
How Will IT Enable An On Demand World Via Today's Data Centre



Edmund English

@edmundenglish

Your Workforce



The Evolution Of Your Workforce



The Language They Speak



Sales

“I need faster order processing. Disjointed CRM tools are killing me.”



Marketing

“We need to create a recommendation engine for dynamic online sales.”



IT

“I can't keep up with demand with the resources I have as it is...”



Manufacturing

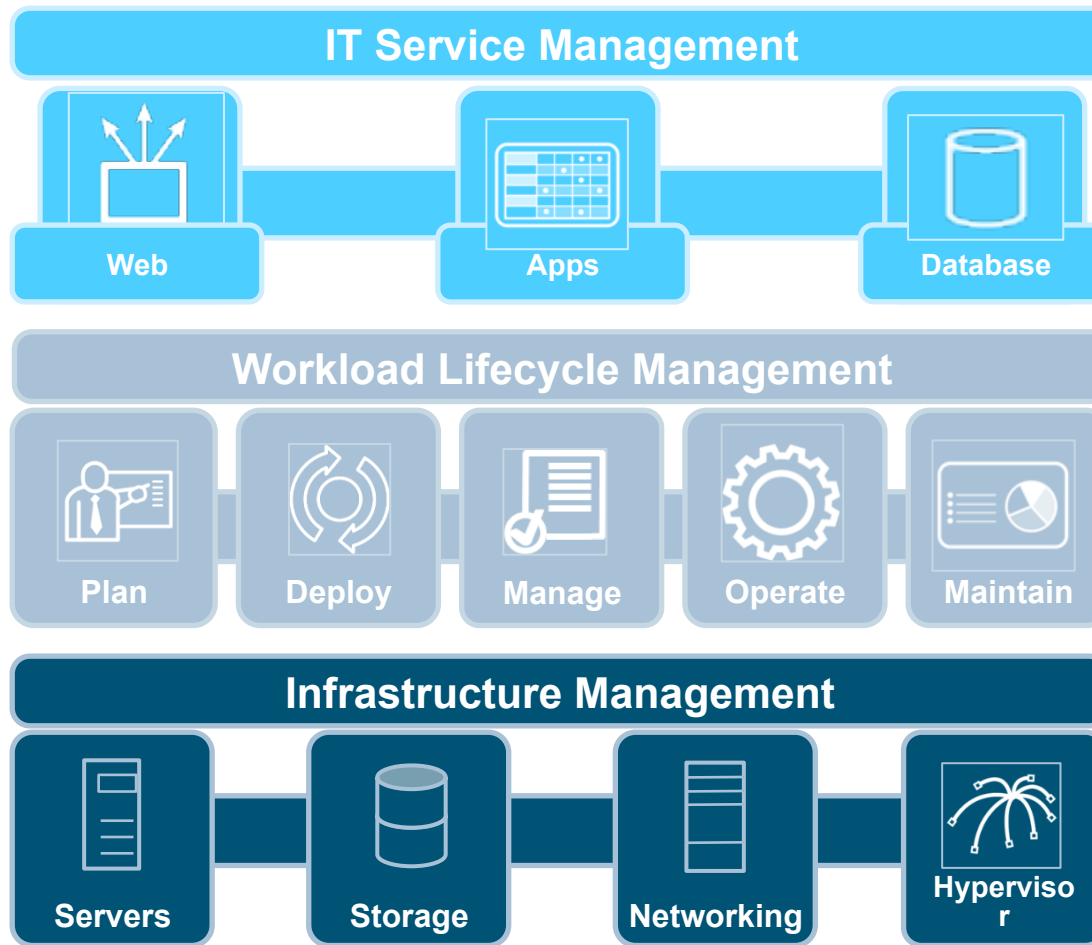
“We need more capacity and lead time.”



R&D

“I need to speed up development cycles to get products to market faster.”

