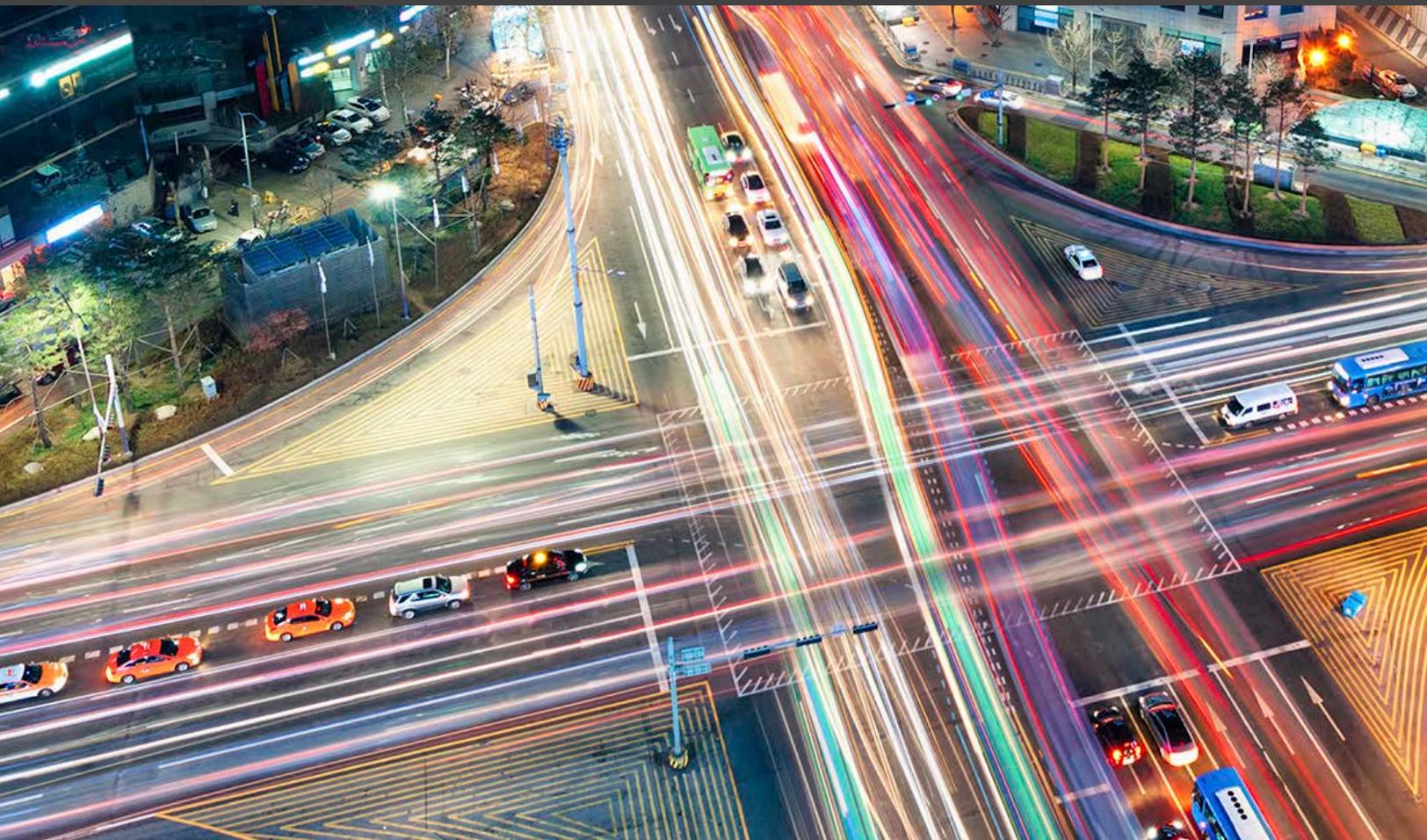


# Dell Enterprise Solutions

Powering the  
Future-Ready  
Enterprise





## Change: The only constant

You are tackling more—and bigger—challenges than ever before. Seemingly everywhere in your enterprise, business as usual is out; change is in. And nowhere is this more apparent than in IT.

Over the last few years, the velocity and impact of technology evolution has been swift and far-reaching. From the data explosion and software-defined to cloud computing and evolving threats, these trends are literally rewriting the rules of IT.

Your role within the enterprise is changing, too. IT teams historically focused on technology priorities and “keeping the lights on” are now being asked by CEOs to understand and advance important business initiatives as well.

IT models are in a state of flux as well. You are at the intersection of traditional and new IT, and you need to find a path forward.

This a time of significant change and significant opportunity. How will you successfully navigate change so you can seize opportunity?

It’s time to bridge the gaps—gaps in infrastructure, gaps in expertise, gaps in getting from “here” to “there”—on your terms, in a way that doesn’t cause further disruption or replace old problems with new ones.

