

Dell Technologies

Transforming the Business



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COST & AGILITY

INNOVATION

CYBER-SECURITY

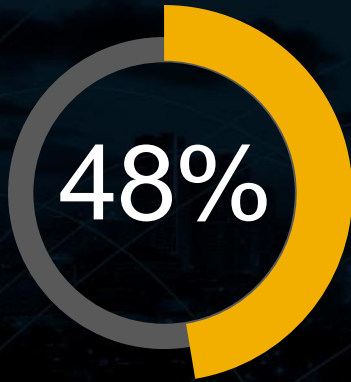
REVENUE GENERATION



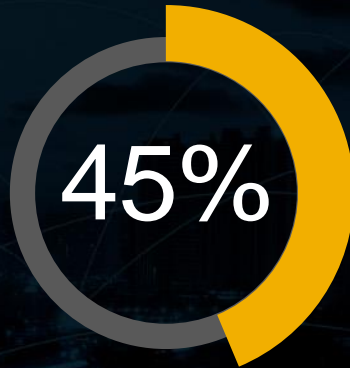
The C-Suite Struggle

DIGITAL TRANSFORMATION

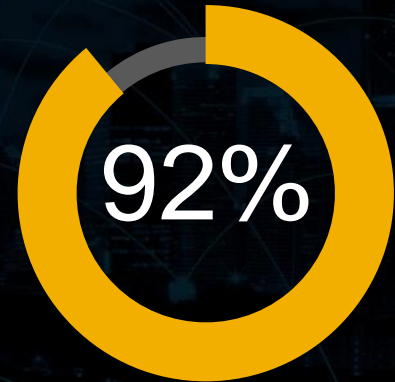
Risk or Opportunity?



