

SIMPLIFY IT



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Enterprise Marketing Manager | Key Emerging Countries
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HISTORY OF OUR vision

“I think there is a world market for maybe five computers.”

Thomas Watson, chairman of IBM, 1943.

“There is no reason for any individual to have a computer in their home”

Ken Olson, president and founder of Digital Equipment Corporation, 1977.

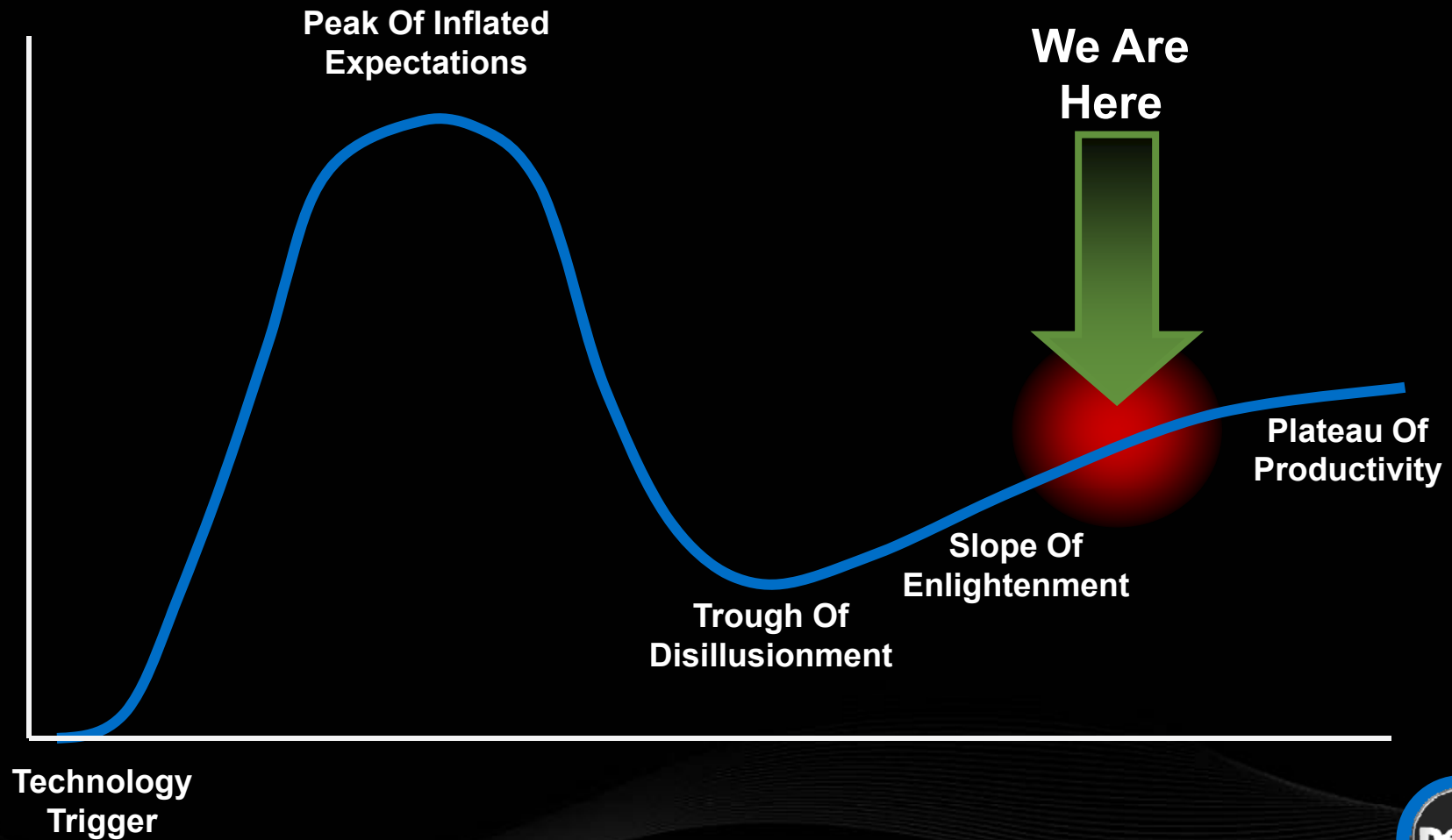
“640K [of memory] ought to be enough for anybody.”

