

The background of the slide is a dark, low-key photograph of a group of approximately ten people sitting around a long table in a meeting room. The scene is backlit by a window, creating a strong silhouette effect. The people are engaged in conversation, with some gesturing. The table and chairs are also silhouetted. The overall mood is professional and collaborative.

# Executive Briefing

Mid-Atlantic CIO Forum

Mark Cravotta – SVP Sales - Virtustream

# About Virtustream

## A Dell Technologies Business

- 2,100+ employees
- 20+ data centers
- Major operations in 10 countries
- One of the fastest growing Dell EMC companies

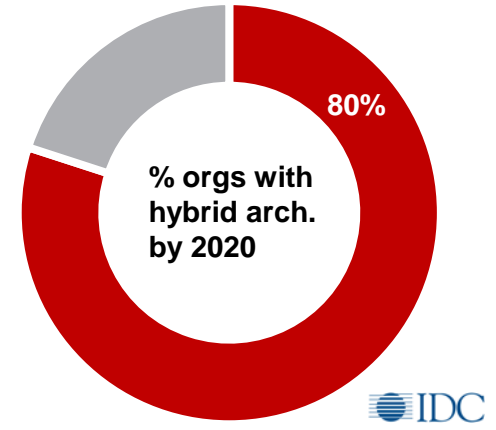
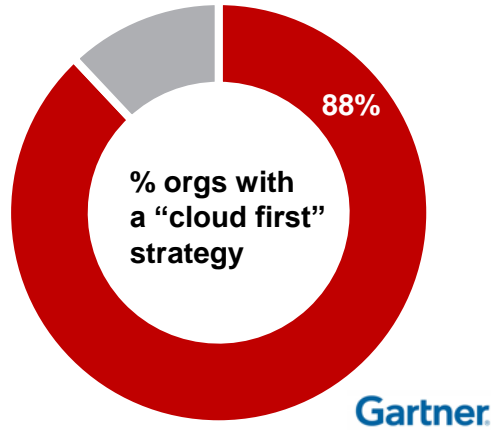
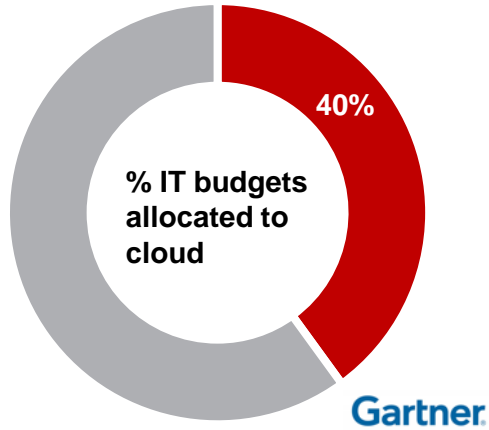
## Technology Leadership

- IP Leader in cloud enterprise app assurance and security
- Inventor of the  $\mu$ VM™ cloud technology
- Developer of xStream® Management Platform software
- Operator of leading enterprise-class cloud IaaS
- One of the world's largest storage platforms



# Cloud transforming Enterprise IT

Analyst consensus: Enterprise cloud has reached a tipping point



- "Big uptick" in inquiries about moving core business apps to cloud
- Second wave of cloud will be **"propelled by systems of record and new analytics"**



- "Enterprise adoption of public cloud is faster than expected"
- 2015 IaaS growth outpaced expectations; increasing forecasts



# Cloud – IaaS Projections

(Gartner, IDC)

31%  
IaaS

16%  
Total Cloud

2%  
Traditional IT Services

**CAGR**  
**2015-2020**

Source: Gartner



- 51% market growth in 2015
- 56% of 2015 revenue went to Top 10 vendors
- IaaS price wars losing intensity
- Value perception shifting from cost reduction to business agility and speed enablement

<sup>1</sup> Gartner Forecast Analysis: Public Cloud Services, Worldwide, 1Q16 Update, Jul 2016

<sup>2</sup> Worldwide Public Cloud Infrastructure as a Service Forecast, 2016-2020, IDC, Jul 2016



# Solving the Enterprise Portfolio

## Systems Of Record

- IT driven
- Transaction oriented
- Back-office ERP systems
- Data centric
- Sale & secure
- Optimization

