Wielding the vast portfolio of Dell EMC technologies, Global Alliances partners are poised to help CIOs solve complex challenges across industry verticals, with the leading practices in hybrid cloud, software-defined data center, converged, and hyper-converged infrastructure, platform-as-a-service, data analytics, mobility, and cybersecurity.
Foreword

Dear CIOs,

Many of you are leading the charge in making fundamental changes to your business to take advantage of digital technologies. The convergence of technologies has helped transform its development methodologies and deployment models, which in turn have changed the dynamics of business by creating new business models, new industry segments, and helped connecting people with infrastructure and markets as never experienced before.

Dell EMC recently announced the results of its 2017 IT Transformation Maturity Curve study of over 1000 organizations. The study found that 95 percent of respondents were lagging on the transformation journey required to thrive in the new digital age. Among the 1,000 global IT managers a substantial majority — 71 percent — agreed that transforming legacy IT is essential to winning in the future and that modern IT is a competitive advantage for the business.

It is easy to talk about the need for transformation, but such initiatives are challenging to execute. How do you select transformational initiatives, what new capabilities do you plan for, how do you leverage cloud for your strategic workloads are just some of the questions that need addressing while running the business and keeping the lights on. Innovation and time to market are now the milestones to success.

We believe the transformation journey is different for every organization and it depends on the business requirement. The recurring themes we have seen are centered around the following aspects:

- Digital Transformation
- IT Transformation
- Workforce Transformation
- Security Transformation

Dell EMC has the industry’s most comprehensive portfolio of solutions, architecture blueprints, and frameworks that can help you navigate through all aspects of business transformation. We have deep ties with our Global System Integration, Strategic Outsourcing and Service Provider partners and we work with them to overcome the toughest of customer challenges. Whether it’s about modernizing your data center, executing private hybrid cloud solutions or consolidating and leveraging opex solutions for managing your enterprise applications, our partners would have the insights, experience and capabilities to help you execute.

Further, we have invested in developing industry specific solutions with our partners to address your business needs and we continue to expand our portfolio to allow fast execution and implementation.

Let me point out an interesting insight. As per the 2017 survey, the organizations that were rated as ‘fully transformed’ (comprising 34.2 percent of all respondents) saw their IT projects delivered ahead of schedule. Furthermore, among the ‘transformed’ IT organizations, 33 percent had more IT budget allocated for innovation and 96 percent exceeded revenue targets last year. This goes to prove the role of IT and IT-led innovation in transformation and the outcome in the form of increased revenues.

If you would like to glean out more learnings from the survey, do let us know. As your partner in the journey of transformation, I would be pleased to align Dell EMC resources and capabilities, technology building blocks and solutions, and the ever-growing Global Alliances partners solutions portfolio to accelerate your journey and ensure outcomes.

Sandeep Shirodkar
General Manager, Alliance and Service Provider Business, Asia Pacific and Japan at Dell EMC
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“Dell EMC and its Global Alliances partners help CIOs build the IT foundation and capacity for digital innovation”
Digital Transformation Answers the Threat of Digital Disruption

*Deploying converged infrastructure, ultra-high performance technologies, data management and analytics, and IoT are the key technologies for digital transformation*

How do enterprises perceive the threat of digital disruption?
Research* suggests that nearly half of global businesses don’t know what their industry will look like in 3 years, more than three-fourths of them consider digital start-ups a threat now or in the future, and around six in ten businesses are unable to meet customers’ top demands arising out of the digital age.

Given the acute threat of disruption, businesses are scampering to find the right path towards digital transformation. And there’s agreement on a few points about the new role structure of IT and the capabilities required:

- 73% agree they need to prioritize a centralized technology strategy for their business
- 66% are planning to invest in IT infrastructure and digital skills leadership
- 72% are expanding their software development capabilities

In order of priority, per respondents, the top planned IT investments over the next three years are:
1. Converged infrastructure
2. Ultra-high performance technologies (Example: Flash)
3. Analytics, big data and data processing (Example: Data Lakes)
4. Internet of Things technologies

“In India, we are witnessing an era of digital disruption driven by a pro-development and pro-technology government. As governments and organizations transform to drive human progress, technology will evolve to bring innovation to people everywhere so they can thrive in the digital economy. Dell Technologies and its network of Dell EMC Global Alliance partners aims to provide governments and businesses with the essential IT infrastructure to navigate this steep curve of unprecedented digitization and capitalize on the opportunities that present themselves today and tomorrow.”

- ALOK OHRIE
President and Managing Director India Commercial, Dell EMC

“...The next wave of industrial revolution is upon us and it is fundamentally transforming the way every business in every industry operates. But for businesses to play a part in this, they must transform digitally. Fuelled by the expanding startup ecosystem, government initiatives and a tech-enabled consumer base, the transformation wave offers massive opportunities to all scales of enterprises. Dell Technologies family of businesses and the powerful network of Dell EMC Global Alliance partners are uniquely positioned to empower businesses for these exciting times.”