Bill Gates, chairman of Microsoft, 1981.

Slide source: Warfield et al.



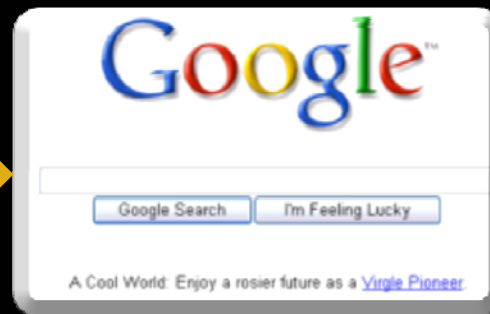
Internet Coming Of Age



DAWN OF THE CONNECTED AGE



INTERNET AGE
[TRANSMIT]



INFORMATION AGE
[TRIANGULATE]



CONNECTED AGE
[PARTICIPATE]



23 YEARS AGO



ONE SIMPLE IDEA

"To **simplify** the PC industry"



23 YEARS LATER CHANGE IS HAPPENING

THEN



TECHNOLOGY
WAS ONLY FOR
THE ELITE

NOW



TECHNOLOGY
IS USED BY
THE MASSES



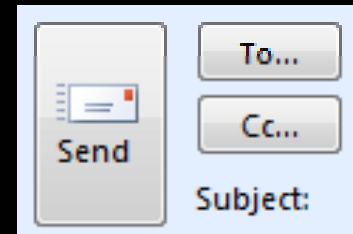
GROWTH EVERY SECOND



2 New Blogs Created



7 PCs Sold



2 Million
e-mails Sent



7 People Logon For
the First Time



1,157 Videos
Viewed on YouTube



11,000 Songs
Shared



5000,000

Every

Day



DELL CONFIDENTIAL

WHAT ARE THE IMPLICATIONS FOR ORGANIZATIONS?



A man in a light-colored shirt and dark trousers is walking down a long, narrow aisle in a server room. The aisle is lined with dark server racks on both sides. The ceiling is visible, showing rows of cooling fans and lights. The floor is a perforated metal grating. The overall atmosphere is professional and technical.

