LEADING THE SIMPLIFICATION REVOLUTION

DELL IS CHANGING THE GAME
SIMPLIFYING IT

Have you reviewed how much of your IT budget is spent maintaining existing systems rather than investing in strategic business growth? Do you find it is taking longer and longer to set up and provision new IT systems and services? Is your IT expenditure increasing due to the complexity of your current environment? Dell has found that unnecessary complexity directly impacts the cost of management and speed of IT deployment. With Dell, you can begin to reduce your IT complexity in practical steps.

The result? Drive more uniformity into your environment, which lowers costs, boosts productivity, and enables IT innovation. Learn how Dell can take you there, easily and affordably helping you achieve your strategic growth initiatives.

THE DELL DIFFERENCE

SIMPLIFICATION IS IN OUR DNA
We are dedicated to helping you reclaim your time and resources through IT simplification.

INTELLIGENT AUTOMATION
Low-touch systems help reduce the possibility of errors and free up your IT team to focus on bigger initiatives.

PAY AS YOU GROW
Our solutions are completely modular. Buy only what you need and add features as your business needs change.

FULLY INTEGRATED
We partner with industry leaders to ensure that our solutions work with what you’re already using.
Dell is built on IT simplification. Dell’s IT infrastructure includes approximately 130,000 systems worldwide, including 20,000 servers. Despite the global scale of operations, Dell has consolidated 30 data centers down to just two and has standardized on four corporate images: three server images and one client image.

To control an infrastructure of this size, Dell manages its servers as aggressively as its desktops — patching and rebooting all Microsoft® Windows-based servers every month with a success rate of over 95% within the first 72 hours for all 130,000 systems. We rely on only 12 people to perform these systems-management tasks. Without our simplification strategy, this assignment might require five times as many people.

The knowledge we have gained implementing the efficiency and flexibility of the Dell global infrastructure makes us well suited to help other enterprises simplify their own IT infrastructure. A common set of principles guides Dell in this goal:

• IT should be less complicated
• Enterprises should be able to spend less on maintaining IT and more on enabling innovation
• True innovation should be a daily business practice rather than an ill-defined goal
• Not every IT project should require an army of; technology vendors should share knowledge and tools with their customers to enable them to control their own IT
• IT should have minimal environmental impact
• Enterprises should have superior knowledge about their IT environment, their business, and their needs, enabling them to simplify IT across every aspect of operations

Dell has designed and delivered thousands of customer programs from storage consolidation, server virtualization, and Microsoft application migration to client deployment and application management. Dell has utilized this knowledge to develop our IT simplification program. Based on your company’s needs, the Dell approach to IT simplification helps make innovation a daily practice with the goal of creating measurable business value. Based on a disciplined, pragmatic approach, IT simplification can reduce maintenance, streamline operations, enhance management, and provide a foundation that scales easily and cost-effectively helps meet future needs.
THE DELL IT SIMPLIFICATION ON-SITE ASSESSMENT ADVANTAGE

Use the Dell Simplification Assessment to analyze your IT environment. Our methodology can provide a baseline of IT costs before you invest in major initiatives. A thorough understanding of your costs can help you make more informed IT decisions and determine appropriate priorities.

The IT Simplification Assessment was developed by Dell and designed to provide a set of practical and actionable plans for reducing, removing, or isolating unnecessary complexity. Our processes are technology and product agnostic, taking a 360-degree view of your IT landscape.

THE DELL IT SIMPLIFICATION ASSESSMENT METHODOLOGY CAN DELIVER:

• Detailed and expert analysis of your current mode of IT operations spanning your entire environment
• Assessment of your IT infrastructure complexity based on our internally developed industry-validated standards
• Costs baseline
• A set of recommendations for actions, which can lead to significant efficiency and cost improvement

Dell Consultants utilize the Dell IT Simplification Assessment framework to evaluate and measure operational efficiency, manageability, and flexibility. Our Consultants then work with you to pinpoint the unnecessary cost and complexity of maintaining your IT systems. The culmination of these efforts and resulting environment is a simplified IT operation needing fewer IT resources for maintenance, freeing up resources and management time to invest in innovation and business process improvement.

IT SIMPLIFICATION FRAMEWORK

<table>
<thead>
<tr>
<th>LEVEL OF SIMPLIFICATION (5 IS BEST)</th>
<th>AREAS OF MEASURE</th>
</tr>
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<tbody>
<tr>
<td>3</td>
<td>CONSISTENT</td>
</tr>
<tr>
<td>2</td>
<td>IMPROVING</td>
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<tr>
<td>1</td>
<td>COMPLEX</td>
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The on-site assessment is estimated as a four- to eight-week engagement depending on size, complexity, and diversity of geographic locations.

**ON-SITE ASSESSMENT METHODOLOGY**

<table>
<thead>
<tr>
<th>Discovery Phase</th>
<th>Project Launch</th>
<th>Data Collection</th>
<th>Review &amp; Catalog Data</th>
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<tbody>
<tr>
<td>Validation Phase</td>
<td>Interview Process</td>
<td>Analysis &amp; Validation</td>
<td>Compile Data &amp; Document</td>
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<tr>
<td>Findings Phase</td>
<td>Present Findings</td>
<td>Build Out Deliverables</td>
<td>Present Findings</td>
</tr>
</tbody>
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Workshop Week 1 Week 2 Week 3 Week 4 Week 5 Week 6

**WHY DELL FOR AN IT SIMPLIFICATION ASSESSMENT**

Your goal is to reduce cost and unnecessary complexity. Dell delivers a practical approach that enables you to quickly and affordably obtain the information and plans you need to optimize your IT environment.

