

Extending the advantages of enterprise products to mid-size deployments

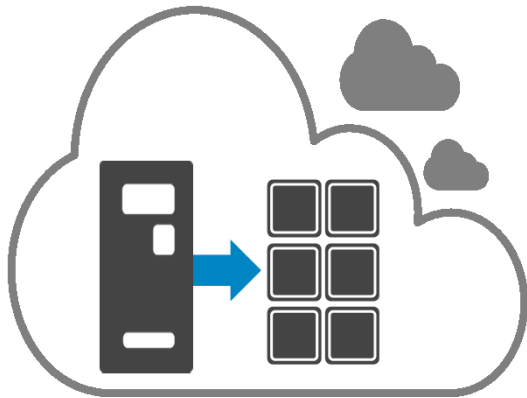
Empower your business with the latest innovations

Thanassis Barlas

Solutions Consultant



IT Trends - accelerating the business



Virtualization and Private clouds

Replacing aging and inefficient datacenters with more efficient IT models and reducing complexities



IT as a Service (XaaS)

Creating more flexibility, agility, and scalability for responding to dynamic business climate



BYOD, mobile, and social

Extracting value from the "Always On" computing and providing a better connected workforce

Dell Enterprise: Future-Ready IT solutions for transformation on your terms

Workloads

Private cloud, VDI, UC&C, Cloudera Hadoop, HPC, SAP HANA, Microsoft SQL, Oracle



Customized to power the enterprise

Dell PowerEdge Servers



Optimized for energy efficiency, with any workload, at any scale

Dell Storage



Designed for modern workloads to deliver lasting value

Dell Networking



Engineered to improve IT efficiency and economics

Dell Software



Developed to simplify IT management and mitigate risks

Dell Converged & Engineered Solutions



Built to accelerate results and enhance outcomes

Dell Data Center Infrastructure



Selected to maximize IT value with ease

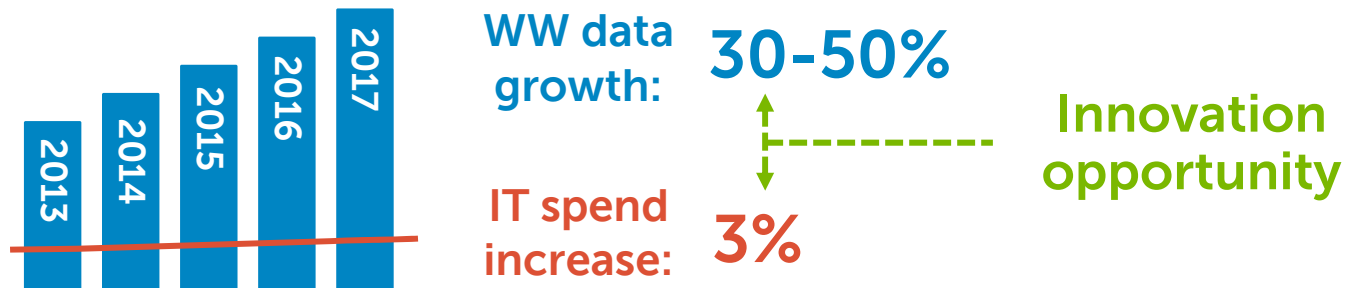
Hardware-accelerated | Software-defined | Standards-driven



Storage Market Dynamics

Data, now collected and analyzed at an unprecedented scale, has become *the* essential asset for nearly all businesses

IT budgets are NOT growing at the same rate as data



Storage efficiency and leverage are top-of-mind, as IT managers plan for the new universal business requirement:

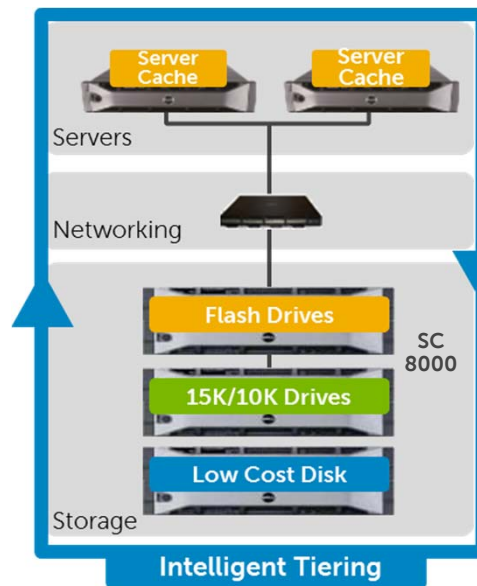
Extract maximum **advantage** from data, @ maximum ROI