UNPRECEDENTED DEMAND

DELL CONFIDENTIAL



IT IS TOO COMPLEX

MAINTAINING A DIVERSE AND
AGING INFRASTRUCTURE

MORE CAPABILITY
NEEDED FASTER

MORE DATA
STORED LONGER

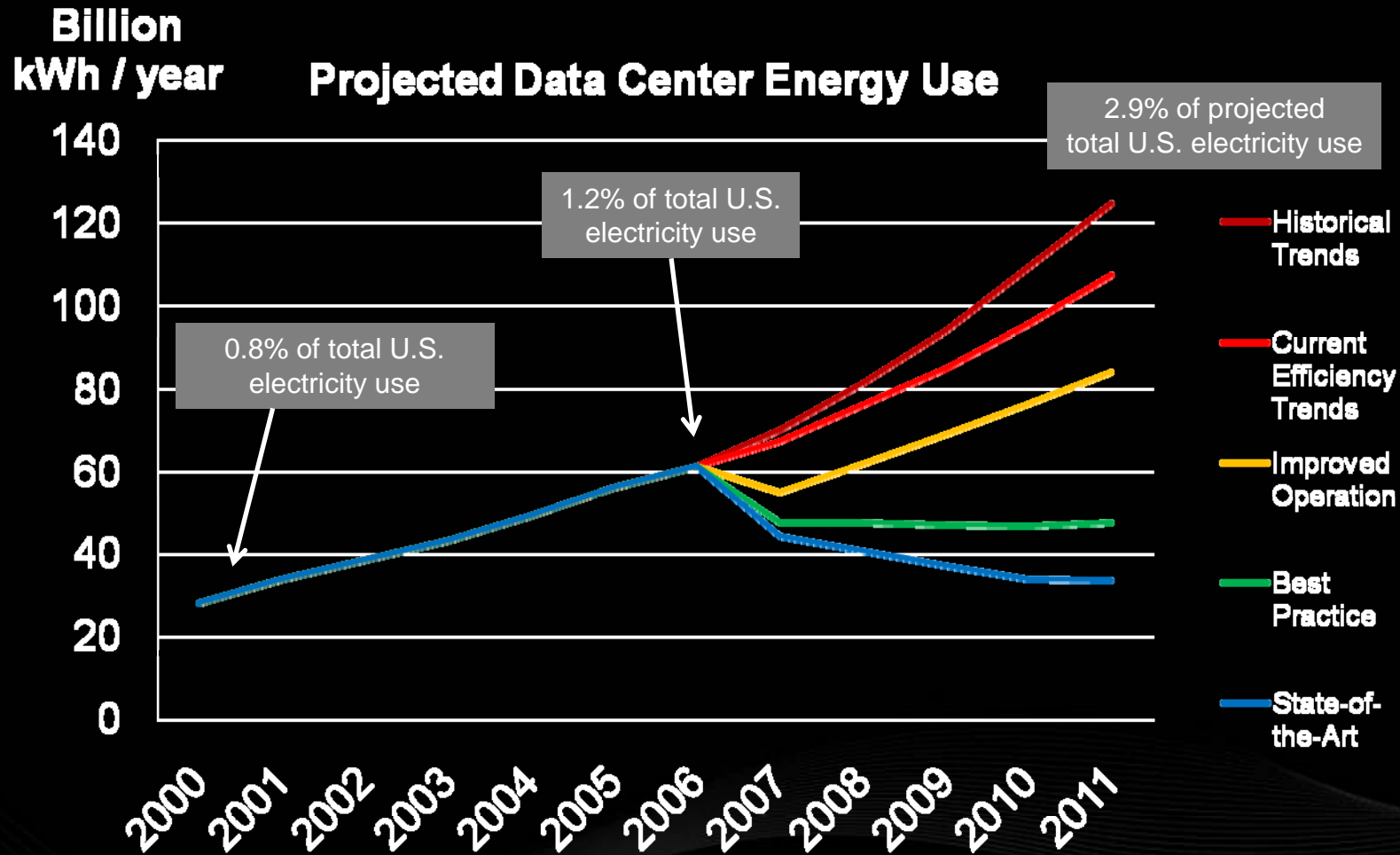
PROLIFERATION OF
NEW NETWORK DEVICES

*AND THEN THERE IS
EVERYTHING ELSE...*



POWER HUNGRY

Operators of the largest data centers seek efficiencies to achieve both financial and environmental objectives

