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# Dell Services



**Sanford Bernstein**  
Investor Conference Call

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April 5, 2011

# Market Forces Place Extreme Demands on IT

## Demand for Efficiency

### Increasing Value Focus

- Ongoing IT budget pressure
- Demand for business value
- Vendor pricing

### Drive to Improve Utilization

- High cost 'single-tenant' application models
- Underutilization of dedicated hardware
- Suboptimal skill mixes

## Demand for Flexibility

### Increasing Pace of Innovation

- 'Consumerization' of IT
- Device proliferation
- Compressed cycle time




### Need for Responsiveness

- Volume growth and high variability
- Explosion of data and complexity
- Speed/on-demand service

**Extreme Demands on IT**

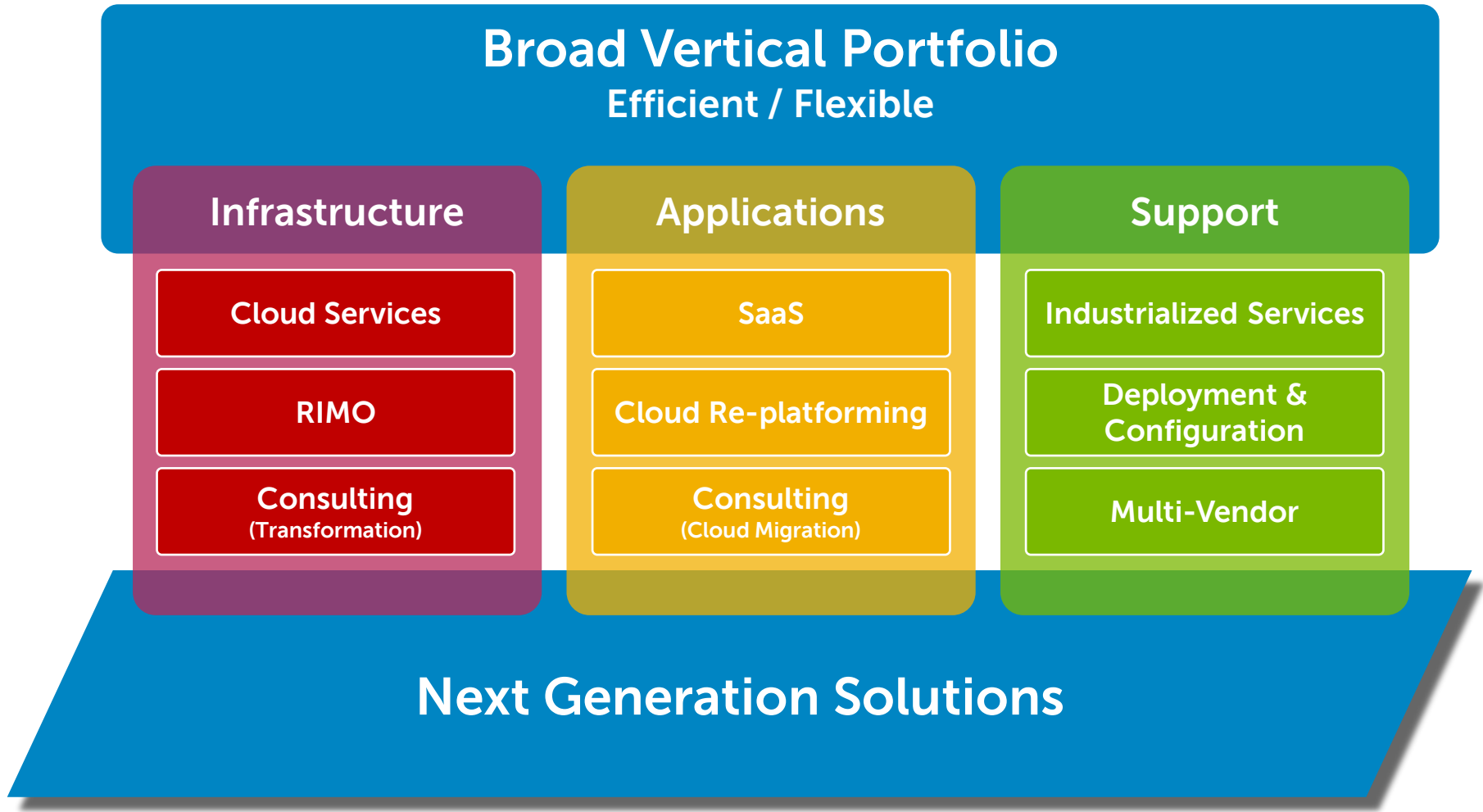
# Disruptive Next Generation Models Create Game Changing Opportunities