Have no idea what
their industry will
look like in 3 years

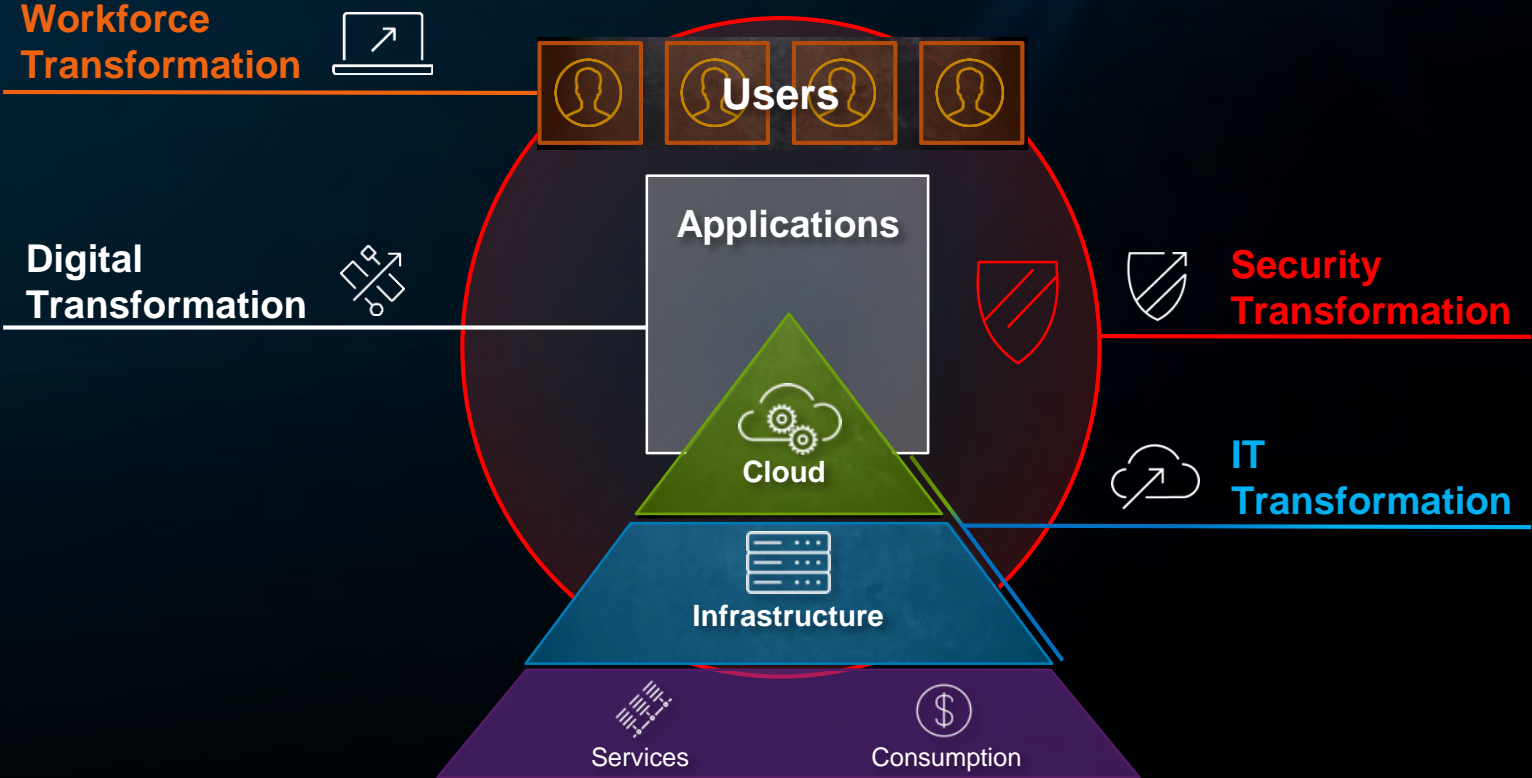


Fear they will
be obsolete in
3-5 years



See digital business
initiatives as critical
to success

Transforming The Business

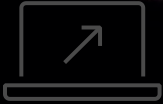




Digital
Transformation



IT
Transformation



Workforce
Transformation



Security
Transformation

Transforming your business

By reinventing & realizing
your digital future

81% of customers agree that if they **do not embrace IT Transformation**, their firm will **no longer be competitive** in their market.

WHERE TO BEGIN

3 Phase Transformation Process

MODERNIZE

- Leverage Modern Infrastructure
- Right tool for the job
- Simple & Powerful

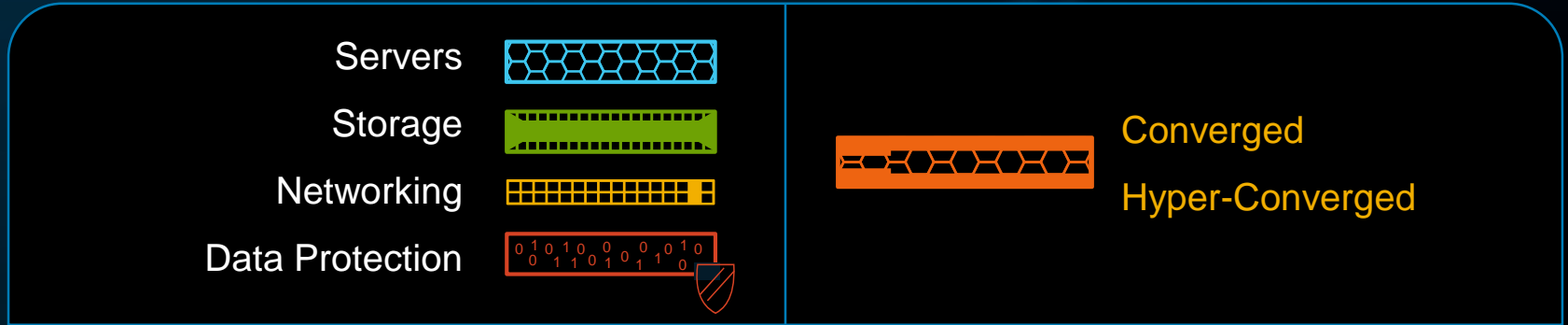
AUTOMATE

- Self-service provisioning capabilities
- Running IT like a service provider/public cloud