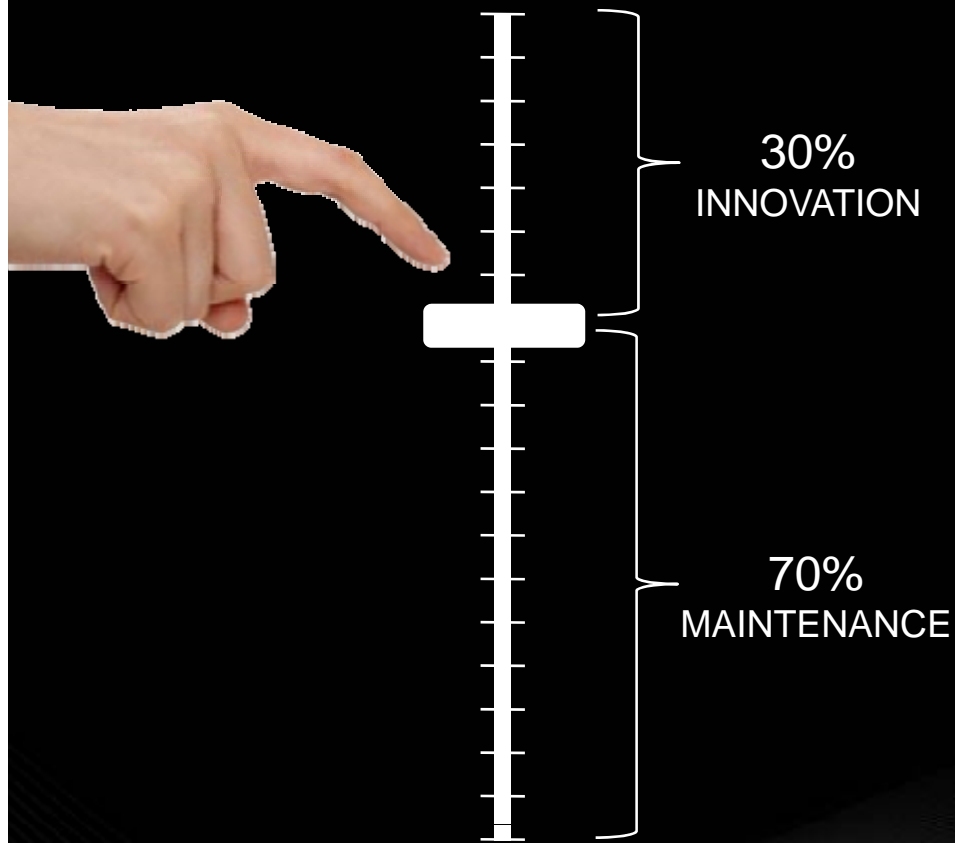


EPA Report to Congress on Server and Data Center Energy Efficiency; August 2, 2007

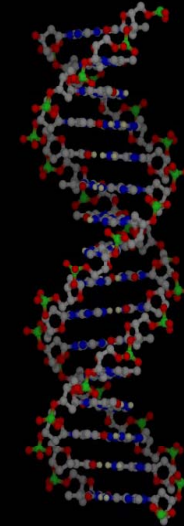


COST OF COMPLEXITY REDUCES RESOURCES FOR INNOVATION

DISCRETIONARY SPEND



Fund the
Innovation
Agenda



Remove Complexity
and Cost

NON-DISCRETIONARY IT SPEND



Source: Dell Analysis

IMAGINE

IF YOU COULD SIMPLY

RECLAIM IT RESOURCES

AND INNOVATE MORE



HOW
DO YOU GET
THERE?



DELL SIMPLIFY IT

GET IT

FASTER

62%

RECLAIM
reduction in
deployment time

RUN IT

BETTER

57%

TIME, MONEY
lower server
maintenance

GROW IT

SMARTER

97%

AND PEOPLE
increase in data
center capacity



DATA CENTER SOLUTIONS (DCS) DIVISION

What:

- **Optimized solutions** for customers operating the largest Cloud and Hyper-Scale computing platforms in the world
- A nimble **“Design to Order”** model combined with Dell capabilities and scale
- **A global, dedicated team** of solution architects, engineers, project managers, supply chain & services experts
- **A new way of thinking** about system and datacenter design