Now, with Dell, you can achieve your goals, without compromise.



## Introducing the Future-Ready Enterprise

This is your strategy for bridging the gaps, while maximizing value, choice and flexibility at any scale, any step of the way.

In a time when you are being asked to do more with less, it's important to maximize savings at both the point of technology acquisition as well as throughout the technology lifecycle. Dell Future-Ready Enterprise solutions give you the best balance of infrastructure price and performance, so that your capital expenses are consistently lower. By infusing system design with simplicity, Dell makes technology easier for your IT staff to use as well as more efficient to drive space and energy savings—all considerations which reduce your ongoing operational expenses.

All around you is limitless innovation; preserve your freedom to leverage it as you choose. Unlike approaches which bind you to rigid or closed systems, Dell's Future-Ready Enterprise strategy gives you the power to evolve at the pace of innovation with systems based on open standards, the common languages of technology. Now you

can control your own evolution—or revolution—as you please, without ties to a specific vendor, system size or configuration, or roadmap.

Dynamic business needs require fluid IT, and that's what the Future-Ready Enterprise strategy provides you. With a common foundation that is modular and responsive, you can easily scale up, down or out as business dictates, all with the same predictable ease and economics..

Finally, with Dell's unique portfolio of end-to-end solutions, you can reap the benefits of the Future-Ready Enterprise strategy anywhere in your enterprise.

## Dell is different



### Standards-based

No deliberate technology lock-in



### Open approach

No intentionally closed ecosystems



### Modular systems

No costly monolithic stacks



### Flexible scaling

No forced constraints or rip-and-replace



### Modern portfolio

No vested interest in legacy systems



### End-to-end solutions

No siloed viewpoint or hidden agenda



# The Future-Ready Enterprise

Delivering better results



## Rapid time to value

Optimize your infrastructure for workloads to deliver unprecedented economic value



## Unrivaled flexibility to adapt

Speed response to the business with open flexible architectures that allow you to rapidly respond to change



## Superior ease of use

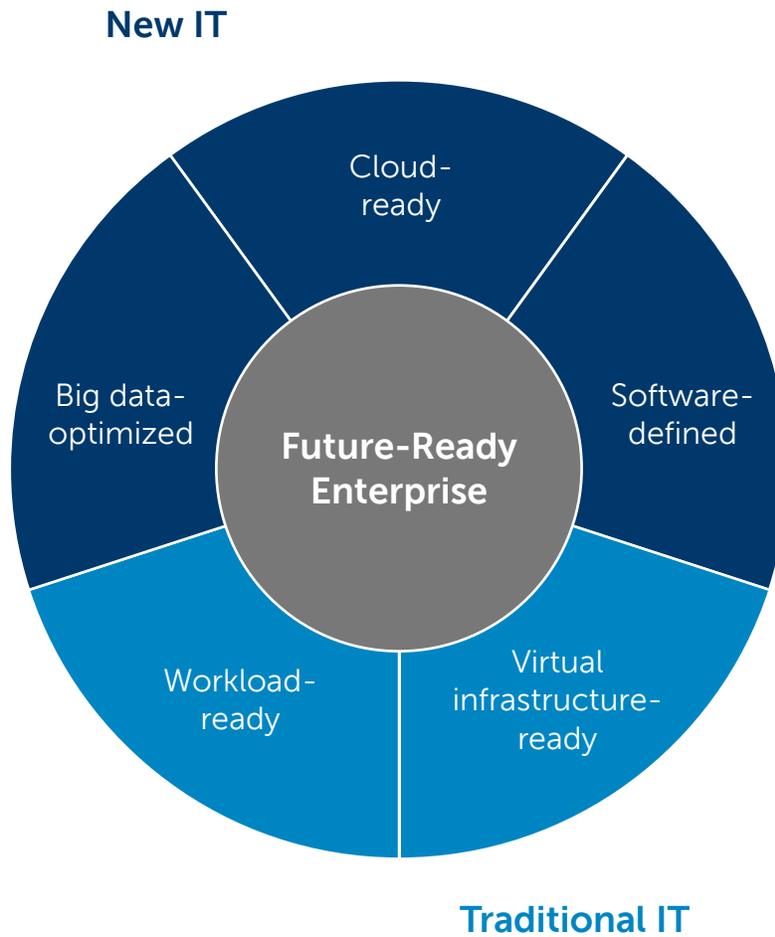
Support business needs and deliver secure and reliable services that propel both IT and the business forward

“In all, our company is saving \$200,000 a year in IT labor costs through the greater efficiency enabled by Dell’s integrated end-to-end solutions.”

— **Ray Sands**  
Senior Technical Analyst  
Elmcroft Senior Living



# The Future-Ready Enterprise Blueprint



**Built for today,  
ready for tomorrow**

The key to navigating all the change around you is having a blueprint you can trust.