Dell's Proven Approach

1 – Develop enterprise-class technology (advantage)

2 – Provide more affordable access to this technology

SC Series
(Compellent)
enterprise
advantage



- **Modern storage architectures**

- Agile, intelligent
- Self-optimizing

- **Right data, right place, right time, right cost**

- Hot data on Flash
- Cold storage at the lowest \$/GB
- Automated data mobility

- **Maximum efficiency and performance**

Tenets of Dell Storage SC Series

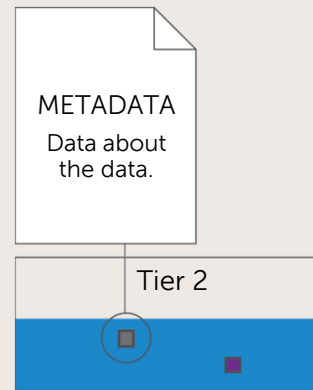
Virtualization

SSD	FC	SAS	SATA
RAID 10		RAID 5	RAID 6
15K	10K	7.2K	



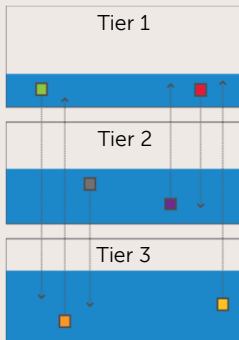
- Simplify management
- Ideal for virtual servers
- Independence from drive type, interface type and RAID

Intelligence



- Block-level intelligence
- Manages data inside the volume
- Tracks frequency of access
- Enables unique feature/benefits

Automation



- Sophisticated data movement engine
- Set policies and let the system run
- Optimized data placement

Utilization



- "No waste" when storing data
- Buy fewer disk drives
- Save on energy and floor space

