



The Virtual Era

Jamie Humphrey
Manager – Intelligent Data Management
Australia & New Zealand

The data center of the future

Highly Virtualized	• Increased availability and scalability • Automated Business Continuity • Reduced energy and space requirements
Converged Efficient Fabric	• Fewer proprietary single-use networks • Simplified network management • Reduced cost and complexity
Consolidated Workloads	• Decreased software licensing costs • Enhanced application availability • Shorter time to market for new apps/functionality
Automated Tiered Storage	• Control ever increasing data volume • Eliminate one-size-fits-all cost structure • Improved data management
Self-Service Management	• Manage infrastructure, workloads and apps • Decrease the time-to-value for strategic initiatives
Open, Standards-based infrastructure	• Lower hardware costs • Increased workload flexibility
Automated Infrastructure Deployment	• Manage more infrastructure per admin • Free up resources for innovation

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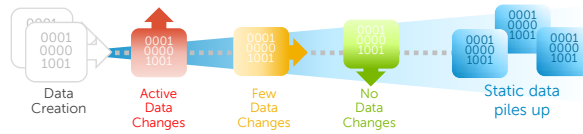


Dell Data Management Vision

Customer's Challenge

The *value, volume* and *velocity* of data is changing

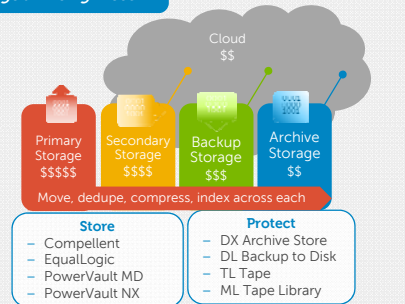
- Keep more data on-line
- Quickly find data when needed
- Control costs



Dell Data Management Vision

The *right data on the right storage at the right cost*

- **Automation:** *Manage more with less*
 - Integrated with and adapts to virtual environments
 - Moves data by policy across tiers or to cloud saving time
 - Easily find data through index and search
- **Optimization:** *Store more on less*
 - Tier in the array or across arrays saving costs
 - Dedupe and compress across tiers saving space
 - Put data on the right storage at the right time
- **Seamless Scale:** *Scale more for less*
 - Buy what's needed – grow seamlessly later
 - Avoid fork lift upgrades & data migration headaches
 - Take the guess-work out of planning



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Leverage the strength – Scale Out Unified Storage

Compellent Storage Center	EqualLogic PS & FS	PowerVault MD & NX	PowerVault DL & TL	DX Object Storage Platform
Multi-protocol enterprise storage	Unified, virtualized IP storage	Modular disk storage	D2D and D2T backup appliances	Archival storage
Self-optimized and powerful	Uncomplicated and versatile	Value and performance	Simple protection and recovery	Massive scale and content-aware

“Think of Dell as a storage portfolio player.”

– John Webster, Evaluator Group, CNET News, March 22, 2011

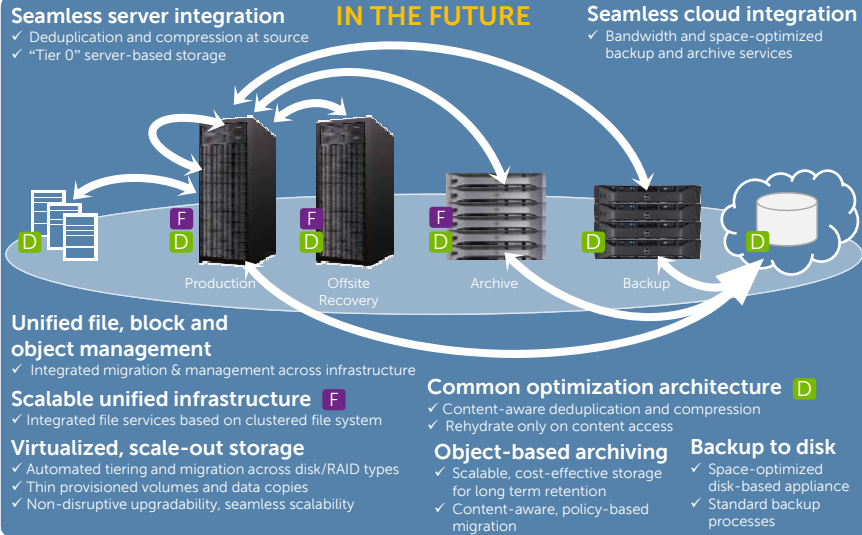
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Public and LE Marketing