With the Dell Future-Ready Enterprise blueprint, you can build the critical bimodal IT capabilities your organization needs to ensure success now and in the future.

How you build is often just as important as what you build. With Dell, you can achieve superior results your way. Choose from a full range of solutions, from plug-and-play pre-configured systems to reference architectures and best-of-breed platforms.



YOUR FUTURE-READY ENTERPRISE IS

# Workload-ready

## Select solutions



### Dell Acceleration Appliances for Databases

Accelerate results by increasing IOPs by as much as 27.5 times, and reduce latency by 96%

Dell Enterprise Portfolio + Oracle

Dell Enterprise Portfolio + Microsoft

Dell Enterprise Portfolio + SAP HANA



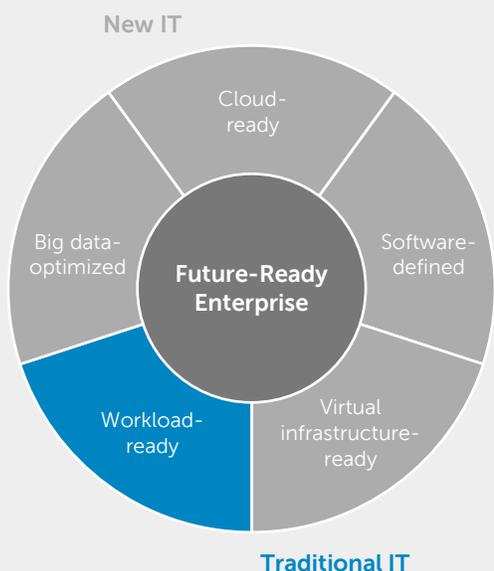
### Dell Integrated Systems for Oracle 12c Database

Run queries in a fraction of the time with up to one million IOPs and 96% reduced latency vs. other configurations

## Deliver better information and peak performance with ease

Information is the lifeblood of the organization; when workloads work better, your enterprise works better. Now you can make the often complex process of deploying and managing workloads simple and seamless, whatever your environment or current constraints.

Speed time-to-value for applications using Dell pre-configured appliances that take the uncertainty and hassle out of fine-tuning infrastructure to application while coordinating multiple vendors. Or, if you prefer, use Dell's best-of-breed server, storage, and networking platforms that both enhance database performance and integrate with your preferred database management tool to deliver significant improvements to operational ease and efficiency. Best of all, you can experience these benefits with virtually any database, including Oracle, SQL, Cassandra, MongoDB and more.



"We designed our Dell infrastructure from the ground up to increase transaction processing times and eliminate latency from our operations."

— Peter Miano

Head of Database Administration and Enterprise Architecture  
Affirmative Technologies



YOUR FUTURE-READY ENTERPRISE IS

# Virtual infrastructure-ready

## Maximize virtualization benefits, seamlessly and economically

While the benefits of virtualization are undeniable, adding another element to manage within an already complicated environment can make operations more difficult.

Dell makes it easy to maximize the benefits of virtualization without disruption. Plug-and-play solutions like the jointly engineered Dell Engineered Solutions for VMware EVO:RAIL enable you to get virtual infrastructure up and running in just minutes. You can also use your choice of building blocks from the Dell Enterprise portfolio to build virtual infrastructure from the ground up, on your own or with the guidance of a reference architecture. Dell server, storage and networking platforms are designed to integrate seamlessly with your choice of hypervisor while delivering superior performance in virtual environments, so you experience all the benefits of virtualization without the challenges.

“We have seen an 80 percent cost savings since we virtualized our environment, and a huge portion of that savings is directly related to the Dell [solution].”