## Systems Of Insight

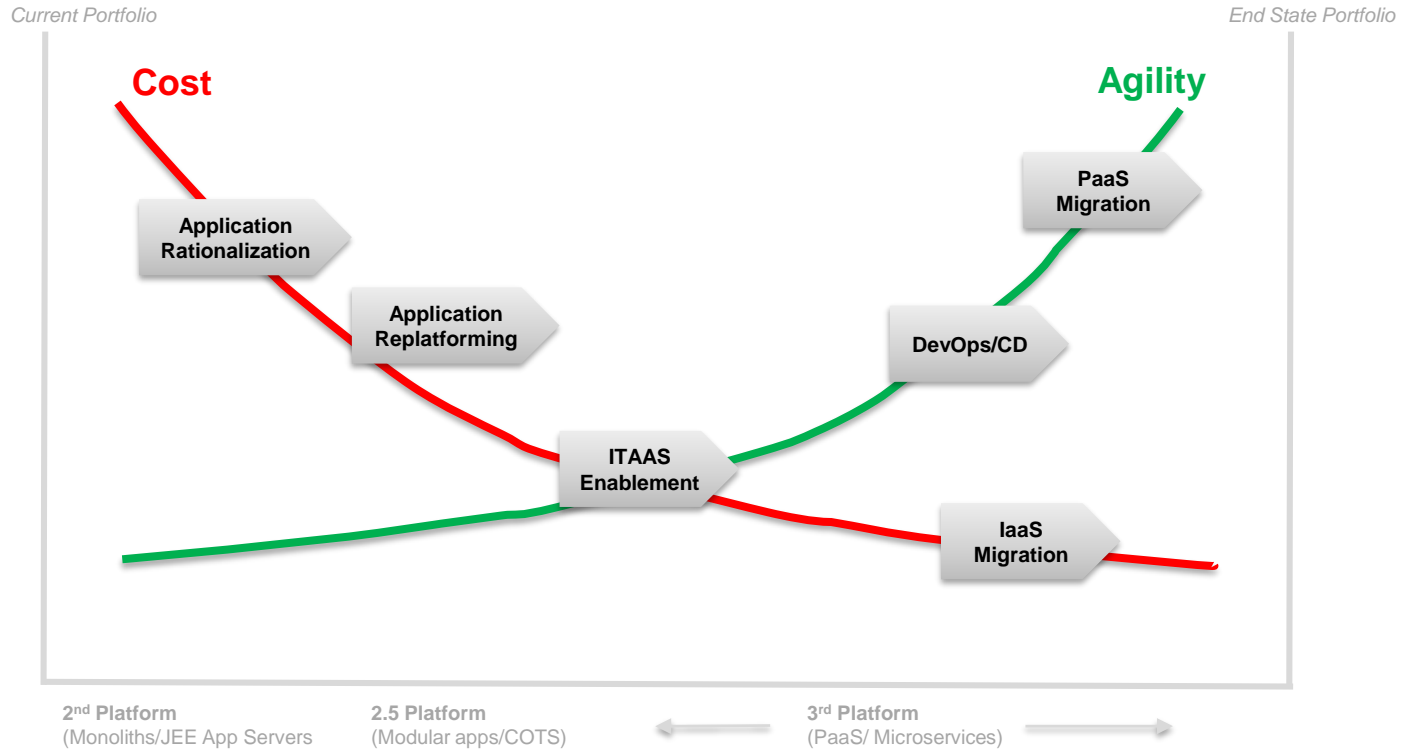
- Analytics driven
- Big Data
- Business Intelligence

## Systems Of Engagement

- End user driven
- Interaction-oriented
- Contacts and connections
- Digital (social/business, transactional)
- Collaborative
- User experience centric



