



The Dell EMC Advantage

Transform for the future

A woman with long dark hair, wearing a dark blazer and a watch, is looking at a tablet computer. She is standing in what appears to be an office or a modern building, with blurred shelves and lights in the background. The overall tone is professional and focused.

Technology is transforming
the way we live and work at
an **ever-increasing** pace.



The world's most
value-focused global
supply chain providing
technology infrastructure
for organizations
of all sizes

EMC²

The world's leading data
center innovation engine
with cutting-edge
enterprise infrastructure
for the most demanding
environments



The world's most
value-focused global
supply chain
providing technology
infrastructure for
organizations
of all sizes

DELLEMC

The world's largest
privately-held technology
company with
world-class enterprise
sales and support

EMC²

The world's leading data
center innovation engine
with cutting-edge
enterprise infrastructure
for the most demanding
environments



Award-winning customized solutions offering innovative devices and services designed for the way people work



The foundation to transform your data center with industry-leading servers, storage and converged infrastructure



Leading the intersection of Big Data, PaaS and agile development leveraging data on one cloud-independent platform



The premier provider of security, risk and compliance solutions solving your most complex challenges



Elite and trusted intelligence that strengthens security and reduces risk in a dynamic landscape



The leading enterprise-class cloud software and solution provider



The most trusted virtualization for desktop, data center and applications

APPS

PAAS



The building blocks of **Modern IT**

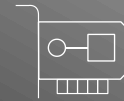
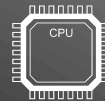
ORCHESTRATION



VIRTUALIZATION



HARDWARE



Dell Technologies delivers value on all levels

RSA[®]
SecureWorks[®]

Pivotal[™]

virtustream

vmware[®]

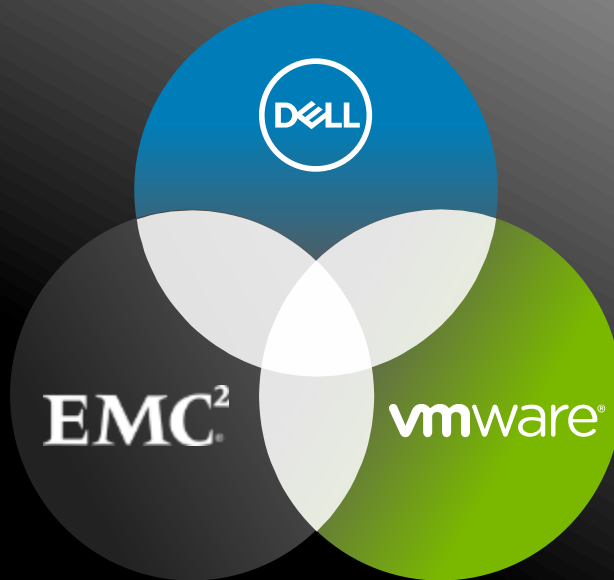
DELL EMC

The logo features the word "DELL" in a bold, white, sans-serif font. The letter "E" is stylized with three diagonal lines extending from its top-left corner towards the center. Below "DELL" is the word "Technologies" in a white, lowercase, sans-serif font. The entire logo is centered on a background of a large, light gray pyramid with a dark gray gradient, set against a black background.

DELL
Technologies

Leadership positions in 20 Gartner Magic Quadrants

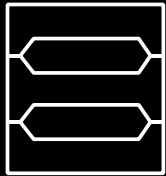
1. General Purpose Disk Arrays
2. General Purpose Disk Arrays, Japan
3. Customer Communications Management Software
4. Enterprise Content Management
5. Operational Risk Management
6. Integrated Systems
7. Solid-State Arrays
8. IT Risk Management Solutions
9. IT Vendor Risk Management
10. Business Continuity Management Software
11. Deduplication Backup Target Appliances
12. Data center Backup & Recovery Software
13. Structured Data Archiving and App Retirement



13. Modular Servers
14. End-User Outsourcing Services, NA
15. Enterprise Integration Platform as a Service, Worldwide
16. Managed Security Services, Worldwide
17. General Purpose Disk Arrays
18. Advanced Analytics Platforms