- RAJESH JANNEY
President and Managing Director India Enterprise, Dell EMC
New Game, New Rules, and the Urgency for Digital Transformation

The Dell Technologies family of businesses comprises Dell, Dell EMC, Pivotal, RSA, SecureWorks, Virtustream, and VMware. 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.

The Dell Technologies family of businesses provides the underpinning for Global Alliances partners to create customer-focused solutions. For example, there are numerous use cases for powerful solutions in hybrid cloud with VMware and Virtustream; in converged and hyper-converged infrastructure with Dell EMC VCE and VMware; in platform-as-a-service with Pivotal and VMware, and finally in cybersecurity with RSA and SecureWorks.

Dell EMC enables enterprises to transform their business by providing digital infrastructure based on trusted hybrid cloud and big-data solutions, built upon a modern data center architecture that incorporates industry-leading converged and hyper-converged infrastructure, servers, storage, and cybersecurity technologies. Digital transformation requires transformation in three key areas: IT Transformation, Workforce Transformation, Security Transformation.

**Digital Transformation**

- Improve speed and agility, using sensors and automation to remove bottlenecks and improve efficiency
- Stand out from the competition using datadriven insights into customer needs and market opportunities to deliver what your customers need
- Engage with customers using innovative, intelligent devices that enhance the total customer experience

**IT Transformation**

- Optimize IT by modernizing, automating and transforming the technologies, people, and processes they run today
- Store and analyze business data from all sources to deliver insights to the business
- Use modern data center architecture to gain greater efficiency and maximize IT investments
- Use IoT to gain greater visibility into business processes and product use cases

**Workforce Transformation**

- Arm technology users with more intuitive experiences, and anytime/anywhere access to applications and data
- Connect users with innovative methods that enable more effective collaboration
- Provide access to critical customer and business insights wherever and whenever needed

**Security Transformation**

- Secure the business and its data so new technology is embraced without risk to the business
- Protect the organization from security threats, safeguard IP, and critical customer data
- Empower the organization to adopt new technology, without disrupting speed or agility, by letting data flow securely wherever, and whenever it is needed
The Building Blocks of Modern IT

Modern IT is built on a powerful and new technology stack that is software-defined with security running across the layers.

The building blocks of modern IT run through new layers of the technology stack comprising ultra-high performance converged hardware, virtualization, orchestration, platform-as-a-service, and configurable applications. The stack is software-defined with security running across the layers.

Here’s how the Dell Technologies family comes together:

1. RSA delivers business-driven security so organizations of all sizes can take command of their evolving security posture in this uncertain, high-risk world. More than 30,000 customers around the world use RSA’s award-winning products to effectively detect, investigate, and respond to advanced attacks; confirm and manage identities; and implement governance, risk, and compliance programs.

2. Virtustream is the premier, enterprise-class cloud service and software provider trusted by enterprises worldwide to migrate and run their mission-critical applications in the cloud. For enterprises, service providers and government agencies, Virtustream’s xStream management platform and cloud infrastructure-as-a-service meets the security, performance, efficiency and consumption-based billing requirements of complex production applications in the cloud—whether that cloud is private, public or hybrid.

3. SecureWorks is a leading provider of intelligence-driven information security solutions that enhance our customers’ ability to prevent, detect, and respond to current and emerging threats. SecureWorks’ solutions and services enable organizations to strengthen their cyber defenses to prevent security breaches by detecting malicious activity in real time, prioritizing and responding rapidly to security breaches, and predicting emerging threats.

4. Pivotal drives software innovation for many of the world’s most admired brands through its cutting-edge software development methodologies, modern cloud platform, and analytics tools. After shaping the software development culture of Silicon Valley’s most valuable companies, Pivotal today leads a global technology movement transforming how the world builds and runs software. Pivotal’s investors are Dell EMC, VMware, General Electric, Ford, and Microsoft.

5. VMware is a global leader in cloud infrastructure and business mobility. The VMware Software-Defined Data Center (SDDC architecture is a highly automated, easily managed platform that embraces all applications, for fast deployment across data centers, clouds and mobile devices. The software-defined approach extend VMware to network
(Cont’d)
(VMware NSX) and storage (VMware Virtual SAN) as well as management and automation. VMware’s End-User Computing (EUC) portfolio lets IT organizations efficiently deliver more secure access to applications, data and devices for their end users.

Architecting New Solutions for Future-ready IT

Here are few examples from the wide array of new solutions and product roadmaps recently announced that illustrate Dell EMC’s strategy to create modern solutions that are open and future-ready.

• Hyper-converged Infrastructure— In the data center server business, the company announced the inclusion of Dell EMC PowerEdge servers in the hyper-converged portfolio (HCI). To achieve this, Dell EMC moved to vertically integrate all the critical ingredients of the hyper-converged infrastructure stack, from hyper-converged software to the latest innovations in x86 hardware, delivering increased choice, broader use case suitability, lower entry price points, and improved allflash economics for customers.

