

# Future-Ready Enterprise

Help customers bridge the gaps between current infrastructure and future investments, on their terms.

## At a glance

### What do your customers need to do?

"IT as usual" is out; disruption from major technology shifts is the new norm. IT leaders are being pulled in conflicting directions — advance the business with new capabilities while still providing the always-on reliability users demand. Further complicating the matter, IT itself is in a state of flux: the intersection of traditional and new IT paradigms. Organisations need a strategy that can help them bridge these gaps without adding complexity or cost, or inhibiting future ability to stay ahead of change.

### Why should organisations buy future-ready solutions?

With proven solutions based on a common architecture, customers can experience the benefits of optimisation and future readiness everywhere in the enterprise, from data centre to device.

### Who are the target prospects?

IT Decision Makers (IT Directors) are targets for this message. Know your customer and understand problems they are trying to solve when tailoring and delivering this message.

### What are the sectors/industries?

Every organisation can benefit from the future-ready enterprise strategy.

## Portfolio description

Dell and Intel believe the future of computing will be standards-based and have embraced the future-ready data centre by committing to and developing open standards-based solutions that unite proprietary legacy platforms and future-minded IT.

The Dell Enterprise portfolio — shaped by our unique cost-optimisation strategy and designed with a scalable, solution-oriented approach — comprises proven future-ready enterprise solutions for workloads, virtualisation, software-defined paradigms, cloud, and big data, as well as the common infrastructure that powers them: Servers, storage, networking, software, converged infrastructure and converged solutions.

Dell also offers partners training competencies, services to round out your offerings, and fully tested reference architectures to help you find the right solutions for your customers. Together, we can deliver end-to-end solutions with the scale, speed and savings your customers demand.

## Pain points driving demand

- Changing world — Data deluge, social explosion, cloud computing, software-defined, mobility and threats
- Changing roles — IT shops being asked to understand and advance business priorities in addition to technology priorities, requires a different kind of expertise
- Changing IT models — Intersection of traditional and new IT; how to build capabilities in both without complexity

## What we believe

Future-ready technology can help customers drive results today while preparing for tomorrow's demands.

## How we deliver

- Flexible approach to problem-solving, with solutions that are:
  - Workload-ready, delivering better information and peak performance with ease
  - Virtual infrastructure-ready, maximising virtualisation benefits, seamlessly and economically
  - Software-defined, so new IT paradigms can be navigated without complexity
  - Cloud-ready, so your customers can build a cloud computing strategy, their way
  - Big data-optimised, so your customers can drive fast, actionable insights with unique analytics
- Better results from industry leading products by:
  - Computing from scale to hyperscale — harness energy-efficient blade, rack and converged systems for any workload, any scale
  - Redefining storage economics — access the right data, at the right time, for the right cost with radical new innovations
  - Modernising network infrastructure — improve infrastructure performance and lower costs





How are  
Dell and Intel  
different?

# Future-Ready Enterprise Innovation

The right workload on the right platform, at the right time, for the right cost.

## Objection and competitive handling

- **I don't think Dell is an enterprise IT leader.**
  - Dell consistently ranks in top market share spots across our foundational server, storage and networking portfolio, have been placed in Gartner Magic Quadrants, and have won hundreds of industry awards in recent years.
- **We have a single-vendor strategy with [Cisco/HP/IBM].**
  - What are the most important attributes that make them valuable to your organisation?
  - Many customers find that utilising open Dell solutions allows them to reap the benefits of choice, flexibility and savings without increasing operational risk or complexity.
- **You offer future-ready enterprise IT. Fine, I'll buy from you ... in the future.**
  - Future-readiness means addressing today's needs with a modern approach. We advise customers to begin evolving to a future state now so they can start realising immediate value, while confidently building a foundation toward continued optimisation.
- **I want a [DIY/pre-validated/pre-configured] solution.**
  - Dell provides reference architectures, Dell Blueprints and end-to-end solutions so we can get you up and running as quickly as possible.
- **I need help figuring out what I should do.**
  - Transform on your terms. We offer all of the above plus services to help you optimise every step of the way.

## Dell features and benefits

- **Benefits/Customer outcomes:**
  - **Maximise efficiency**, by reducing CapEx and OpEx
  - **Accelerate results**, with increased business and IT agility
  - **Run reliably**, with proven platforms that enable greater productivity
- **Future-ready design tenets:**
  - **Integrated**, built on open standards, making it easier to quickly adapt to changing needs
  - **Modular**, cost-effectively scales up,down or out as workloads and budgets dictate
  - **Automated**, simplifies IT operations and service delivery

## What's in it for you?

Your customers are going adopt to future-ready enterprise computing in some manner. This places you in a unique position to solidify your status as a future-minded cloud technology advisor. Your customers get affordable simplified management, standards-based architectures and easy scalability, and you get the credibility of meeting their needs today while helping them prepare for tomorrow.

## Future-Ready Index online tool

Dell and IDC surveyed more than 2,500 global IT leaders in 11 countries. The survey covers key areas such as converged, big data and analytics, cloud, and IT organisational culture to assess how future ready your customers are today, and how you can help them progress to better deliver on the IT of tomorrow. The insight gained from this tool is crucial to identifying and maturing short-term sales opportunities, as well as developing long-term, proactive project identification and planning for your customers.

## Resources

[Future-Ready Enterprise Sales Master](#)

[Future-Ready Enterprise Partner Video](#)

[The Future-Ready Enterprise IDC InfoBrief](#)

[Future Ready Enterprise Index](#)

