

Dell EMC Transform IT to Accelerate the Startup Business



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Business Transformation and Disruption



A software business
that makes cars



The world's largest
taxi company, owns
no vehicles



The world's most
popular media owner,
creates no content



A software business
that makes industrial
machinery



A software business
that offers loans



The world's largest
accommodation
provider, owns no
real estate



The most valuable
retailer, has no
inventory



A software business
that delivers telecom
services

TRADITIONAL
Applications

CLOUD-NATIVE
Applications

IT INVESTMENTS \$

IT Transformation
Optimize IT For The Business

Digital Transformation
IT Is The Business

2000

2015

2030

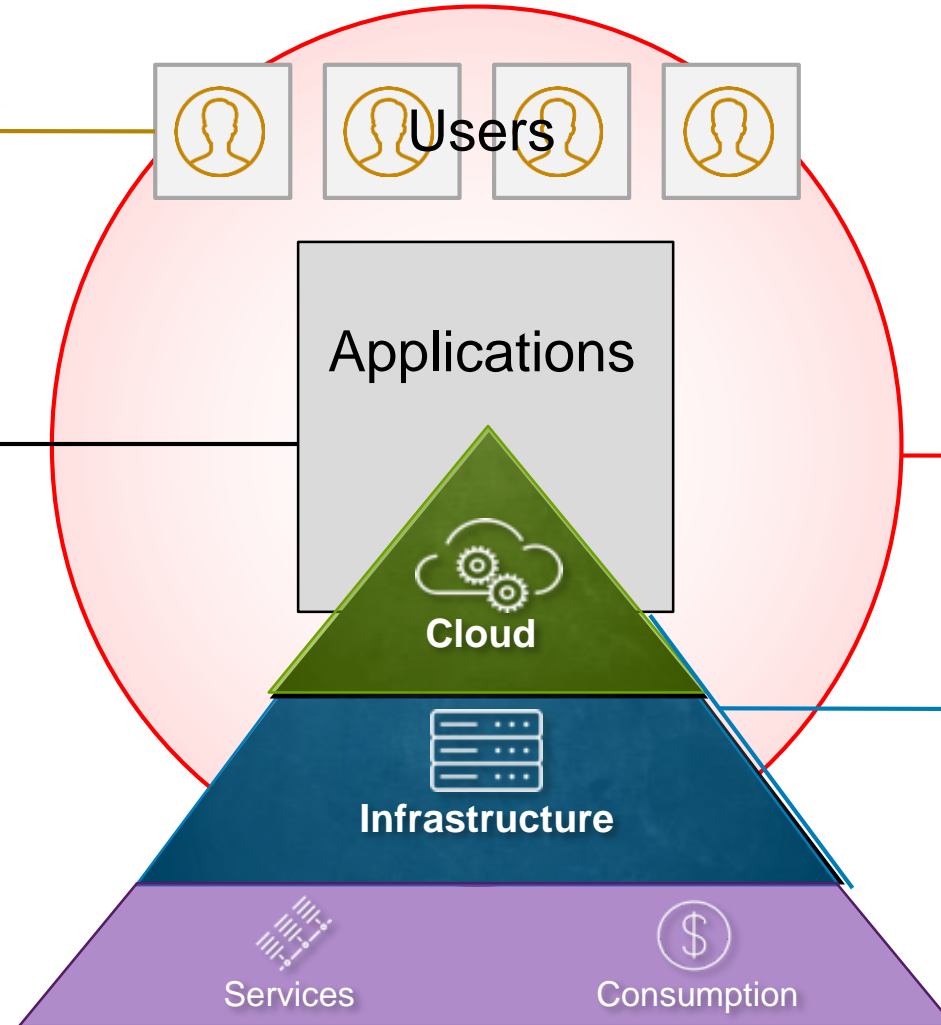
Transforming The Business

**Workforce
Transformation**

**Digital
Transformation**

**Security
Transformation**

**IT
Transformation**



DELL Technologies

Edge

Core

Cloud

90%

90%

90%

A collective force of innovative capabilities



DELLEMC

Pivotal

RSA

SecureWorks

virtustream

vmware

Innovative devices, services and solutions designed for the way people work (and play)

Transforming the data center with industry-leading servers, storage and converged infrastructure

