

Cloud Services: Growth and Innovation



Services



“Dell has always been about providing customers choice, and avoiding proprietary lock-in. In recent years cloud computing has increased the chance of this kind of vendor lock-in, and the potential risk this brings to businesses. Instead, through its multi-partner approach and knowledgeable trusted advisors, Dell Cloud Services gives customers practical advice, broad choice, and flexibility that cannot be achieved from a single platform. And customers really see the value in that.”

Gordon Davey, UK Cloud Strategy Director



Dell in Cloud Services

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A trusted provider of Cloud Services

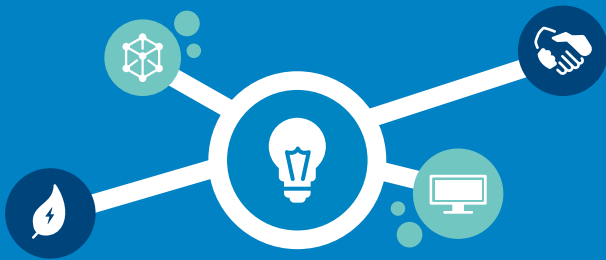
Deploy Cloud up to

80%



faster compared to Cisco

Your Cloud Services are in safe hands. We've got almost a third of a century's computer technology knowledge



32 years

Private Cloud can deliver

111%

ROI over 3 years



Lower Cloud total cost of ownership by up to



62%

Secure banking solutions in the cloud



Business need

To host its applications, Cedricom wanted a high-performance, scalable infrastructure with controlled costs, freeing its staff from time-consuming IT administration.

Solution

It migrated from two traditional colocation centres to Dell Cloud Services.

Benefits

- Cedricom can roll out new customer services faster
- Pay-as-you-go model reduces total cost of ownership
- Team can add capacity on demand within hours, not weeks

Key facts

Innovative
banking flow
management solutions

**Secure,
scalable**
high-performance hosting services

“Thanks to the Dell platform, we can accelerate our software-as-a-service and private cloud activities beyond initial forecasts.”

Christian Crickx, General Manager, Cedricom



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Fueling growth and innovation in the cloud



Business need

Because of a divestiture, Wayne needed to migrate critical business applications to a completely new IT infrastructure in less than six months.

Solution

Wayne Fueling Systems worked with the Dell Cloud Dedicated Service team to design and transition them to Dell's highly secure, hosted private cloud service. Dell also migrated existing applications and deployed new ones, automated processes, and provided ongoing management.

Benefits

- Meets a six-month timeline for deploying separate IT environment while maintaining critical applications and services
- Scales servers 75 percent faster to meet fast business growth
- Deploys technologies that enable new innovations, such as remote diagnostics and improved customer communications

Key facts

Faster
growth

Future-ready
enterprise

“We could not have built a private cloud and migrated our critical applications in less than six months without Dell. We used their team as staff augmentation, relying on consultants and best practices.”

Wendi Pitman, Global IT Director, Wayne Fueling Systems



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Cloud-based communication paves the way for success

Business need

To support global expansion and security needs, MultiLing wanted to replace its mix of proprietary and open-source communications tools with a more reliable and scalable solution.

Solution

Instead of using a new on-premises system or public service, MultiLing engaged Dell Cloud Services to deliver a custom hybrid-cloud solution hosted by one of Dell's cloud ecosystem partners, ZeroLag.

Benefits

- Greatly accelerates employee efficiency
- Provides the agile IT needed for global expansion
- Achieves 24x7 reliability, even during the migration

“Hands down, our employees are significantly more efficient today with our hosted solution from Dell, which means we're able to provide better services to our customers.”

Brian Chaney, Director of Information Systems, MultiLing

MultiLing

Key facts

Significantly increases

Efficiency

New solution with

**Zero
downtime**



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Cloud cover delivers brighter forecast



Business need

BAW looked to drive business development by moving its hosted enterprise resource planning services to the cloud to offer customers more flexible, on-demand services.

Solution

The company chose Dell Cloud on Demand to meet its goals, backed by fast-action Dell ProSupport services.

Benefits

- Greater demand with up to 50 per cent cost reduction
- Service offering boosted by flexible and on-demand infrastructure
- Successful cloud migration in just 8 weeks

Key facts

Global infrastructure
with local support

50 per cent
cost savings possible

“We can provide our clients with a high quality, on-demand IT cloud service and save them up to 50 per cent compared to a hosted infrastructure.”

Nicolas Codron, General Manager, BAW



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 - Storage

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Hotel software company has room to grow



Business need

eviivo needed a reliable cloud platform for its business-critical internal IT systems. Performance issues with a former provider left staff unable to do their work, which affected customer satisfaction.