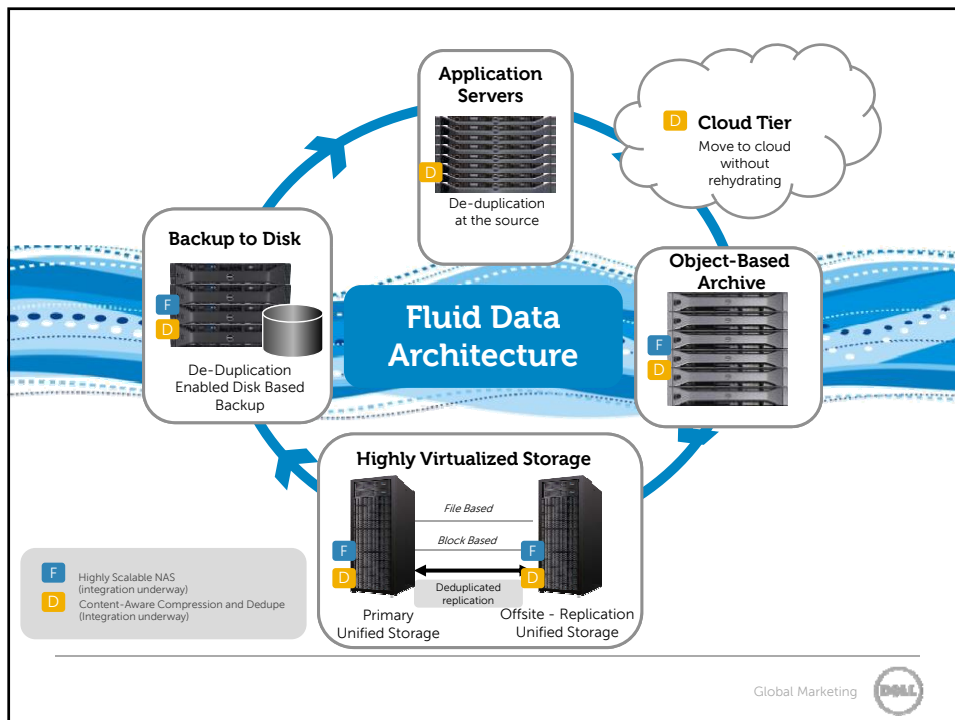
Dell Fluid Data™ architecture

Right data, right place, right time, right cost



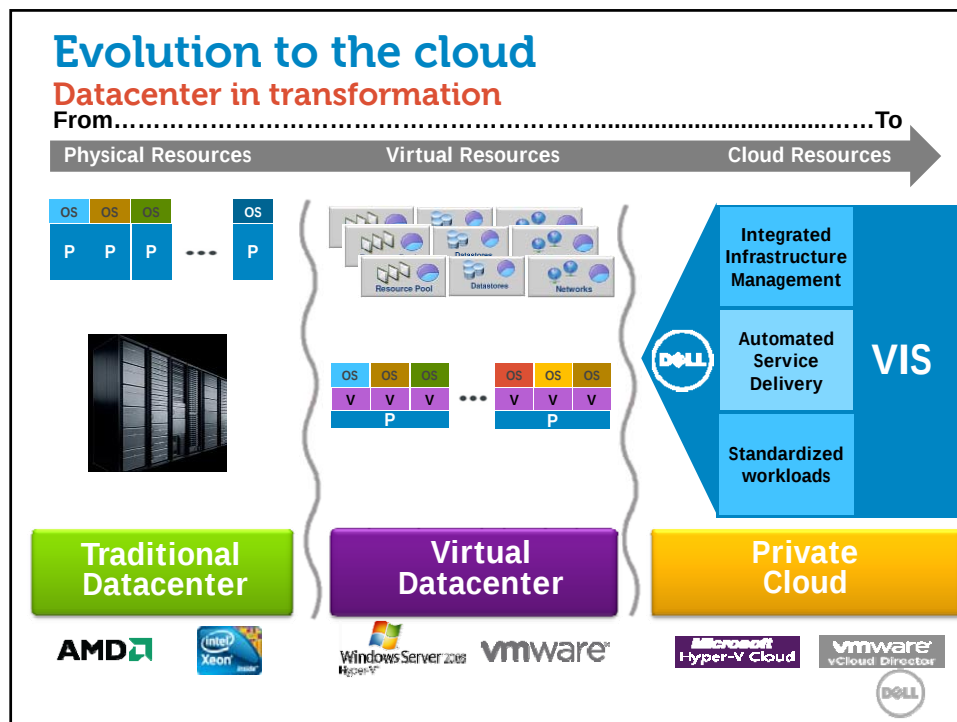
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Global Marketing