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

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

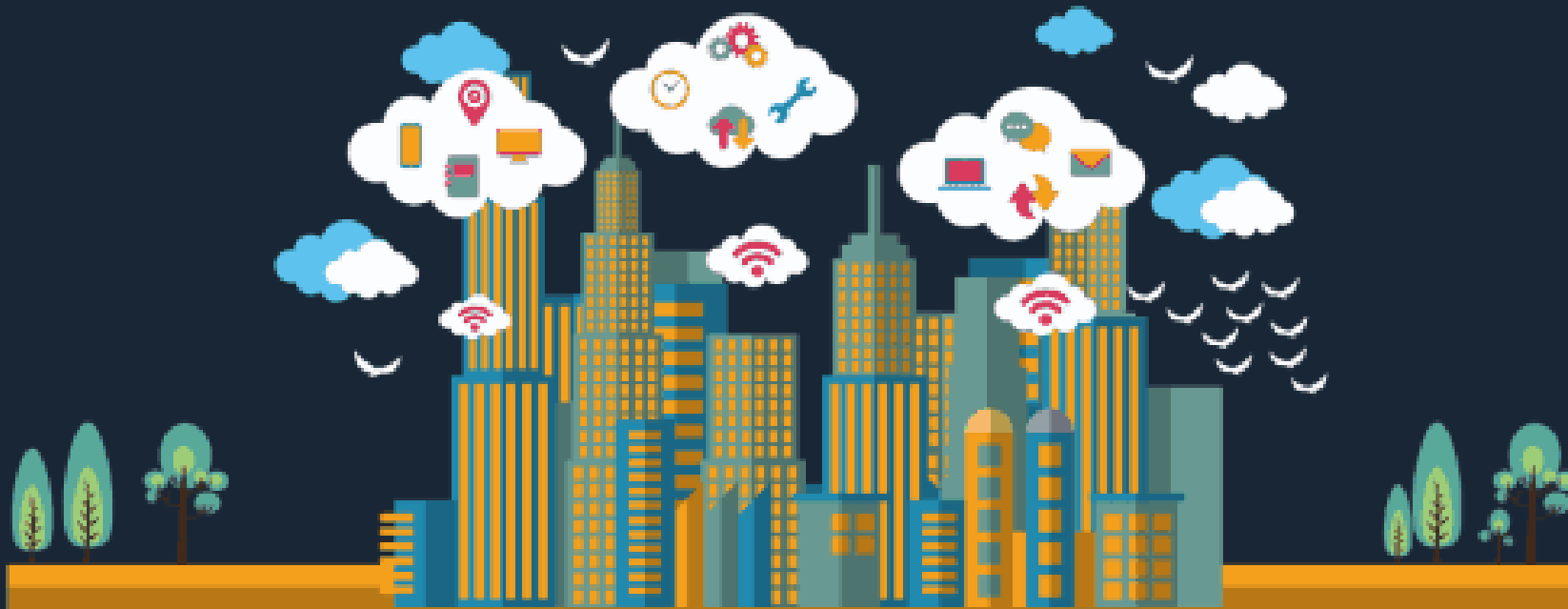
Leading enterprise-class cloud software and solution provider