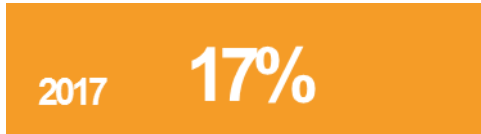
# Application Portfolio Modernization



# Cloud Storage Providers Impactful 2017++

Public storage cloud spend to more than double in next 2 years

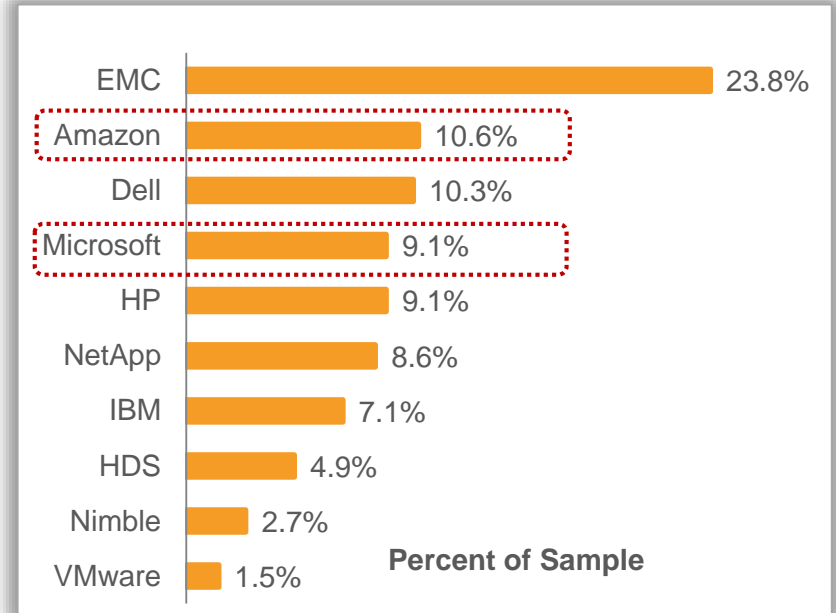
Source: 451 Research



## The Players



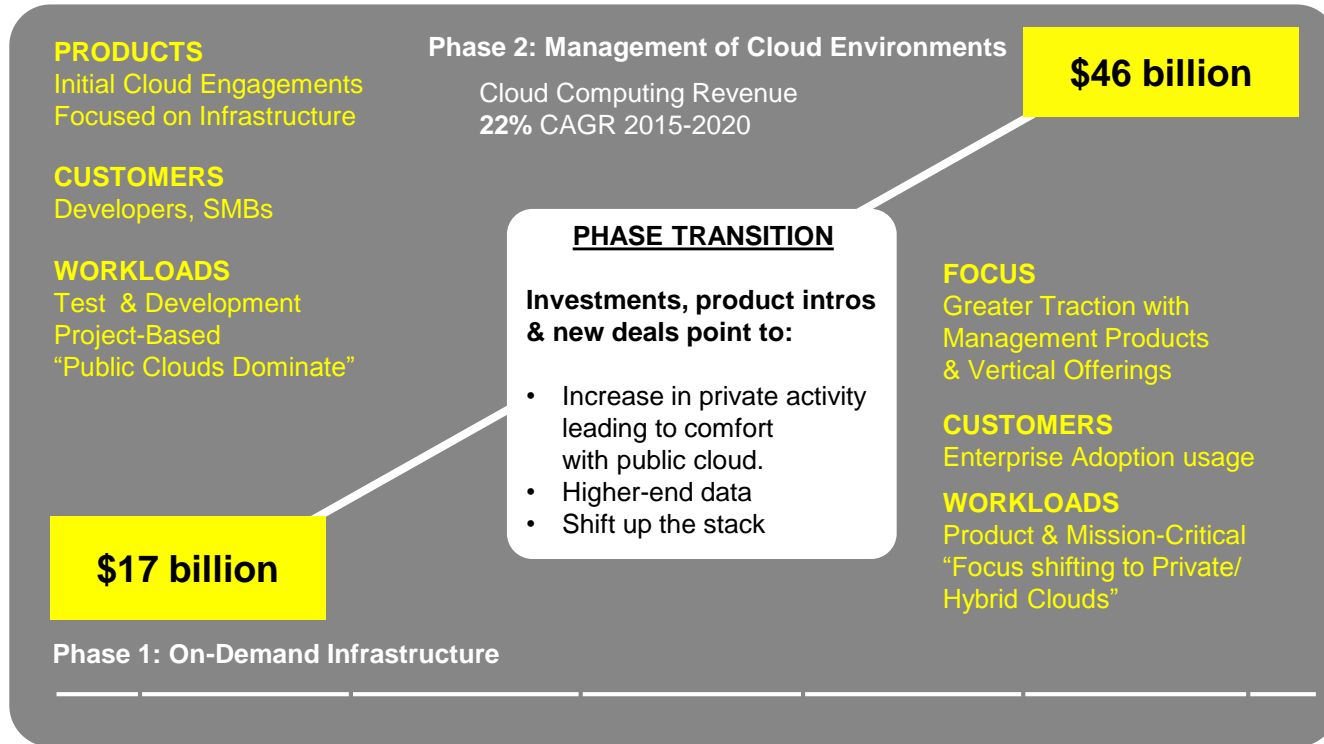
Which vendor do you expect your organization will spend the most with on storage in 2 years?



