

Digital Transformation for Modern Service Providers

D I G I T A L T R A N S F O R M A T I O N

Ken Lee
Product Marketing Director
Global Service Provider Solutions
Dell EMC

May 2017



Introducing Dell Technologies



Technology powerhouse by combining our industry-leading capabilities and global expertise

Dell Technologies is a Service Provider

Delivers cloud, managed, hosting and consumer webtech services

Cloud Service Provider

VMware vCloud® Air™

virtustream

DELL EMC



Pivotal™

DELL
Technologies



Webtech Service Provider

SecureWorks®

RSA™

Managed/Hosting
Service Provider

Growing Service Provider Customer Base

Communications Service Provider



Cloud Service Provider



DELLEMC

Aol. bing maps

NEXON

intuit.

钱宝
qbao.com

EXTRADE

艺龙
eLong

leGuide...

Consumer Webtech Service Provider



Managed/Hosting Service Provider

Service Provider Digital Transformation & Modernization

Service Providers at a Crossroads



1. **New architectures and technologies**

changing the velocity, ease, and economics of service creation and delivery

2. **New services and business models**

designed to harness the 'always-on, instant-access' device experience.

3. **New competitive landscape**

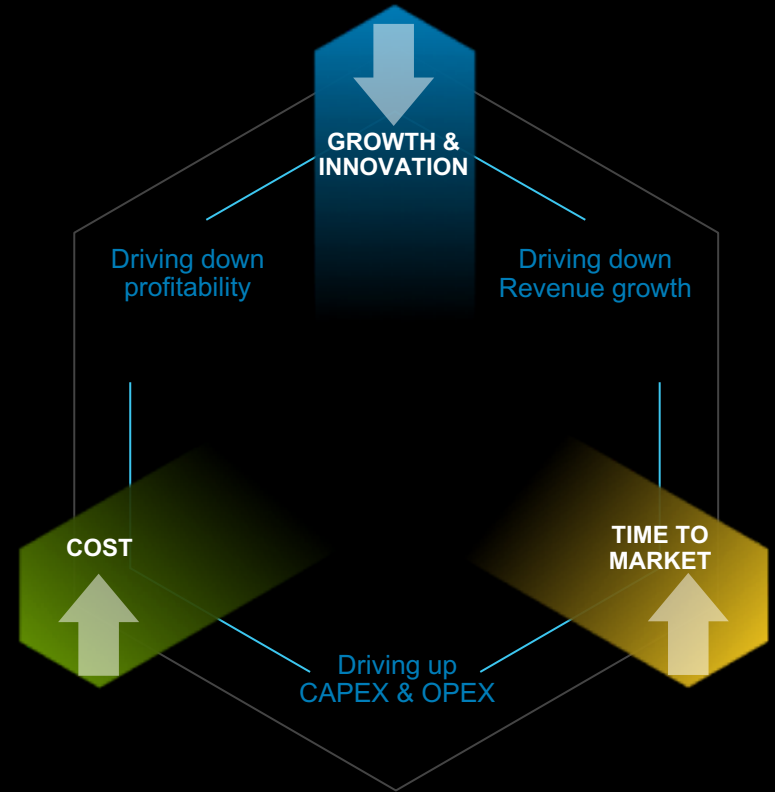
challenging the status quo of connectivity and service offerings.

