

# Dell Software Defined Enterprise

A practical vision of Future Ready IT

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Defining the Software-Defined Enterprise

2

Strategy for success with SDE

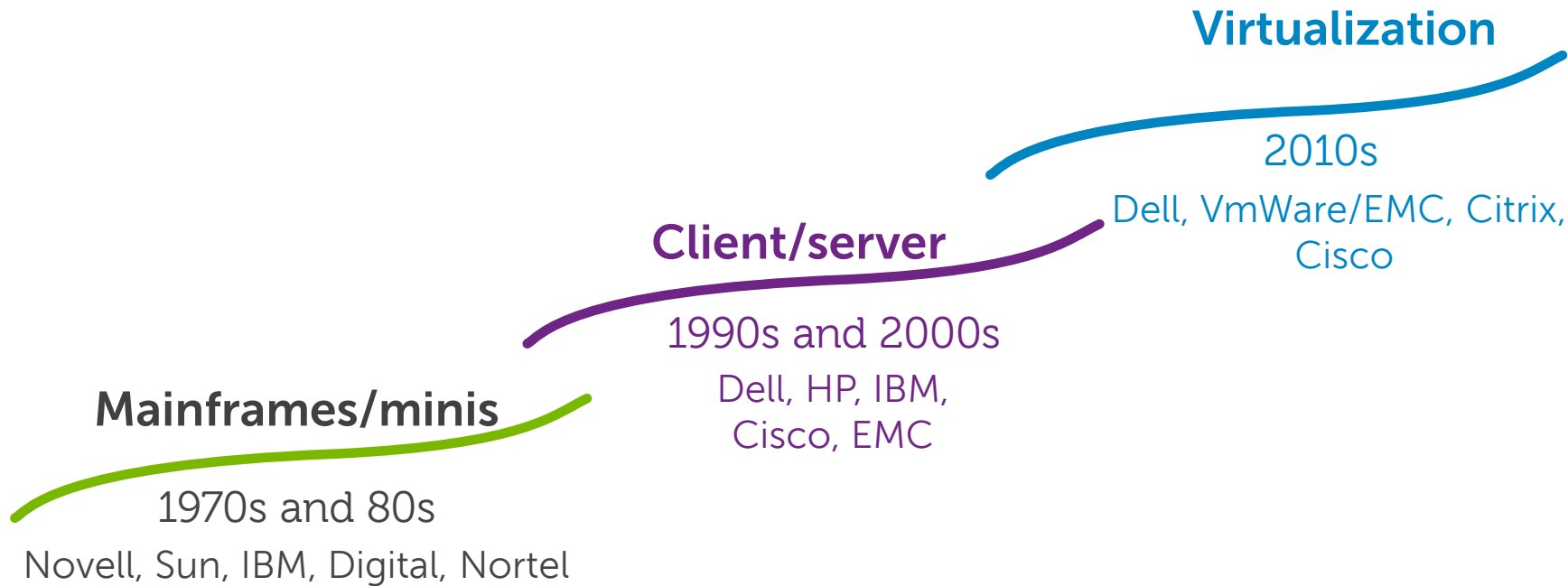
3

Maximizing value throughout the enterprise



# IT Waves! 3<sup>rd</sup> Platform is evolving

A new computing landscape... requires a new way to architect!



# The current IT industry **narrative**

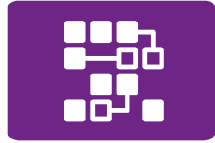
These megatrends are rewriting the rules of **Traditional IT**



Cloud



Mobility



Big Data



Software-Defined

These companies are seen as the benchmark for **New IT**



...and Dell knows this story well



# But it's not that simple...

A fundamental schism has occurred creating two primary IT architectural approaches

## Traditional IT

- Systems of record
- Transaction-oriented
- Built for traditional business models and business processes
  - Customer-oriented
  - Traditional revenue models
  - Optimized by analytics
  - Etc...

## The New Paradigm

- Systems of engagement
- Relationship-oriented
- Designed for new business models and new business processes
  - Subscriber-oriented
  - New revenue models (aaS, ad-supported)
  - Analytics is the business
  - Etc...



