

# Digital Business Transformation Conference 2019

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The Dell Technologies logo is positioned in the bottom right corner. It features the word "DELL" in a bold, white, sans-serif font, with a stylized "E" that has a diagonal line through it. To the right of "DELL" is the word "Technologies" in a lighter, white, sans-serif font. The background of the slide is a sunset over a city skyline, with the sun low on the horizon, casting a warm orange glow over the scene. The city skyline is silhouetted against the bright sky, and the water in the foreground reflects the light from the sun.

DELL Technologies



**Positioning & Key Advantages**

Every organization needs to be a digital organization, powered by data, running in a multi-cloud world. To achieve this, a new kind of infrastructure is required.

We created Dell Technologies to meet this opportunity  
head on.

**DELL**Technologies



Dell Technologies is a **unique family of businesses** that provides the essential infrastructure for organizations to build their digital future, transform IT and protect their most important asset, information.



# Our family



Dell services consumers to organizations of all sizes with the industry's broadest, most innovative end-user portfolio.



Dell EMC serves a key role in providing the essential infrastructure for organizations to build their digital future, transform IT and protect their most important asset: information.



VMware software powers the world's most complex digital infrastructure. The company's compute, cloud, mobility, networking and security offerings provide a dynamic and efficient digital foundation to over 500,000 customers globally, aided by an ecosystem of 75,000 partners.



Virtustream enterprise-class cloud services and software are trusted by enterprises worldwide, like Coca-Cola, to run their mission-critical applications like SAP in the cloud.



RSA security solutions are used by more than 30,000 customers to secure more than 50 million identities and protect more than 1 billion consumers worldwide.



Secureworks has provided trusted managed security services to organizations of all sizes since 1999, processing more than 290 billion security events each day for 4,300 clients in more than 50 countries.



The world's most established companies run on Pivotal. Through adoption of Pivotal platform, tools, and methodology, these companies have unleashed innovation and reduced time-to-market, spending less to maintain their existing application portfolio.

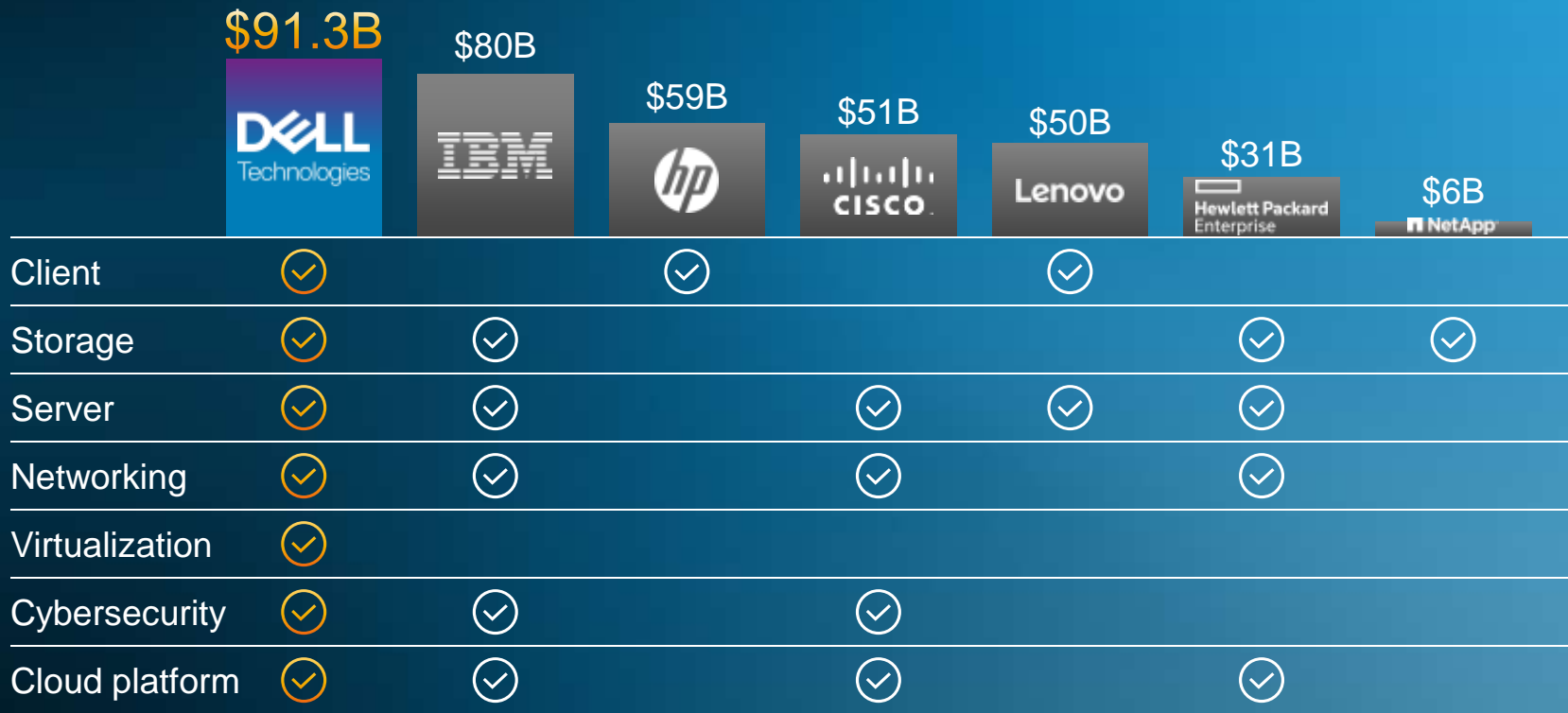


Dell Boomi is the leading cloud integration and work-flow automation software provider for more than 8,200 organizations. Boomi's intelligent, flexible, scalable platform accelerates business results by linking data, systems, applications, processes and people.