Business Challenges

Growing CAPEX and OPEX for existing data centers

Long time to market for new or updated services

Slowing growth & innovation



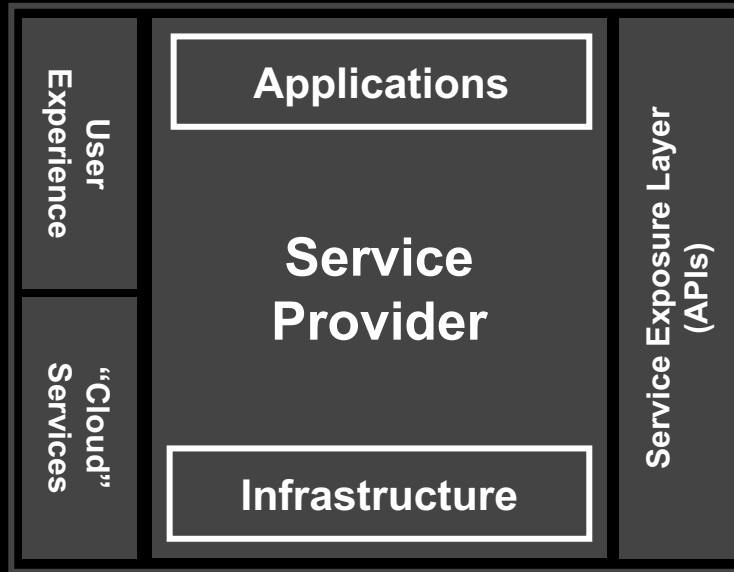
Two-Sided Business Model

Downstream

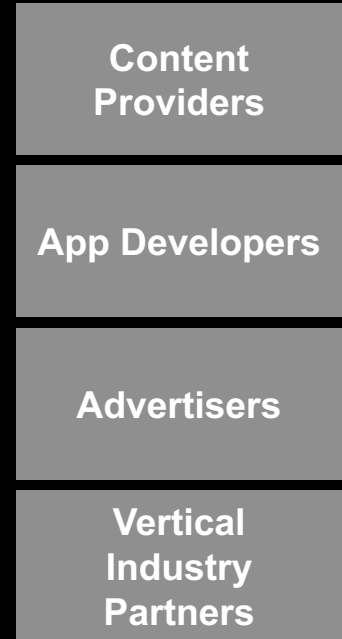
Consumers



Enterprises



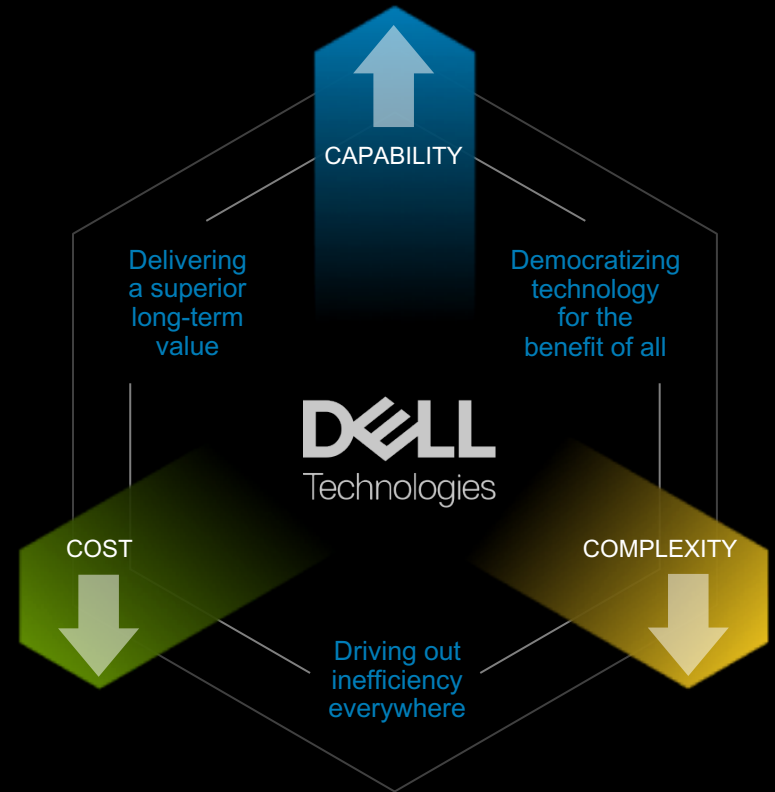