Solution

The company migrated its systems to the Dell Cloud on Demand with Six Degrees Group platform, enlisting the help of Dell to migrate, manage and support the infrastructure.

Benefits

- Reliable cloud-hosted infrastructure leads to better customer service
- Seamless migration with expert guidance allows staff to concentrate on strategic goals
- Scalable cloud environment gives eviivo flexibility to match its growth

Key facts

**Reliable,
Flexible**
cloud platform

24/7 service for a
24/7 industry

“For me, the most important figure is that since the migration we haven’t had any network outages. This means our staff are more efficient and we can deliver seamless customer service.”

Rob Pursell, Chief Financial Officer (CFO), eviivo



Solution featured

- Cloud Computing

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Fast track to success through the cloud



Business need

Rapidly growing firm Pie Mapping saw the great potential in its mapping and routing services, but needed a more scalable and flexible IT infrastructure to support its ambitions.

Solution

The company switched from an on premise infrastructure to Dell cloud services with the support of the Dell Centre for Entrepreneurs.

Benefits

- Pie Mapping gains freedom to develop services in the cloud
- Complex route calculations completed quicker on cloud platform
- The company can scale its IT in an instant

Key facts

Creating dynamic

Smart Cities

Faster

route calculations

“We completed a long complex recursive route calculation substantially quicker with the Dell cloud.

Omer Qureshi, Technical Manager, Pie Mapping



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Healthcare provider boosts care with the cloud



Business need

Locala wanted to improve healthcare by integrating technology more deeply into the provision of services. A key goal was boosting caregiver access to real-time patient data while in the field.

Solution

The healthcare provider chose a private cloud solution with single service desk from Dell. Clinicians also gained Dell Latitude laptops to connect to their cloud-based systems and for web conferencing.

Benefits

- Clinicians extend hours of practice for consultations
- Patient-facing time increases by 5 per cent
- Virtual contact with patients is set to rise by 20 per cent

Key facts

Extending patient-facing time by

5 per cent

Virtual visits up by

20 per cent

“We’ve been able to supplement our existing healthcare services and boost patient-facing time by 5 per cent with the Dell private cloud solution running Microsoft Lync.”

Jim Barwick, Executive Director of Transformation, Locala Community Partnerships



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- Mobile Computing
- Unified Communications
- Cloud Services
- Managed Services
- Deployment Services

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Restructured fire service launches with multi-cloud IT



Business need

SFRS needed to offer its 9,000 personnel a reliable finance system from day one of the service launch, while work was still progressing on developing a wide area network (WAN).

Solution

The emergency service chose Dell Cloud Dedicated Service to deliver the system and Dell Cloud on Demand for its intranet and website services.

Benefits

- Staff keep focused on work with high-performing cloud system
- SFRS scales solution in minutes with cloud flexibility
- Organisation saves resources with pay-as-you-grow model

Key facts

Uniting
fire and rescue teams

Install in just
six weeks

“We had our new finance system in the cloud in just six weeks. It was great work by all and testament to the efforts of Dell and Six Degrees Group, which did everything to make the project a success.”

Stuart Chalmers, ICT Business Services Manager, Scottish Fire & Rescue Service (SFRS)



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Comparison shopping site looks great in new IT outfit

Business need

To drive success, LeGuide.com wanted to quickly integrate acquired shopping portal Ciao as well as migrate its own core infrastructure to a new data centre, while integrating cloud-based IT.

Solution

The company worked with Dell Services to deliver its goals, building a unified platform based on Dell PowerEdge servers and Dell EqualLogic storage. It also chose Dell Cloud Services for its cloud-based IT.

Benefits

- Customers gain value-adding services through easier IT innovation
- Company maintains leadership thanks to greater IT flexibility
- Business avoids disruption to services through tight collaboration

“It’s easier for us to be innovative with our Dell solution – and meet the challenges of staying ahead in a rapidly evolving online world.”

Mohammed Bellamine, Chief Operating Officer, LeGuide.com

LeGuide.com

Key facts

Integrating cloud-based IT

Boosts service with

40 per cent
consolidation



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- Cloud Services
- Data Center Virtualization
- Infrastructure Consulting Services
- Server
- Storage

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“Dell Services is different. Our approach makes cloud adoption simpler than with any other vendor, by giving you the greatest choice in cloud options – completely independent of any individual provider, service, or platform – and by helping you identify which of them form the right mix for your needs.”

Nick Hyner, Director Cloud Services, EMEA



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