEN IMPACT OF MODERNIZATION ON APPLICATIONS AN ALL FLASH ASPECT



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MONEY BALL THE MOVIE

quotes



"The problem we're trying to solve is that there are rich teams, and there are poor teams. Then there's 50 feet of crap. And then there's us. It's an unfair game."

People who run ball clubs, they think in terms of buying players. **Your goal shouldn't be to buy players, your goal should be to buy wins**. **And in order to buy wins**, **you need to buy runs**.

"If we pull this off, we change the game. We change the game for good."

IT'S ALL ABOUT LINEUP AND STRATEGY

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MONEY BALL THE MOVIE

It is DONE!!

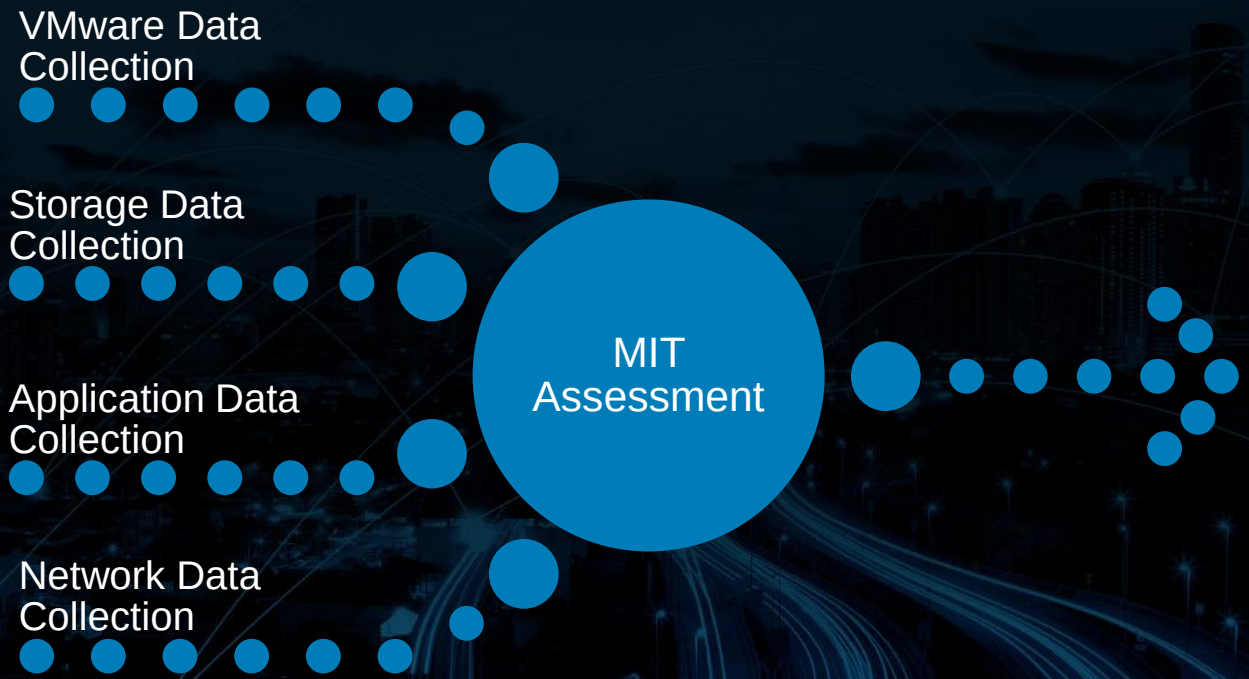
NEWS

Dell EMC XtremIO adds speed to Red Sox IT lineup

Brian Shield, Red Sox vice president of IT, said the organization aspires to "make the most effective use of technology for its fans, players and employees." He said the XTEMIO Array allows the Red Sox to quickly process larger datasets as baseball analytics become increasingly more important.

"As things happen on the field, we're getting real-time data," Shield said. "Now you have data points on virtually everything."

MODERN INFRASTRUCTURE ASSESSMENT



Hyper Converged / SDS

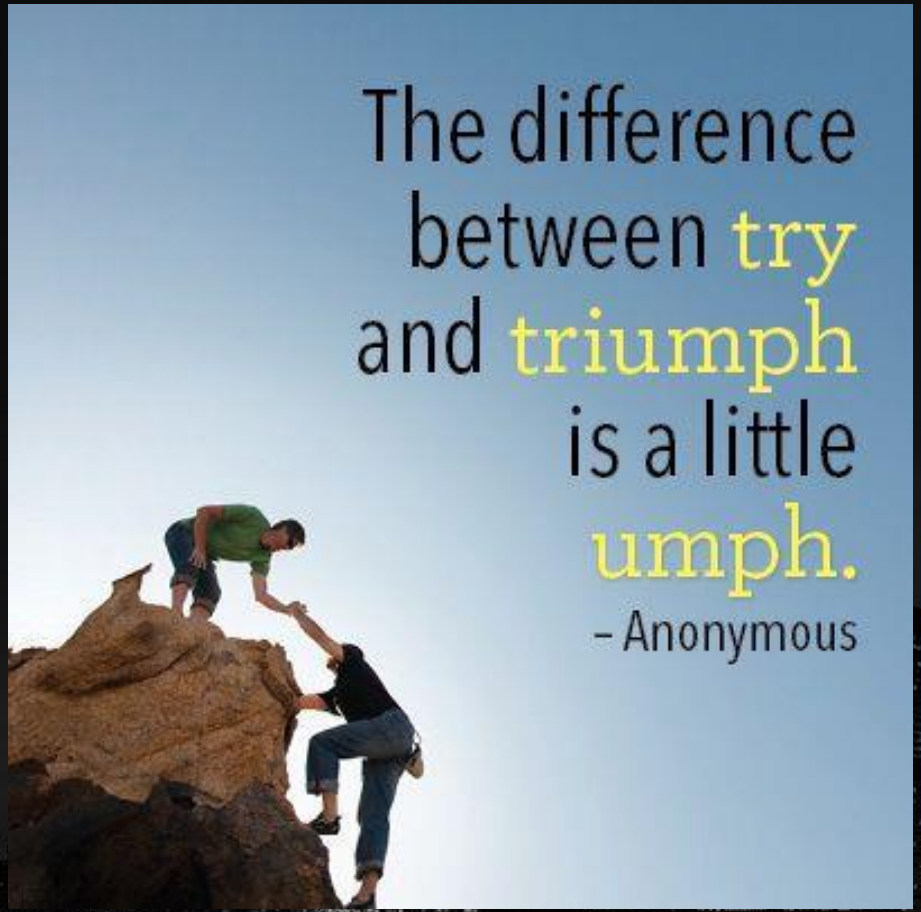
OR

Converged

OR

Traditional Component Architecture

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The difference
between try
and triumph
is a little
umph.
– Anonymous

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