Traditional IT: Underutilized, sprawled, and slow to scale



IT has growing business demands

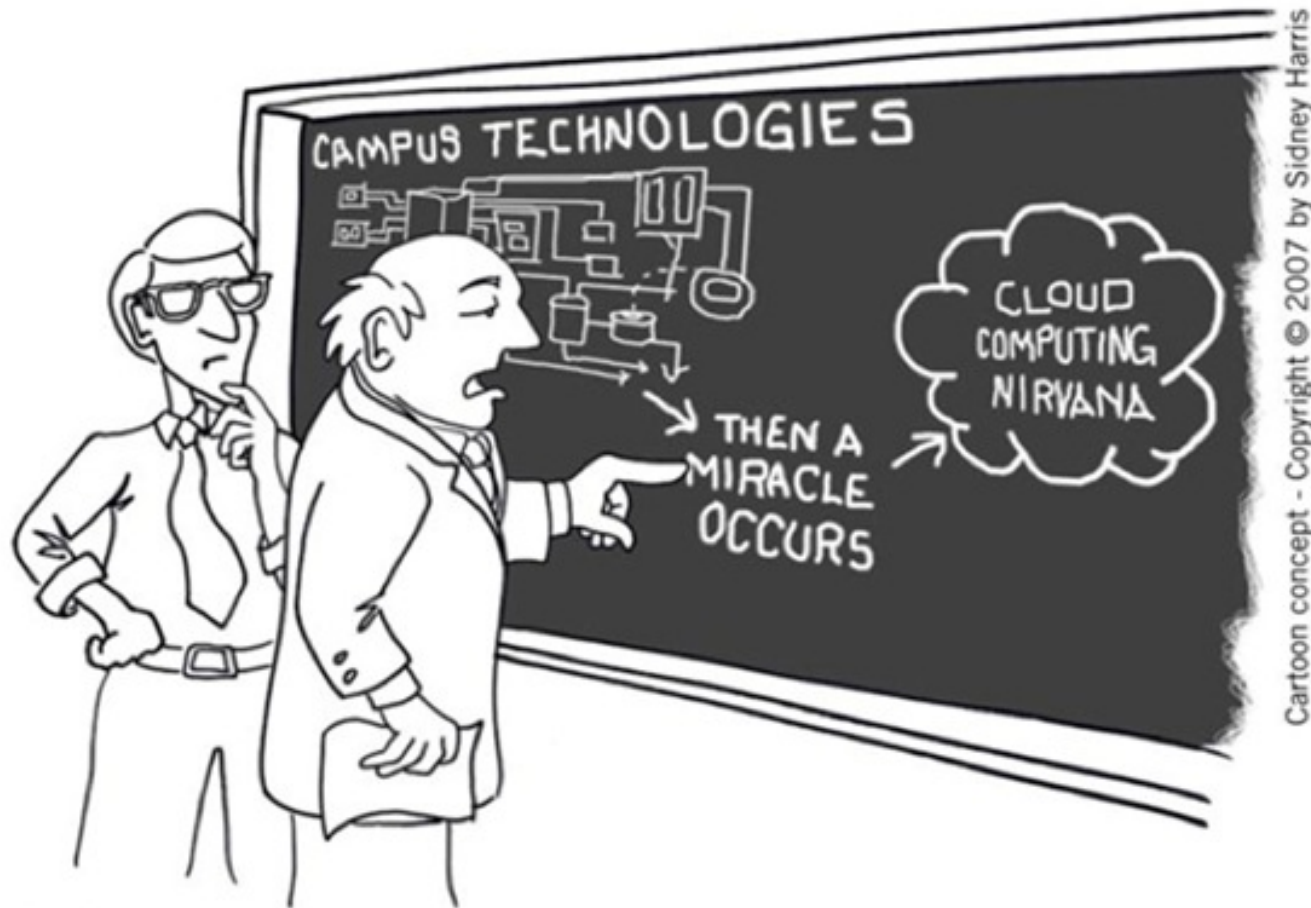
Increased complexity of workload management

Inflexible infrastructure responds slowly

Welcome To The On Demand World







"I think you should be more explicit here in step two."