Introducing
**Dell Storage
SC4000 Series**



Up to **72%** lower cost
than competing arrays
for pure flash solutions*

Extends the advantages of
enterprise storage to small
and mid-sized deployments

Enterprise Performance

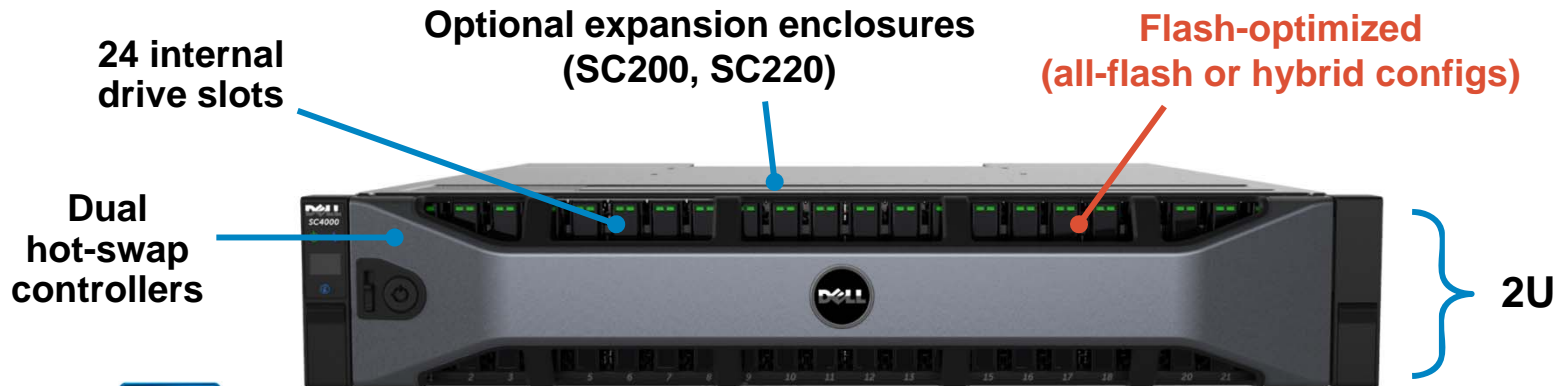
Best-in-Class Intelligence

Unprecedented Value



Dell Storage SC4000 Series

Extending the advantages of enterprise storage to mid-size deployments



SC4020 model – “All-in-one” array

Hardware Highlights	Software Highlights
(8) FC or (4) iSCSI network ports	Unified management with SC8000
Up to 120 drives (>400TB) per system	Same optional feature licenses as SC8000
Embedded SAS back-end for expansion	Value-priced “base” pricing covers 48 drives <ul style="list-style-type: none"> • SCOS Core bundle • Remote Data Protection bundle • Performance bundle • Live Volume
NAS support via optional FS8600 front-end	
FC and iSCSI replication	
Copilot enterprise support: Same range of options as the current SC8000 products	

PowerEdge - Environment & Workload Optimized

A broad portfolio utilizing common design tenants

Traditional Rack Datacenter



13G servers provide more storage flexibility than ever before

SMB/Remote Office



The ideal all in one: PowerEdge VRTX

Traditional Blade Datacenter



Designed for modular stability and full networking integration

Options to solve needs of any **Environment**

Similar building block of compute to provide a comparable solution for branch offices to datacenter to co-location hosting. Commonality helps reduce complexity of IT infrastructure, lowers OPEX and support costs while increasing efficiency

Optimized to help solve physical density, cooling and power needs

Options for any **Workload**

Solution choices with different ratios of compute, storage types, and I/O deliver optimized application performance for traditional and emerging workloads

Flexibility to easily reassign or add resources accordingly when application demand increases or additional workloads are needed



PowerEdge 13G, efficient, agile, and simple to use

Maximum Efficiency



Ultimate Flexibility & Agility



Microsoft
Storage Spaces

vmware®



openstack



nexenta



ceph

Simplified Operations



PowerEdge 13G servers



R630

R730

R730xd

T630



A performance 2S/1U rack server that delivers incredible density enabling highly flexible datacenter scaling

A performance 2S/2U rack server offering tremendous flexibility

A powerful 2S/2U rack server designed for the scale out storage efficiency

A performance 2S tower server (5u when rack-mounted) for mid-size offices, ROBO and data centers alike



Cloud applications, virtualization, databases, high performance computing (HPC), Web tech, and XaaS

Best in class virtualization, cloud applications, Web tech, HPC, XaaS providers, VDI

Great database and scale out server, Collaboration, UCC, SharePoint, and Exchange server, cloud applications

Virtualization, databases, high performance computing (HPC), Web tech, and XaaS



Compute, memory, and storage density
Substantial performance and high reliability
Easy lifecycle manageability

Best scalability for VDI with optimized IO
Delivers incredible density and high reliability
Easy lifecycle Manageability

Best scale out storage
Best \$/GB in a 2U form factor
Easy lifecycle manageability

Balanced performance, memory, and I/O
Whisper quiet and short chassis for the office
Easy lifecycle manageability



Enhanced Drive Capabilities

Dell's first 100TB storage optimized 2U/2S server



Express Flash 2.0

Industry leading data access & serviceability with Common Slots



Fluid Cache for SAN

Dramatically improve application performance by 6X



SanDisk DAS Cache

Accelerate application performance



Expanded SSD Offerings

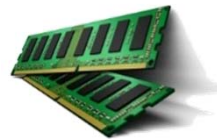
More options for application acceleration

PowerEdge 13th Generation Adapt to your evolving workloads and data center



Next Gen Processors

Up to 70% more performance w/AVX2



DDR4 Memory

50% faster and 30% lower power, supports DELL FRM



Select Network Adapters

More choices for flexibility & simple IO transfer



Fresh Air 2.0

Certified with higher temperatures to save cooling costs



PERC9

Doubles storage I/O Performance



OpenManage Essentials 2.0

Agent Free, easy management



Automation for Everyone

Dell Networking portfolio

Fabric & Chassis



Z9000



C7000



E600/E1200i

Active Fabrics



10 Gigabit
Active Fabric



40 Gigabit
Active Fabric

Blade Interconnect

1G



M6220 M6348

10G



M8024-k

10G/FC



M8428-k

10G/40G



MXL

ToR - Access

1G



N2000

N3000

S60

N4000

10G



S4810/20T

10G/FC



S5000

10G/40G



S6000



Thank You

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