TRANSFORM

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

You can get there from here with Dell EMC



All-Flash



Scale-Out



SW-Defined



Cloud-Enabled



AI/ML

Protection and Trust



Attributes of modern infrastructure



All-Flash



Scale-Out



SW-Defined



Cloud-Enabled



AI/ML

New

Protection and Trust



Attributes of modern infrastructure



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New

AI/ML

Protection and Trust



Performance/Latency

Reliability

Environmentals

Attributes of modern infrastructure



All-Flash



Scale-Out



SW-Defined



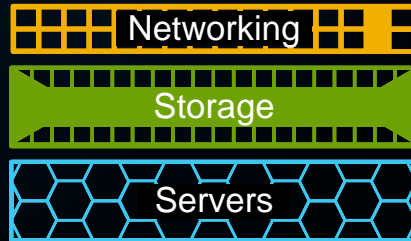
Cloud-Enabled



New

AI/ML

Protection and Trust



Flexibility

Capacity

Resiliency

Attributes of modern infrastructure



All-Flash



Scale-Out



SW-Defined



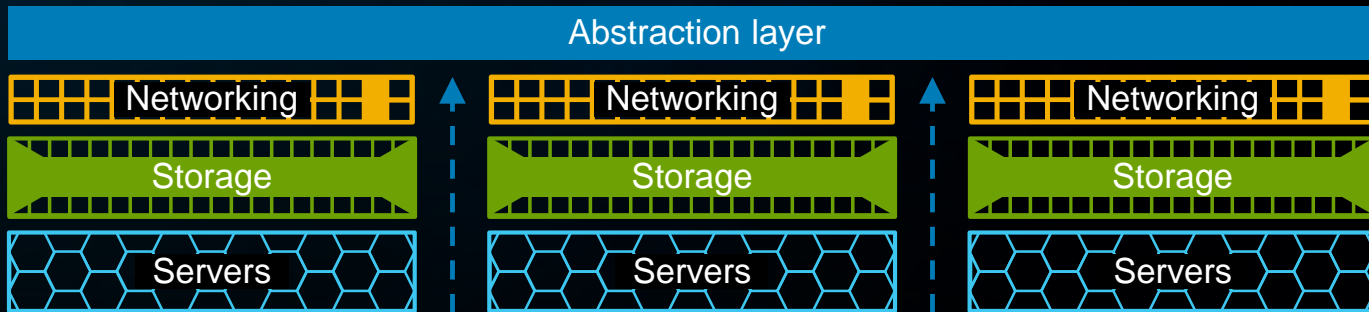
