Dell Cloud on Demand &
Dell Cloud Dedicated

IaaS Without Compromise

Presentation to the State of Hawaii

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"Cloud is not a destination or singular path, but a transformation that places IT squarely at the center of the enterprise as both a leader and enabler of value creation."

Michael Dell, Chairman & CEO

Acquisitions Integrated into Dell Cloud IaaS

Acquisitions Types

- **Synergistic adjacencies** Extending
- **Large platform** Transforming
- **Strategic** Emerging

QUEST SOFTWARE		IT management software
make		Application modernization software and services
CLERITY		Mainframe migration, modernization, and optimization
SecureWorks	2012	Managed security services, and threat intelligence
BOOMI	2011	Simple, easy-to-use SaaS integration tool (iPaaS)
perotsystems	2010	Consulting services & cloud expertise

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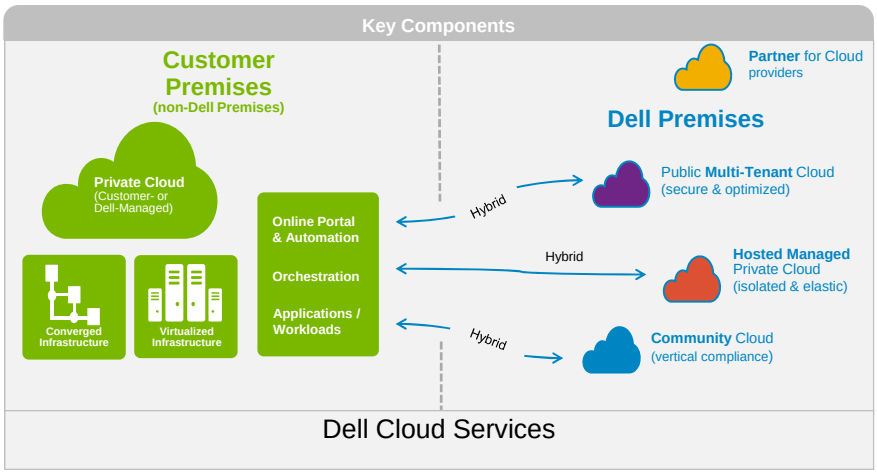
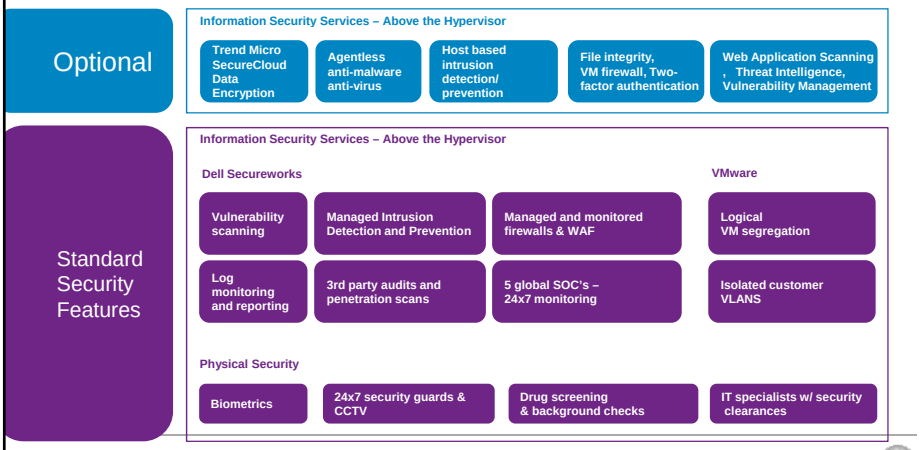
Develop the Cloud Strategy that's Right for You: Cloud Made Simple

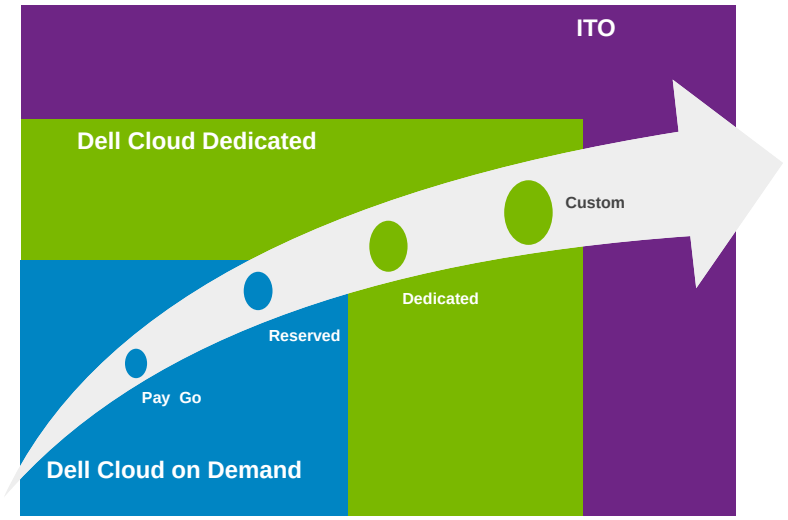


Removing the #1 Barrier to Cloud Adoption

Dell is uniquely positioned to offer a complete multi-layer **security solution** for public, private and hybrid clouds



Dell Cloud for Every Application



Customer Usage Models on the Dell Cloud

Test and Development

32% of Dell Cloud customers

Dell Cloud is ideal for test and development environments where compute capacity is only required for a fixed amount of time.