Virtualization  
Private Cloud



BI/DW  
Visualization



BYOD  
MDM



SDN  
Hyper-Converged



IaaS/PaaS  
HyperScale



Hadoop  
Graph Analytics



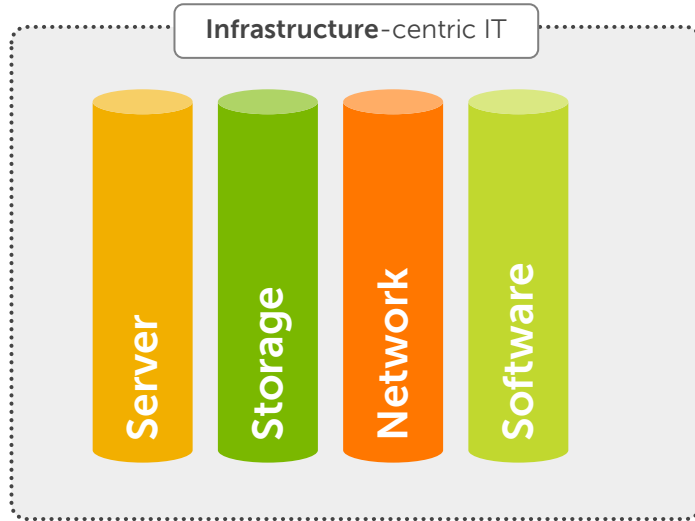
Mobile Apps  
Digital Shift



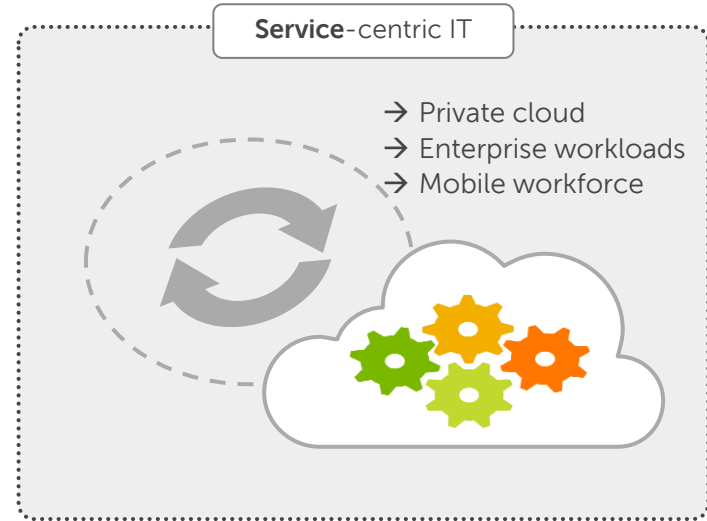
Anti-Fragile  
DevOps

**Same Buzzwords; Different Meanings**

# Advance IT to **advance your business**



- IT is maintained
- IT provides infrastructure
- IT is a cost center



- IT is an innovation engine
- IT is a service provider
- IT is a growth driver

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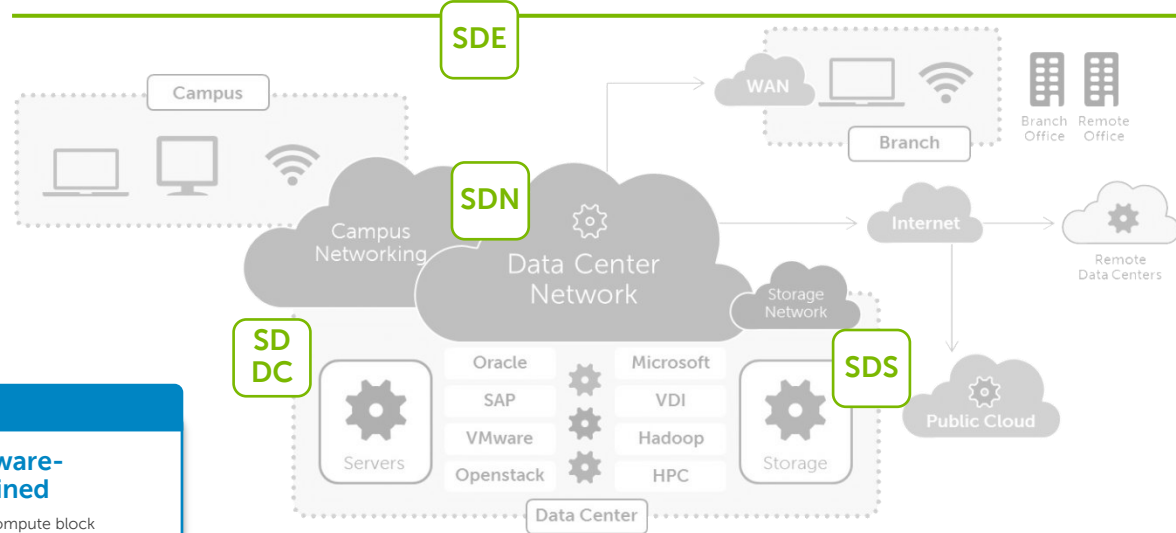
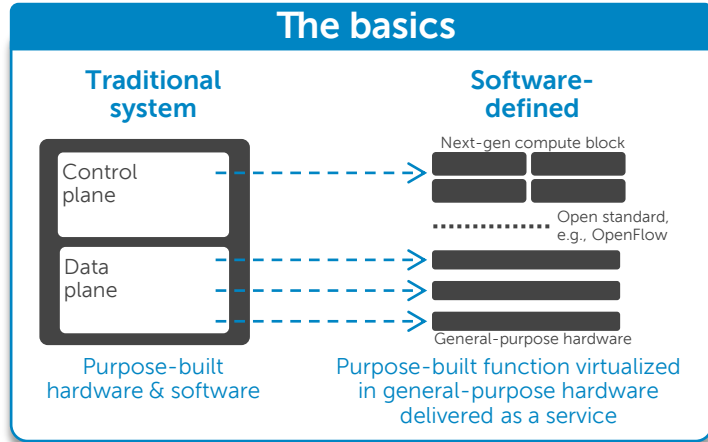
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# Defining “software-defined”