— **Denny Lester**  
Manager of Network and System Infrastructure  
SuperShuttle

## Select solutions

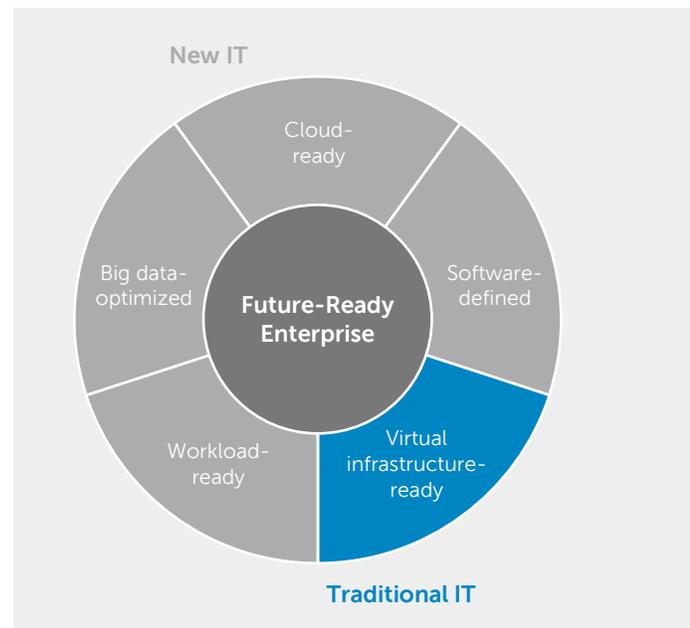


Dell Engineered Solutions for VMware EVO:RAIL

Go from power-on to deploying VMs in just 15 minutes

Dell Enterprise Portfolio + VMware

Dell Enterprise Portfolio + Microsoft



YOUR FUTURE-READY ENTERPRISE IS

# Software-defined

## Select solutions



### Dell XC-series of Webscale Converged Appliances

Bring webscale capabilities to your data center in just 30 minutes

Dell Open Networking

Dell Active Fabric solutions for SDN



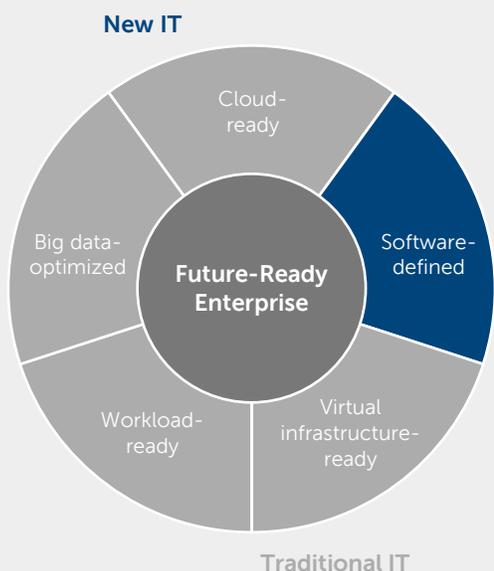
### Dell Nexenta Jointly Engineered Software-Defined Storage Solutions

Improve VSAN I/O performance up to 10x

## Navigate new IT paradigms at your speed

The promise of unlocking proprietary strangleholds on storage and networking and moving critical data center functions to familiar x86 has the potential to unleash unparalleled agility and efficiency. But trying to bring emerging technologies into legacy environments can make implementing software-defined strategies seem daunting.

Using a portfolio of flexible Dell software-defined solutions, you can experience the agility and efficiency of the software-defined data center at your own pace, in the way that makes sense for how you operate. Consider an appliance approach that allows you to swiftly plug-and-play webscale capabilities into your data center. Take the time-consuming guesswork out of deploying software-defined storage using jointly engineered solutions. You can also build the foundation for your software-defined data center starting today using Dell Open Networking solutions, which allow you to eliminate learning curve delays by choosing the operating system on your networking switches.



“Dell worked with us to create an SDN solution that perfectly fit our needs. We are able to dynamically establish production and research environments while lowering the number of required switches by 60%.”

— **Scott Yoest**

IT Director, Computing and Information Science  
College of Engineering and Cornell Tech campus



YOUR FUTURE-READY ENTERPRISE IS

# Cloud-ready

## Build your cloud computing strategy, your way

Cloud computing can unleash significant productivity and efficiencies in the organization. However, navigating a multitude of options and balancing risk can make your path to the cloud challenging.

Cut through the confusion to develop a holistic cloud strategy that works for you. Empower your cloud strategy with a complete end-to-end cloud solution from Dell, featuring the right mix of hardware, software and services to provide a flexible on-ramp to the cloud. Dell gives you a practical approach that allows you to leverage existing investments, apply cloud capabilities incrementally and simplify management of your cloud, whether private, public or hybrid—enabling true “Any Cloud” capability on your terms.

## Select solutions



Dell Red Hat Cloud Solution, Powered by Red Hat Linux OpenStack

Deploy the latest version of OpenStack on an enterprise-hardened Linux platform backed by Dell and Red Hat support

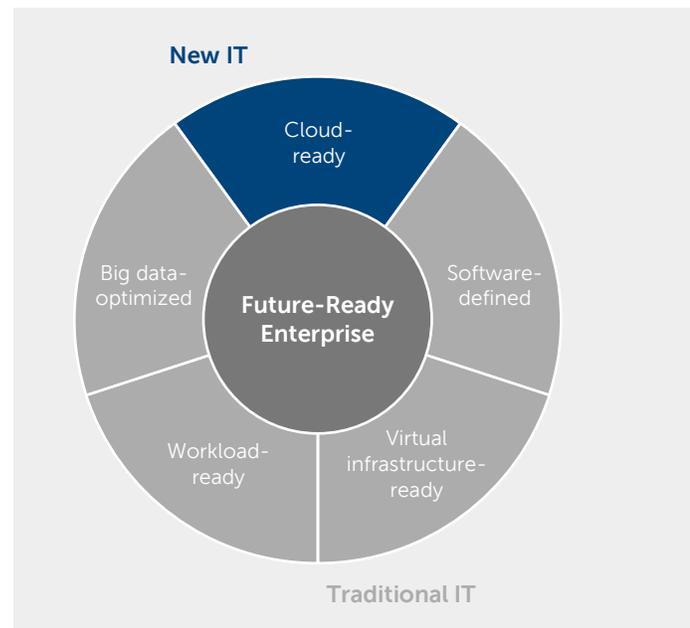
Dell OpenStack-Powered Cloud Solution

Dell Cloud Manager

Dell Boomi

“It’s easier for us to be innovative with our Dell solution—and meet the challenges of staying ahead in a rapidly evolving online world.”