Virtualization – the silver bullet (?)



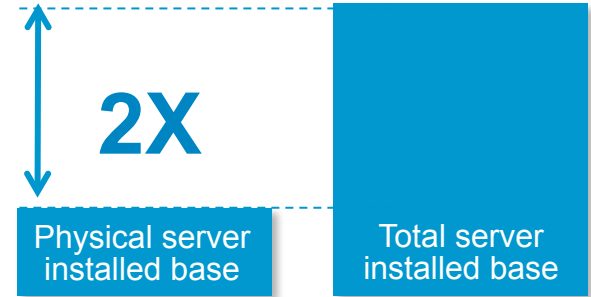
90%
Of enterprises now have a virtualization program or project in place
Source: Gartner¹



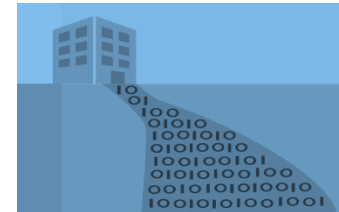
\$241 billion
Worldwide spending on cloud computing by 2020⁴



70M
Users, about 50% of total installed professional desktops will shift to hosted virtual desktops in 2014
Source: Gartner²



X86-server virtualization will double from 40% in 2011 to 80% by 2016
Source: Gartner²



60%

Of all new server workloads are virtualized
Source: Gartner³

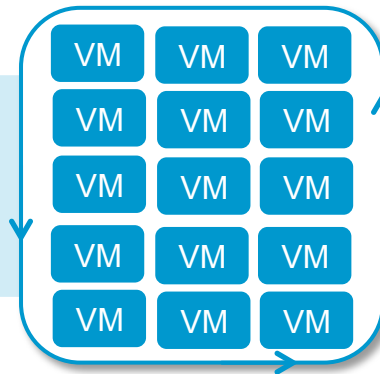
Sources: ¹ Gartner, Inc., "Virtualization Improves IT Functions and Processes," G00218877, Philip Dawson, September 28, 2011
² Gartner, Inc., "Virtualization Key Initiative Overview," G00214309, Philip Dawson & Chris Wolf, July 22, 2011
³ Gartner, Inc., "Best Practice: Virtualize Your IT Systems Incrementally to Reduce Costs," G00218910, Philip Dawson, September 23, 2011
⁴ Forrester, "Sizing the Cloud," Stefan Ried, Holger Kisker, et al, April 21, 2011



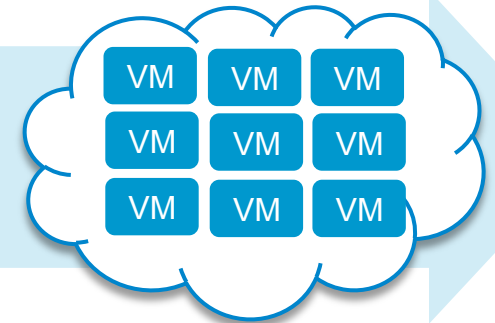
But the Virtualization Journey has its own challenges



Virtualization & Consolidation



Optimization



Service Orientation & Private Cloud

Business and IT Challenges

- VM sprawl
- Management
- Increased OpEx
- Lacking reliability and resiliency

- Security and standardization
- Self-service & governance
- On-demand scalability

- Drive business differentiation
- Managing hybrid environments
- Delivering ROI



Can't I just buy one of these new Converged or Unified Infrastructure Solutions



The Facts About Convergence Today

Converged infrastructure solutions seek to bring together key IT elements – across compute, storage, networking & management – to improve efficiency and agility.

- Convergence is an enabler, not the destination.
- Convergence is not a new concept.
- Convergence always involves tradeoffs and can be incomplete.
- No single approach to convergence adequately delivers on all desired outcomes..