Amazon Web Services and Microsoft to become one of the top 5 strategic storage suppliers by 2017 (from sub 5% share in 2015)



# The Shift in Cloud Adoption



Source: 451 Research Market Monitor™: Cloud Computing 'as a Service' Overview, December 2016





# What is a Mission Critical App?

Business applications essential for commerce, customer interaction, and enterprise productivity

## Characteristics of Mission Critical Workloads...

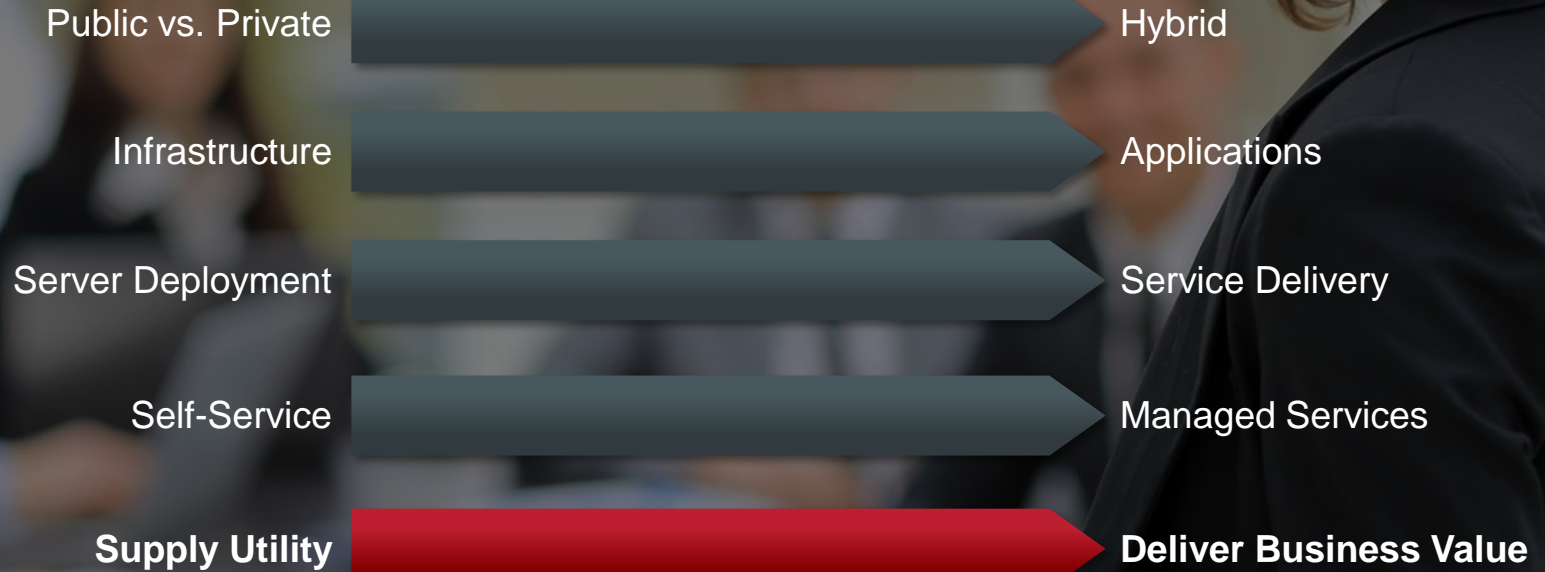
- Typically I/O intensive and stateful
- Require acute states of database persistence
- Generally lack “cloud aware” infrastructure triggers
- Usually high memory burden on underlying infrastructure
- Require external infrastructure resiliency for HA & DR



Cloud Providers leverage Virtustream's cloud software IP to run cloud IaaS platforms such that they solve the engineering problems associated with running mission critical applications on modern multi-tenant cloud architectures



# A Changing Conversation



# Key Priorities

## Operational Transformation

Deliver true IT-as-a-Service

## Application Automation

Bring cloud automation and agility to enterprise apps & ops

## Infrastructure Modernization

Platform to assure efficiency, resiliency, performance & agility



# Mission

**Virtustream's mission is to be “the” leader in the market for running mission critical applications in the cloud.**



- Cloud adoption trends shifting as more organizations move from experimental, low-value, transient use cases to production and mission-critical usage.