— **Mohammed Bellamine**  
Chief Operating Officer  
LeGuide.com



YOUR FUTURE-READY ENTERPRISE IS

# Big data- optimized

## Select solutions



Dell In-Memory Appliances for Cloudera Enterprise

Run jobs 100x faster compared to MapReduce, 10x faster in-memory compared to disk

Dell | Cloudera Apache Hadoop Solution

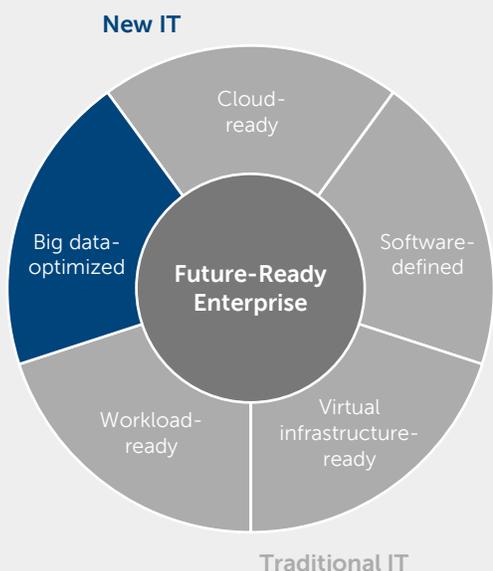
Dell Enterprise Portfolio + Dell Statistica

AppAssure Backup, Replication and Recovery Software

## Drive fast, actionable insights with unique analytics

Building competitive advantage from the data deluge makes good business sense. But how do you capture, analyze and manage a tidal wave of structured and unstructured data, and then turn it into operational intelligence?

With Dell, you can overcome the most common big data challenges. Regardless of your expertise, you can bring the power of big data to your enterprise with the speed and convenience of a pre-configured appliance or the assurance of a validated solution. Best of all, Dell solutions are optimized to deliver better performance than can typically be experienced using individual systems as-is, putting even advanced techniques like real-time analytics within reach. From the data repository to the analytics stack, Dell gives you the power to uncover insights that can shape the course of your business.



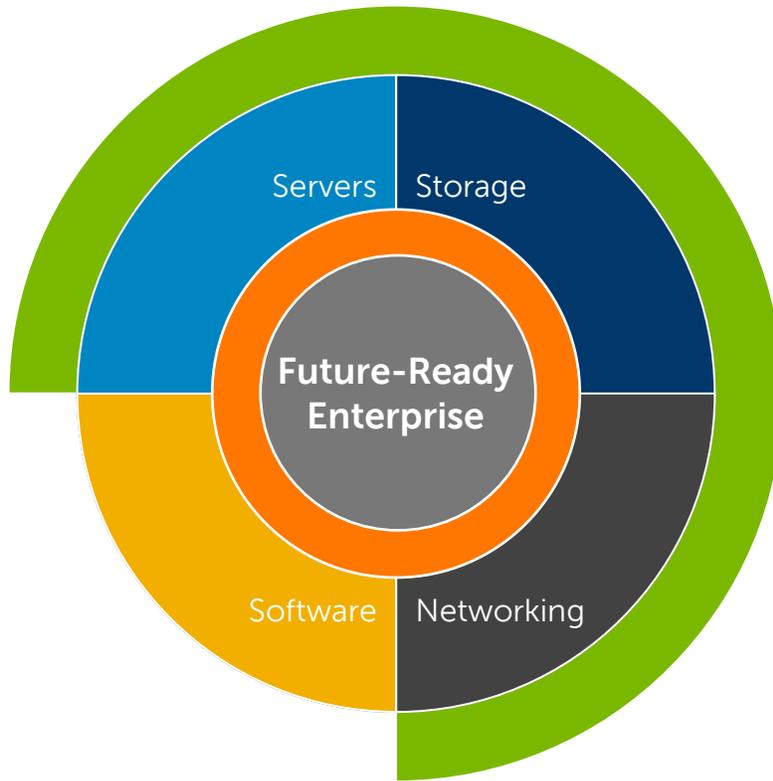
“We are able to help customers search billions of records in seconds with Dell infrastructure, Cloudera’s Hadoop solution, and our knowledge of supply chain and product performance issues. That’s powerful...”

