



The Dell strategy: Agile, efficient, scalable

Mohamed Noorul Huq

Enterprise Technologist, Enterprise Solutions, Asia-Pacific & Japan

The marketplace is changing

\$241 billion

cloud spending by 2020

70%

of CXOs expect to see a significant or complete IT overhaul in the next 3 years

2X

X86 server virtualization will double from 40% to 80% by 2016

2:1

CEOs who involve the CIO in business strategy recognize superior financial performance vs. their peers

2.5 Quintillion

bytes of data being created every day

43%

of CXOs say their company will increasingly use IT as a commodity service to be bought and sold when needed

68%

of server-related expense was on management in (2012)

1 in 6

CIOs are only consulted or have no role in setting IT strategy

50X

Rate of growth of managed data in the next decade



Customer challenges

Changing the way you do business



How can I...

- Enable my organization to scale?
- Accelerate results?
- Maximize operational efficiency?



Embrace
consumerization:
BYOD and beyond



Accelerate adoption:
virtualization,
convergence, cloud



Turn data
into insights



Overcome
the evolving
security threat &
ensure compliance

Dell's solutions

End to End solutions that drive business outcomes

The Power to do More

CONNECT

Embrace
consumerization:
BYOD and beyond

TRANSFORM

Accelerate adoption:
virtualization, convergence,
cloud

INFORM

Turn data
into insights

PROTECT

Overcome the evolving
security threat &
ensure compliance

Driving greater **operational efficiency** and **accelerating results**



Business-class
connected
solutions



Integrated,
optimized
enterprise



Software that
simplifies IT and
mitigates risk



Flexible, next-
generation
services

Differentiated with a **scalable design point**



Dell's investments

Our recent investments align to these focus areas



Business-class
connected
solutions



Integrated,
optimized
enterprise



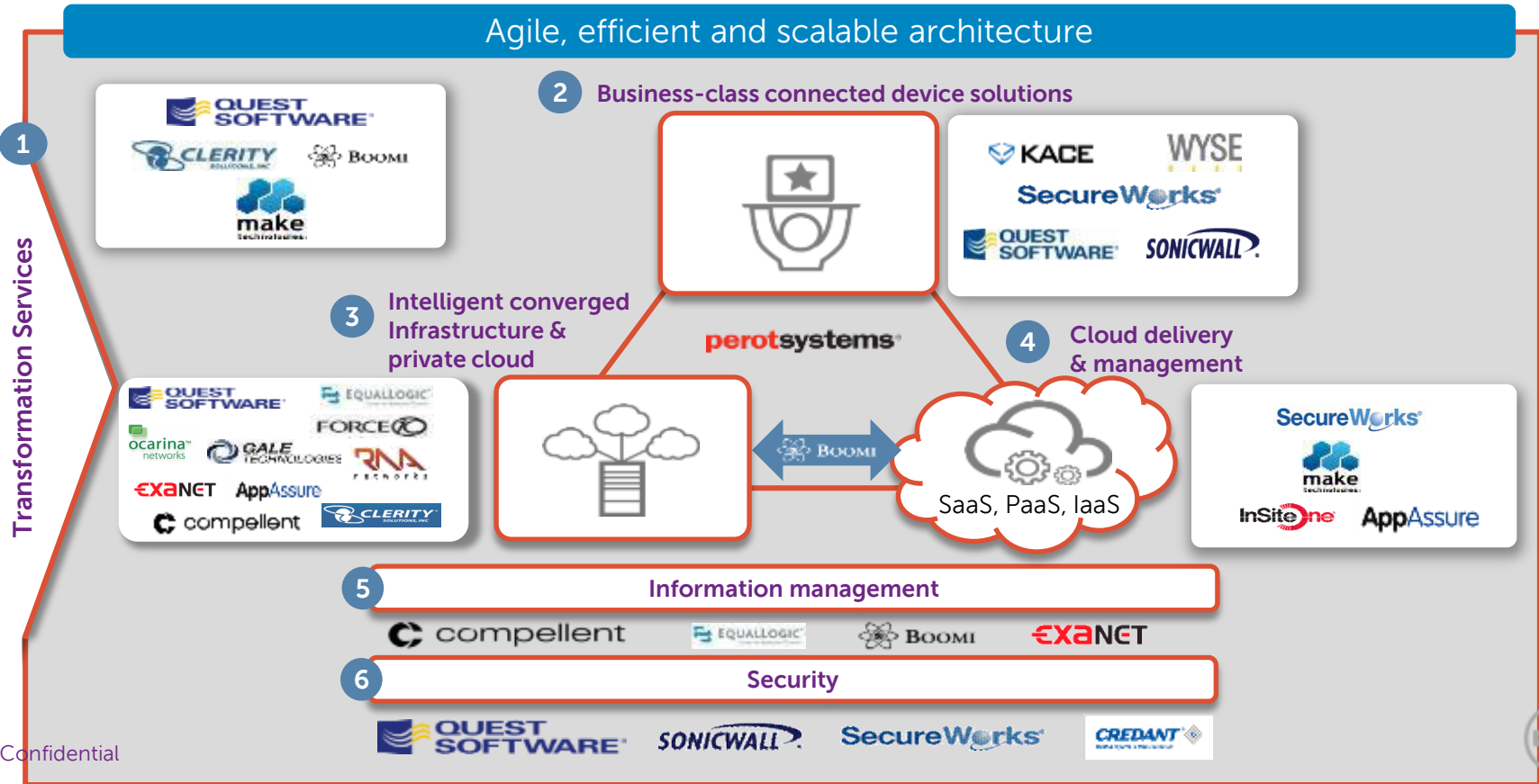
Software that
simplifies IT and
mitigates risk