### The capabilities

- Compute
- Storage/availability
- Networking/ security & management

### The benefits

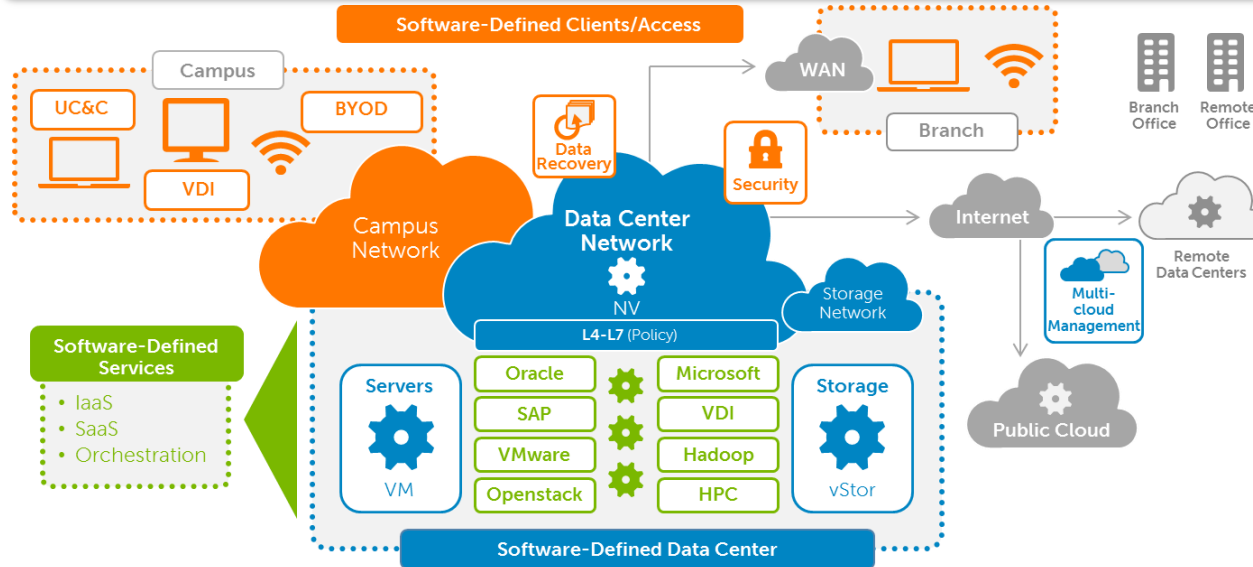
- Automated & simplified
- Unlimited agility
- Maximum efficiency



# The software-defined enterprise

An agile, efficient foundation for growth, everywhere

## Software-Defined Enterprise



## Benefits

- Reduced CapEx & OpEx
- Greater agility from automation
- Seamless mobility
- Seamless application/workload/data migration
- Flexible, secure, programmable, efficient infrastructure
- End-to-end scalable design point

# Building a software-defined infrastructure



DIY

## End-to-end

Open source code,  
commodity hardware

- Completely customized solution
- Untested, not supported, time-intensive, hidden costs

## Piecemeal

Solutions focused on  
individual domains

- Better support, validated
- Limited focus = limited benefit, cannot extend value