Most trusted virtualization solution for desktop, data center and applications



THAILAND 4.0

ประเทศไทย 4.0



IDEA #1

WHY TRANSFORM

THE CEOs CHALLENGE

In this Digital World, Businesses & Industries Are Being Disrupted Everywhere

**Dell Technologies Digital Transformation Index,
4000 business leaders stated:**

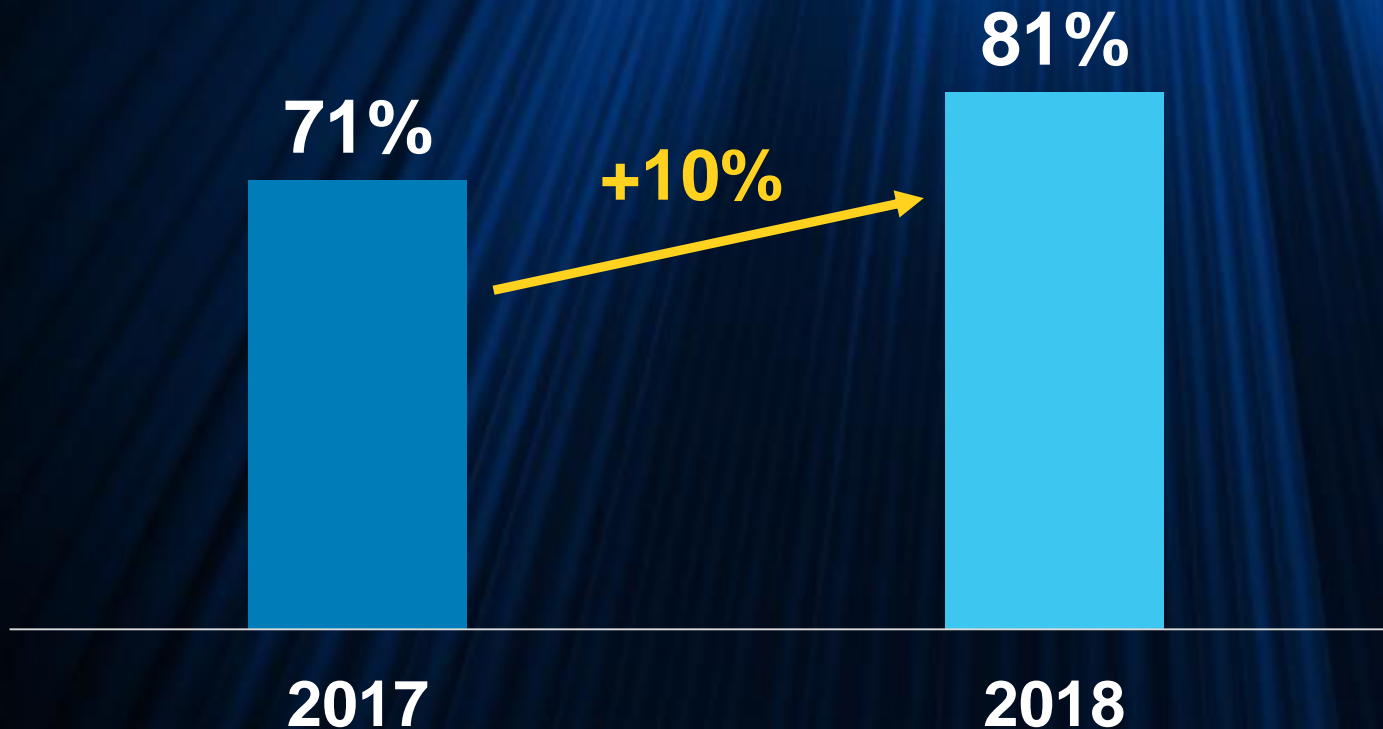
45%

believe there
is a possibility their
business will become
obsolete within the
next 3 – 5 years

78%

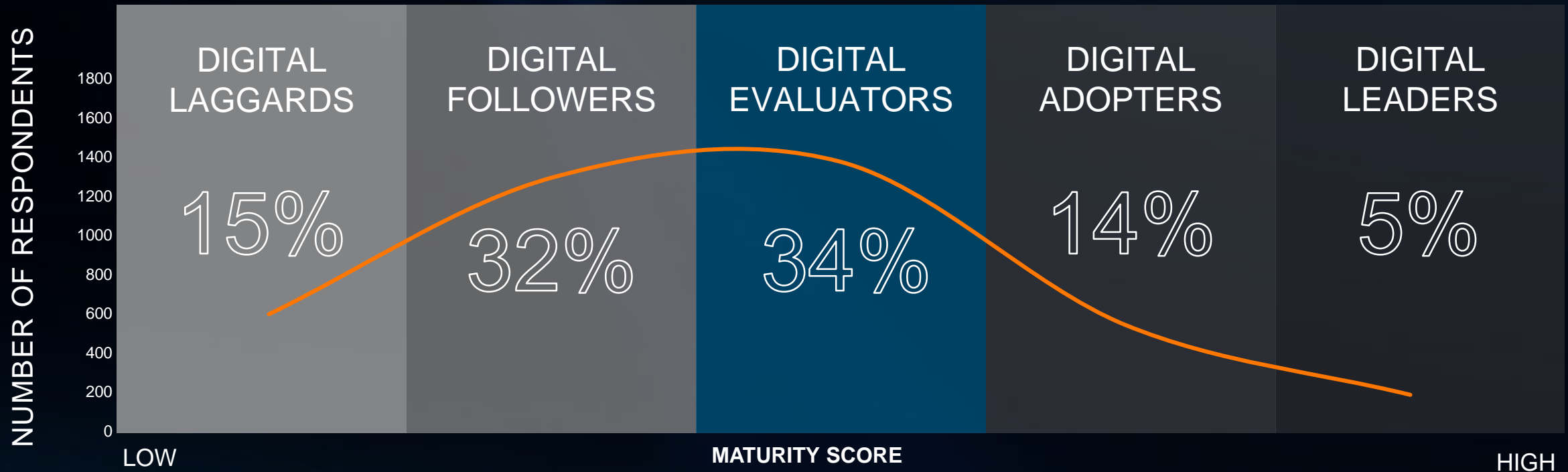
see digital start-ups
as a threat to their
business, now or in
the future

