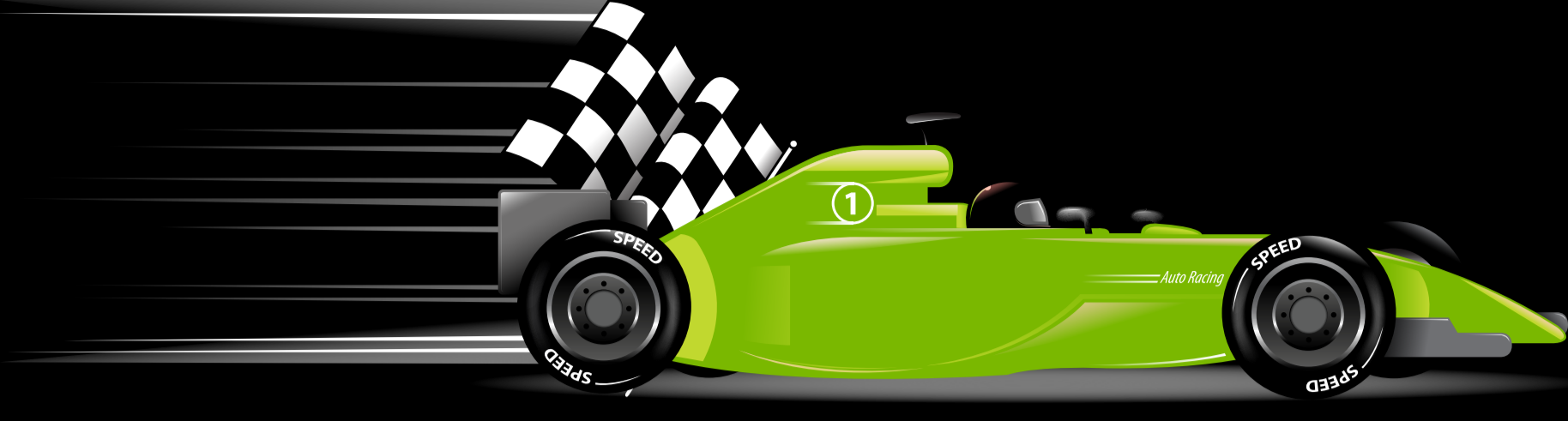


THE FASTEST WAY TO TURN IDEAS INTO MARKET-READY SOLUTIONS AND TAKE THEM TO THE WORLD



How do you win in this digital age?



Build bold

Produce cutting-edge solutions that define the future in your field.



Innovate fast

Bring your products to a global market rapidly to stay ahead of the pack.

Accelerate to the finish line with

Dell EMC OEM Solutions.

Integrate your breakthrough ideas with a powerful modern appliance to create an industry-leading solution.



Innovate faster

Shorten your time to market.

72% of CEOs say the pace of innovation is their #1 concern.¹



Build stronger

Produce better customer experiences.

79% of B2B executives say a differentiated experience will improve business results.²



Scale smarter

Reduce costs and complexity.

Almost 9 of 10 Fortune 1000 companies plan to pursue cost reduction in 2017.³

Businesses are speeding to market with

Dell EMC OEM Solutions.

90%

reduction

Cut assembly and shipping time.⁴

4

days eliminated

Reduced assembly and deployment time.⁵

Their customers are winning, too.



1 day

Enabled a customer to get up and running within a single day.⁶



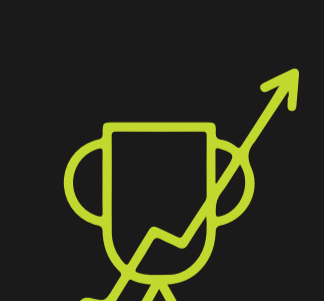
Under 4 hours

Received technical support, right away.⁷



3 days to 22 hours

Helped a customer accelerate results for demanding genomic analysis workloads.⁸



30x improvement

Boosted performance per rack unit for customer operations.⁹

Are you ready to start your engines with Dell EMC OEM?

Learn how Dell EMC OEM can provide you with the expertise, scale and Tier-1 infrastructure to rapidly turn your ideas into market-ready solutions, and take them to the world. Visit: DellEMC.com/OEM

¹ Fortune, "The results of the 2015 Fortune 500 CEO survey are in..." June 4, 2015, <http://fortune.com/2015/06/04/fortune-500-ceo-survey/>

² Accenture, "B2B customer experience: Start playing to win and stop playing not to lose," 2014, https://www.accenture.com/us-en/~media/Accenture/Conversion-Assets/DocCom/Documents/Global/PDF/Strategy_6/Accenture-B2B-Customer-Experience-Start-Playing-Win-Stop-Playing-Not-Lose.pdf

³ Deloitte, "Thriving in uncertainty: Deloitte's fourth biennial cost survey: Cost improvement practices and trends in the Fortune 1000," April 2016, <https://www2.deloitte.com/content/dam/Deloitte/global/Documents/Process-and-Operations/gx-operations-cost-survey-report-2016.pdf>

⁴ <http://www.dell.com/learn/us/en/vn/corporate-case-studies-en/documents-2016-cloudistics-10022996-oem-superconverged-appliance.pdf>

⁵ <http://www.dell.com/learn/us/en/uscorp1/corporate-case-studies-en/documents-2016-breqlwat-10022994-oem-cloud-openstack.pdf>

⁶ <http://www.dell.com/learn/us/en/uscorp1/corporate-case-studies-en/documents-2016-breqlwat-10022992-ngs-genomics-analysis-oem.pdf>

⁷ <http://www.dell.com/learn/us/en/uscorp1/corporate-case-studies-en/documents-2016-breqlwat-10022994-oem-cloud-openstack.pdf>

⁸ <http://www.dell.com/learn/us/en/uscorp1/corporate-case-studies-en/documents-2017-appistry-10022992-ngs-genomics-analysis-oem.pdf>

⁹ <http://www.dell.com/learn/us/en/555/corporate-case-studies-en/documents-2016-casa-systems-10022839-oem-nv4-ready.pdf>