Cloud-Enabled



New

AI/ML

Protection and Trust



Simplicity

Agility

Automation

Attributes of modern infrastructure



All-Flash



Scale-Out



SW-Defined



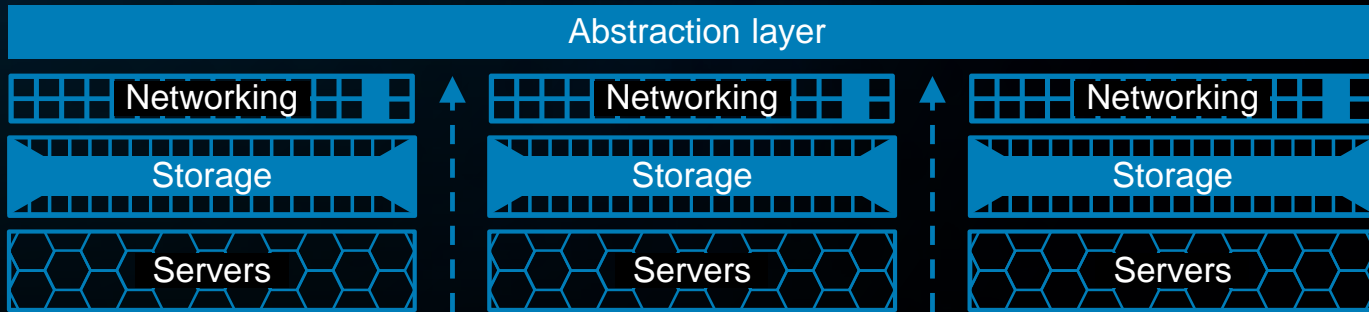
Cloud-Enabled



AI/ML

New

Protection and Trust



Elasticity

Flexibility

Integrated

Attributes of modern infrastructure



All-Flash



Scale-Out



SW-Defined



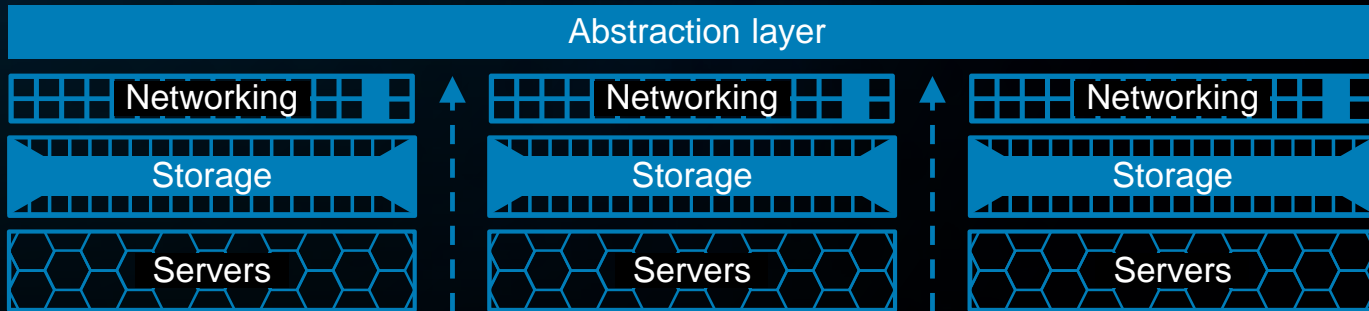
Cloud-Enabled