IT is more important **now**

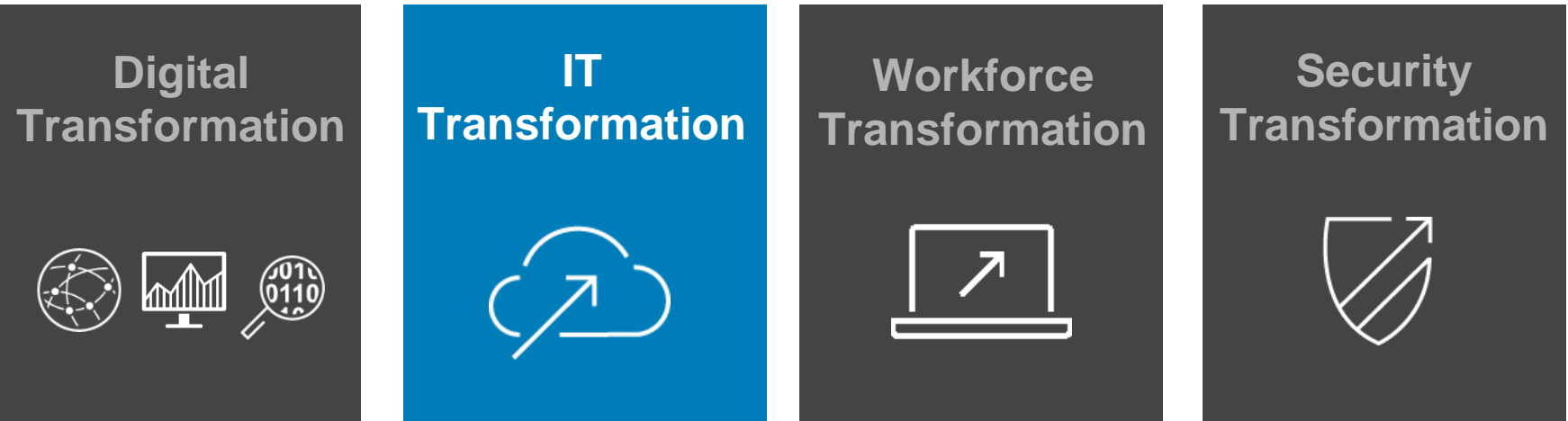


"If my IT organization does not embrace IT transformation, we will not be a competitive company."