## Holistic forklift upgrades

Singular  
system approach

- Unified approach across systems
- Rigid, risky, time-consuming, expensive

**Dell can help you achieve your goals, on the path you choose**

**... which path is best for you?**



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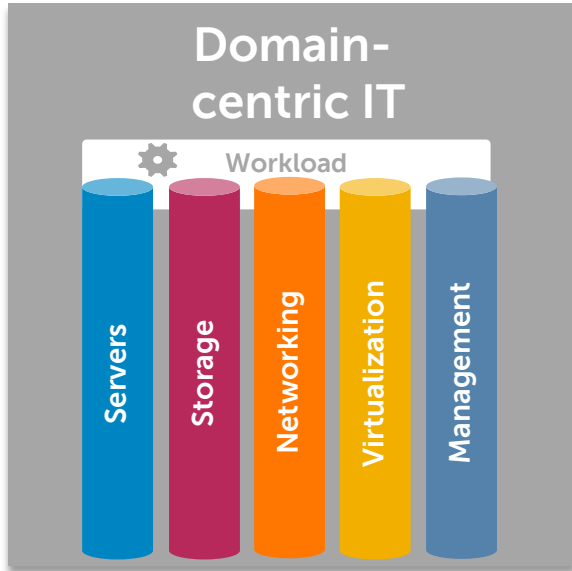
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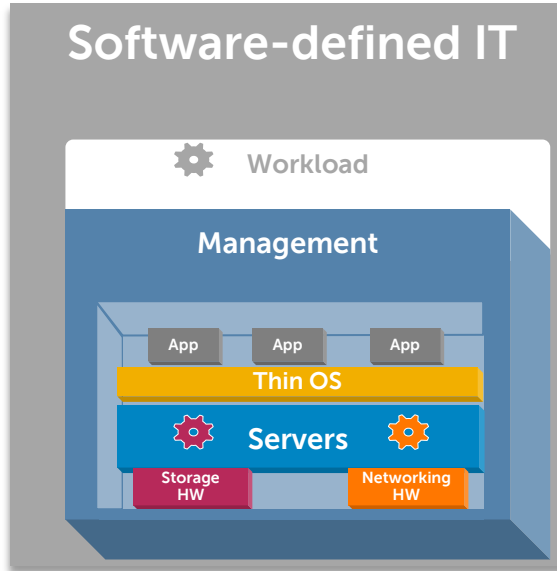
Maximizing value throughout the enterprise



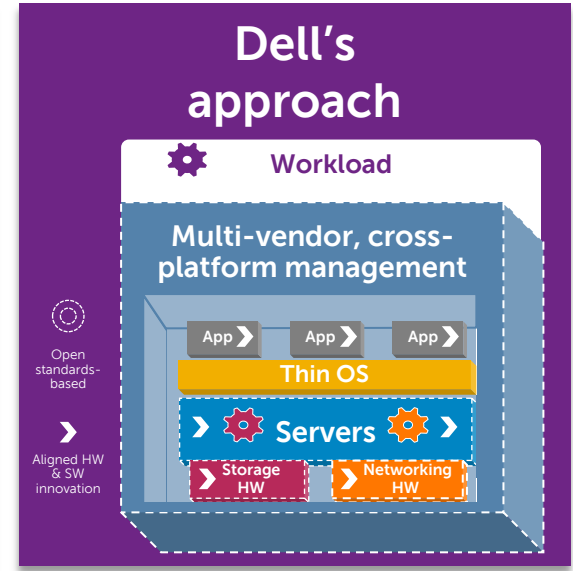
# Take an open, evolutionary IT approach to meet today's needs



- Slow procurement (months)
- Expensive
- People-intensive & SI-led
- Multiple-components/vendors



- Faster procurement, faster deployments
- Can have hidden costs
- Some configs not validated or tested
- May lack support



- **Fast, flexible easy & secure procurement & deployments**
- **Cost-effective**
- **Customizable, validated configs**
- **Comprehensive support**