Convergence of infrastructure

Dell's Point of View

Drive unified management without compromising key control

Converge administration at intersecting areas to empower the server admin & free other domain admin to focus on their core roles

Deepen process automation to reduce downtime & increase agility

Leverage pre-defined templates to drive automated configuration with predictability, consistency & accuracy

Enable virtual and physical convergence for optimal agility

Span virtual & physical infrastructure while augmenting VM consoles to efficiently configure and administer across both

Adopt new infrastructure paradigms to gain efficiency

Exploit form factor & network access convergence for greater simplicity, density, and operating efficiency

Exploit pre-integrated solutions for fast-time-to value for infrastructure

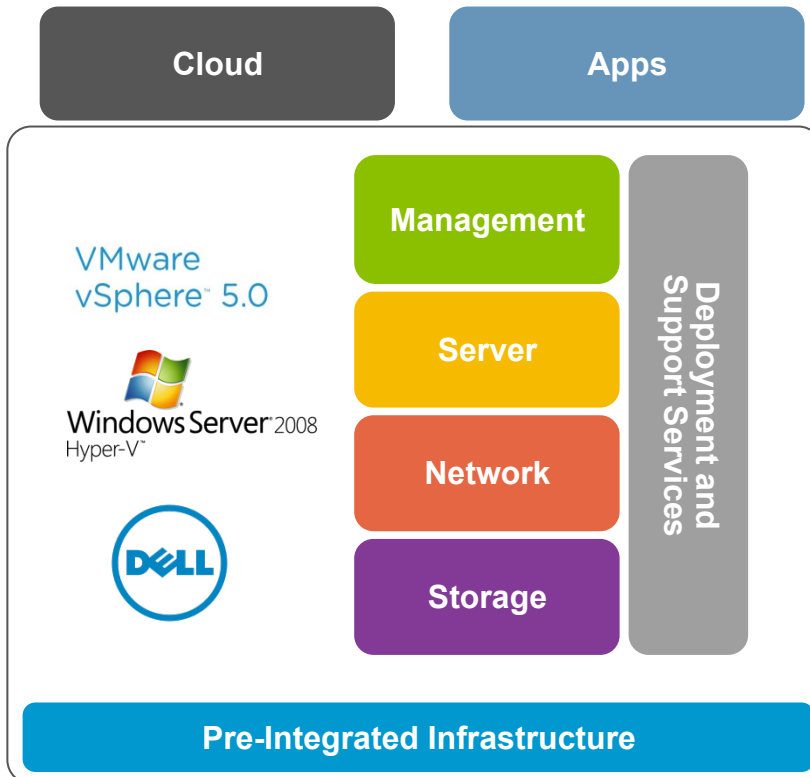
Convergence enables a just-in-time approach to new infrastructure deployments that is standardize, simplified, and scalable