Ex: **A large university** was looking for a more compatible environment to support their VMware infrastructure.

Production

25% of Dell Cloud customers

Dell Cloud is ideal for customers who need Secure Enterprise-class compute without the responsibility of maintaining data center operations.

Ex: A **technology services company** deploying a SaaS based call center application was looking for an alternative to physical infrastructure.

Data Center Extension

28% of Dell Cloud customers

Dell Cloud is ideal for customers who want to increase capacity to their existing virtualized data center while maintaining compatibility and control.

Ex: **A telecommunications company** experiencing incredible growth could not provision on premise infrastructure fast enough.

Disaster Recovery

15% of Dell Cloud customers

Dell Cloud is ideal for customers who have a data center but need a secondary site for disaster recovery purposes.

Ex: A **state agency** lacked funding to stand up a second datacenter. They decided to consider a "hybrid cloud" model as their DR solution to support a new website.

Dell Cloud on Demand

Dell Cloud On-Demand
Compute by the hour

Multi-tenant
No minimum commitment
Pay as you go
Consumption-based
Starting at ~$1.28 / hour

Dell Cloud Reserved
Compute by the month

Multi-tenant
Savings over pay go model
With 1 year commitment
Subscription-based
Starting at ~$500 / month

Dell Boomi - Application Integration (optional)

- Tier III
- SSAE16
- Standard uptime SLA 99.95%
- Physical & virtual infrastructure redundancy via
- VMware vMotion/Storage VMotion

Dell SecureWorks - Intrusion Detection & Prevention Monitoring (included)

Windows and SUSE Linux OS templates (included)	**ProSupport 24/7** (included)	**vShield security** (included)	**TrendMicro encryption** (optional)

Use – Quickly Achieve Value with "Instant On" Resources, Free IT for Critical Needs

USE

Quickly, simply and securely scale

Dell Cloud On Demand

Compute by the hour	Compute by the month	Compute by the blade
PAYG(?) charged per hours used	Reserved charged per month reserved	Dedicated charged per month per blade
Multi-tenant	Multi-tenant	Single-tenant
SATA storage	SATA/SAS storage	SATA/SAS storage
Reserved for the month	Reserved for the month	Reserved for the month

Dell SecureWorks

Additional components and options:

Preloaded OS templates | vShield Security | TrendMicro encryption | Dell backup and recovery (optional) | Dell 24/7 ProSupport

Meeting business needs:

- Real-time compute capacity
- Rapid time-to-value
- Anywhere, anytime access

Dell solutions:

- Dell Cloud On Demand
- Dell Cloud Business Applications
- Dell Email Management Services
- Dell Cloud Clinical Archiving
- Dell Cloud Dedicated

Dell Cloud Dedicated

Data Center Operations	High Availability	Support and Add-on Services
• Tier III • ISO 27001, ISO 9000 • SSAE 16 Type II SOC 1 • HIPAA and HITECH	• Standard uptime SLA 99.95% • Custom SLA up to 99.99% • Physical & virtual infrastructure redundancy and VMware vMotion	• ProSupport 24x7 & Cloud Consulting • Application Modernization, Migration, and Integration • Infrastructure Managed Services

Dell Boomi - Application Integration (optional)

Dell SecureWorks - Intrusion Detection & Prevention Monitoring (included)

VMware Hypervisor

- **iSCSi**
- **NFS**
- **Tiered Storage Options**

- **MPLS or VPN Tunnel**
- **Internet**
- **Firewall & DMZ**

Templates and Licenses

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Summary

- As-a-service billing; enabling you to **take advantage of the cloud computing** delivery model
- Get up and running quickly with familiar **VMware tools**
- **Reduce or avoid data center space**; enabling investment in the core business
- **Application integration and security throughout**; enabling business-critical application hosting
- **Available Managed Server Services** without the need to sign a large-multi-year ITO contract
- Dell assists with infrastructure compliance; helping **offset cost and complexity**, enabling you to better prepare for an audit

IaaS Without Compromise | **Cloud Options** | **vCloud Options** | **Security**

The power to do more

Thank You