# Start today: Dell's evolutionary SDE blueprint

**Understand requirements**  
Enterprise initiatives, workloads

**Add open capabilities**  
Infrastructure, resources

**Integrate the data center**  
Converged & unified

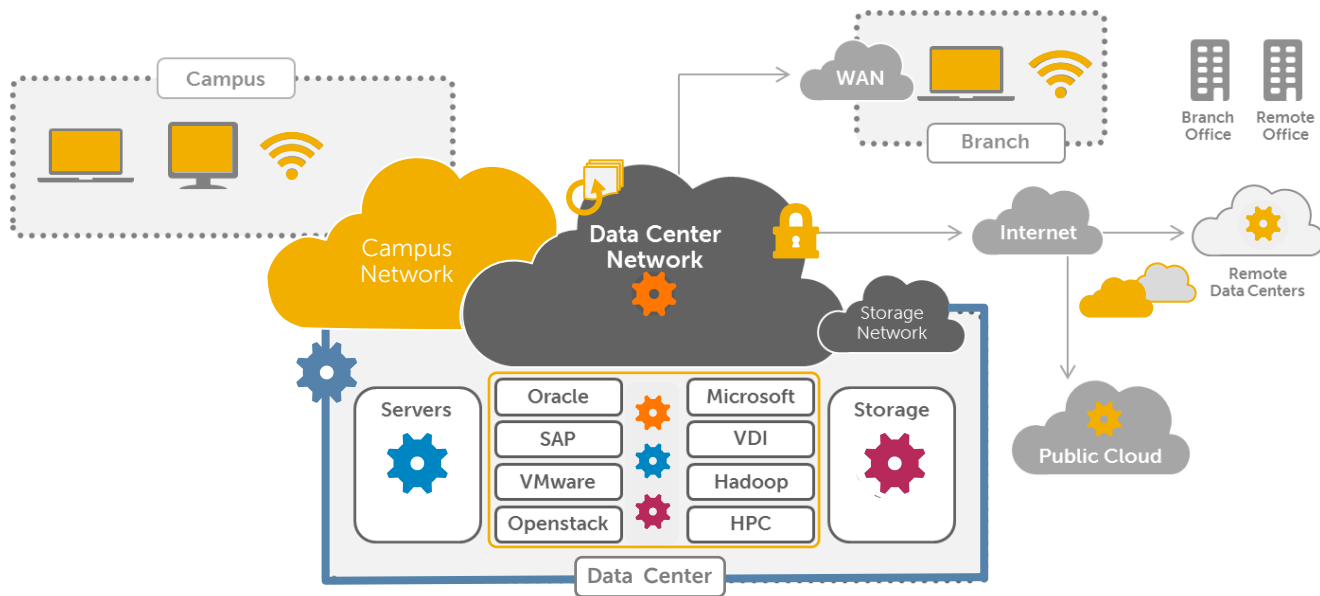
**Automate the data center**  
Virtualized & software-defined

**Activate the enterprise**  
End-user & cloud services

**Optimize the process**

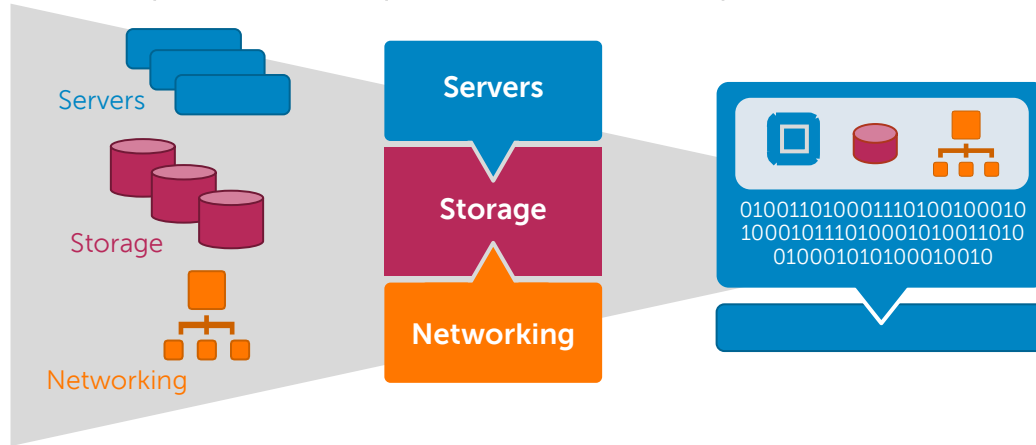
Consulting services

Design • Deployment & Support • Management



# Embrace your legacy, control your destiny

	Best-of-breed systems	System of systems	Fully integrated & software-driven
CapEx	\$	\$ \$	\$
OpEx	\$ \$ \$	\$	\$



## Key enablers

- **Integrated** apps/systems management
- **Unified** element management
- **Software-defined** storage and networking
- **Flexible** next gen modular platforms

## Key benefits

- **Service-centric IT** driving growth and innovation
- **Efficient, no-compromise balance** between legacy and modern IT
- **Increased business agility** in dynamic, competitive environments

A practical vision of future-ready IT: Defined by software, accelerated in hardware