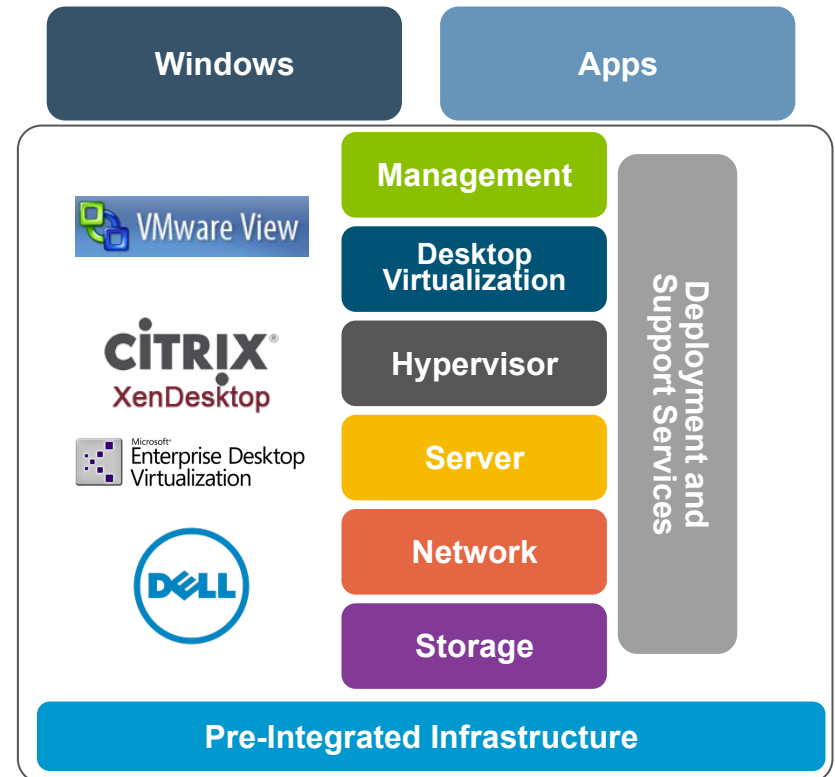
Dell Business Ready Solutions

Reduce complexity, speed deployment, minimize risk

Dell vStart

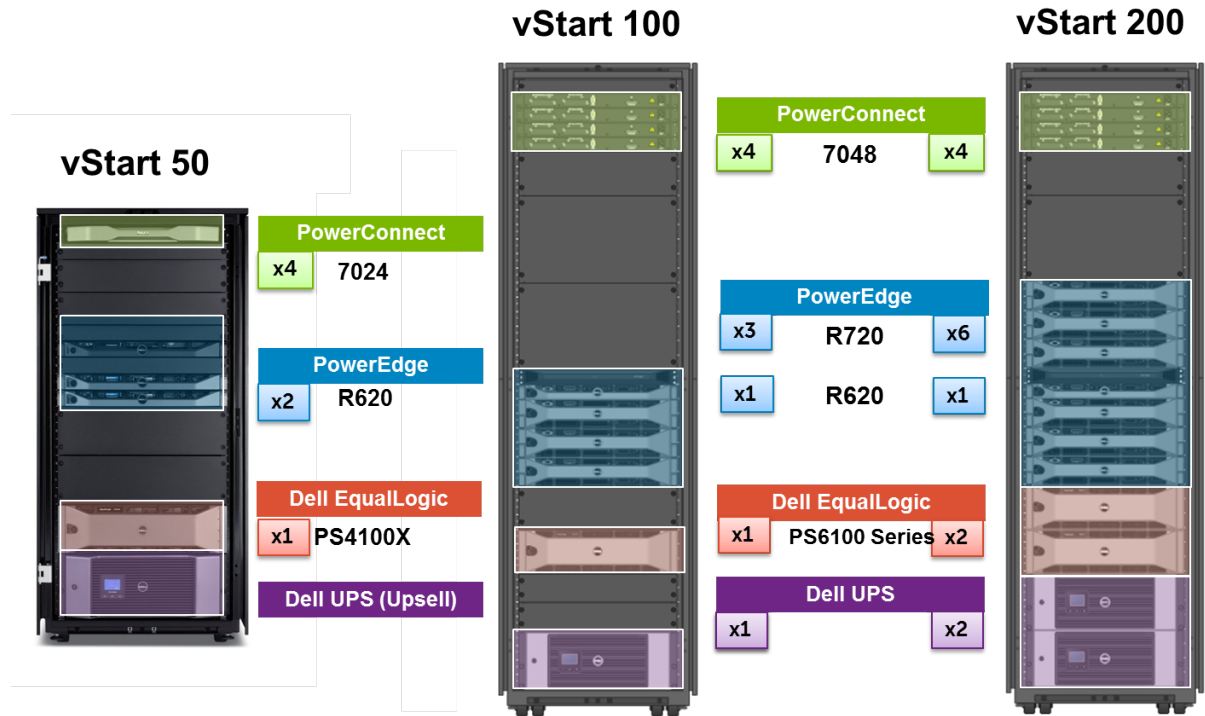


Dell Desktop Virtualization Solutions



Dell vStart

Infrastructure Solutions Portfolio



VMware Edition

- Trial VMware ESXi & vCenter licenses. pre-installed
- Dell Server and EQL management Plug-Ins
- Pre-bundled initial deployment services