Digital Transformation Index



Transforming the business





IT
TRANSFORMATION

ENABLES



DIGITAL
TRANSFORMATION

ESG

Modern data
center
transformation

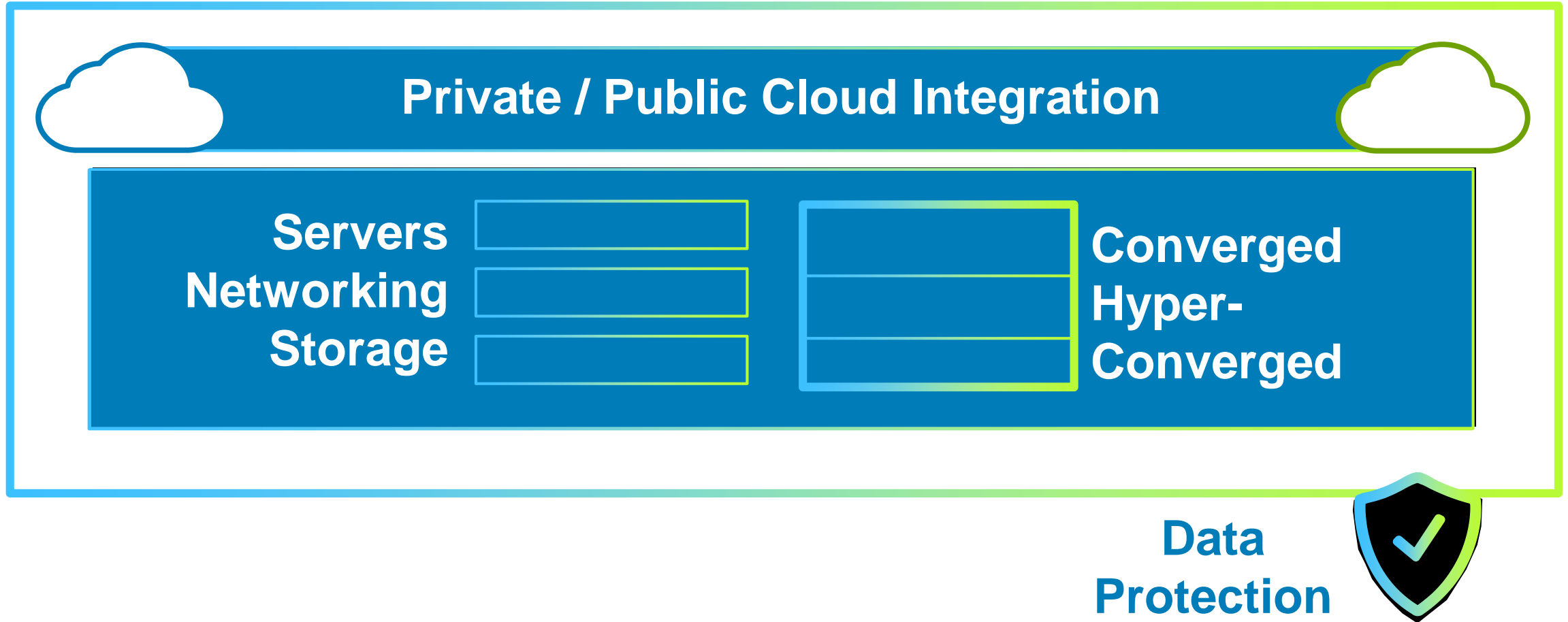
Transform
business & IT
relationship

Automation of IT
processes

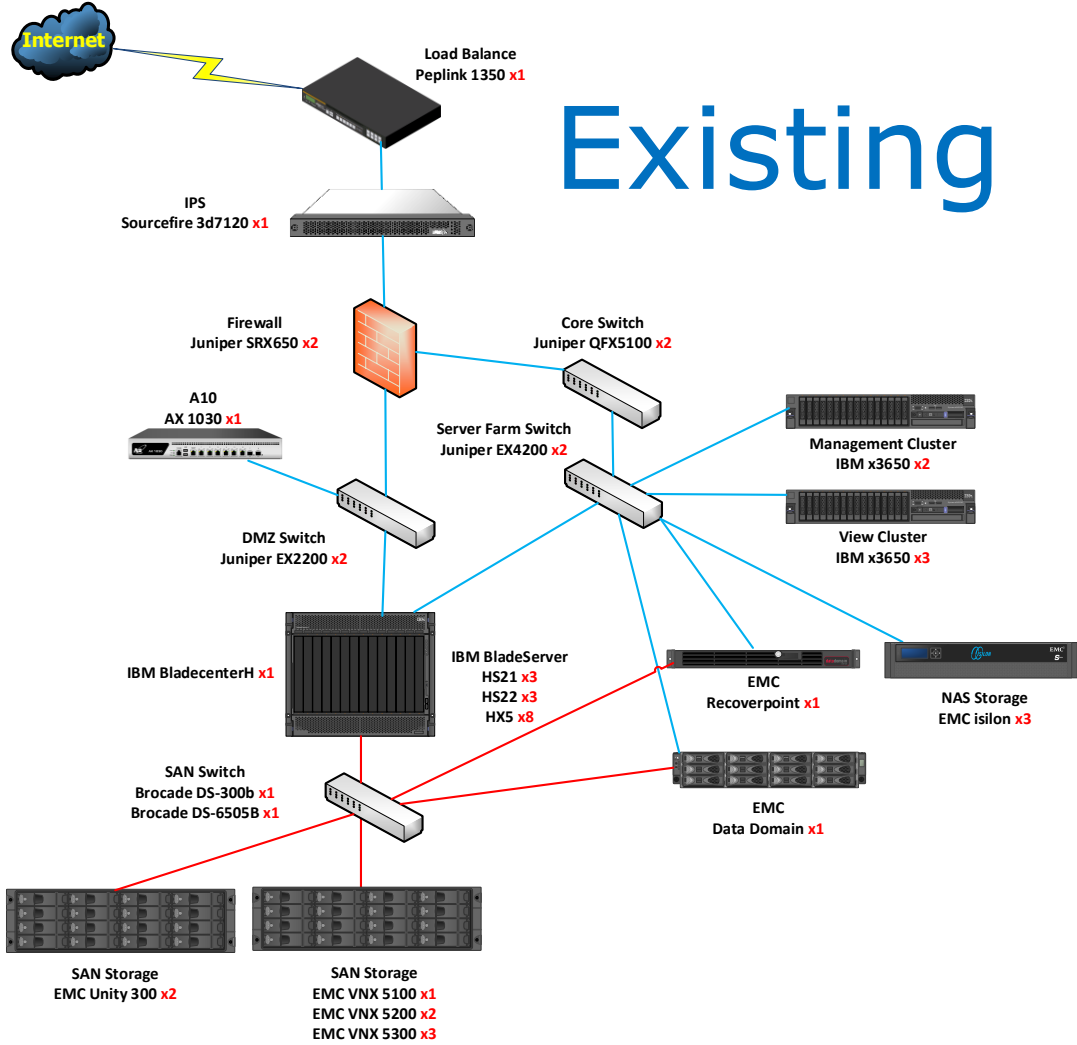
IT Transformation
Lowers Costs

Creates More Funding fo
Digital Initiatives

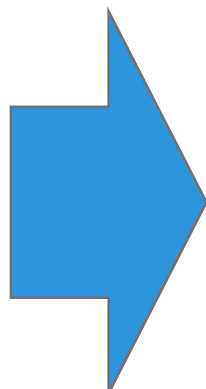
Modernize: Future-Proof Infrastructure



SOLUTION



Existing



Performance and Efficiency

- Predictable and consistent high performance with low submillisecond latency
- Data reduction using inline deduplication and compression, XtremIO Virtual Copies, and thin provisioning
- Consumer simplicity with enterprise capabilities
- Ease of use—nothing to configure or tune Applications