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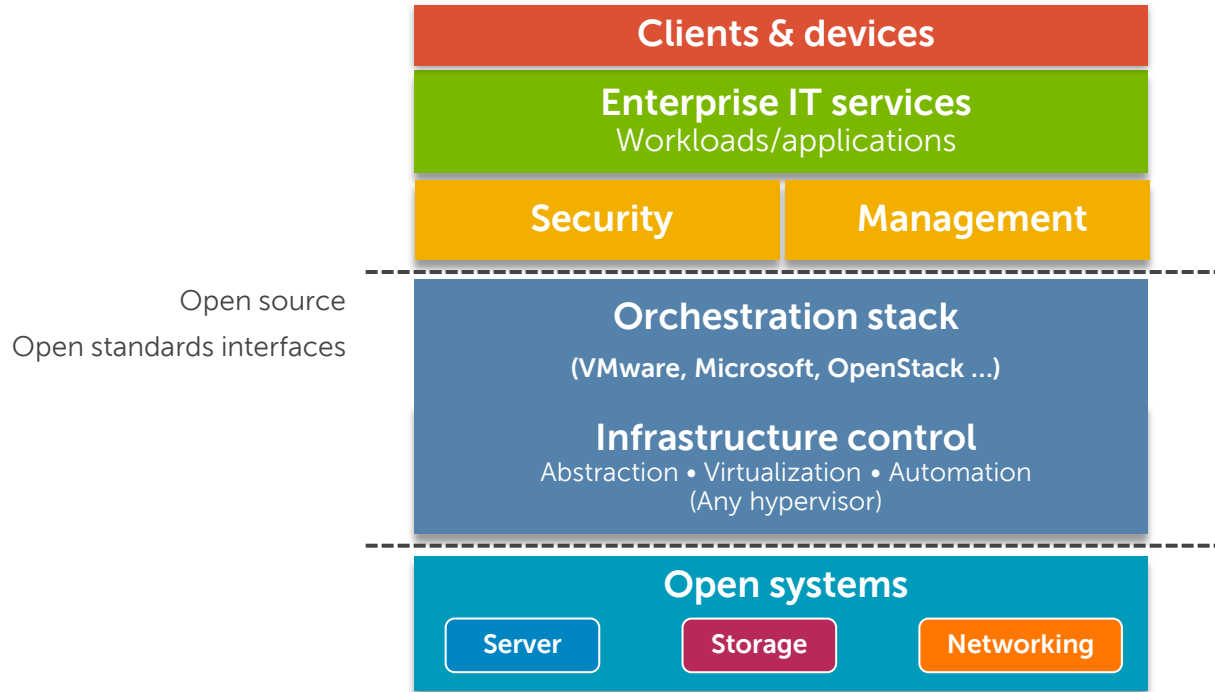
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# A foundation for SDI

Only from Dell







Software-  
Defined...  
Servers?

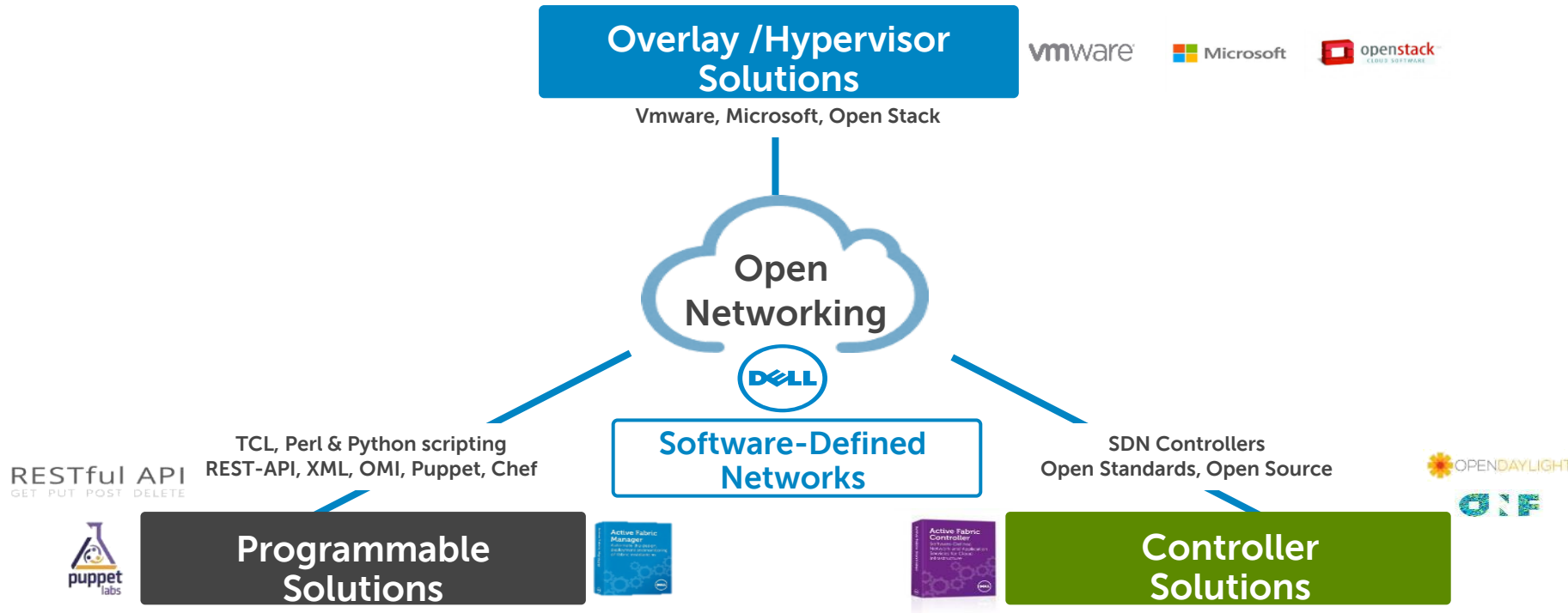


Virtualization  
(VmWare,  
HyperV)



