

Optimize IT for your customers' critical business workloads

Deliver the right technology,
in the right place, for the
right outcomes.



Table of contents

INTRODUCTION

WHY DELL TECHNOLOGIES?

OPTIMIZED INFRASTRUCTURE AND
MODERN WORKLOADS

BENEFITS TO YOUR CUSTOMERS

THE OPPORTUNITY FOR YOU

LEARN MORE



Why organizations need to optimize IT

In today's fast-moving digital economy, businesses need to optimize their IT operations in line with modern application workloads to remain competitive and relevant.

Enterprises need to evolve and adapt to remain competitive. The sheer volume of data generation within modern organizations is staggering, and often overwhelming. Add in incredibly rapid technology advances, and it's very easy for any business – especially if it wasn't born digital – to get left behind.

Your opportunity: Organizations are aware of the need to optimize – but they're looking for expert guidance to do so in the most efficient and effective way for their desired business outcomes.

Optimized IT is the answer. An ESG survey¹ shows enterprises that optimize their IT are able to:



Improve operational efficiency



Enhance business agility



Optimize service predictability



Reduce costs



Emerging tech is no longer emerging – it's already here

Emerging technologies is critical in improving customer experiences and driving competitive differentiation for your customers.

Today's modern workloads include:

- ◆ Artificial intelligence
- ◆ Machine learning
- ◆ Data analytics
- ◆ Cloud-native applications
- ◆ IoT
- ◆ Automation
- ◆ 5G
- ◆ Advanced security
- ◆ Blockchain

They drive and impact on every aspect of an organization's business:





Optimize IT to cope with changing infrastructure demands

Modern workloads are driving business success. But these typically data-intensive applications are also putting a strain on traditional IT infrastructures.

Advantage will go to organizations that can harness more data from more sources – from edge, to core, to cloud – to provide actionable insights more quickly and cost-effectively than the competition.

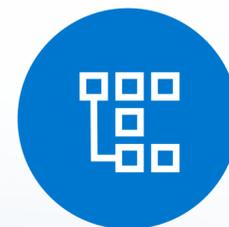
The intelligent enterprise is data-driven and responsive. Running on optimized infrastructure, mission-critical applications will be working together with analytics and AI, handling both operational data and unstructured data that can come from many different resources and locations:



More mobile with application delivery on more devices.



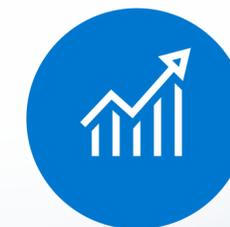
High performance for GPU-intensive use cases.



Operational data meets 'experiential' data, and will impact how this is managed.



Data can come from anywhere: the core, the edge, the cloud, IoT, as well as machine data.



Traditional applications will take direction from analytics and AI processes.



The market opportunity

Optimizing an organization's IT infrastructure to support its critical business workloads opens up a massive market opportunity for you to exploit.

SAP alone has a total addressable market opportunity of

\$5.9 billion¹



The business opportunity

As a Dell Technologies partner, you're ideally positioned to demonstrate your expertise and insights, to deliver the right technology, in the right place, for the right outcomes:

You'll be able to help customers optimize their IT and reap the rewards of being able to run high-value workloads with ultimate ease – while building your own business at the same time.



The right technology

Give customers the power and simplicity to get IT complexities out of the way, and accelerate innovation and growth.



The right place

Deliver end-to-end optimization to help tune the placement of workloads across your customer's hybrid IT infrastructure.



The right outcomes

Inspire insightful action through data management and real-time intelligence that enables new business capabilities.





The sales opportunity

Combining your own industry knowledge with our comprehensive Optimized Infrastructure campaign collateral will put you in a great position to capitalize on the opportunity to grow your business, while also helping customers to streamline theirs.



Achieve business outcomes with strategic guidance and expert execution.



Accelerate technology adoption with deployment designed for your customers.



Accelerate your customer's cloud with services for mission-critical applications.



Maximize productivity with expert support backed by proactive, predictive technology.



Realize digital transformation value for your customer's storage, backup and converged infrastructure.



Develop and retain your valuable IT talent through continuous learning.

4 key partner benefits:



1. Be seen as a trusted advisor

– nurturing long-term, strategic partnerships with customers as you demonstrate holistic, solution-focused expertise and drive the Optimized IT agenda.



2. Extend your reach and value

– infrastructure optimization requires a top-down, consultative approach to selling, focused on the business value (derived from workloads and service delivery).



3. Achieve higher margins by selling end-to-end enterprise solutions

– driving increased revenues across a full range of underpinning infrastructure products (including HCI, storage, server, networking, data protection, and cloud).



4. Increase deal value by adding expert services

– realize the opportunities presented by attaching value-added business services to every deal (either your own or Dell Technologies Services spanning infrastructure deployment, support, and consultancy).



