

**Gaurav Chand**

Senior Vice President,
Global Solutions Marketing
Dell EMC

FOR INFORMATION DOWNLOAD
www.dell EMC.com/cloud



Dell EMC and Cloud:

Two Innovators, One Partner

In the age of digital transformation, the most-successful organizations use a hybrid cloud strategy to drive innovation and effective business results. Dell Technologies' Gaurav Chand offers his insights on the cloud ecosystem and the Dell EMC merger and the impact on current and future clients, customers, and partners.

What value does the Dell EMC merger bring to the future ecosystem and hybrid clouds, and how will customers benefit?

At Dell we already had a flexible portfolio of cloud solutions and services for private and hybrid clouds. The Dell EMC portfolio of cloud solutions further expands our ability to offer choices to customers. There's a growing mix of on- and off-premises, for apps as well as infrastructure. And when you look at the needs of our customers to host tier 1 apps off-premises, Virtustream adds tremendous capabilities. From a cloud-native and multicloud perspective, Pivotal Cloud Foundry enables our customers to adopt a cloud-native platform that allows for true application portability. Deep solutions expertise and partnerships, as well as integrated solutions and broad platform neutrality, enable us to help customers define and deploy the cloud on their terms. This, along with financing options and cloud partnerships, helps remove barriers that previously made cloud adoption challenging for so many customers.

What will the Dell EMC cloud deployment model look like?

Digital transformation and the cloud economy are forcing a critical inflection point. Dell Technologies' point of view on the cloud is founded on our insights into the future being created by this next industrial revolution. We see the inevitability of a flexible, future-ready cloud environment composed of a mix of traditional and cloud-native apps as well as the ability to dynamically adjust their resources both on- and off-premises. This is the cornerstone of the modern data center. We have an unrivaled portfolio of solutions that help customers transform applications and infrastructure and bring their multicloud strategy to life.

What differentiates Dell Technologies from other cloud providers?

At Dell Technologies, we embrace choice and the uniqueness of each customer, which is consistent with our company's DNA. Key aspects of our portfolio include consumption

models ranging from fully integrated solutions to DIY options that help meet the need for speed or cost consciousness; heterogeneous options that enable customers to continue leveraging existing investments and select the right platform for each of their applications; open-scale financing options tailor-made for the cloud that offset capex and enable greater flexibility; and a robust ecosystem of solutions and partners in virtualization, the public cloud, and cloud service providers—all of these are essential to building the future-ready cloud environment.

How will Dell Technologies work with customers that have standardized on one company as their tech platform—whether EMC-only, Dell-only, or Microsoft- or VMware-focused?

Many customers have standardized on specific technologies and a chosen platform for virtualization. When it comes to virtualization and the cloud, they will enjoy even more options through our expanded Dell Technologies portfolio. We absolutely realize how important both VMware and Microsoft technologies are to our customers' IT strategies, and we'll continue to embrace our principles of interoperability and choice without compromise. The most important thing to us is making sure our customers' needs are being met as well as honoring their decisions and helping them advance their strategies.

What is your advice to Dell and EMC customers and prospective customers?

For all of our customers, I'd say that you now have the strength of two innovators in one partner—with a goal of serving customers along the entire cloud journey. We have received an overwhelmingly positive response regarding the merger. I encourage all customers to continue to communicate their concerns as well as their ideas so that we can drive innovation that meets their needs.