# Choice of Software Defined Networking approach

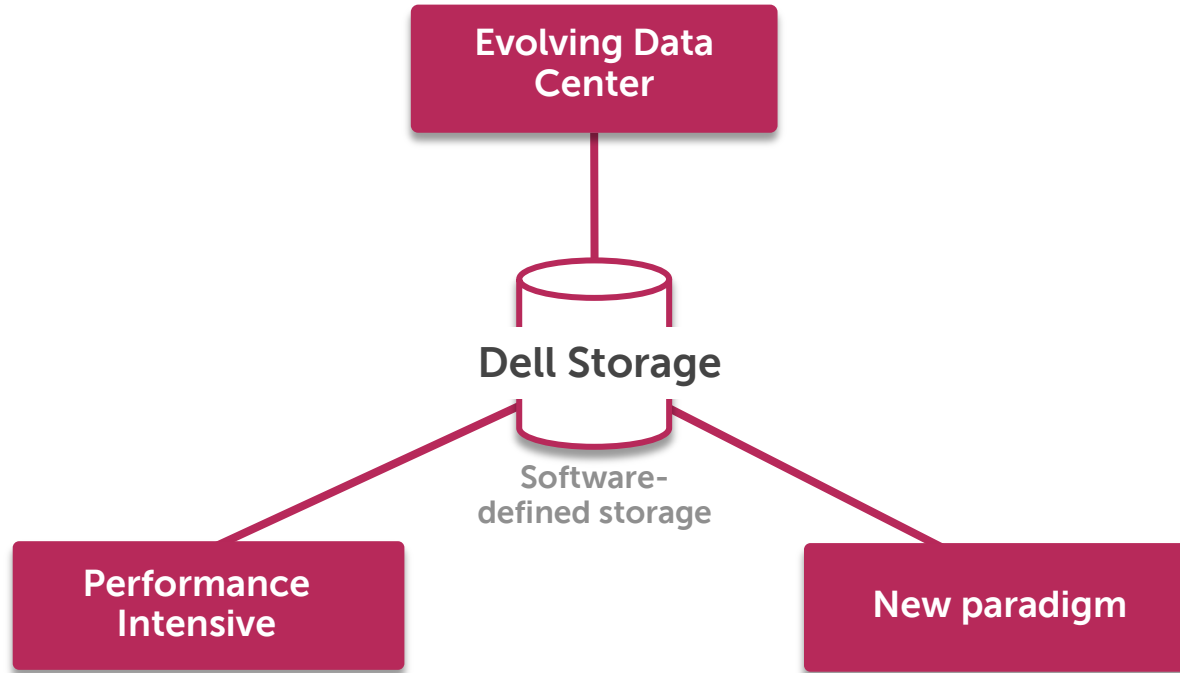
Open Standards + Open Protocols + Open Source = **Open IT with Choices**