- Exceed the toughest SLAs for virtualized workloads
- Enable near real-time copies of production datasets
- Provide self-service operations for infrastructure and application teams
- Gain two times more XtremIO Virtual Copies



Hyper Converged Infrastructure (HCI).



Data Lake

IDEA #2

CASE STUDIES


Outcomes of our Transformation

MAKE IT **REAL**




**BUSINESS
BENEFIT**

**ENABLE SMART
PROJECTS,**




**Financial
Impact**

RESULTS:
Annual Power & Cooling
reduced by \$7,971



**Operational
Impact**

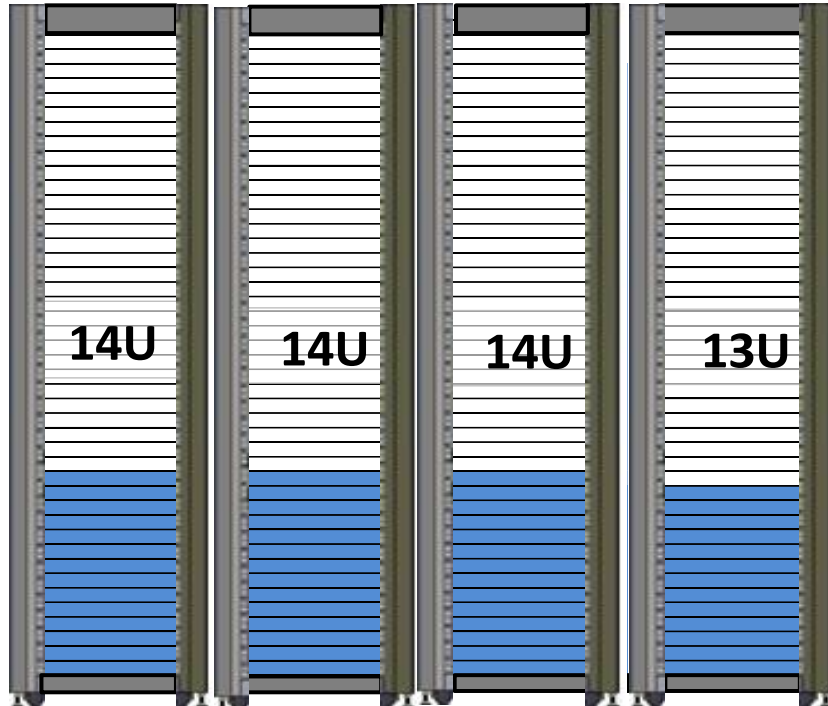
RESULTS:
Rack Space reduced by
91%



**Performance
Impact**

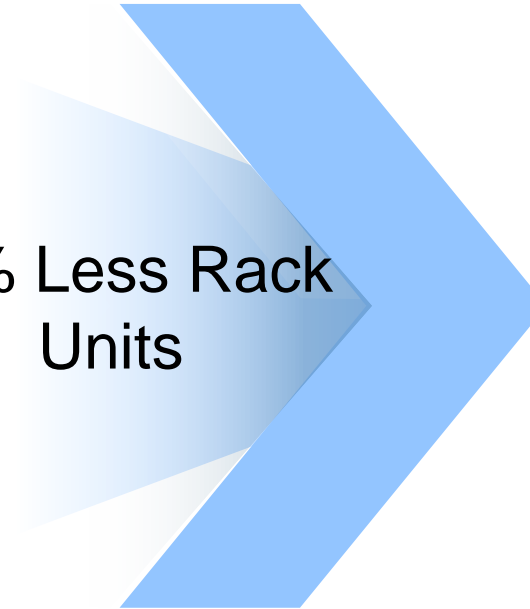
RESULTS:
Response Time reduced
by 100%
Faster Transaction
Processing

SPACE IMPACT (RACK UNITS)