-  We are an integrated end-to-end technology provider
-  With a complementary portfolio of solutions
-  That demonstrates innovation
-  And drives performance
-  With a unique customer value proposition
-  That makes a social impact
-  In order to prepare for the digital future

# Integrated, end-to-end technology provider at scale

Unmatched scale and breadth of IT solutions



Source: TTM Non-GAAP revenue presented for all companies based on most recent filings. Cisco's Whiptail storage business considered immaterial.



# Complementary portfolio of solutions

## STORAGE

#1

External storage PBBA  
backup  
All-flash arrays  
Integrated infrastructure



Dell EMC PowerMax  
Dell EMC Data Domain  
XtremIO  
Isilon  
VxRail  
VxRack

## CLIENT<sup>1</sup>

#1

Client  
revenue/profitability  
Client monitors globally



Dell  
Alienware  
WYSE

## SECURITY

Leader

Gartner Magic  
Quadrant



Secureworks  
RSA

## SERVERS

#1

Total revenue and  
units x86 servers



Dell EMC

## VIRTUALIZATION

#1

Server virtualization  
software



VMware vSphere  
vRealize  
vSan  
NSX  
Workplace ONE

## CLOUD

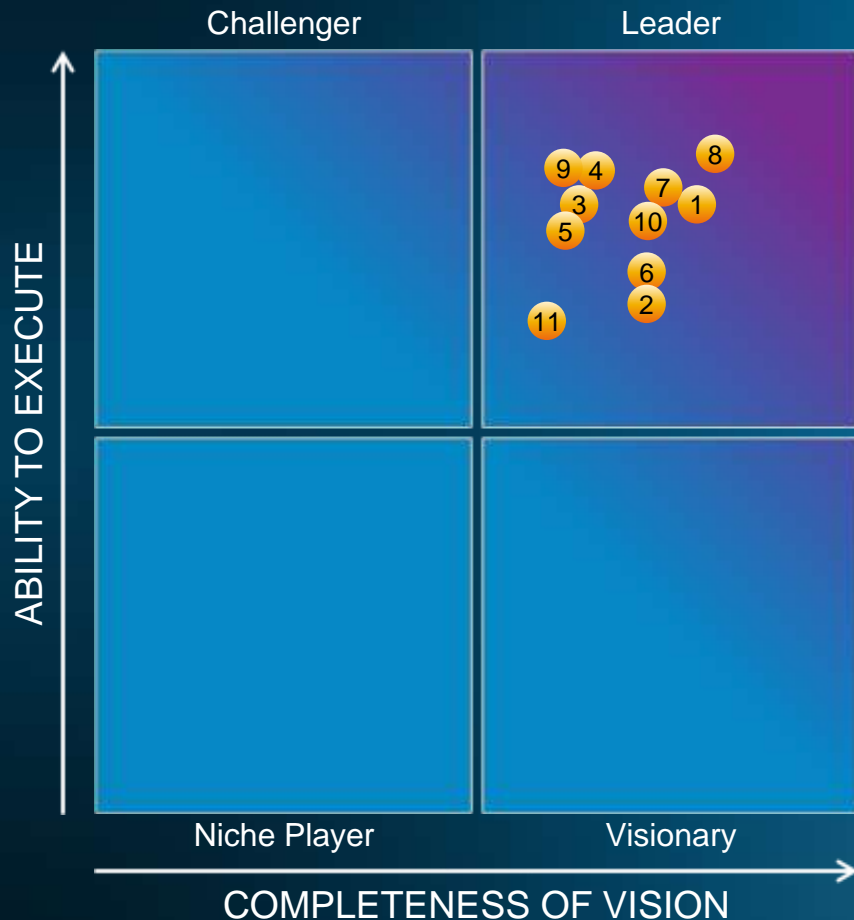
Leader

Managed cloud, PasS,  
and big data



Dell Boomi  
Pivotal  
Virtustream  
VMware vCloud  
VMware AWS  
VMware Cloud  
Provider Program

Source: Gartner IDC market research. Company filings: <sup>1</sup> Statistic calculated by Dell Technologies utilizing other PC OEMs' financial information, including HP Inc.'s Personal Systems operating segment and Lenovo International's PC & Smart Device business group, from the companies' respective public filings.



# Dell Technologies is a leader in 11 Gartner Magic Quadrant reports

Market performance as of As of February 4, 2019

- 1 General purpose disk arrays
- 2 General purpose disk arrays, Japan
- 3 Solid state arrays
- 4 Hyper-converged infrastructure
- 5 Data center backup and recovery solutions
- 6 Integrated risk management
- 7 Distributed file systems and object storage
- 8 Enterprise integration platform as a service
- 9 Managed security services, worldwide
- 10 Unified endpoint management tools
- 11 Security information and event management



**Leading Digital Business Transformation**

# Digital Transformation Affects Every Industry



UBER



Transportation



Logistics



Automotive

# Products Are Being Transformed Too.



Thermostats



Smoke Detectors



Video Surveillance



# Incumbents Are Responding. Connected, Smarter Cars



Incumbents Are Responding.  
Connected, Smarter Machines





# The business agenda *is* technology

IT = Competitive Advantage

Business Provides Incremental IT Budget

Software DNA Is Critical

# Transforming the business

We help organizations reinvent themselves and realize their digital future.

## Digital Transformation



## IT Transformation



## Workforce Transformation



## Security Transformation



**DELL**Technologies