# Software Defined Storage

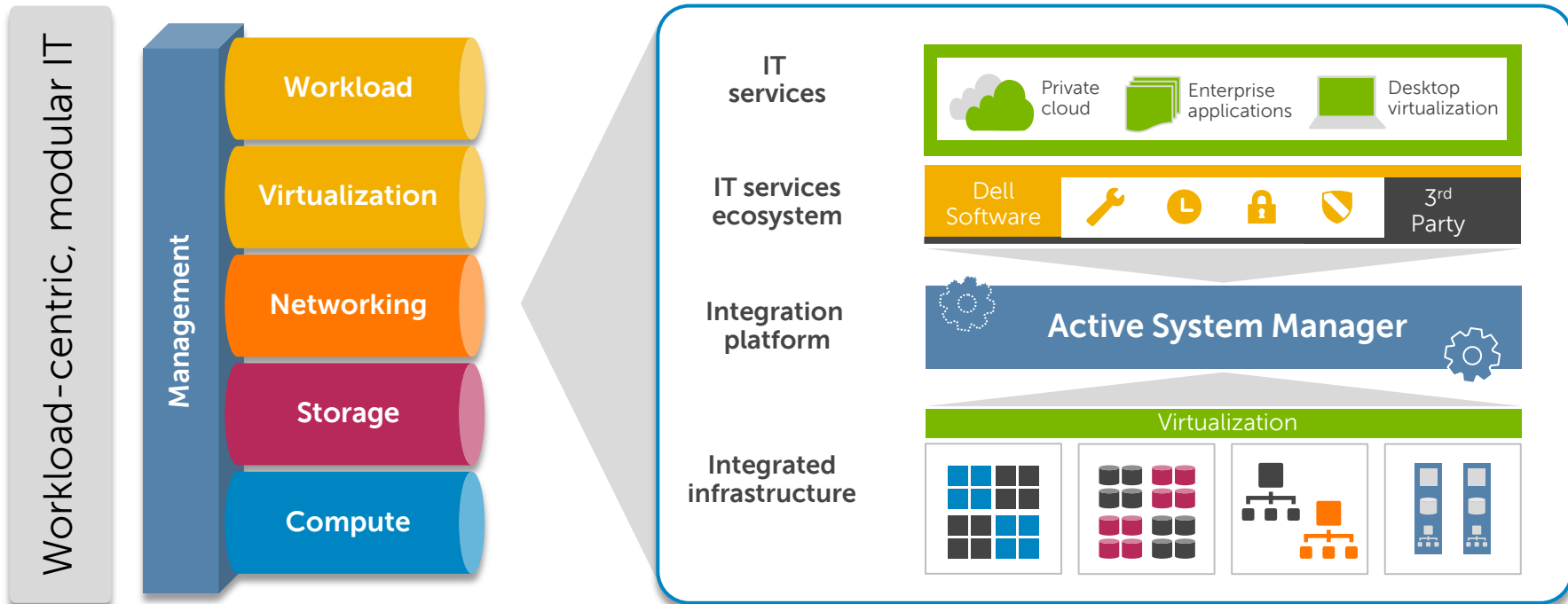
## Evolve Storage

Support dynamic enterprise needs



# Simplify complexity in your data center

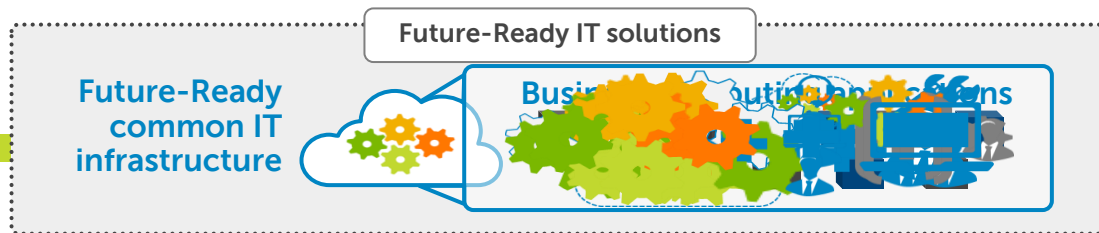
with open and flexible integration



# Any application, any workload, any way

Solutions from Dell

Get productive faster and more easily



## Private cloud

- Flexible approach accommodates any hypervisor, cloud management
- Establish right service levels for each application and user

## Virtual desktop infrastructure

- Efficient infrastructure delivers 20-40% cost savings/desktop
- Networking certified for superior VDI performance

## Unified communications and collaboration

- Optimized designs and building blocks to improve SLAs
- App-specific tools to reduce admin burden
- A top Microsoft end-to-end solution provider

## Cloudera Hadoop

- Proven Hadoop distribution for the enterprise
- Optimized Dell server and network configurations
- Scales economically

## High performance computing

- Reach breakthroughs faster for competitive advantage
- Make it simpler to select, deploy and manage clusters with the right fit, performance and cost

## SAP HANA

- Certified solutions on SAP's product availability matrix
- Fast, easy deployment with pre-certified, sized configurations

## Microsoft SQL

- Strategic Dell-Microsoft partnership for over 20 years
- Portfolio of systems designed for ease of deployment
- Verified 5 9's Storage availability

## Oracle

- Preferred x86 Partner for Oracle software
- Oracle- and Dell-tested and validated configurations
- Integrated, single-vendor solution from purchase to support

1

SDI can make your enterprise more agile and efficient

2

Choose an open, evolutionary approach to fit your needs

3

Dell provides open, end-to-end solutions for maximizing value throughout your enterprise, every step of the way



# Let's get started

Meet with Dell subject matter experts

Gain hands on experience, see demonstrations at Dell Events

Schedule a Whiteboard Session to address your specific requirements. Contact your account team for details.

Visit a Dell Solution Center near you

Visit [Dell.com/optimize](https://Dell.com/optimize)



**@ArmughanAA**