• Cloud-scale Object Storage Platform— To serve the needs of an always connected world generating zettabytes of data, helping customers not only embrace cloud-native applications that directly enable digital transformation, but also optimize their existing, traditional IT investments, Dell Technologies launched ECS (Elastic Cloud Storage) 3.0, the latest release of EMC’s cloud-scale object storage platform. ESG recently validated that ECS can help customers achieve up to a 60% lower storage TCO than leading public cloud providers.

• Build Your Own OpenStack Cloud— Dell EMC has extended the scope and reach of OpenStack solutions to a broader set of partners and customers by offering a comprehensive suite that enables customers to leverage foundational elements to build their OpenStack Cloud, then apply emerging technologies to extend their OpenStack Cloud with new workloads, and finally, leverage proven solutions to optimize their implementations.

Dell EMC Offers Multiple Paths to Customers

Capabilities alone won’t help—customers need flexible consumption options.

Dell EMC and its Global Alliances partners provide customers with many options to choose from. Dell EMC is bringing these solutions to market via a build-through-buy continuum, with the goal of meeting their customers wherever they may land on this continuum. The ‘build’ end of the spectrum is geared for DIY customers, while the ‘buy’ side is tailored for those who wish to reduce risk, accelerate time-to-value, and realize life cycle assurances by deploying an engineered solution.

The robust set of offerings available across this spectrum include four key categories: Reference Architectures, Validated Solutions, Engineered Systems, and Hybrid Cloud platforms.

Dell Technologies blends Dell’s go-to-market strength with small business and mid-market customers, with EMC’s market-leading large enterprise strength, bringing it to the forefront of the most important, high-growth areas of the $2 trillion information technology market, including leadership positions in 20 Gartner Magic Quadrants and a portfolio of more than 20,000 patents, granted and pending.

“The Alliances organization mission has always been to align internal and external capabilities that allow Dell EMC to access markets that it cannot access on its own with sell with, sell through and sell to initiatives. That mission today has been given a huge boost with the coming together of these two technology powerhouses. No other competitor is able to compete at the scale that the integrated entity Dell EMC can - and that’s important and relevant for our partners’ success. Talking technology, we operate across segments in Data Lake, Flash, Converged Infrastructure and lead in most of these. With the length and breadth of the exhaustive portfolio and a solid supply chain to support, Dell EMC now boasts of opening more and more windows to our biggest and best partners.”

– ROHIT SARKAR
Director & Head of Strategic Alliance Sales, Dell EMC, India

“In a digitally disrupting business world, Dell EMC and our partners provide organizations those unique solutions which help them in successfully transforming their business models. Together, we provide the essential infrastructure solutions needed to create and deliver a differentiated transformation across IT, Workforce and Security across the entire spectrum of use cases and business needs”.

– SUDEEP GOSWAMI
Director & GM, Global Client and Computing Solutions Sales, Dell EMC India
Solutions from Global Alliances Partners

There are 34 industry specific solutions, packaged and ready, created with 17 Dell EMC Global Alliances partners, with more on the way. Here’s a preview:

Insurance
Modern Platform for Insurance—A solution to transform and migrate existing applications and exploit the agility and cost benefits of the cloud.

Oil & Gas
Petrotechnical Cloud Archive—The amount of petrotechnical data - seismic data, well log data, production information, maintenance and logistics data - is huge. The Dell EMC Petrotechnical Cloud Archive solution turns a traditional IT-oriented archive environment into an embedded strategic operational function for business agility and efficiency.

Financial Services
Isolated Recovery solutions allow financial organizations to isolate data off-network, preventing data destruction and allowing for recovery from a devastating attack. While Isolated Recovery solutions may be similar to Disaster Recovery solutions, the architecture, protection, and recovery processes are unique.

Public Safety
Digital Evidence Management—The solution combines infrastructure capable of running software workloads; a scalable data lake for the repository with various data sources like surveillance feeds, crime scene photos, digital pathology, and 911 recordings; a cataloguing content management system; and high capacity storage. Other solutions include Hybrid Cloud for Surveillance and Managed Digital Video Surveillance.

Telecom
Telecom Data Analytics—Solution to integrate to existing data, and analytical and reporting landscapes, have access to multiple deployment options, workload mobility across on- and off-premise, managed and unmanaged, private and public clouds to allow telecom companies run data driven business processes.
“Technicolor is constantly pushing the limits of image creation and Dell EMC’s technologies have been a valuable partner in this process. This partnership is engaged in evolving “new media arts”, which is a compelling colorful showcase, demonstrating an exquisite array of digital storytelling methods across multiple screens! Technicolor India looks forward to a continuing partnership in ‘inventing’ the next generation of digital computer graphics.”