

April 24, 2013

Hotel Monaco, San Francisco



The Power to Do More: Accelerating Results



Join the conversation. #DoMore



AGENDA

1:30 – 2:30

The Power to Do More: Accelerating Results

John Swainson, President Dell Software

Tom Kendra, VP and GM Systems Management, Dell Software

Doug Schmitt, VP Global Support Services, Dell Services

2:30 – 4:00

Customer-led Interactive
Breakout Sessions

- **Transform:** Convergence & Cloud
- **Inform:** Turn Data into Insights
- **Protect:** Overcome the Evolving Security Threat
- **Connect:** Embrace Consumerization and BYO

*2:30 – 4:30

1-on-1's running concurrently

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John Swainson | President, Dell Software Group

Leverage our **CORE** strengths

End-user
computing

Services,
Security, Cloud

Server, storage and
networking capabilities

Software that **leverages Dell core strengths**



No legacy to protect

IBM



Cloud



85%

of businesses said their organizations will use cloud tools moderately to extensively in the next 3 years.

Security and risk



79%

of the surveyed companies experienced some type of significant security incident within the past year that resulted in financial and/or reputational impact

Big Data



35

By 2020 volume of data stored will reach 35 Zettabytes

Mobility



5X

Mobility source shifts from 62%/38% corporate/personal owned to 37% corporate owned and 63% personal owned

Dell Software addresses key trends

Trend



Security



Mobility



Big data



Cloud



Security

SecureWorks®

SONICWALL®

QUEST SOFTWARE®

Systems Management

QUEST SOFTWARE®

WYSE

KACE

AppAssure

Information Management

BOOMI®

QUEST SOFTWARE®

Dell Quickstart Data Warehouse Appliance

Scalable design point

Enterprise features
to **scale up** or
down

Comprehensive
and **standards**
based

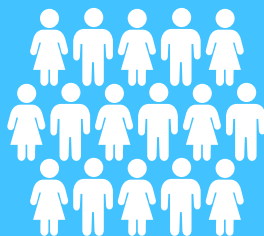
Easy-to-use and
manage, reliable
and **secure**

Flexible
solutions, delivery
and support

Modular,
scalable solutions
with **quickest**
time-to-value

Expertise
embedded in
solution and
delivery

Multi- channel approach



2,500

DSG sales-makers

20K+ Dell sales makers



5th largest e-commerce site

Frictionless model

Premier Pages



20K+ channel partners

Partner Direct network

35% of all Commercial revenue

Dell leadership in software

+\$1.5B

software revenue
(approx. based on run rate)

+6,000

team members

1,600 + software
engineers

2,500 + software
sales

2M

user community members

90%

of Global 1000 are Dell
Software customers

+1M
customers

EMA

Radar Report Value Leader
for Boomi Cloud Integration

NSS Labs

Highest overall protection
Next-Gen Firewall

Gartner

9 Magic Quadrants

Toad Business Intelligence Suite 2.0



Dell Software further facilitates self-service business intelligence across complex data environments

Endpoint Security Bundle



Dell Software endpoint security enhancements improve IT efficiency and productivity

New Release of Migration Manager for Exchange & Active Directory



Dell Software expedites application upgrades and cloud adoption with new migration solutions

Enhancements to **PartnerDirect**



New Dell Software-Related competencies in PartnerDirect program reinforce channel commitment

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Bring Your Own Device | Strategy & News

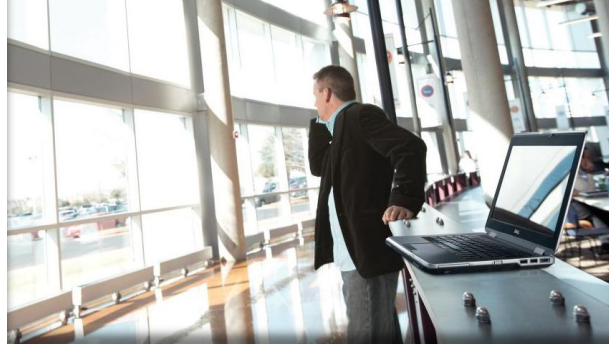


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Tom Kendra | Vice President & GM, Dell Software Group
Jason Thomas | CIO and IT Director, Green Clinic

The Trends:



- **Tablet** growth: 150+%
- **350M** workers will use smartphones by 2016
- **200M** workers will bring their own device

Nielsen Mobile Insights Q42011/Forrester



59% of IT leaders say that without BYOD they think they could get left behind

Source: Vanson Bourne Survey 2013



90% of organizations have faced setbacks when deploying BYOD

Source: Vanson Bourne Survey 2013



70% of organizations believe BYOD can improve their work processes and help them work better in the future

Source: Vanson Bourne Survey 2013



What's the real problem?