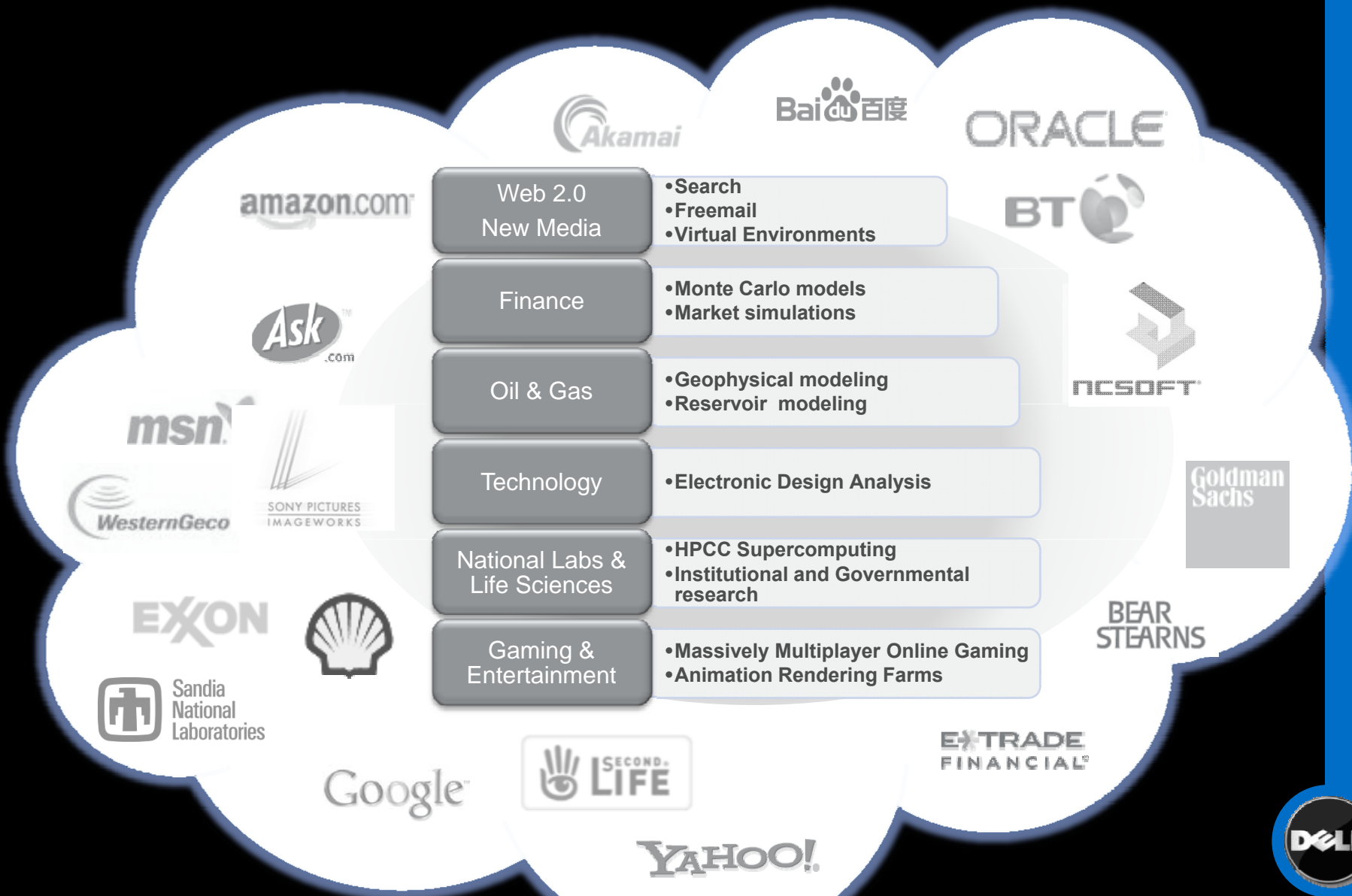
Why:

- The **“Connected Age”** is powered by cloud computing
- Hyperscale data centers have **new and unique customer needs**
- Intense focus on power consumption and **environmental impact**
- Optimized solutions deliver substantial **savings for our customers**

Cloud Computing and “Design to Order”



WHERE ARE THE CLOUDS?



HYPERSCALE COMPUTE PLATFORMS

Powering the Connected Age

Search, Portal, Freemail

Social Media

Gaming & Virtual Environments

Cloud Compute & SaaS Providers



Powering HPC Super Computing

Energy Exploration

Electronic Design

Finance

Rendering

National Labs



CLOUD COMPUTING REQUIRES NEW THINKING ABOUT THE DATACENTER



CLOUD CUSTOMERS HAVE SPECIFIC NEEDS

Facility/Data Center/Rack Level TCO is Key

- *We want the best perf / watt / rack / installed / supported / \$*
- *Understand my complex environment and all the interdependencies*

Design to My Specs

- *Optimize for my specific workload and my unique datacenter*
- *I don't want to pay feature taxes on what I don't need*
- *I want unique design & feature combinations*

Deploy as a Rack-Unit

- *Deliver the racks to my datacenter fully configured and ready for production (plug and play)*

Support According to My Needs

- *Tailored your services to match my requirements and leverage my scale*
- *Bring a full suite of design to maintain capabilities that I can choose from*