— **Karim Lokas**  
Senior Vice President of Marketing and Product Strategy  
Omneo



# The Future-Ready Enterprise Architecture

## Converged infrastructure



## Converged solutions

**Built for today,  
ready for tomorrow**

This is the IT foundation that powers your Future-Ready Enterprise. Using best-of-breed platforms and converged infrastructure from Dell, you can bring the optimal balance of price and performance to your data center, all while preserving choice and flexibility.

As the *only* end-to-end IT solutions provider in the industry today, Dell gives you the power to extend the same efficient approach from data center to device, with a consistent, common architecture designed to improve and accelerate your business results.



POWER YOUR FUTURE-READY ENTERPRISE

# Dell PowerEdge servers

## Select solutions

### Dell PowerEdge 13G Servers

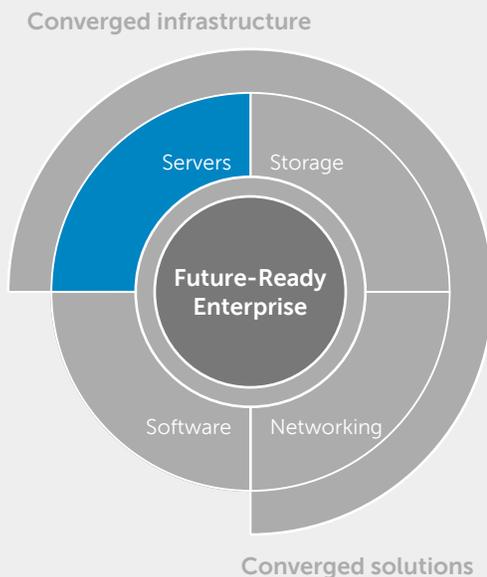
- Enable up to 10.5x more transactions with flash-dense configurations
- Reduce configuration time by up to 99%
- Accelerate your ERP, CRM and database workloads

Dell  
OpenManage  
systems  
management

## From your scale to hyperscale

Compute is at the heart of your enterprise. When computing platforms are optimized for the workload, you can expect better results. That's why modern workloads demand a modern approach.

As the foundation for a complete, adaptive IT solution, Dell PowerEdge servers deliver superior agility and reliability, outstanding operational efficiencies, and top performance at any scale. With Dell's next-generation servers, you can now bring the latest server innovations into your organization, more affordably than ever before, giving you the power to do more than ever before.



"We can handle more research activity with fewer servers than we did previously, because we have more cores and more memory available on this next generation of PowerEdge servers."

— **Tommy Minyard**

Director of Advanced Computing Systems  
Texas Advanced Computing Center, University of Texas at Austin



POWER YOUR FUTURE-READY ENTERPRISE

# Dell Storage

## Redefine your storage economics

Legacy storage systems are ill-equipped to address the business needs of today. Take the opportunity to evolve to storage that can fully address virtualization needs and deliver economies of both function and scale.

Using Dell's modern approach to storage, you can address your workload and data center challenges while achieving measurable advances in capabilities and value. Designed from the ground up for virtualized environments, Dell Storage architectures are scalable, easily enhanced and uncoupled from the limitations of any legacy architecture. Intelligent tiering and innovative licensing allow you to leverage state-of-the-art technologies that maximize efficiency while slashing storage costs.

## Select solutions

### Dell Storage SC Series

- Reduce CapEx with storage that costs 72% less than competing pure-flash arrays
- Utilize flash at the price of disk with up to 2x price advantage over competitive hybrid-flash solutions
- Save as much as 87% on software costs with innovative Dell licensing

Dell Fluid Cache for SAN with Dell Storage Center

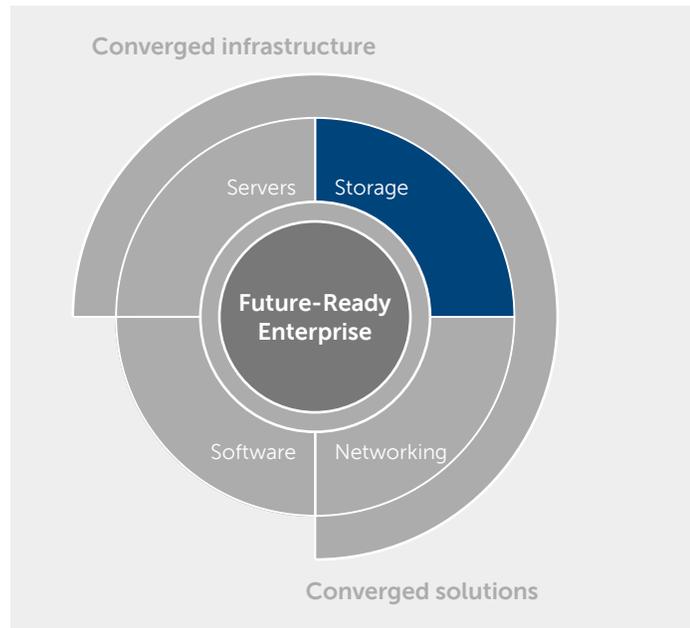
Unified, virtualized storage

Value and performance storage

DR solutions

"We chose Dell because it offered the most scalable solution with a better return on investment than the competitors."