Today's organizations need to

Enable access to corporate applications and data from any device from any location



Email



Calendar



Contacts



Internet



Apps

Understand the environment and policy requirements



Devices



Personal apps



Security policies



Apps

Consider key Mobility/BYOD dependencies



Access



Security requirements



Business structure

Adding Complexity: Device usage models

Understanding how users access enterprise content is critical in developing an effective mobility strategy



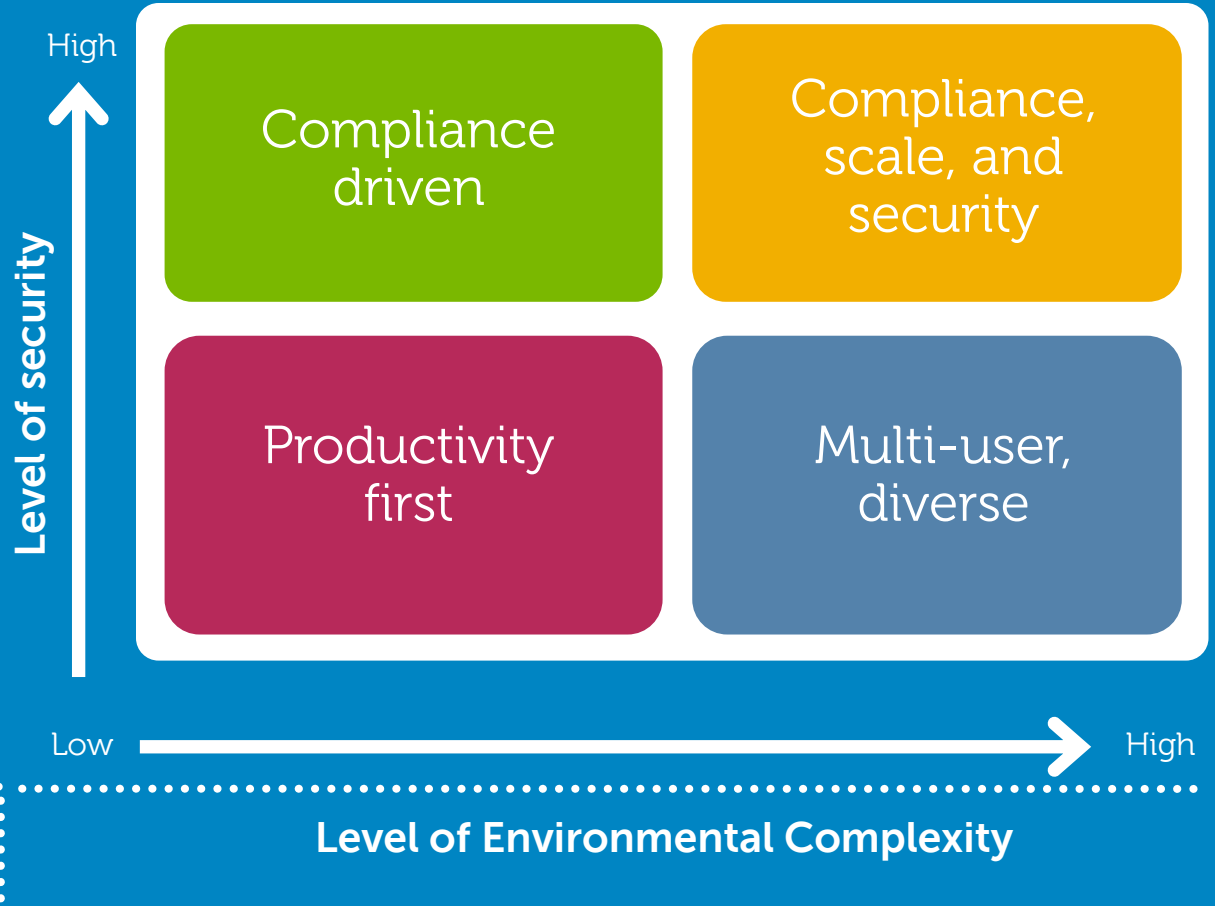
Corporate issued

Choose your own
(*note: Enterprise approved product list)

Bring your own

Usage levels **across** these tiers vary based on company strategy and user roles

Mobile/BYOD Security and Management is Not "One-Size-Fits-All"





GreenClinic
Health System

Green Clinic Approaches Mobility With The Patient In Mind

- **Jason Thomas**, CIO
and IT Director, Green Clinic
- Located in **Ruston, LA**
- **450** employees, **50** physicians
- **100** staff at the hospital,
300 in clinic, **50** in **6** satellite locations

Solutions that make Secure End-to-End BYOD a Reality

Devices

- Dell tablets, laptops, ultrabooks and desktops;
- Dell Wyse Thin Clients

Enterprise workspace

- Dell Data Protection Encryption (DDP|E)

Network access

- SonicWALL
- Dell Networking W-Series ClearPass

Management

- KACE
- Cloud Client Manager

Application enablement

- Quest One Identity
- Pocket Cloud
- Desktop Virtualization Solutions

Services and Support

- Application Development Services
- ProSupport Plus
- Strategy and Consulting

Business Value

- Core components that work together to enable BYOD strategy aligned to business
- Heterogeneous device support capability
- Flexible approach that integrates with existing IT landscape
- Ability to grow with the business

What's next in your implementation?