Reduce My Carbon Footprint

- *Include Carbon Off-Sets*
- *Increase my efficiency*

For cloud customers the cloud is their factory

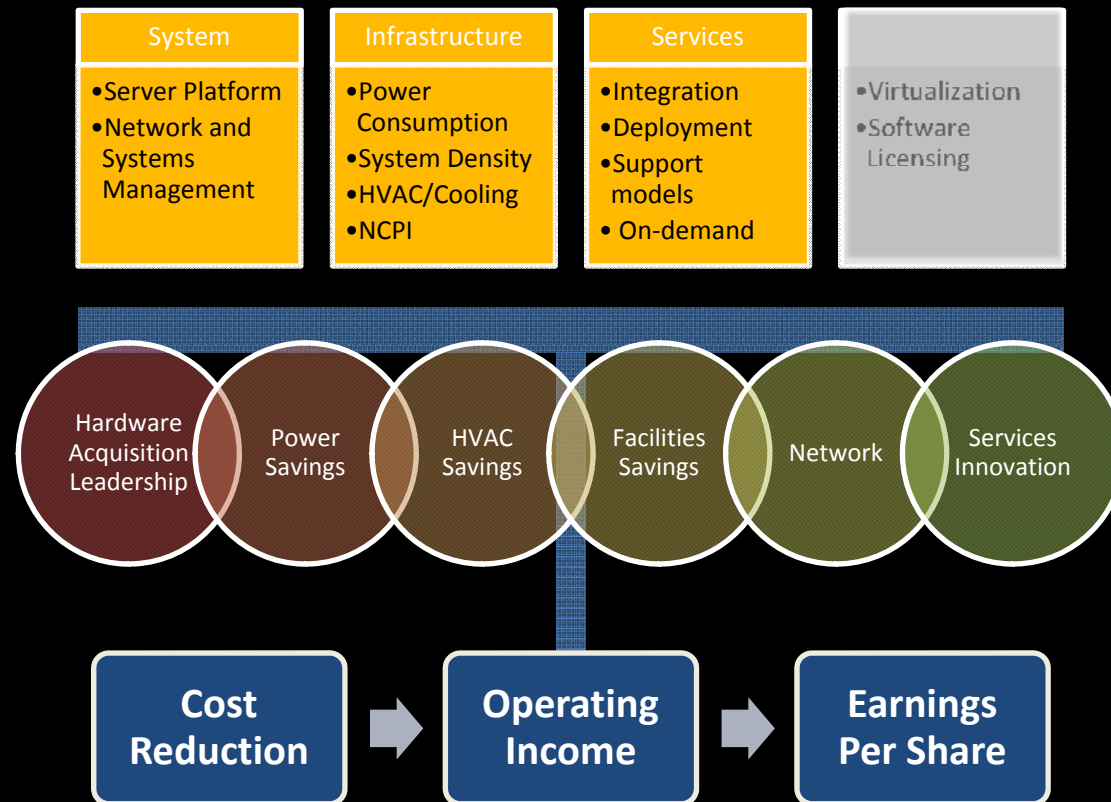


TANGIBLE COST OF OWNERSHIP

DCS creates value by addressing **tangible costs** in the data center, delivering a complete solution to drive bottom line financials.

Optimal TCO model focused on:

- Unique cost drivers/DC attributes
- Key areas Dell bring innovation as a partner
- Bottom line financials and metrics



DELL DCS ADVANTAGE

Design-to-Order and COTS+

- Feature tax elimination reduces ongoing operational costs (ie energy, power, heat)
- “COTS+” = Speed and flexibility of **Commercial Off The Shelf** (COTS) components combined with Dell enterprise competencies

Engineering & Supply Chain

- As 2nd largest supplier of x86 we have scale and efficiencies
- Ability to utilize existing engineering resources & designs
- Specialized architects with deep industry knowledge

Global Organization

- 2nd Tier are America’s centric, with no scale internationally
- Global account management established already at Dell
- Global support and services partner capabilities

Financial Stability

- Established Fortune 100 company

Environmentally Responsible

- Carbon offset program



HPCC – EMEA References

COMPLETED

- University of Romania, Romania , Public
- Cambridge University, UK, Public
- Evangelischen Kliniken, Germany , Public
- Goldmann Druck, Germany, Public
- Jacobs University, Germany, Public
- University of Leeds, UK, Public
- University of Sunderland, UK, Public
- Imperial College, UK, Public
- Norfolk and Waveney NHS Trust, UK, Public
- SARA, Netherlands, Public
- RATP, France, Corporate



HPCC – EMEA References

COMPLETED (Cont.)

- University of Aarhus, Denmark, Public
- The British School, Netherlands, Public

PIPELINE

- Petroleum Development Oman, UAE, Global
- Royal Institute of Technology , Sweden, Public
- Computational Dynamics, UK, Corporate
- Calibrated Diamonds, South Africa, Corporate
- Framestore, UK, Corporate
- Nightfreight, UK, Corporate
- Alphacube, France, Corporate
- Saudi Aramco, UAE, Corporate
- DLR, Germany, Public



HOW
DO YOU GET
THERE?



