Engine of growth: your role in IT

The demands we make of technology today are not what they were just a few years ago. The IT department is no longer in the business of simply managing hardware or software. Instead, it delivers the services that enable the organisation to reach its mission, to be more agile, to respond on demand and to control costs. The current expectation is that IT will not be a cost centre but will be the engine of growth, driving an organisation-wide transformational agenda by delivering higher levels of efficiency, agility and cost management.

In short, IT can facilitate beneficial and lasting change. Businesses that embrace technology and use it as a differentiator see increased productivity, collaboration and efficiency. At Dell, our consultants have extensive experience in helping you achieve this. Our experience and skill help deliver the business benefits of transformation faster, more reliably and with lower risk.

Engine of change: our role at Dell

Our IT consulting team uses world-class skills, intellectual property, Dell-developed tools and specialist partners to design and deliver IT solutions. Our service offerings are based on global standards and are backed by the technology credentials and partnerships that only an industry leader can provide.

But what truly differentiates us is our passion for helping customers achieve the best possible business value from their IT. At Dell, we are your engine of change.

Our solutions are presented as a comprehensive, modular and tailored portfolio to ensure the service you receive is not only outstanding, but that it is absolutely right for you – and that it helps increase productivity, collaboration and efficiency across your organisation.
The difference with Dell

End-to-end approach:
- One company with leading industry alliances and technology partners
- Consulting and project services from concept to completion
- One team, one point of accountability regardless of project size – pursuing one goal, and delivering one successful outcome

Ultimate best practice:
- Proven reference architectures
- Experience of what works – and what doesn’t
- Knowledge of how other customers have achieved success

Global methodologies and reach:
- Proven approaches
- Dell-developed intellectual property and methodologies that work first time
- Business IT change approach that is easy, robust and comprehensive

Passion:
- We help customers maximise the business value of their IT Infrastructure using proven models, methods and partnerships
- We don’t throw armies of people at problems and hope – we think, plan and act with precision, wisdom, experience – and enthusiasm
“The Dell team worked hard to find the right solution for us. We were impressed by the level of support and consultancy Dell provided.”

Stephan Konvickova, Chief Technology Officer (CTO), Hetzner Online

**Answering your questions**

We live in a world in which costly legacy platforms, proprietary solutions and overly services-dependent systems still exist. In this context, meeting the needs of modern business can be a real challenge.

We have a long history of working closely with our customers to transform their organisations, and we understand and have insight into the challenges IT managers face. Our strategy is differentiated by a focus on practical innovation, by efficient and affordable solutions and by our superior customer relationship model.

To make it easier for customers to take advantage of this end-to-end capability, we help them respond to demands that are absolutely central to today’s enterprise:

- Mobilising the workforce
- Making IT more agile and responsive
- Enabling collaboration – anywhere, and at any time
- Storing and using information in powerful new ways
How do I increase productivity by mobilising my workforce?

In their personal lives, people are accustomed to accessing their data and key applications easily and quickly via mobile devices. They want to do the same at work. They want quicker access to more information, with more functionality and from more locations.

Businesses like yours need to provide it – but it is equally imperative to have a robust security and management framework in place to make sure their needs are met while at the same time protecting the corporation’s most important assets.

Our consulting team can help. We bring it all together using our Flexible Workstyles methodology and our fully comprehensive approach. We focus on:

**The strategy**

We create an “As-Is” and “To-Be” Transformation Roadmap to address your mobility objectives. It combines business requirements and technology enablers, validates “what good looks like” and provides a roadmap of changes required to achieve that objective.

**The platform**

Using the right technology at the right time and in the right way creates a mobility environment that simultaneously meets the needs of users and of their organisations. It does this by:

- Identifying the best delivery method to users through our end-user profiling blueprint
- Working with local departments and users to understand their needs and developing a technology roadmap that will meet their needs
- Creating best-practice system images and device platforms
- Using Dell-developed tools to assist with migrating to the solution we have designed
- Employing factory-leveraged services to optimise running costs
- Providing a rich ecosystem of devices and helping organisations assess the right devices for each type of user
Delivering a consistent user experience

When users are on the move and using a range of different devices to access corporate data, it’s important to give them the reassurance of a consistent experience. It’s also critical to ensure neither the security nor the manageability of corporate data is compromised by mobile access – which is why we focus on:

• Designing and implementing an end-to-end systems management platform such as:
  – Microsoft System Centre Configuration Manager
  – Dell KACE management and deployment appliances
• Working with you to build an approach to mobile-device management
• Reviewing and remediating any identity and end-device security challenges
• Reviewing your existing environment and providing expertise and guidance to fix any issues

“Staff can sign in to any desktop or laptop device that’s connected to the network … thanks to our Dell-based solution. Our IT now better serves the needs of our staff, who in turn can deliver an improved level of service to our residents.”

