



Promotional Trial Offer for Dell Cloud with VMware® vCloud Datacenter Service

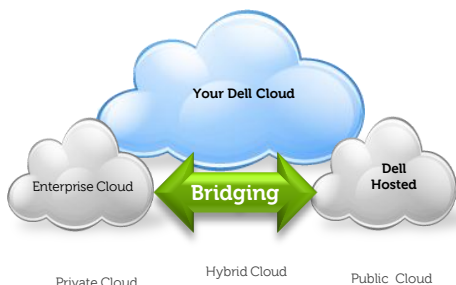
Promotional Trial Offer for Dell's Public Cloud Customers

Dell is announcing a 60-day promotional trial for its public cloud service – Dell Cloud with VMware vCloud Datacenter Service. The trial will give you the opportunity to experience the benefits of Dell's public cloud without long term commitments. Once the trial period is over, you may continue with the current compute service option, choose another option or discontinue the service without further costs or obligations. This offer is only available in the US for a limited time ending on April 30th 2012, while supplies last. Please see details on the next page.

A Cloud for Every Organization

The same benefits and IT efficiencies you deliver in your own VMware virtualized datacenter can now be extended to the Dell Cloud to provide you with on-demand computing capacity as an extension to your existing datacenter infrastructure.

Together, Dell and VMware are changing the way you deliver IT services. Public, private or hybrid cloud - which works best for your organization? Dell Services can help match your business needs to the right technologies.



Driving Business Agility and End User Satisfaction

Dell Cloud with VMware vCloud Datacenter Service is enterprise-class Infrastructure-as-a-Service (IaaS) hosted in a secure Dell datacenter. This service provides access to vCPUs, memory, storage networks, IP addresses, firewalls, catalog capabilities and additional services.

Pooling of servers, networks and storage increases agility, reducing the time and CAPEX needed to stand-up and maintain traditional physical environments. On-demand capacity allows you to quickly respond to new business opportunities, seasonal /cyclical trends, and other fluctuations in the need for compute capacity.

Realize the Benefits

Leverage your current investments in VMware virtualization as you evolve your operations to benefit from cloud computing. Our cloud solutions provide the software, hardware and services to become an extension of your datacenter environment allowing you to transition existing VMware virtualized workloads to the cloud and manage them accordingly.

- **Secure and Compliant.** Common cloud infrastructures lack the inherent security required by enterprises, leaving them vulnerable. Dell Cloud with VMware vCloud Datacenter Service offers a complete framework with multiple layers of virtual and physical security, a complete framework for securing networks, applications, data and endpoints in highly secured Dell datacenters. In addition, Dell SecureWorks active monitoring delivers information security services powered by proprietary technology for global threat visibility.
- **Open and Interoperable.** The Dell Cloud with VMware vCloud Datacenter Service is built using a common management platform based on open, industry cloud standards. Use of the same VMware technology across private and public cloud creates a compatible "Virtual Data Center" enabling application portability across clouds.
- **Familiar and Compatible.** Unlike commodity public cloud services, the Dell Cloud with VMware vCloud Datacenter Service provides the control of all resources through a familiar and compatible user interface. This helps you to manage, provision and release IT resources for private, public or hybrid cloud without having to retrain your IT staff.
- **Available and Reliable.** The Dell Cloud with VMware vCloud Datacenter Service is built with the necessary redundancy and ruggedness for optimal availability and reliability. The comprehensive infrastructure management layer monitors the dynamic pools of hardware, software, storage and network resources, thereby providing automated fail-over and enabling business continuity.

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60-Day Promotional Trial – Offer Details

Description (SKU # 993-4331)	Price
Account Setup	Included
6 vCPU	Included
12 GB RAM	Included
250 GB SATA Storage	Included
SUSE Linux OS Template	Included
Windows OS Template	Included
Internet Bandwidth (In)	No charge
400GB Internet Bandwidth (Out)	Included
500GB Disk I/O	Included
10 IP Address	Included
Daily Snapshots for backup	Included
vShield Edge Security	Included
Phone Support (Business Hours)	Included
Standard Price	\$3500
60-Day Promotional Trial Price	\$999

Additional Cloud Services: Dell Cloud Consulting & Application Migration Services

Dell Cloud Consulting helps organizations fully unlock the potential of cloud computing by delivering expert guidance from project concept to completion. It includes end-to-end consulting services to help define and implement the most appropriate solutions, tailored to meet a variety of needs and investment levels. Cloud Consulting brings together Dell IP, products, solutions, and services in a pragmatic fashion with capabilities across the full customer cloud lifecycle: **Cloud Strategy, Cloud Migration and Private Cloud Design & Implementation.**

Dell Application Migration Services help businesses increase their agility and reduce their dependency on complex and costly proprietary platforms including:

- Analyze, size, migrate, test and deploy business applications to multiple platforms.
- Assistance in establishing automated, self-service portals for provisioning of non-production application environments.
- “Safely” migrate application workloads from UNIX or existing x86 to Dell Cloud platforms.

Benefits of Dell Public Cloud Service

For large enterprises, Dell Public Cloud provides you with the following benefits:

- As a VMware virtualization customer, Dell Cloud with VMware vCloud Datacenter Service provides you with on-demand computing capacity as an extension to your existing datacenter infrastructure.
- Use the same familiar user interface (vSphere) to manage your cloud computing infrastructure.
- You can move to the cloud at your own pace. With products such as vCloud Connector, you can move a single workload or your entire datacenter to the public cloud.

For small and medium businesses, Dell Public Cloud allows you to realize the following benefits:

- Provides you with the same computing capabilities as large organizations without having to build and maintain your own datacenter.
- Provision and consume computing capacity according to your own requirements, as you need it, when you need it.
- Lets you focus on the growth and management of your business, not your IT infrastructure.

How to get started?

Please contact your Dell representative to sign up for this trial by purchasing SKU # 993-4331. You will be contacted within 2-3 business days by the Dell Services Delivery team to get the required information to handle account setup, service description agreement signature and provisioning of compute resources. During the 60-day trial period, a Cloud Sales representative will follow up with you to discuss satisfaction with the service and potential for longer term use. In the event that provisioning does not occur within 60 business days from time of purchase (example: customer purchases SKU and then cannot be reached by Dell services delivery) the trial will be cancelled.

To learn more about Dell's vCloud offer, please visit www.dell.com/vcloud.

To learn more about the portfolio of Dell's cloud solutions, please visit www.dellintheclouds.com.

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For more information about any of our service offerings, please contact your Dell representative or visit Dell.com/services

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