Upstream



Revenue: Subscriptions + Download
+ Services + Advertising

Solutions Designed For Your Business

Delivering cutting-edge innovation to service providers globally



Digital Transformation is Happening Now

Last 15 years

IT-centric

Systems of record

Traditional applications

Transactional data and reporting

Internet

Next 15 years

Business-centric

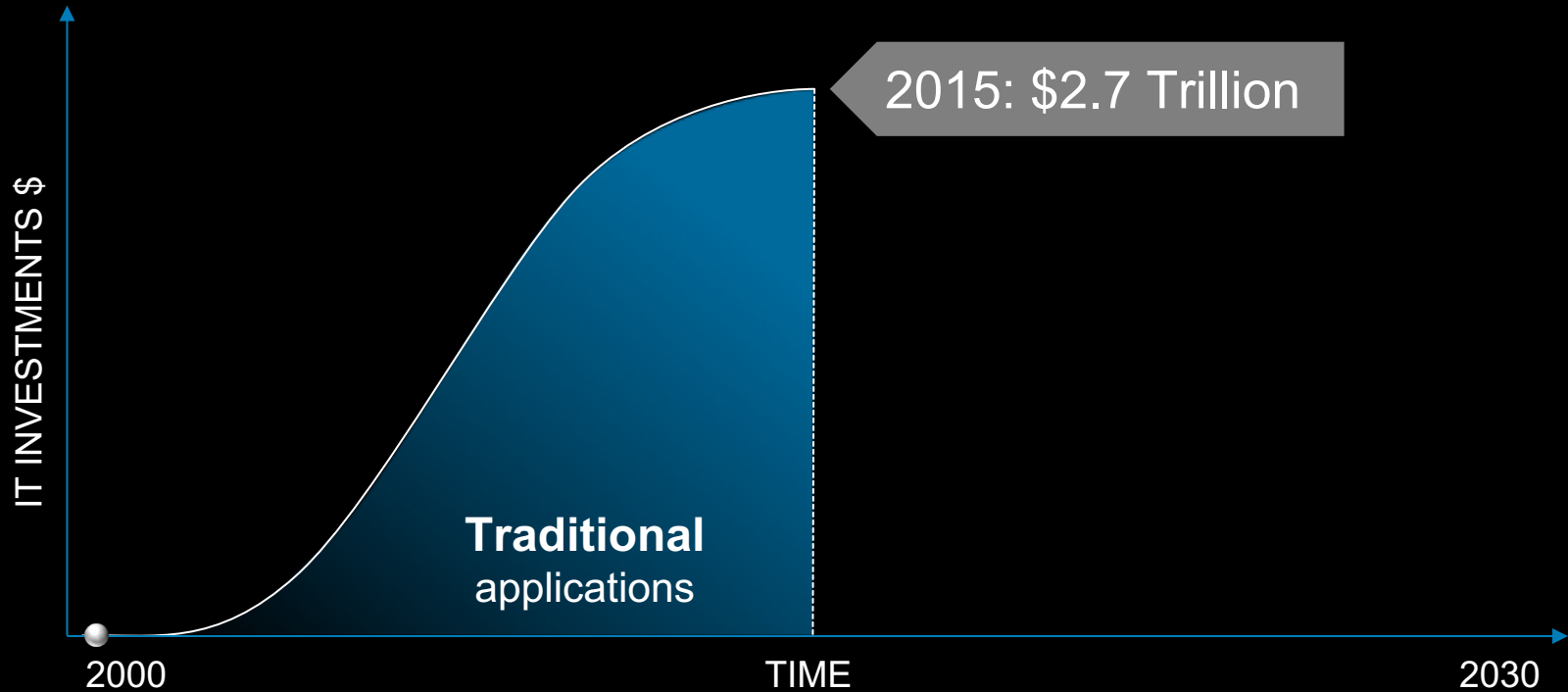
Systems of engagement and insight

Cloud-native apps

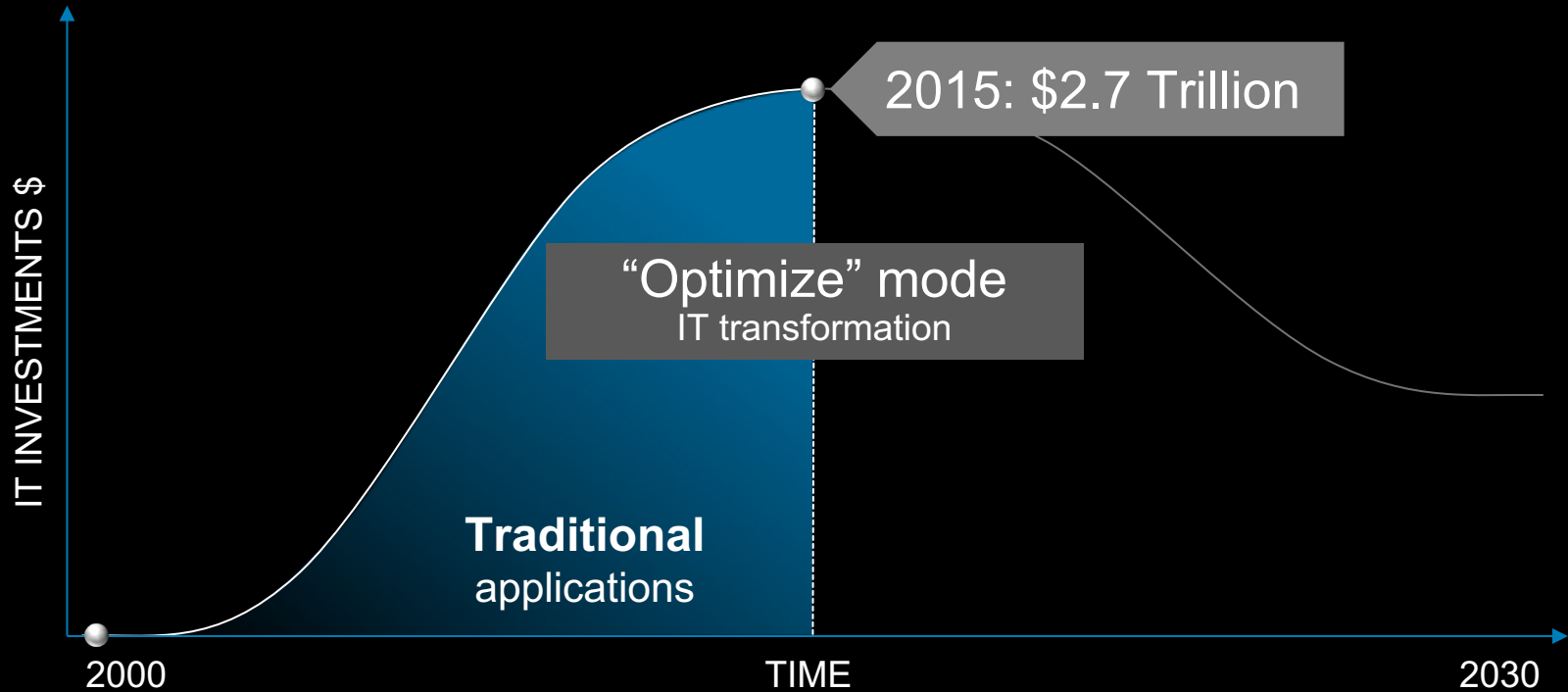
Streams of data and analytics

Internet of Everything

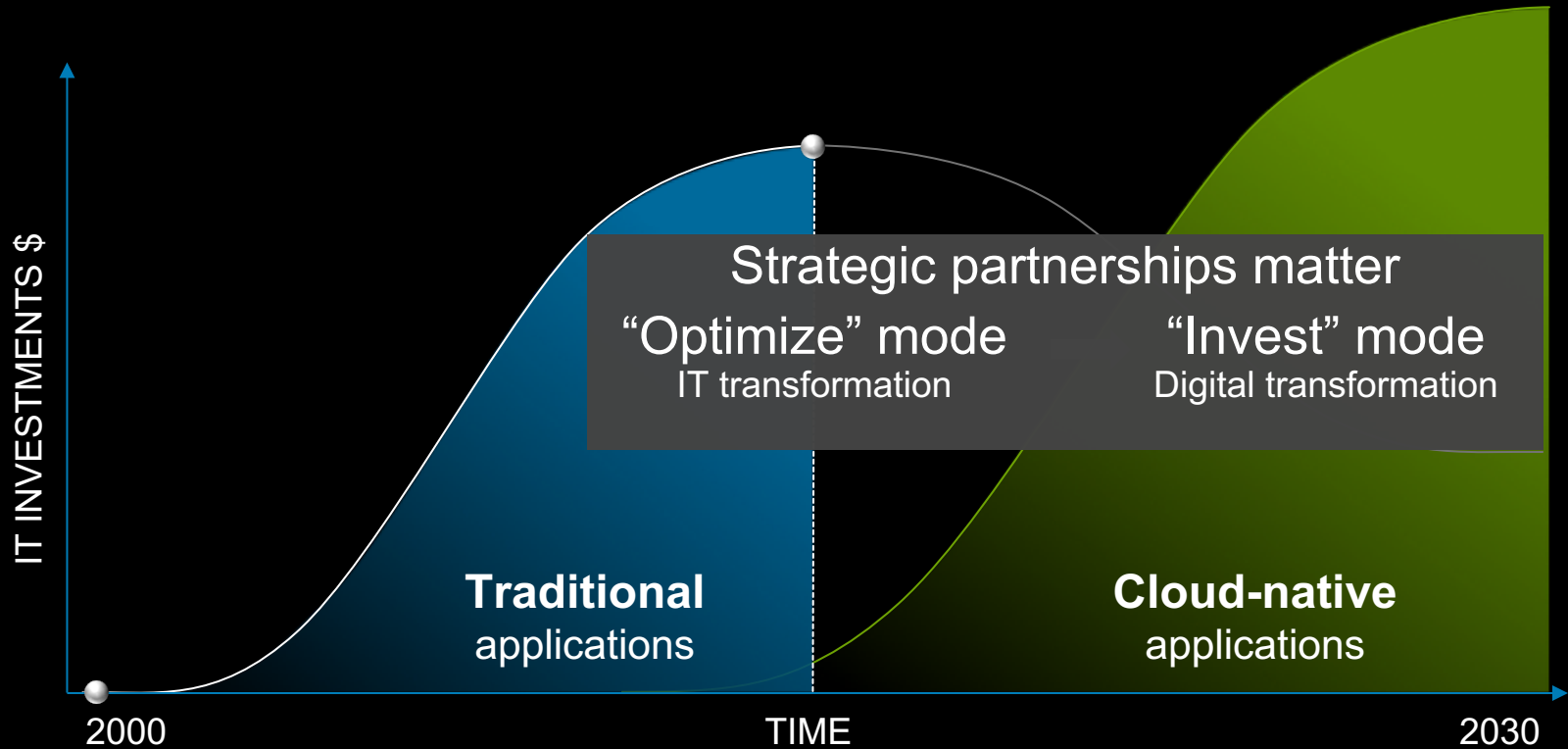
Trillions Spent on Traditional Infrastructure