## Next Generation Models

	Efficiency Impact	Flexibility Impact
 <p><b>Next-Gen Data Centers</b> Designed to take advantage of modular, hyper-scale and high-density principles</p>	<ul style="list-style-type: none"> <li>■ Dramatically lowered cost</li> <li>■ Reduced latency</li> <li>■ Simplified management</li> <li>■ Highly scalable</li> </ul>	<ul style="list-style-type: none"> <li>■ Standardization equals speed</li> <li>■ 'Right-sized' capacity</li> <li>■ 'Just-in-time' capacity</li> </ul>
 <p><b>Cloud Services</b> IT delivered as a service through private, public, and/or hybrid cloud models</p>	<ul style="list-style-type: none"> <li>■ Dynamic workload shift to achieve 4-5X efficiency gain</li> <li>■ Pooled resources/multi-tenancy</li> <li>■ Simplified Updates</li> <li>■ Cost linked to consumption</li> </ul>	<ul style="list-style-type: none"> <li>■ On-demand processing and storage capacity</li> <li>■ Speed to Value</li> <li>■ Self-service provisioning</li> <li>■ Capital avoidance</li> </ul>
 <p><b>Talent Factories</b> High talent, low cost resources organized by an optimized workforce pyramid</p>	<ul style="list-style-type: none"> <li>■ Optimized staffing pyramid leading to improved resource utilization</li> <li>■ Remote support from low cost locations</li> </ul>	<ul style="list-style-type: none"> <li>■ Improved access to specialized skills and technical expertise</li> <li>■ Enhanced resource scalability</li> </ul>



# Dell's Vision for Next Generation Services Leadership



# Dell's Vision for Next Generation Infrastructures



## Private Cloud (On-Premise)

- Dell Cloud Appliances
- Next Gen Data Centers
- VIS Architecture
- RIMO



## Private Cloud (Off-Premise)

- Hosting Services
- Converged Infrastructure
- VIS Architectures
- RIMO



## Public Cloud

- Open Source compute, storage offerings
- vCloud, Azure-based IAAS / PAAS Offers
- RIMO



## Dedicated

- Hosting Services
- Next Gen Data Centers
- Dell High-Density Servers
- RIMO



**Next Generation Infrastructure**  
Security, Consulting and Migration Services



# Dell's Vision for Next Generation Applications



## Consulting

- Application Portfolio Assessment
- Enterprise Architecture Services
- Migration Planning



## Cloud Re-platforming

- Migration to Cloud Platforms
- Custom Apps – Next Generation Platforms



## Software-as-a-Service

- IT Management
- Security
- Integration
- Other Domain, Vertical Market Adjacencies



## Next Generation Talent Factory

- Right talent, low cost
- Optimized pyramid
- Agility and scalability
- Relevant, deep skills
- Business value driven innovation
- Resource pooling



# Dell's Vision for Next Generation Support Services



## Industrialized Services

- Pro Support +
- As-a-Service Solutions
- Service Appliance



## Deployment & Configuration

- Network
- Mobile
- End-User
- Next Gen Data Centers



## Multi-Vendor

- Device Independent
- Vendor Independent
- Location Independent



Next Generation Support Services



# Dell's Vision is a Comprehensive Portfolio of Integrated Next Generation Services

## Broad Vertical Portfolio Efficient / Flexible

### Infrastructure

Cloud Services

RIMO

Consulting  
(Transformation)

### Applications

SaaS

Cloud Re-  
platforming

Consulting  
(Cloud Migration)

### Support

Industrialized  
Services

Deployment &  
Configuration

Multi-Vendor

## Next Generation Solutions

### Dell Services Vision

- Deliver ultimate efficiency and flexibility to customers
- Help customers navigate through next-generation solutions
- Lead the industry transformation and drive next-generation technology & standards



# Dell Services – In Summary

**We are  
executing  
a growth  
strategy**



- Services is a growth business, and Dell is investing in strategic capabilities, including building a World Class team.
- We are leveraging Dell technology to capitalize on this disruptive inflection point in the industry.
- Dell Services is developing and implementing reference architectures to accelerate movement to the Cloud while designing open, capable and affordable enterprise solutions





The power to do more