— Edivaldo Rocha  
CEO  
CorpFlex



POWER YOUR FUTURE-READY ENTERPRISE

# Dell Networking

## Select solutions

### Dell Active Fabric solutions for the data center

- Lower CapEx by up to 65% with open networking
- Maximize efficiencies across all measures with a Dell Networking fabric solution, which consumes 1/3 the power, takes up 1/7 the footprint, and costs 2/3 the price of a comparable Cisco solution
- Reduce fabric design and deployment time by up to 86% compared to manual configurations using Dell Fabric Manager

### SAN connectivity

### Campus networking

### Mobility solutions

### BYOD and Guest Access

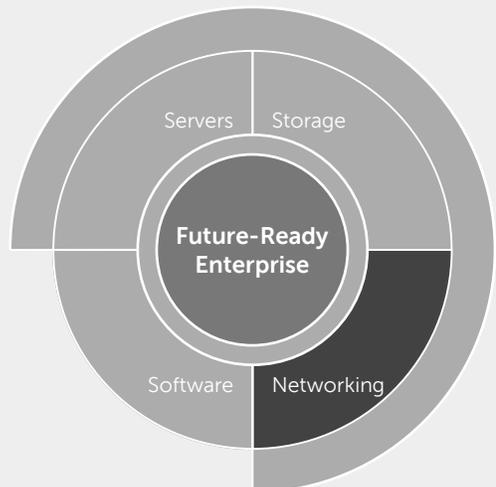
### OpenManage Network Manager

## Modernize and transform your network

Networks are all about connecting users and workloads—but users and workloads don't connect the way they used to. New workloads, new traffic patterns and new expectations are driving the shift toward new ways of networking.

Fuel your networking evolution with open innovation and radical efficiencies. For data centers, this means feature-rich, open networking top-of-rack and blade switching solutions, and high-performance 10/40GbE networking fabrics that fit your business and budget. For campus and branch environments, this means complete solutions to securely mobilize users, desktops and devices to meet the fast-paced needs of business on the go. You can also save time and money using Dell's advanced management software to simplify and automate tasks throughout the network.

### Converged infrastructure



Converged solutions

"Since migrating to the new Dell switches, our SLA is at 100%."

— **Raphael Costa**  
 Manager of Network Operations  
 Mandic Cloud Solutions



POWER YOUR FUTURE-READY ENTERPRISE

# Converged infrastructure

## Take your efficiency to the next level

Go beyond best-of-breed to drive even more significant results. Converged infrastructure breaks down siloes to make IT faster, more efficient and more resilient. However most one-size-fits-all approaches are too big, too expensive or too rigid to make convergence practical.

Now you can converge infrastructure on your terms. Dell provides a practical way to match the way you approach your data center, workload-by-workload, so you can deploy in a non-disruptive way. With solutions that are flexible, simple and powerful, Dell can help you eliminate all the tedious, manual tasks associated with workload deployment so that you can shift your focus from technology maintenance to business enhancement.

## Select solutions

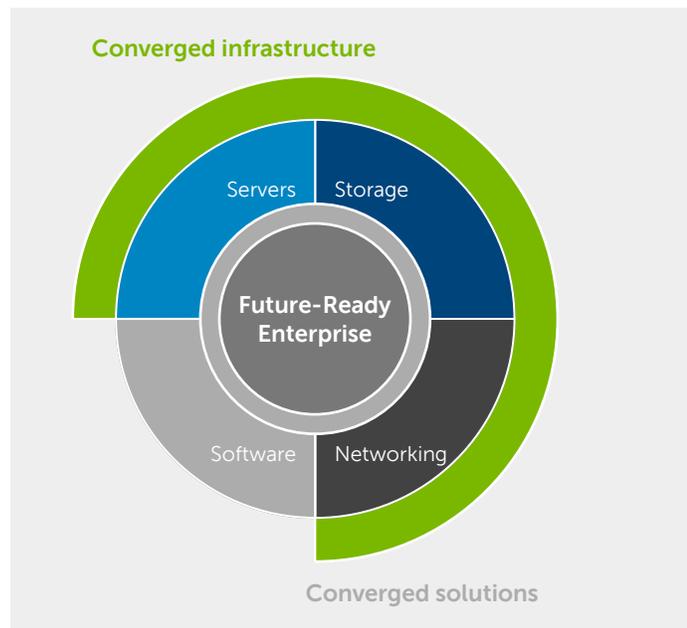
### Dell PowerEdge FX Architecture

- Run more workloads in less space with up to 130% more processing power per rack compared to Cisco UCS 5100
- Accelerate insights with 5.87x faster Hadoop results compared to HP
- Tailor workload performance precisely with a single modular platform that provides a 3x boost in database performance

Dell PowerEdge M1000e blades  
Dell PowerEdge VRTX

“We can be more agile with the Dell FX2 architecture and react more rapidly to business needs.”