Focus on Optimizing Traditional Applications



Focus on Optimizing Traditional Applications



Dell EMC's Modernization Portfolio

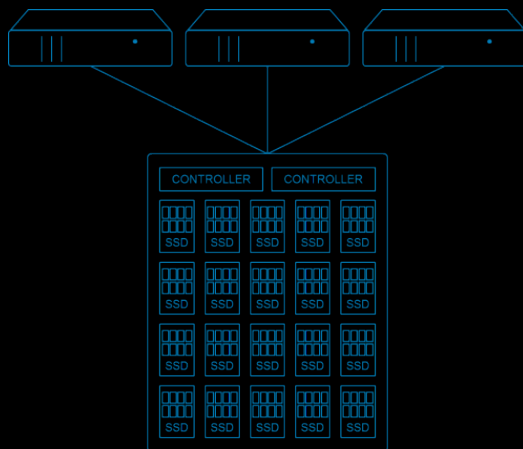
Traditional

Cloud-native

Client-server
scale-up apps

Infrastructure
resiliency

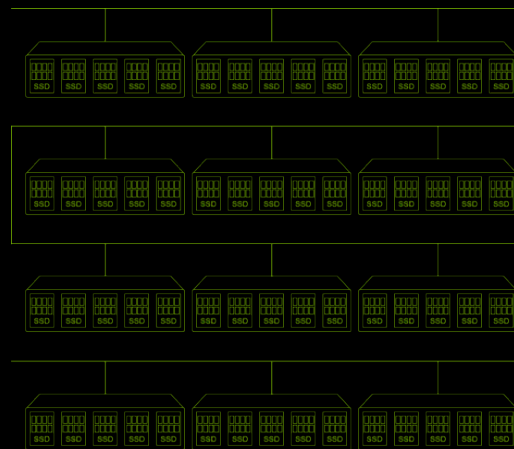
ITIL-based
IT processes



Distributed
scale-out apps