**FORMING A SYNERGISTIC ECOSYSTEM**

At Dell, we’re building products that work better together. Our storage systems use our servers, so if you’re familiar with Dell™ PowerEdge™ servers, you’ll learn our storage systems faster. We’re also designing the next generation of computing. Soon you’ll see client systems linked to the back-end data center with agents pre-loaded on our client systems that can synchronize with data center servers and storage. Services will be built into the hardware to offload management functions as needed. This synergy will help create an ecosystem you can scale and grow over time to reduce IT complexity.

**RESTORING HARMONY BETWEEN IT AND END USERS**

We’re seeing a disconnect between IT and end users. IT is demanding more control as a result of threats and regulations. Users want security, but they don’t want to “feel” it. They also want more flexibility, freedom, and style. Dell is working to bring harmony to stakeholders throughout your organization with solutions that span the desktop to the data center. IT will be managing a digital identity that is more logical than physical, and users will have more choice in how they access information. We take a modular flexible approach to helping you simplify IT.
MAINTAINING IT CONTROL IN THE FACE OF CONSUMERISM

The future of computing is flexibility, delivering the control IT needs while providing the performance end users demand. Dell is leading the charge with a unique and unified solution. With Dell On-Demand Desktop Streaming, a user’s data and system image are located on a virtual disk in the data center instead of a local hard drive. The data center maintains complete data control and security, which helps minimize exterior and interior threats without compromising the end-user experience.

On-Demand Desktop Streaming can lower IT labor costs while greatly simplifying data and image management. Soon Dell will help enable your mobile workforce to select which devices they use to maximize their productivity virtually anywhere.

BRINGING LOGIC TO THE VIRTUAL WORLD

Virtualization is here, and Dell is a leader in virtual environment simplification. We’re making the virtualization process easy to plan for and deploy with a set of servers optimized for virtualization. We offer virtualization services for migration, design, deployment, and support. By moving out of the physical world, you get more utilization from your servers. You can reduce power and cooling costs and help enhance the deployment of new servers online.

Our virtualization-optimized servers with embedded hypervisor technology in flash memory will help lower your power requirements. This means you can deploy a virtual environment faster, pay less for energy over time, and be better stewards of the environment.

SIMPLY PUT:
Dell looks at the entire technology stack holistically to create an integrated environment that is easy to deploy and manage and even includes many premium hardware management features at no additional cost.
Dell Infrastructure Consulting works with customers worldwide to provide advice, infrastructure assessments, design, and implementation to deliver a practical solution built to your specific needs. Select the services you require, and scale up or down as needed. No hassle, no army of consultants, just a solution that delivers results.

UNLOCKING YOUR HIDDEN DATA CENTER

Every day, new data centers come online because existing data centers are “maxed out” of capacity, space, and power. Dell offers new ideas and technologies to unlock a hidden data center in the one you have today. We achieve it by improving utilization and virtualization on systems with a lower appetite for energy so you can free up excess utilization in your current data center.

ACCELERATING THE GREEN IT MOVEMENT

Dell made a bold commitment to become the greenest technology company in the world. This is not a campaign. It is a plan to maximize our energy efficiency and become our industry’s environmental leader. Our plan is to help enable you to reduce your carbon footprint as well.

IT SIMPLIFICATION APPROACH

Our Consultants provide a validated analysis to help implement IT operational efficiencies that can enhance service delivery, lower service delivery costs, and eliminate gaps in process, tools, and technologies.

• Assess Current Mode of Operations — by performing an assessment of your current IT environment

• Calculate Unit Costs and Compare to Relevant Benchmarks — we help identify current service delivery costs for in-scope elements and provide a comparison of current service delivery costs to industry benchmarks

• Develop Action Items for Future Mode of Operations — we document and prioritize opportunities for a more effective future mode of operation based on qualitative and quantitative data derived from the assessment of your IT environment
SHIFT YOUR IT RESOURCES FROM MAINTENANCE TO MOMENTUM

Dell Global Services simplifies the management of your IT environment so you get up and running quickly, with lower deployment costs, fewer hassles, and less time spent on non-strategic tasks. You pay only for the services you need, gain instant access to the latest innovations without additional infrastructure investment, and take your business from maintenance to momentum. Dell offers services to help you address the full lifecycle of your IT infrastructure — including planning, implementation, maintenance, and ongoing support.

START WITH THE DELL ONLINE SIMPLIFY IT ASSESSMENT

To help understand how IT fits into the needs of the enterprise and where to focus time and resources, the Dell approach starts with the Dell Simplification Index.

Start at DELL.COM/SimplifyIT to connect to the Dell Online Assessment Index.

Our Consultants can also help you go one step further by conducting interviews with businesses and IT stakeholders, identifying which areas of IT complexity to address first. Our Consultants can help simplify your existing IT infrastructure from desktop to data center.

START YOUR SIMPLIFY IT ONLINE ASSESSMENT NOW AT DELL.COM/SimplifyIT