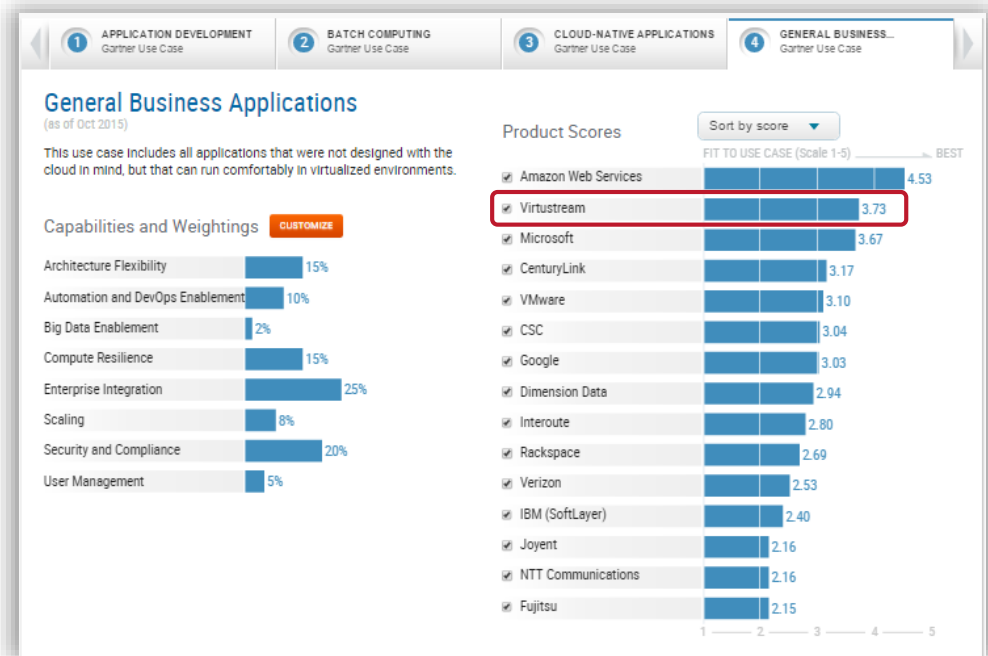


- “Big uptick” in inquiries about moving core business apps to cloud with many enterprises challenging the truism that public clouds are not for core business applications.

Sources: Gartner, Market Trends: Cloud Adoption Trends Favor Public Cloud With a Hybrid Twist , August 9 2016, Forrester: : Portfolio Evaluation Is The Key To Migrating Applications To The Cloud, March 25, 2016



# Gartner Point of View



Source: Gartner Critical Capabilities for Public Cloud Infrastructure as a Service, Worldwide, October 2015

**Mission Critical Application reside within the General Business application category:**

“In contrast to most other cloud IaaS providers, whose services are optimized for scale-out applications, Virtustream specializes in scale-up, mission-critical enterprise applications.

Virtustream has had a strong focus on mode 2 applications, where it has significant specialized automation capabilities. It is also suitable for application development use cases related to ERP and similar applications.”



# Summary: Enterprise-class Cloud



## Better App Performance

Tuned for mission-critical apps  
Run enterprise apps up to 2x faster  
SLAs for application performance



## Greater Agility & Efficiency

Blueprint-based app deployment  
Lifecycle Application Automation  
Deeper insight into utilization



## Higher Security

Comprehensive platform security  
360-degree risk view  
Continuous compliance monitoring

## Superior Economics

Pay for what you use  
Flexible deployments



# Cloud Ecosystem

- The majority of enterprises will deploy multi-cloud strategies.
- Dell Technologies' portfolio underpins every Public Cloud in some capacity.
- Virtustream is Dell EMC's public cloud for mission-critical workloads – guaranteeing service levels for applications.
- Dell Technologies, through Dell EMC, VMWare & Virtustream provide a total Hybrid Cloud solution.