Microsoft Hyper-V based

- Microsoft Server 2008 R2 Datacenter edition (unlimited number of VM support)
- Dell Management packs
- Pre-bundled initial deployment Services



Dell vStart Architecture

Scalable infrastructure with choice of management

Private Cloud
Management
(Optional)

Microsoft[®]

Systems Center 2012



Virtual Integrated
System (VIS) Portfolio

Virtualization
Management

Microsoft Systems Center

VMware vCenter

Management Plug-Ins for vCenter, Systems Center Pro Packs & Actions Packs

Element
Management

OpenManage
Essentials, CMC &
Dell Management Plug-In
for VMware

EqualLogic HITS
& Compellent
Storage Center

CLI &
OpenManage
Essentials

Hardware

PowerEdge Blades
& Rack Servers

EqualLogic &
Compellent
Storage

PowerConnect
& Force10
Networking



Strategic acquisitions **accelerate** our ability to help you achieve efficiency

Efficient IT

Empower end-users



Remote systems management appliance



Archiving and image management solution for healthcare vertical.



Software asset management



App mgmt., deployment svcs, and infrastructure consulting



THE GLOBAL LEADER IN CLOUD CLIENT COMPUTING

Cloud-based client computing

Efficiently manage IT



A single point of mgmt for both physical and virtual resources



High performance SAN iSCSI solutions for virtualization



Intelligent infrastructure and mgmt. of multi-tier storage architecture



Storage compression & de-duplication



Clustered NAS storage



Award-winning Ethernet switching and routing products



#1 backup for VM, physical and cloud



App modernization software and services

Effectively partner with the organization



Consulting services & cloud expertise



Simple, easy-to-use SaaS integration tool and consulting



Managed security services, threat intelligence and security & risk consulting



Remote email management – continuity and archiving SaaS



Distributed device management delivered as a SaaS services



IT monitoring software



Mainframe migration, modernization, and optimization



Advanced network security & data protection



How you get there matters

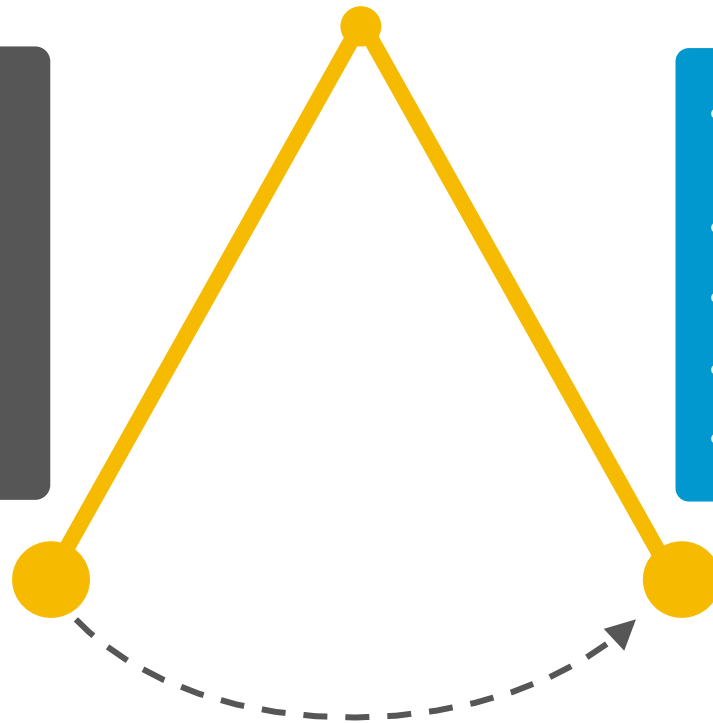
Proprietary

- Closed & proprietary
- No choice
- Vertically integrated
- Price premium
- Built-in boundaries

Standards Based

- Open & industry standard
- Choice
- Virtually integrated
- Capable & affordable
- Scalable as needed

Will your vendor out-innovate the market?



Open always wins

Thank You