Why choose Dell Technologies?

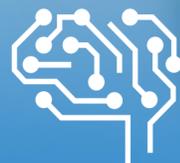
Dell Technologies is an experienced leader in delivering solutions for SAP, SQL, Oracle and AI – bringing practical and proven experience, world-class services, and industry-leading solutions to the world of IT.

With optimized infrastructure from Dell Technologies, you can help customers enhance any workload:



All workloads (VMware integrations)

Power any workload on multi-cloud with the industry's broadest VMware-integrated portfolio.



AI workloads

Accelerate intelligent outcomes everywhere with AI.



SAP/Oracle/SQL workloads

Optimize IT to achieve the intelligent enterprise.



Cloud-native workloads

Unleash the power of Kubernetes with Dell Technologies.



Fully integrated solutions for seamless experiences

Optimizing the IT infrastructure to ensure every element works seamlessly with the next requires a strategic, solutions-focused approach – putting intelligent data-driven applications and use cases at the heart of the entire IT experience.

Whatever the specific business outcomes an organization desires, **we can deliver – together.**

Strategic relationships



- ◆ Long history of successful partnerships
- ◆ Investment in Solution Centers with partner-certified professionals
- ◆ Joint engineering validation projects

Broad solutions portfolio



Proven market leader





'Re-thinking' IT models to deliver a truly digital experience

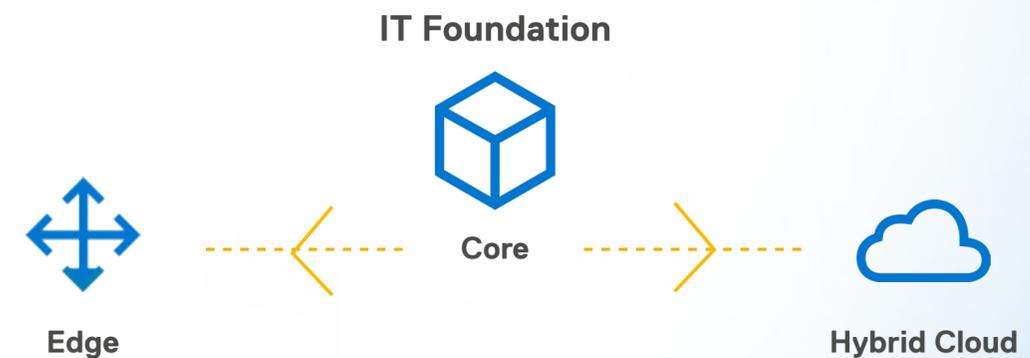
We've worked closely with our strategic partners to re-architect traditional databases and applications and our own infrastructure platforms to take advantage of emerging technologies and enable the delivery of a truly digital experience.

The introduction of new applications like SAP HANA, MS SQL 2019, and Oracle sees capabilities such as in-memory processing and near real-time analytics working with structured, unstructured, machine and IoT data – so it's critical that the IT foundation also supports those capabilities.



Validated use cases
Reference architectures
Certifications

Designed to accelerate deployment with reduced cost and risk



Data services
Protection and availability | Virtual access
Streaming data pipelines | Containers and big data clusters

Infrastructure services
Flexible consumption | Applications and IT operations
IT service delivery



A solutions strategy designed from the ground-up

Our Optimized Infrastructure strategy is built around designing solutions with IT's transformation journey in mind. Key to this is collaborating with leading software and technology partners to deliver compelling solutions for our joint customers.

We look to enable accelerated deployments with reduced risk and cost, using partner-certified Dell EMC infrastructure platforms and best practice use cases.

Dell EMC solutions

Designed to accelerate deployment with reduced cost and risk.



Intelligent applications and processes

- ◆ Self-learning applications respond to real-time data.
- ◆ Structured business data comes together with unstructured, machine, and IoT data.



Continuous innovation

- ◆ Leveraging the power of AI and ML.
- ◆ Operationalizing and scaling intelligent applications.



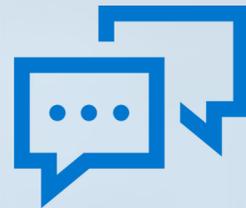
IT Foundation

- ◆ Edge | Core | Hybrid Cloud.
- ◆ Data & Infrastructure Services.



Dell EMC solution strategy

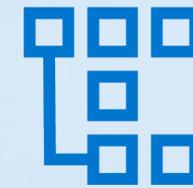
Solutions are designed with IT's digital transformation journey in mind.



Collaborating with industry leaders to **develop compelling** solutions.



Solutions are grounded **in partner-certified** infrastructure platforms.



Using **validated use cases** and reference architecture for running these applications and databases.



Together we are making the intelligent enterprise real for our customers.