REVEAL YOUR HIDDEN DATA CENTER



VIRTUALIZATION
BLADES AND STORAGE
POWER AND COOLING



REALIZE YOUR WORKFORCE POTENTIAL



MOBILITY
FLEXIBLE COMPUTING
UNIFIED COMMUNICATIONS



RECLAIM YOUR IT RESOURCES



TIME

MONEY

PEOPLE



GO GREEN



SIMPLIFY IT

RECLAIM TIME, MONEY AND PEOPLE

START HERE



GET IT
FASTER



RUN IT
BETTER



GROW IT
SMARTER



REVEAL

YOUR HIDDEN DATACENTER



REALIZE

YOUR WORKFORCE POTENTIAL



RECLAIM

YOUR IT RESOURCES

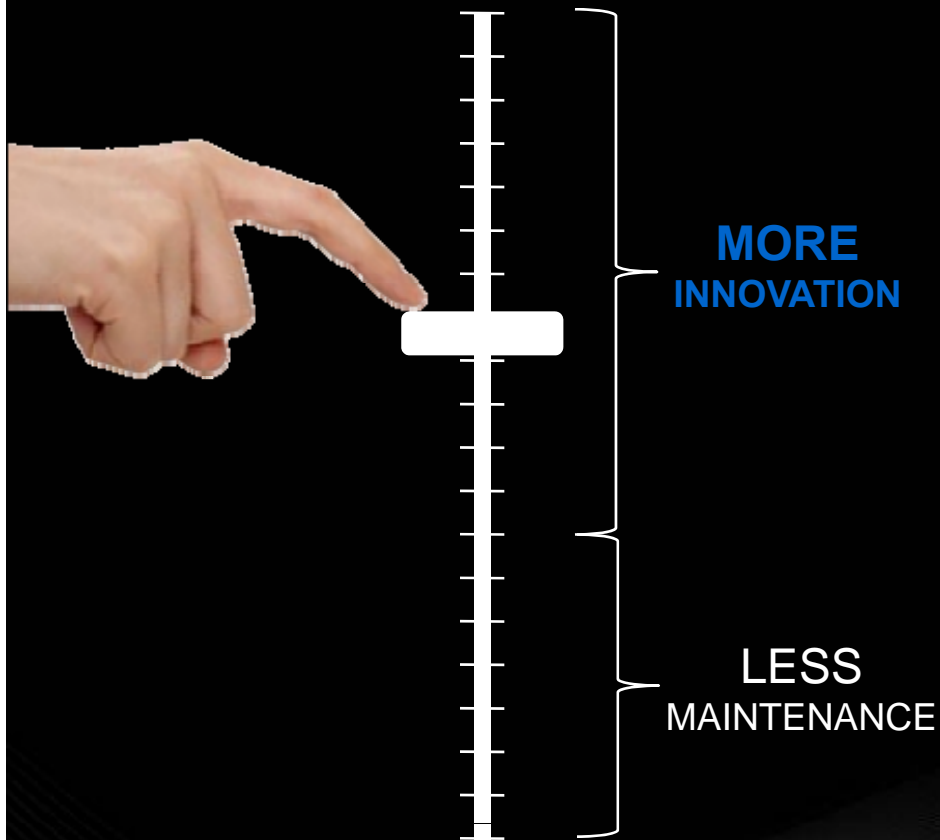


GO GREEN



SIMPLIFIED IT FREES RESOURCES FOR INNOVATION

DISCRETIONARY SPEND



MORE
INNOVATION

LESS
MAINTENANCE

NON-DISCRETIONARY IT SPEND

BUILD a more flexible
INFRASTRUCTURE

REINVEST in
INNOVATION

RE-INVENT your
ORGANIZATION



MORE INFORMATION

SIMPLIFY IT

www.dell.com/SIMPLIFY

CLOUD COMPUTING:

www.dell.com/CLOUDCOMPUTING

HIGH PERFORMANCE COMPUTING (HPC)

www.dell.com/HPC

CASE STUDIES

www.dell.com/CASESTUDIES/

www.dell.com/CASESTUDIES/EMEA

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Thank you

**... and have a
wonderful time in
İstanbul !**