Total 55 Rack Units

91% Less Rack
Units



Total 5 Rack Units

SOLUTION SUMMARY – KPI



FINANCIAL

KPIs

\$8K



IN ANNUAL POWER & COOLING SAVINGS

100%



Less LATENCY

3:1



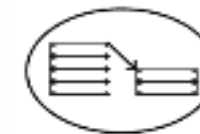
DATA REDUCTION

62%



LESS POWER / COOLING

91%



LESS RACK SPACE

192x



MORE PERFORMANCE

CURRENT ENVIRONMENT

(4) VNX



4 Rack(s)



56 TB Used



Cooling: 18K BTU/Hour



Power: 5.4 kW



187.04 ms Response Time



1,890 IOPs*



Operational Management

- Manual Perf tuning, storage engineering
- No ability for data reduction
- Reactive storage tiering

*95th percentile used for consolidated arrays

XtremIO PROPOSED

XtremIO
(1) X2-S



1 Rack(s)



73 TB Effective (@ 3:1 Reduction)



Cooling: 7K BTU/Hour



Power: 2.0 kW



< 0.5 ms Response Time



363K IOPs*



Operational Management

- Zero config work, Zero tuning, Zero engineering
- Always ON and INLINE data services

*RRM 8K blocks

IDEA #3

WHAT IS THE MODERN DATA CENTRE



Spinning
Drives &
Tape

Manual &
Hardware
Centric

IT Silos
(People)

Data Silos
(Systems)

Start with what it is **Not**

Traditional Data Centre

Many Systems Including Mainframe, Unix

Legacy Storage and Tape Based Backup

Manual Processes

IT Silos (People)

