



Current State of Private Cloud

Michael Elliott – Enterprise Cloud Solution



CLOUDDEVELOPERS

Mobile, Big Data & Service Models: Critical Take-Aways for Cloud Developers

SUMMIT & EXPO 2014

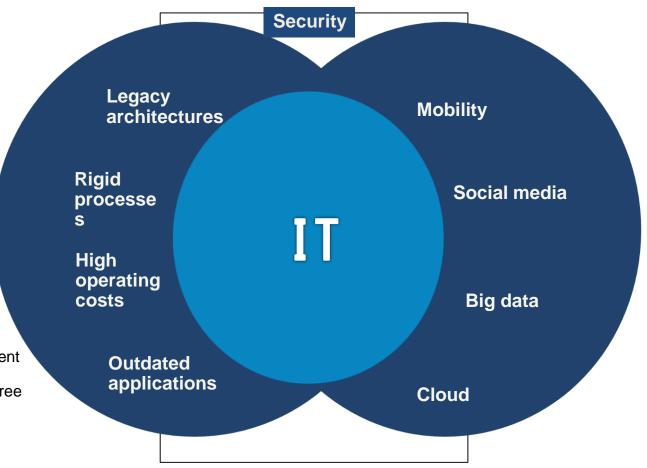


IT is at an inflection point

IT is under pressure from both internal and external factors

70% of CXOs expect their IT department to go through a significant or

to go through a significant or complete overhaul in the next three years*



* Research conducted by Dell through the **Economist Intelligence Unit**, surveying 536 CEOs, CIOs and other CXOs WW

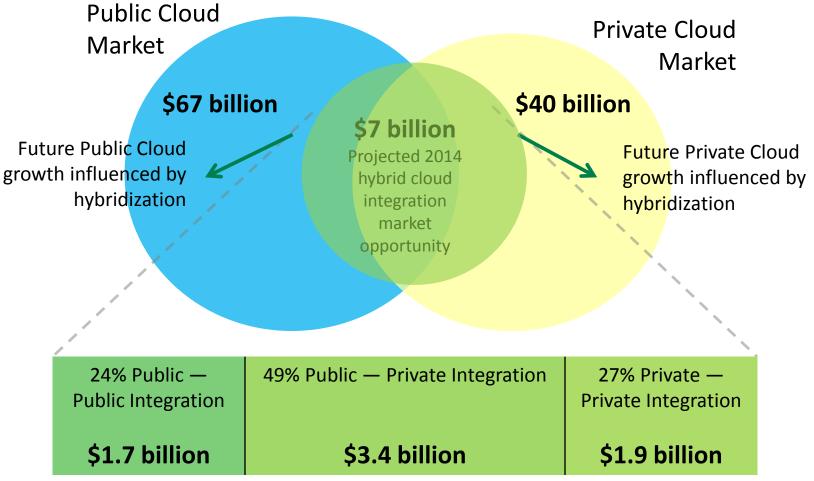
Private Cloud Options

Performance and Choice, at any Scale

Virtualization			Advanced Public Private Cloud Cloud
Private cloud market opportunity Mainstream Enterprise Cloud Buyer Sophisticated Cloud			
 Proven technologies user Invested in commercial tools and virtualization Turn key Solution Needs support and certification 			 Sophisticated Cloud Buyer Advanced technology user Open source centric Sophisticated developers in house Not dependent on vendor support
Existing corp. workloads, critical business apps		New, massive scale cloud apps	
VMWare Private Cloud	MSFT Private Cloud	Dell Red Hat OpenStack Cloud	OpenStack Cloud Solutions
 Heavily invested in VMWare Platform Mixed Microsoft & Linux Environment 	 Heavily invested into MSFT platform Predominantly Microsoft environment 	 Reduce dependence on commercial offers On-ramp to OpenStack Enterprise Use Cases Enterprise support & certification 	 Flexible, modular, open, hyper-scale Minimize dependence on commercial offers "Software defined everything" early adopter Dell Reference Architectures Dell Crowbar operations platform

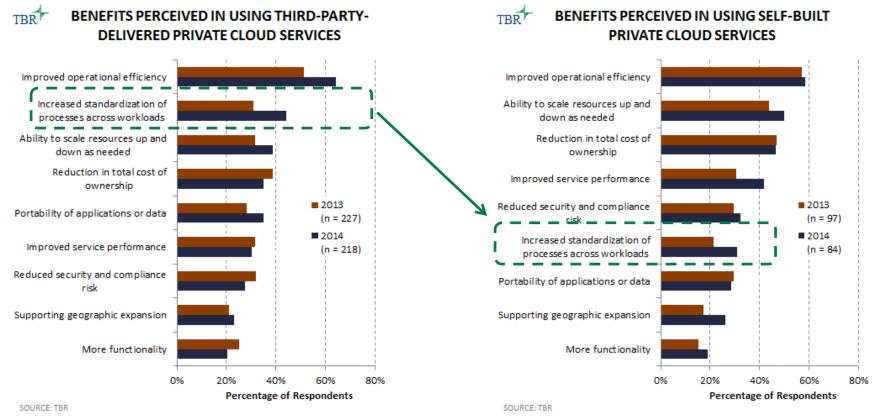
The rapidly growing private cloud adoption and flexibility enabled by hybridization is renewing cloud opportunity growth

2014 Cloud Market Sizing



SOURCE: TBR

Perceived Benefits Third Party vs. Self-Build Clouds



Dell - Internal Use - Confidential

IT Staffing

Staff can no longer pick a technology platform or role and make it a career. Managers have to prepare staff for technologies and service models on the horizon, developing the talent as the technologies and models emerge. This entails hiring agile staff who are comfortable with change, building flatter organizations that allow for quick decision-making and innovative thinking, and continually developing staff.

Source: Susan Grajek and the EDUCAUSE IT Issues Panel

We enable customers to develop and leverage the appropriate cloud strategy.

We **combine the broadest choice** of cloud solutions with world-class guidance, to enable IT to respond to a changing business and organizational climate.

Through this, we **ensure Dell customers achieve** the agility and efficiency gains promised by cloud.