Dell vStart:

the simple, fast, smart
path to virtual
infrastructure

vStart includes

The infrastructure (servers, storage, networking, and management software) you need to run virtual machines in hours, not days

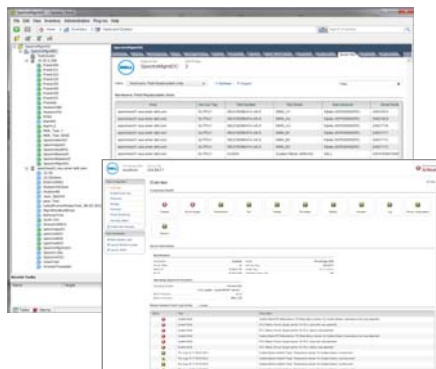
A single source for all product support plus initial on-site installation and implementation services



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Dell Management Plug-in for VMware vCenter

Native VMware vCenter plug-in that streamlines tools and task associated management and deployment of Dell servers in your virtual environment



• Monitoring/Alerting

- Deep level detail for inventory, monitoring and alerting all available inside vCenter
- Dell recommended vCenter actions based on Dell hardware alerts

• Deployment/Provisioning

- Zero-Touch bare metal hypervisor deployment without PXE, leveraging Dell Lifecycle Controller

• Firmware Updates

- Ability to deploy BIOS and firmware updates from vCenter

• Hardware Management

- Online access to hardware warranty information

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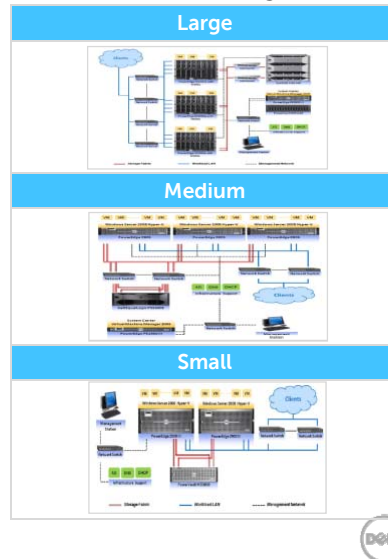
Speed through Dell Hyper-V Cloud Fast Track

Faster deployment and minimized risks

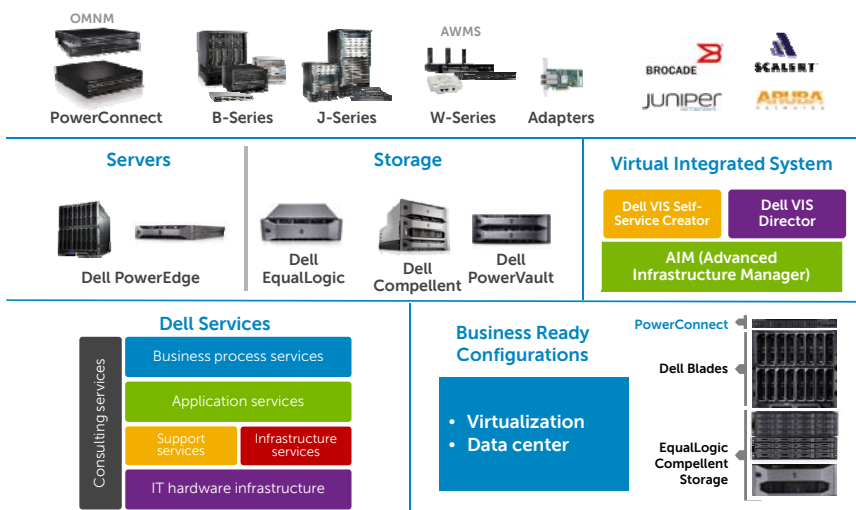
Pre-configured reference architecture for building private clouds that combines Microsoft software, consolidated guidance, and validated configurations with Dell technology



Dell Fast Track Configuration



Open, flexible, intelligent, efficient
An ecosystem of converged network solutions



Build As A Service Models

FUTURE

Architect for the
network ahead

Enable your strategy
to grow

Optimize your
technology & budget