Choose the BYOD enablement strategy that best fits your business

Goal

Customer objective

Solution

Enable Mobile Access

Extend and manage access to productivity applications from BYOD devices

1

Improve Cloud Experience

Increase security of data being remotely accessed and more easily deploy corporate apps

2

Optimize Network

Extend capacity and broaden access of their existing network to support BYOD devices

3

Modernize And Develop Apps

Improve the breadth and user experience of applications accessed from mobile devices

4

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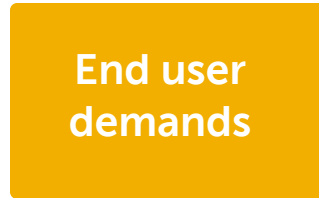
Doug Schmitt | VP, Global Support Services

Dell Services addresses **key trends**

Trends



Challenges



Dell Services – end-to-end solutions for your business

Infrastructure and Cloud Computing

Positioned as a Leader in Gartner Magic Quadrants for NA Data Center, Desktop and Help Desk Outsourcing

Applications and BPO

Serving more than 50% of US hospitals, providing care to 90 million Americans



Security

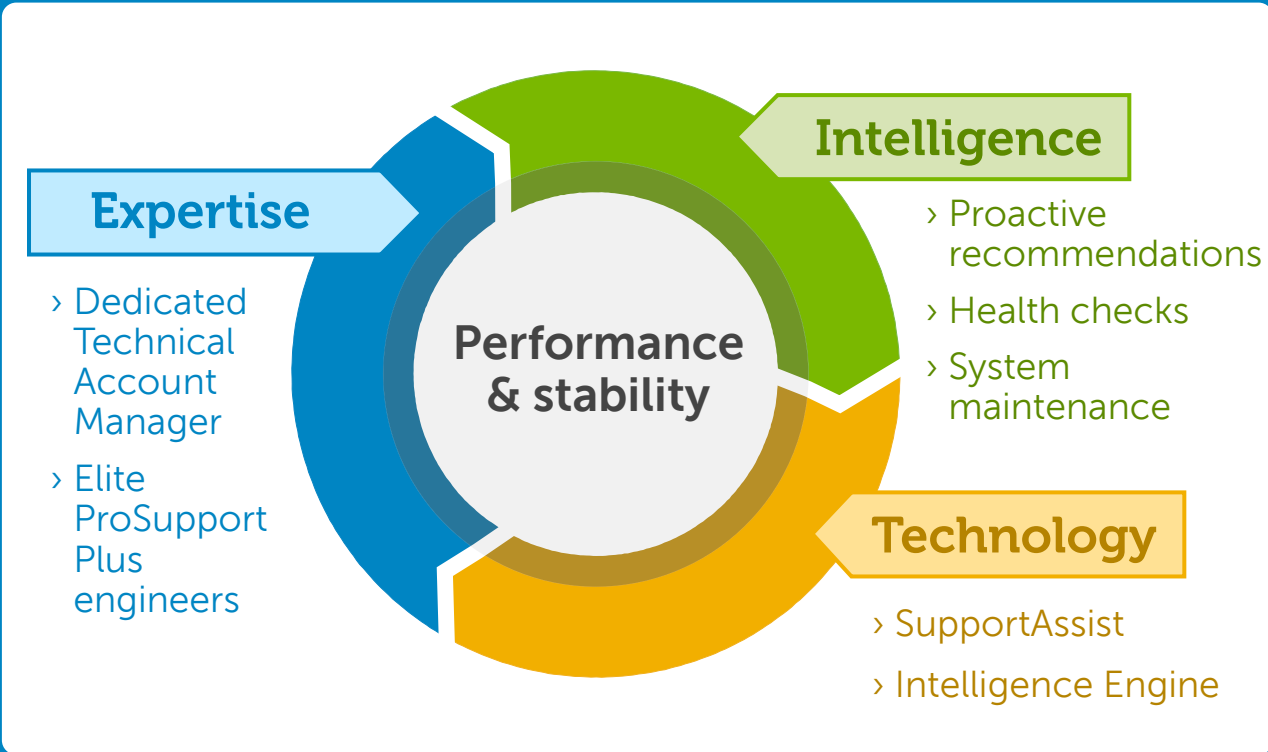
Dell SecureWorks analyzes 38 billion security events a day

Support and Deployment

Flexible support and deployment model in 150+ countries and 55 languages

Dell ProSupport Plus

Critical enterprise systems deserve more



Customer benefits

- › **Confidence** to adopt complex technologies by relying on our elite experts
- › **Improve performance** and stability with proactive, personalized recommendations.
- › **Maximize workload** availability with automated support enabled by SupportAssist

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