Flexible, next
generation services



Dell's recent investments align to our vision



Scalable design point

Differentiating from our competitors

**Enterprise
features to scale
up or down**

**Comprehensive
and standards
based**

**Easy-to-use
and manage,
reliable & secure**

**Flexible solutions
and Support**

**Low cost of entry;
pay-as-you-grow**

**Trusted advisor
relationship**

Why Dell: A History Of Disruptive Values



1980's

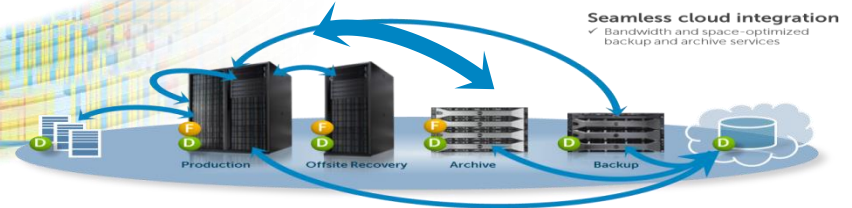
"Provide disruptively great value to customers and partners through direct relationships; innovation without legacy; and the power of the Internet"



1990's

2000's

2010's

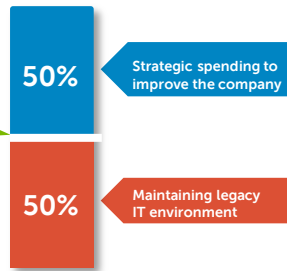


Today's IT reality



Dell Focuses

IT possibilities



Eg' CML Fluid data architect

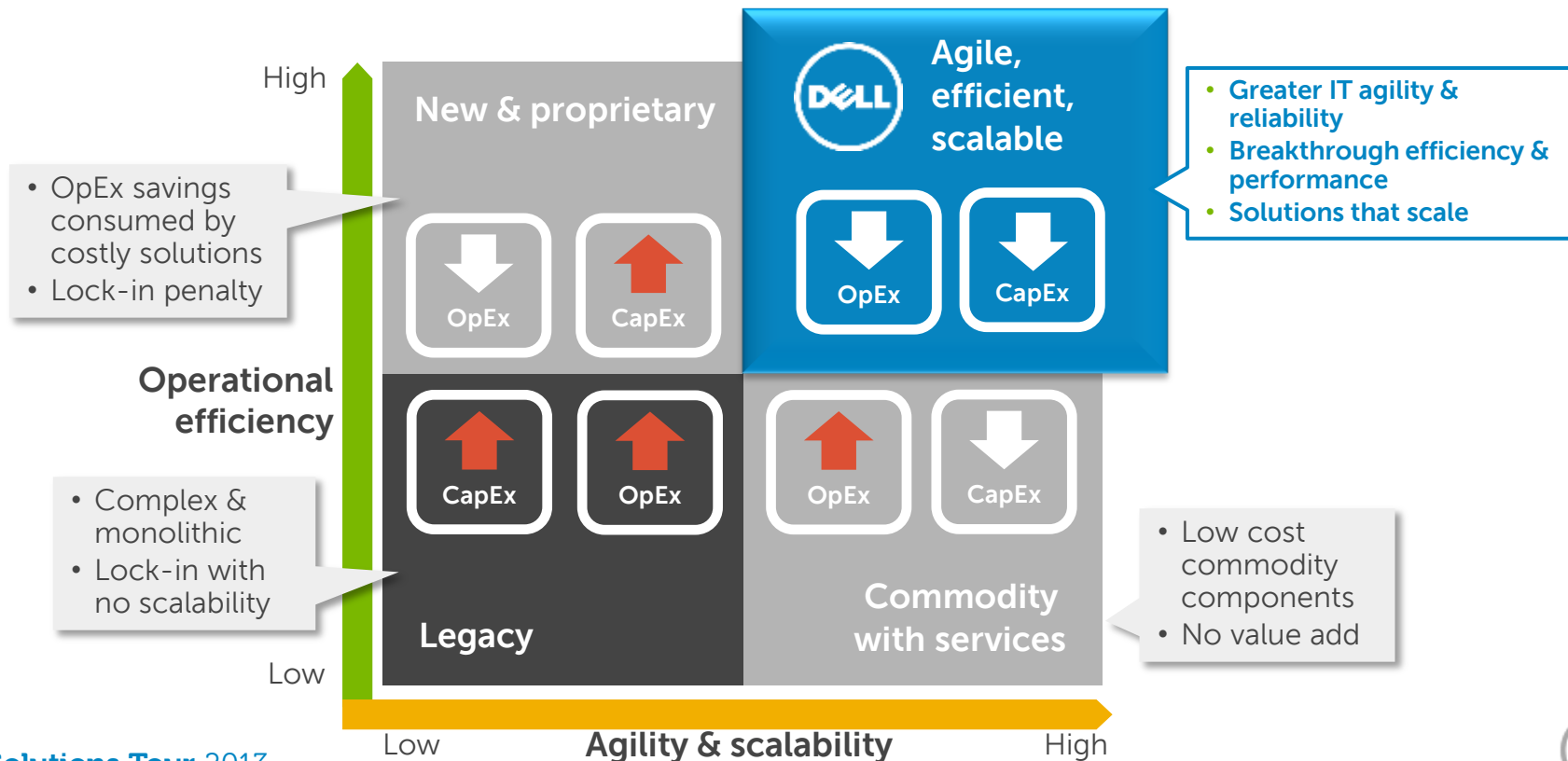
Scalability: Scale without a forklift upgrade

Open, standards-based solutions that help our customers rapidly respond to changing business needs



Dell's end-to-end approach

What's different?



#1

Cloud infrastructure provider



#1

iSCSI storage solution provider



#1

blade in
performance/price



90%

of Fortune 1000 companies
use Dell software

4 of 5

Top search engines
worldwide powered
by Dell