New

AI/ML

Protection and Trust



Insightful

Predictive

Automated

Attributes of modern infrastructure



All-Flash



Scale-Out



SW-Defined



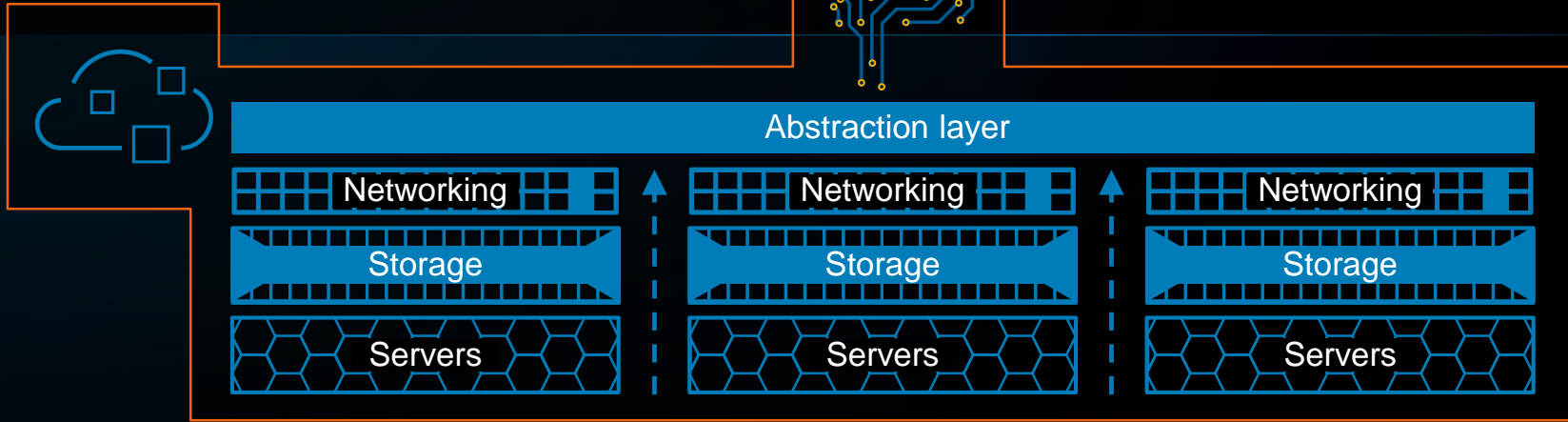
Cloud-Enabled



New

AI/ML

Protection and Trust

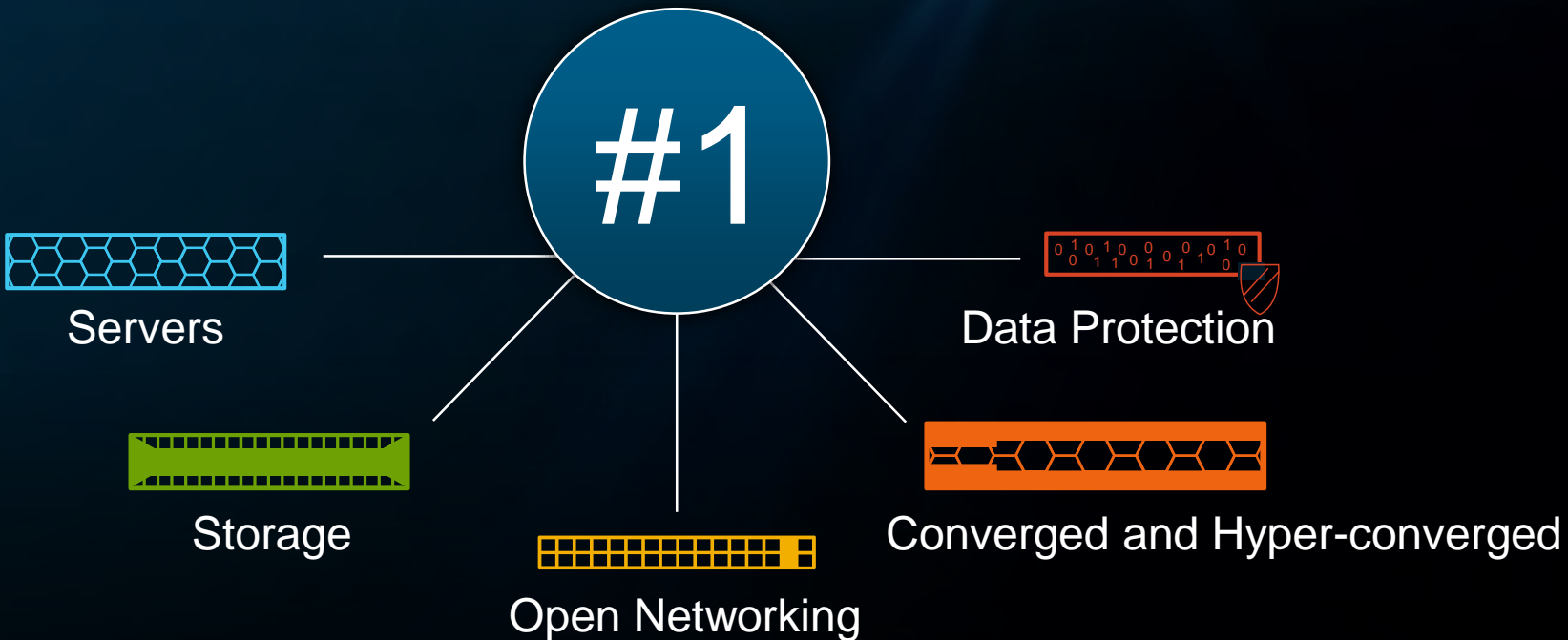


Comprehensive

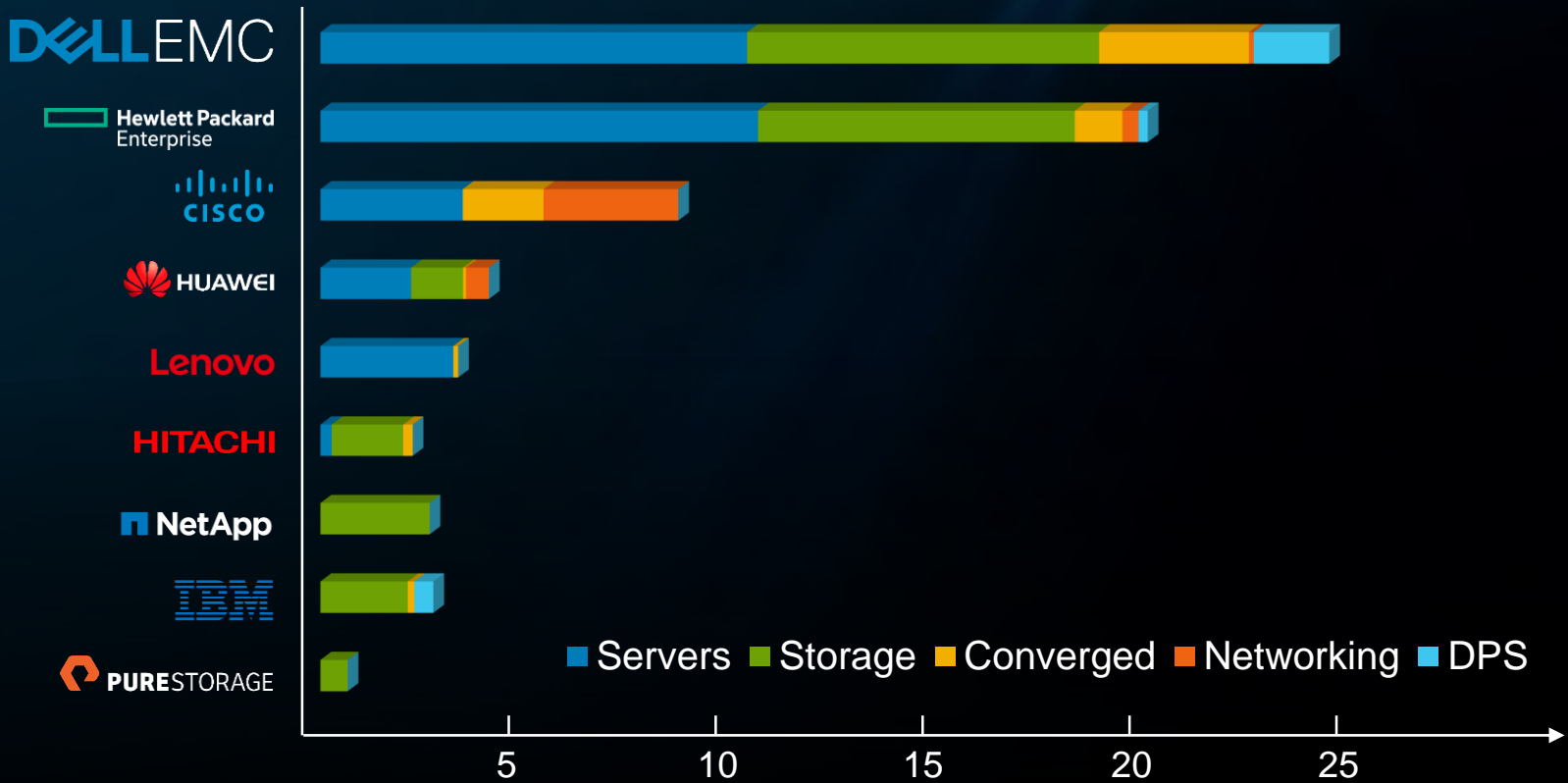
Flexible

Proven

#1 Modern IT infrastructure



Customers agree



D  **LEMC**