Different journeys, but common requirements

While digital transformation is a journey, with different routes for different organizations, we have seen common objectives as IT plan for and prepare to run, deploy or manage next-generation applications.

Optimized IT supports and enables critical business workloads by:



Employing a consolidation strategy for improved power and simplicity

To simplify and lower cost for legacy applications and data – freeing investments for migrating to next-gen applications and databases from SAP, Oracle and Microsoft – and to enable app development and delivery from the data center to end-points, which requires IT platforms delivering mobility with dynamic scale and capable of powering high-performance GPU-intensive use cases.



Providing a consistent infrastructure and operational experience across cloud ecosystems

The experience needs to support both traditional 'heavy' mission-critical systems and emerging mobile cloud native applications. This can be achieved with end-to-end infrastructure optimization.



Enabling insightful action through data management and real-time intelligence

Optimized infrastructure provides a platform for organizations to embrace emerging technologies, to power data scientists to add value to the business, and to enable the availability of complementary services at the infrastructure level that meet the needs of the work being done elsewhere across the organization – from edge, to core, to cloud.



Ready to support IT's transformation journey

Optimize IT for your critical business workloads:

1. Deliver power and simplicity by getting IT complexity out of your way.

Consolidate and Simplify

Invest in next-gen application and databases



Reduce TCO maintaining legacy application and databases



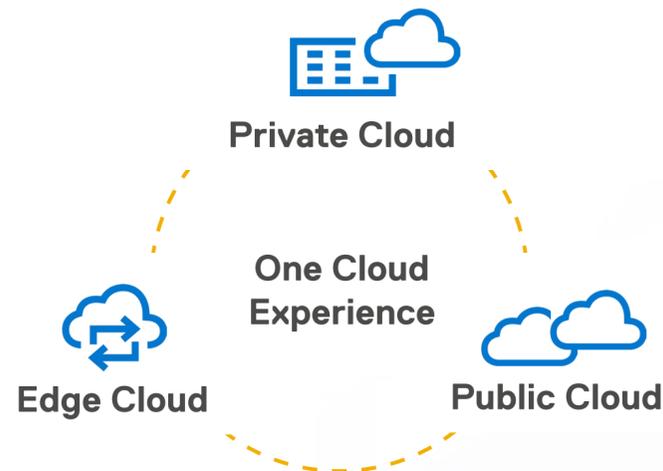
Power high performance GPU-intensive use cases



2. Provide end-to-end optimization for workloads across hybrid IT infrastructure.

Run with Greater Agility

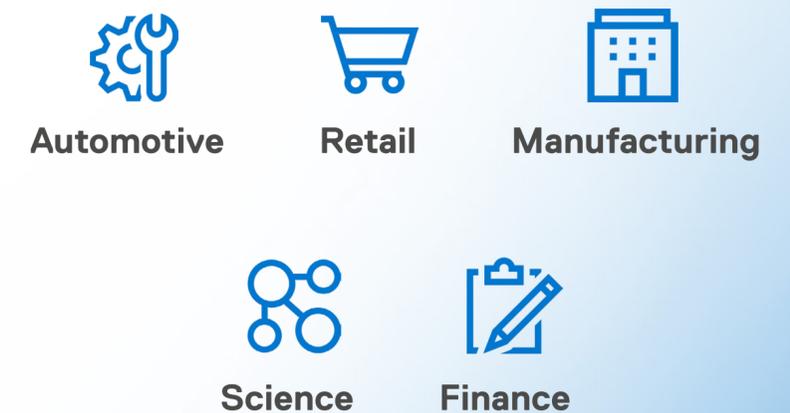
Traditional Workloads
Business applications, databases



3. Make insightful action through data management & real-time intelligence.

Enable Next-Gen Intelligence

Embrace emerging technologies
AI, data analytics, ML





Key customer benefits

With agile infrastructure that's optimized for today's IT demands, organizations can support and seamlessly run the most demanding modern workloads.

Together with your services capabilities and our rich portfolio, your customers can optimize their IT infrastructure to deliver new services and capabilities more quickly – driving improved product or service innovations, and a holistically better customer experience.

The result?

35% more efficient IT operations¹.

23% lower infrastructure costs¹.

32% of annual IT budget freed up for innovation – equating to US\$40M per year (on average)¹.

IT optimization is a revenue engine – companies that transformed their IT²:

Released **2.7X** more application features per year.

Gained **US\$206M** in incremental revenue as a direct result of IT transformation (as a yearly average).





Next steps

To learn more about the Optimize IT opportunity and how you can use it to build your business, visit the Optimized Infrastructure page on the Partner Demand Generation Center.

[Visit now](#)

Access all the useful workload resources from the Dell Technologies Info Hub.

[Visit now](#)

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PARTNER PROGRAM