— **Rodney Orange**  
Supervisor, Wintel Server Engineering  
Carnival Cruise Lines



POWER YOUR FUTURE-READY ENTERPRISE

# Converged solutions

## Select solutions

### For workloads

Dell In-Memory Appliance for Cloudera Enterprise

Dell Acceleration Appliances for Databases

### For virtual infrastructure

Dell Engineered Solutions for VMware EVO: RAIL

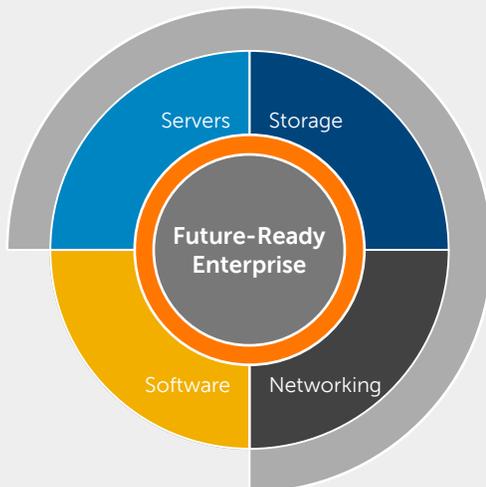
Dell XC Series Web-Scale Converged Appliances (Powered by Nutanix Software)

## Increase capability without complexity

Vendor coordination, hardware procurement, system configuration, troubleshooting across multiple parties: These are just a few of the challenges you may experience when deploying new technology initiatives.

Simplify complexity in your enterprise with Dell converged solutions. Coupling optimized, best-of-breed hardware platforms with software makes it quicker and easier to add new capabilities to your data center. Now you can eliminate the time-consuming and difficult process of fine-tuning and synchronizing moving parts and accelerate business results—pre-configured appliances are ready to plug into your data center. Furthermore, validated co-engineering as well as unified support helps you improve outcomes and advance your business goals more effectively.

### Converged infrastructure



Converged solutions

"Testing done by [the customer] proved the performance, capability and value of DISOD as a database-ready platform that can alleviate application sprawl on most expensive infrastructure platforms."

— Windows IT Pro

"Executive Summary: Accelerating Database Performance Without an Infrastructure Overhaul"



# The Future-Ready Enterprise Solutions



## Unified communications & collaboration

Connect your workforce and enhance productivity the right way for your business. Dell teams with Microsoft® to provide comprehensive UC&C solutions that are agile, efficient and secure, and that support high-quality service delivery. Dell solutions are optimized for the tightly integrated Exchange, Lync® and SharePoint® UC&C applications, which work seamlessly with Microsoft Office and custom applications for faster end-user adoption and greater return on investment.

## High-performance computing

Achieve faster results by enabling discovery and driving the creation of intellectual property on your terms with flexible, modular HPC solutions. With validated, certified hardware and software solutions, you can easily scale up from a departmental to a hyperscale solution as your needs change.

## Virtual desktop infrastructure

Discover a new level of productivity: Empower your workers with a personal workspace wherever they are, and manage it all from one location. Make IT operations, data security and budget control easier with a Dell VDI solution from desktop to data center.



# End-to-end

# The Future-Ready Enterprise

## Software

Simplify IT management, mitigate risk, and accelerate results. From data center and cloud management to security and data protection, Dell Software has a solution that fits the way you work, whether implemented via cloud-based SaaS or on-premises.

## Enterprise infrastructure

Maximize IT value with ease. Enhance the value and extend the life of your IT investments, without added complexity, using Dell parts, data center infrastructure and partner solutions.

## Connected devices

Empower a more mobile workforce for anytime, anywhere and any device access—as well as the IT staff that manages them. Dell delivers the most secure, most reliable, most manageable business-class devices, with features for comprehensive protection, centralized control and better responsiveness.

## Services

Accelerate business innovation. With Dell Services, your teams are empowered to focus on driving the business forward. Whether you need to reduce the cost of operations, improve data center efficiency, enhance service desk operations or any combination of these, Dell can help.



## Chart a course to your Future-Ready Enterprise

IT is unequivocally the foundation for enterprise innovation. It's time to ensure that yours is primed to serve and advance your business forward now and well into the future.

Start the evolution to your Future-Ready Enterprise today.

Contact Dell to schedule an enterprise IT assessment with an expert who can help you start building for the future while maximizing value every step of the way.



Visit [Dell.com/optimize](http://Dell.com/optimize)  
to learn how you can evolve to your  
Future-Ready Enterprise.

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February 2015

