

PBO3334BUS - State of the Union: Everything multi-cloud, converged, hyper-converged and more!

“There’s a lot of confusion inside the marketplace”
People are struggling to see the pattern

The IT universe is \$2.7 trillion
It’s growing at 2% CAGR (growth has slowed to GDP)

on-premises infrastructure - \$1T - shrinking
Primary mover is SaaS +60% CAGR
Cloud Native, AWS, Azure +60% CAGR

On-premises
Servers \$100B
Network \$100B
Storage \$70B

Servers have been negative as a whole in terms of revenue
Blades are cold, rack mounts are hot
SDS / SDN / SDDC is driving this

Parts of Cisco are growing (wireless) and declining (switching and routing)
Switch hardware is all mainly the same merchant silicon
Storage has been -9% CAGR for the last 12 quarters

This industry will consolidate

CI is growing a little bit, HCI is on fire
HCI market is \$2.5B - \$4B today

The “Easy buttons” are growing

“What the hell do I put where?”

I have a cloud-first strategy - what does that actually mean?

Financial decision - CapEx and OpEx

Australian example of customers deciding to consume storage as a service a few years ago

CapEx vs OpEx [photo]

Should it be on or off-premises (not managed service, but multi-tenant, public cloud)?

- data gravity
- governance
- What you have / don’t have

You run it vs Someone else runs it
Does the act of doing “it” differentiate you?
There’s no one right answer for this with any given customer

[triangle - photo]

We have to start from the top of the pyramid

“Cloud is an operating model, not a place”
[photo]

Hybrid Cloud platforms [photo]

Driven by workload variations - emergence of “clouds built for purpose”
- mission-critical applications
- general purpose applications
- cloud-native applications

Complexity = Build your own = Hard [photo]

>70% of IT resources and budgets go to “snowflake” solutions

Dell EMC Enterprise Hybrid Cloud [photo]

New: EHC on VxRack SDDC
Turnkey cloud experience at rack-scale

*Demo - EHC 4.1.2

EHC on VxRail - What’s New [photo]

Customers needed the same thing, but for cloud-native apps
Native Hybrid Cloud on VxRail

What if you want to start at the infrastructure layer?
Vertical infrastructure - keyword “simple” - VxRail, VxRack SDDC, Azure Stack
Horizontal infrastructure - keyword “flexible” - XC Series, VxRack Flex, VxBlock

Anyone who says something is simple and flexible is a salesperson

Dell EMC CI and HCI in simple terms [photo]

VxRail 4.5 [photo]

And don’t just take our word for it [photo]

VxRack Update [photo]

PowerEdge 14G Servers - the bedrock of the modern DC
Hardware is low margin, software is high margin

To succeed in the hyperconverged world - you'll need to be a mega server vendor

\$Cost over Time

New: Cloud Flex - cloud economics for HCI and HCO [photo]

Cost advantages over Public Cloud [photo]

Builders to Buyers

More and more dollars are shifting towards buy

The majority of the world is still in the traditional "best of breed / I want to build it myself"

Have to keep innovating in the point technologies

e.g. Dell EMC Data Protection Suite for Applications

Also built in to VMware Cloud on AWS

XtremIO X2 now GA

Dell EMC Ready Solutions

Designed to reduce risk, and accelerate the rate at which people can do stuff

You can be spending your time better

Ready Node

Ready Bundle

Ready System

VMware Ready System

Pivotal Ready System

The Point? It's Time to decide who you are?