Daniel Wälti,
Project Manager,
Canton of Solothurn (AIO)
The applications

Having access to the right applications at the right time is the key to increasing workforce productivity.

We’ve developed our own tools and processes for managing application consolidation projects using our experience of real-world customer infrastructure projects. We use this knowledge to help you make the right decisions and to assist with the selection of the appropriate technologies. We concentrate on:

• Discovering what you have and making sure it will work in your new environment
• Helping you assess which applications have become redundant and are no longer used
• Migrating applications to new platforms
• Designing and implementing virtualised environments such as user, data and application virtualisation

Optimisation

Using cloud-based services while also having a consistent approach to ensuring end-user productivity can make your organisation’s infrastructure simpler and save you money. Elements of our approach include:

• ITIL-based service optimisation
• IT roadmap development
  – Determining future technologies from which your organisation can benefit
  – Planning and proofs of concept
  – Executive briefing sessions
Benefits

Work with us to introduce these technologies, processes and principles, and you’ll find the workforce within your organisation will become empowered to work more effectively both on-line and off-line no matter where they are.

The result will be:

- Improved productivity
- Increased efficiency
- A secure technology platform
- Optimised end-user devices

Our end-to-end approach provides practical, modular steps to achieving an optimised workforce that is mobile and that has all the secure and efficient access it needs to corporate data.
Cloud

How do I increase efficiency and agility in IT?

Cloud-based infrastructures provide the on-demand scalability, availability and optimisation that modern organisations require. The problem is that transitioning to the cloud from a traditional IT infrastructure can be difficult – and, what’s more, every journey is different.

Our consulting team can help by analysing your IT environment. Using our cloud migration framework, we will devise and execute the most efficient route for your unique cloud journey.

To deliver full potential business value, you will need to consider:

- Available migration options for each application workload (e.g. virtualise, re-engineer, web-based)
- Choice of public or private cloud – or a combination of both
- Legislation with regard to where the data is held
- Security
- Legacy technology investments
- Integration with the existing infrastructure
- Business impact of moving to a new consumption model
- Operational management /capacity planning impacts

The strategy

We create an “As-Is” and “To-Be” Transformation Roadmap to address your cloud objectives. It combines business requirements and technology enablers, validates “what good looks like” and provides a roadmap of changes required to achieve that objective.

As part of this process, we help customers to consider important questions:

- Is there a cost savings or efficiency gain?
- Is there a potential improvement in outcomes?
- What is the right journey for you?
- Is there potential for innovation?
The collective experience and knowledge within Dell is yours to access. In most cases we begin by simply discussing the operational issues you are facing, and from this we recommend technology solutions that address these issues. Sometimes these solutions take the form of cloud services or include cloud technologies – and when they do, we employ our migration framework.

**Dell cloud migration framework**

To start the process, we’ll help you evaluate your expectations from the cloud. Our cloud migration framework is consulting-led and focused on helping organisations achieve a journey that efficiently maps workloads to infrastructure.

**Transformation is a journey**

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**IT Maturity Level 1**

**IT Maturity Level 2**

**IT Maturity Level 3**

**IT Maturity Level 4**

**ASIS**

**Technology Silos**

**Infrastructure Optimisation**

**Operations Optimisation**

**Business Utility**
The Dell transformation methodology takes you through a defined process – from discovery to design, from planning to execution, and from route to live.

The methodology identifies workloads that are most suitable to move to the cloud, and what needs to move with them, enabling an optimised cloud infrastructure.

This phased approach ensures an orderly and stable transition that minimises the risk of interruption to business processes.

Our consultants use proprietary, proven and world-class tools to conduct a deep analysis of your applications and their interconnectivity and deliver a detailed mapping of your workloads, infrastructure and current processes. During the transition programme, we deploy robust stakeholder management and programme governance to control transformation activity and deliver the required outcomes with minimal risk at a budgeted cost.