Data Silos

Modern Data Centre

Standardized x86 Based Platforms

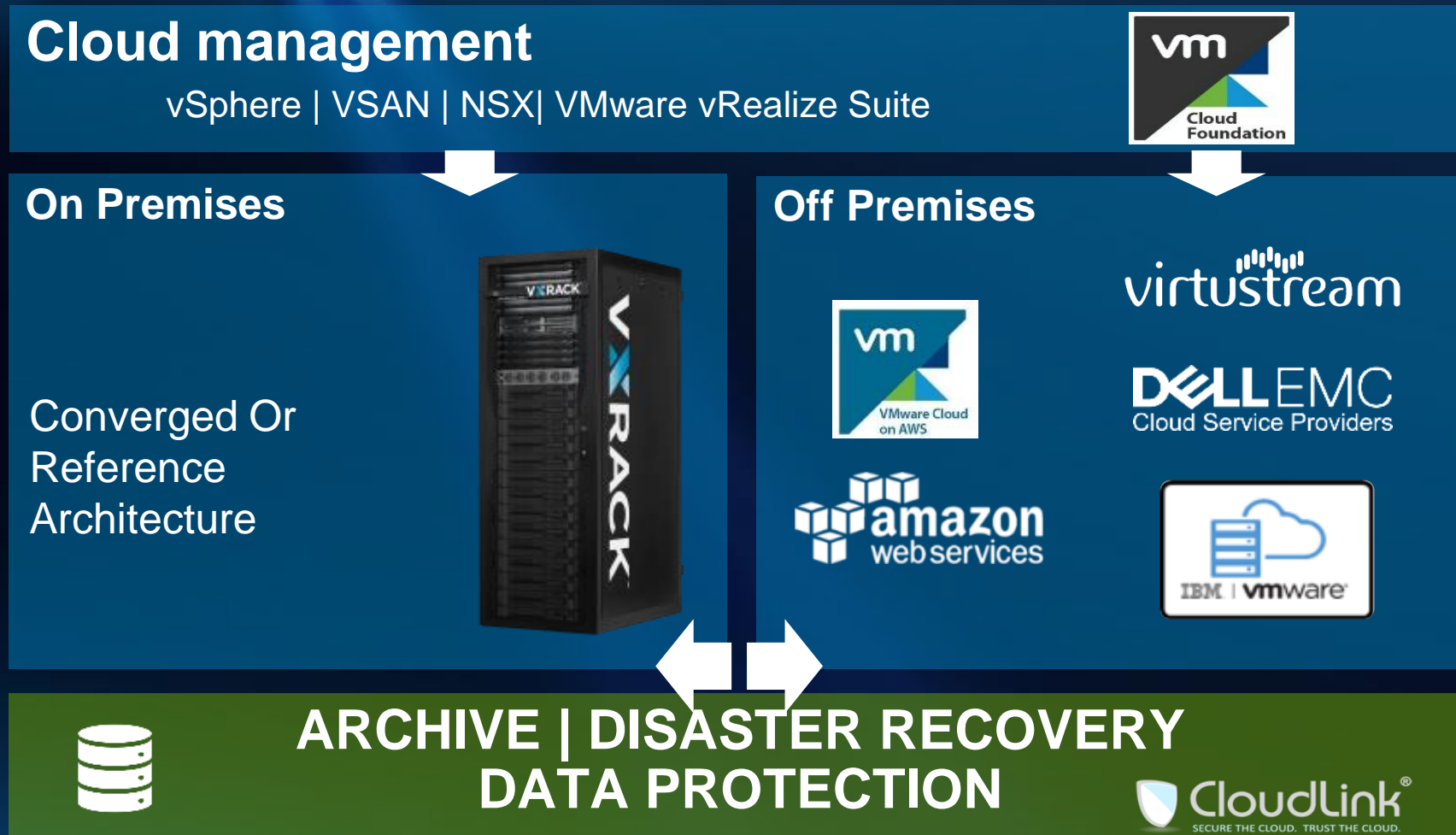
Flash Based Storage, Online Backup

Automated, Software Defined

Cloud Architects

Data As A Competitive Advantage

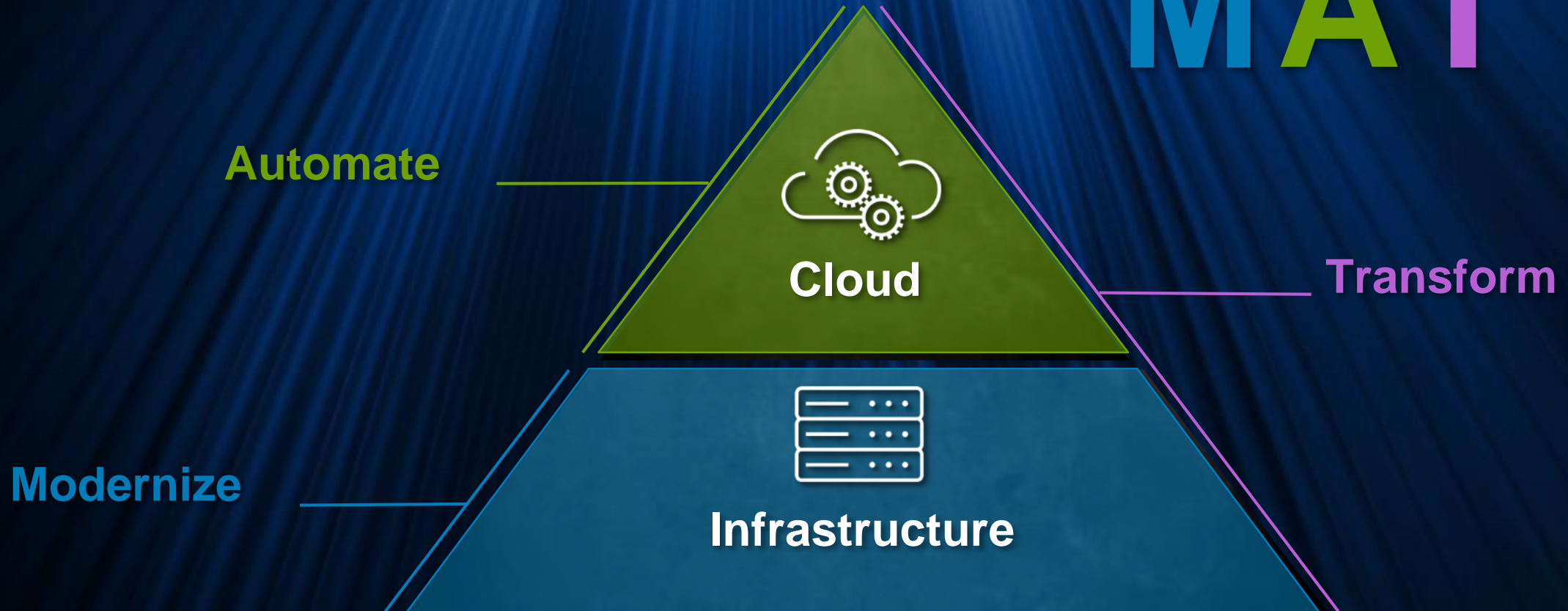
Building A Modern Data Centre



Transform Your IT

MAKE IT **REAL**
Dell EMC
FRS

MAT



How do you begin?

3 Phase IT Transformation Process

MODERNIZE

- Future-Proof Infrastructure
- Best of Breed or CI/HCI
- Protected Everywhere
- Future-Proof Program

AUTOMATE

- Enable a path to cloud
- Deploy Private Cloud
- Leverage Public Cloud
- Become a cloud provider

TRANSFORM

- With Senior Exec Support
- Transform
 - People
 - Process
- Business & IT Alignment

DELL Technologies



Pivotal™

SecureWorks®

vmware®

DELL EMC

RSA®

virtustream®

D~~ELL~~EMC