19. Enterprise Mobility Management Suites
20. X86 Server Virtualization Infrastructure

#1
CONVERGED



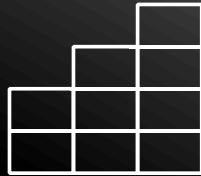
Converged
infrastructure

#1
STORAGE



#1 in traditional
storage, #1 in
all-flash

#1
DATA CENTER



Virtualized
data center
infrastructure

#1
**SECURE
LAPTOP**



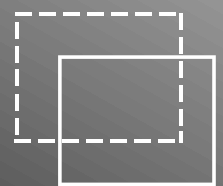
World's most
secure business-
class laptops

#1
CLOUD



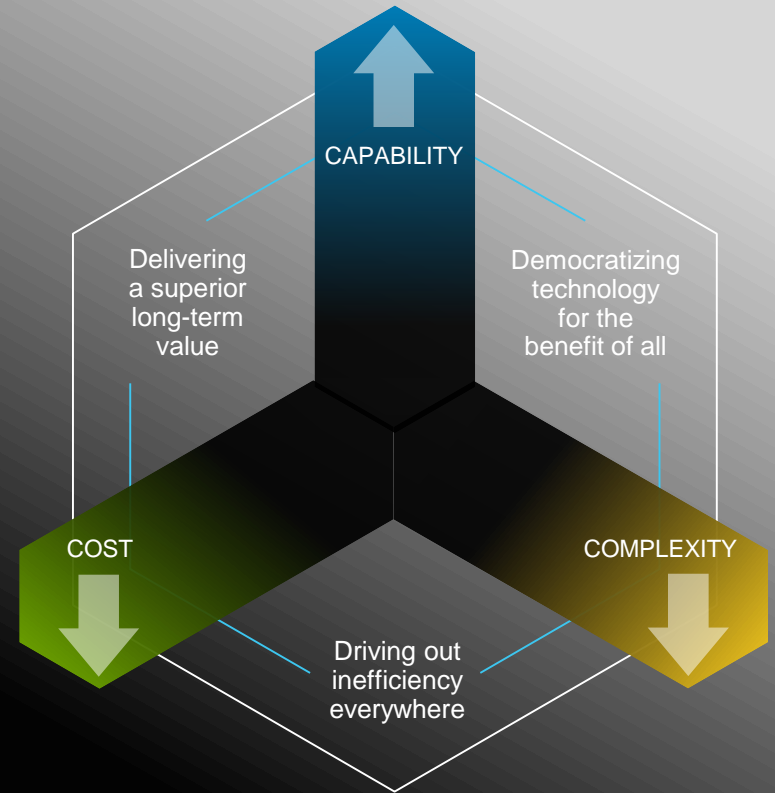
Cloud IT
infrastructure

#1
VIRTUALIZATION



Server
virtualization
software

Delivering
cutting-edge
innovation to the
broadest set of
customers globally



Last 15 years

IT-centric

Systems of record

Traditional applications

Transactional data and reporting

Internet

Next 15 years

Business-centric

Systems of engagement and insight

Cloud-native apps

Streams of data and analytics

Internet of Everything

A man in a dark sweater and a pink scarf stands in profile, looking at a row of server racks in a data center. The racks have perforated doors and some have green indicator lights. The background shows more server racks and a window with a view of the sky.

Traditional & Cloud-native

Two distinct **architectural** and **operational** paradigms

Delivering cloud flexibility: **Build, Buy, XaaS, Direct**

Off - Prem

Dell EMC Global Services/SP Hosting



Dell EMC Powered Service Offerings

virtustream.
VMware vCloud® Air™



On - Prem

Dell EMC Enterprise Hybrid Cloud



Direct Cloud Connect



Modern Cloud Native Enterprise

- **Building software not data centers**
- **Growing an internal, collaborative engineering team**
- **Working iteratively and delivering with speed**
- **Mining insight from data and responding in real-time**
- **Avoiding vendor lock-in from proprietary technology**



Cloud Professional Services - transformation



Security must drive business value to the organization



Business-driven
Connect business context with threat activities to more quickly and efficiently defend against cyber risk



Intelligence-driven
Become better informed through threat intelligence, analytics and shared expertise to drive better outcomes



Risk-driven
Take command of your risk posture to make more informed decisions and deliver predictable business outcomes

Endpoint Data Security and Management

Data



- Dell Encryption
- Dell Secure Lifecycle
- Mozy Pro
- Mozy Enterprise
- Dell Endpoint Security Suite Enterprise



Threat



- Dell Threat Defense (SB)
- RSA NetWitness Endpoint



Identity



- RSA SecurID Access



Management



- Dell Command
- AirWatch Green
- AirWatch Blue
- AirWatch Express



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