How is Dell different?

- Standards based
- Open approach
- Modular systems
- Flexible scaling
- Modern platforms
- End-to-end solutions

“Our journey to cloud services has been made easier because Dell has been on our side.”

Freddie Talberg,  
CEO,  
Pie Mapping
**Benefits**

Work with us, and the organisational and operational benefits you’ll receive from the cloud will include:

- A scalable, global methodology
- Improved security and compliance
- Increased agility
- Simplified management
- A modern and flexible platform
- Direct cost savings and efficiency gains

Dell’s unique design philosophy truly sets us apart. We make technology:

- Easier to use
- Easier to buy
- Easier to grow

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**AS-IS TO-BE Transformation Journey**

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**Organisational Change Management**
How do I increase productivity by enabling real-time, anywhere collaboration?

Businesses recognise that in today’s highly connected world, technology can play a key role in increasing productivity. Introducing a robust strategy for collaboration will enable all your users to work together in real time, with the best tools and with no boundaries. Instead of having individual star players, you’ll have a tournament-winning star team.

Smartphones and legacy personal productivity apps only go so far. Organisations only achieve the true benefits of real-time online collaboration by embracing current cloud-aware platforms.

While deploying an upgraded version of a current email or real-time messaging system may appear to be the straightforward option, this alone may not deliver all the benefits that a modern, well-implemented solution can bring.

Our IT consulting team can help you realise those benefits. Using our Unified Communications Framework and industry alliances, we take a comprehensive approach and bring together people, processes and technology. We enable you to create a powerful new environment in which people can collaborate, be creative and thrive.
In our experience, one of the main obstacles to this transition has been the corporate mindset. Businesses can get bogged down with tactical integration challenges and lose sight of their destination. To get there, they’ll need to follow a path that suits them individually.

Based on proven and enterprise-wide solutions, drawing on our own hardware and software expertise and backed by the experience of our consulting teams, our approach will make innovation, creativity and agility an intrinsic part of your working culture. It focuses on:

**The strategy**

We create an “As-Is” and “To-Be” Transformation Roadmap to address your collaboration objectives. It combines business requirements and technology enablers, validates “what good looks like” and provides a roadmap of changes required to achieve that objective.
The technology

- Modern voice platform using a combination of PBX Telephony, VoIP, soft phones and interactive voice response.
- Optimal blend of collaboration tools and cloud-based platforms
- The right email, messaging, instant messaging and voicemail platforms
- Video, audio and web conferencing – including telepresence, and point-to-point and multi-person conferencing
- Advanced, enterprise-ready customer contact centres – including collaboration platform integration to maximise agility and quality

End-user training

- We take a holistic approach to training, and our Education Services portfolio covers a range of hands-on offerings to support users new to an environment. We start by doing a training needs analysis and then work with you to create an end-to-end approach, incorporating 1x1 training, corporate-wide e-training and online learning.

Working practices

- We work with local teams to identify what working practices need to be reviewed and changed
- We provide input to local HR teams to assist with updating remote working policies. We’ve been through this transition ourselves at Dell, and living through it has enabled us and our consultants to gain a real-world view of what works. This direct experience has allowed us to develop practices and approaches that work best.
Benefits

Work with us and the benefits to your organisation of an integrated approach to collaborative working will include:

- Productivity – work from anywhere and on any device
- Cost reduction – in telephony, home working and travel
- Creativity – new ways to work together
- Better customer service – faster and more personal
- Better talent retention
- Greater competitive advantage – with faster decision making
- Better linkage – a single, organisation-wide contact list

We are recognised as a leader in our markets.

What does #1 mean?

- Greater functionality
- Less complexity
- Better value

“Through good project management and collaboration with Dell Services, we created an infrastructure to drive development across Caterham Group for the next 5 years. All of our business units have high expectations for their IT systems and with help from Dell, we’re delivering the services they need, when they need them.”

Bill Peters, Head of Group IT, Caterham Group
How do I increase agility with new ways to store and use information?

Your organisation has a wealth of unique knowledge just waiting to be used. It can give you a real competitive edge – but there’s so much of it, it’s growing in quantity all the time, and finding what’s important can be a significant challenge.