75%

Top social media websites
powered by Dell

Dell Solutions Tour 2013

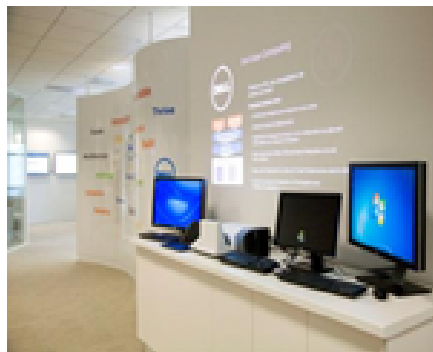


2.4 billion

malware attacks blocked in 2011



Dell Solution Centers



10

Centers now open &
additional 2 opening in H1.
Learn more @
<http://dsc.dell.com>

\$58M

Revenue wins
supported to date.

DSCs are a key asset in the
sales motion supporting YOU
win business!

1500

Customer Engagements
completed in FY12.

Technical Briefings, Architectural
Design Sessions and Proof of
Concepts.

72%

NPS Score

DSC capabilities help our
customers to solve their
specific IT issues.

Domain Focus

Build expertise across core domains
AND vertical solutions.

Creation of reference
architectures and solution stacks
to support customers' unique
industry requirements.



5000

Online Demos

delivered by YOU to YOUR
customers through
<https://demos.dell.com>

How can we help you on your journey?



Start with a discussion

- Tap into Dell subject matter experts
- Understand the potential
- Define the path forward
- Onsite workshop



Embrace
consumerization:
BYOD and beyond



Accelerate adoption:
virtualization,
convergence, cloud



Turn data
into insights



Overcome
the evolving
security threat &
ensure compliance