Data management isn’t just about storage. It covers a wide spectrum, incorporating data creation, retention, disposal and security across the entire customer IT environment. To derive the most value from your data and to deliver high levels of productivity, collaboration and efficiency, it must be available to the right people at the right time, securely, and in the right format.

Our consulting team can help. Guided by the principle that effective data management starts at the policy level, our approach is to collaborate closely with customers to handle data growth and, more importantly, control the way data is managed across the organisation. It’s an approach that is tailored to your needs.

Secure, scalable and delivered at the right price, it will enable your teams to collaborate and make sound strategic decisions from a position of knowledge.

Our data management approach focuses on:

The strategy

We create an “As-Is” and “To-Be” Transformation Roadmap to address your data objectives. It combines business requirements and technology enablers, validates “what good looks like” and provides a roadmap of changes required to achieve that objective.

The platform

- Working with you to understand how your data is being used, the pace of your data growth and the rate of change
- Determining the right platform strategy for each data set (e.g. block or file storage, cloud-based, etc.)
- Integrating with the existing infrastructure
• Evaluating the right choice of on-premises or off-premises/cloud based storage, backup and archiving

**Data policies**

• Policy and legislation impact of where the data is held, for how long and under what conditions

**Optimisation**

• ITIL-based service optimisation
• IT roadmap development
• Determining future technologies from which your organisation can benefit
• Planning and proofs of concept
• Executive briefing sessions

Our unique tools and approach are the result of many years of real-world customer experience. They’re backed by our own industry-leading storage hardware and software and by strong partnerships with major vendors.

With the right data framework in place, you will be able to serve your customers better and with greater insight, giving your organisation a significant competitive advantage.

**Benefits**

Work with Dell storage consulting to increase the efficiency of your storage environment, and we will:

• Enable you to make better, faster strategic decisions
• Reduce pressure on your data storage budget
• Improve your security and compliance
• Simplify management
• Enable connectivity to any combination of cloud, storage-as-a-service (SaaS) or on-premises platforms
Getting started

A Dell consulting workshop is the best way to start addressing your key technology and related business challenges, with unbiased analysis and support from Dell experts.

The workshops are facilitated by Subject Matter Experts and focus on bringing together members of your organisation to help identify your current issues and constraints. We will work with you to map a potential solution, explaining the possible benefits and sharing what we see other customers doing.

Consulting workshops – your questions answered

Why?
- Identify key IT challenges and how to address them
- Help you better understand what works in the real world
- Give you insights into how other customers have done it

What:
- Half-day to full-day workshop
- Dell Subject Matter Expert
- Onsite or remote

How:
- Pre-workshop call to agree objectives and stakeholders
- Workshop delivered
- Post-workshop meeting to discuss findings.
- Dell proposal on a potential way forward
We also deliver consulting sessions tailored to the high-level needs of IT leaders to help organisations with complex environments explore ways of achieving their objectives. These strategic sessions are facilitated by Subject Matter Experts who have all the relevant experience you’d expect and need.

We’ll help you and your teams identify your business needs, prioritise your goals and develop a complete end-to-end roadmap for your journey to transform infrastructure, process and people. We create a broad and long-term view – and organisations have found it delivers real and lasting business results.

Popular workshops include:

- Mobility
- Cloud
- Collaboration
- IT Transformation
- Data
Working with Dell

From the device to the data centre to the cloud, we help you drive efficiency and innovation.

Traditional IT projects involve lengthy and expensive consulting engagements – but we can help you derive the best business value from your IT infrastructure, and as a result achieve significant benefits and competitive advantage.

Guided all the way by your business and by your particular needs, we’ll work with you to develop a roadmap that takes you where you need to be.

The Dell Solution Framework

**Vision**
Amalgamate strategy, business needs, improvement objectives and priorities that define the future solution

**Plan**
Define the journey from where you are to where you need to be, and identify key milestones

**Design**
Consultative engagement to translate your vision and operational requirements to infrastructure specification

**Implement**
Lifecycle management of the deployment, integration and migration process which delivers the new solution

**Manage/Support**
Operate and maintain the solution to deliver the required level of service to the enterprise and users

**Optimise**
Embed, streamline and fine-tune systems and processes for outstanding business performance

**Train**
Take full advantage of new systems and their benefits

**Change and Service Management**
Ensuring continued success