Application
resiliency

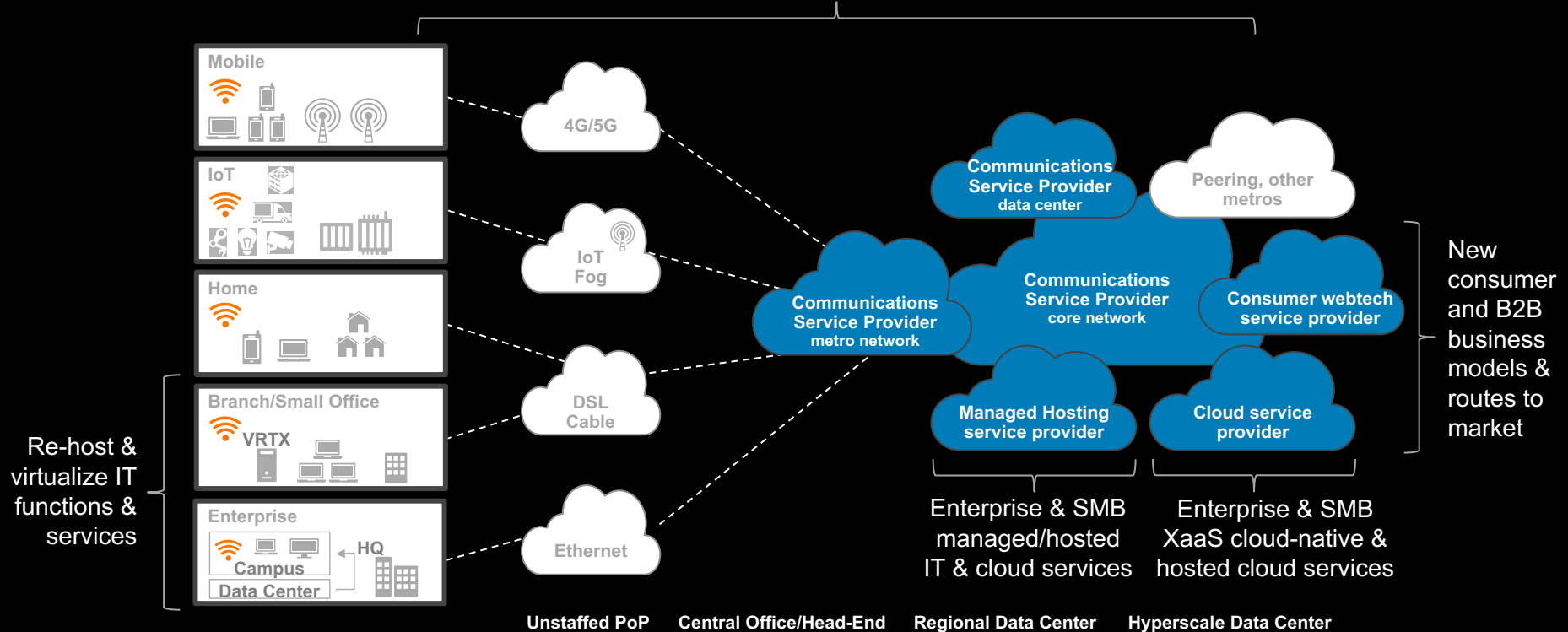
DevOps based
IT processes



← Coexisting IT paradigms →

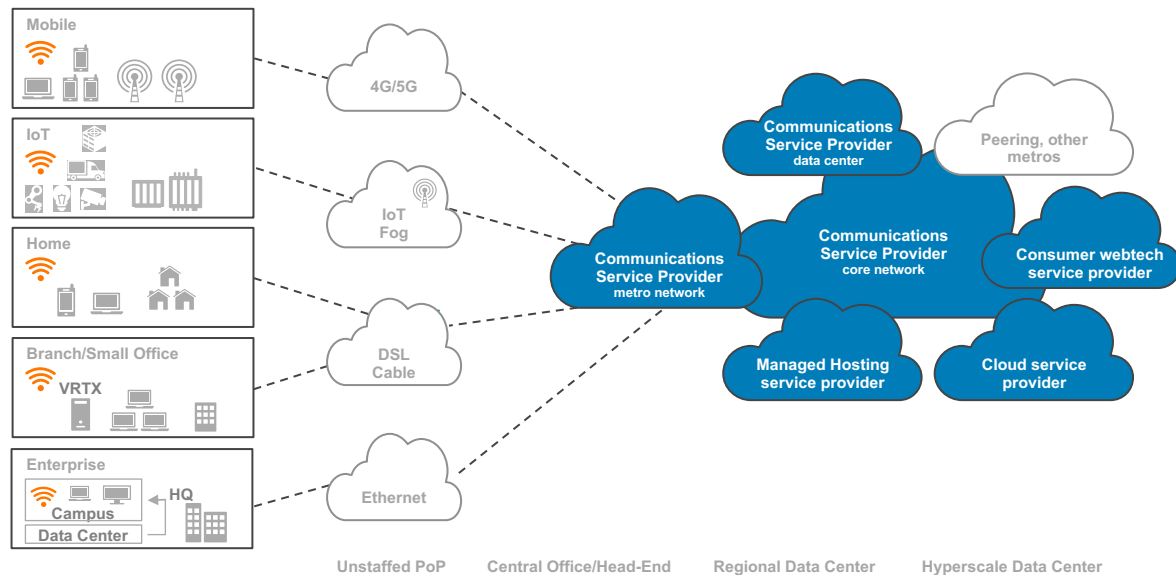
Digital Transformation & Modernization

Modernize infrastructure; Re-host, virtualize, automate & digitize network functions, services & processes



Dell EMC Solutions for Modern Service Providers

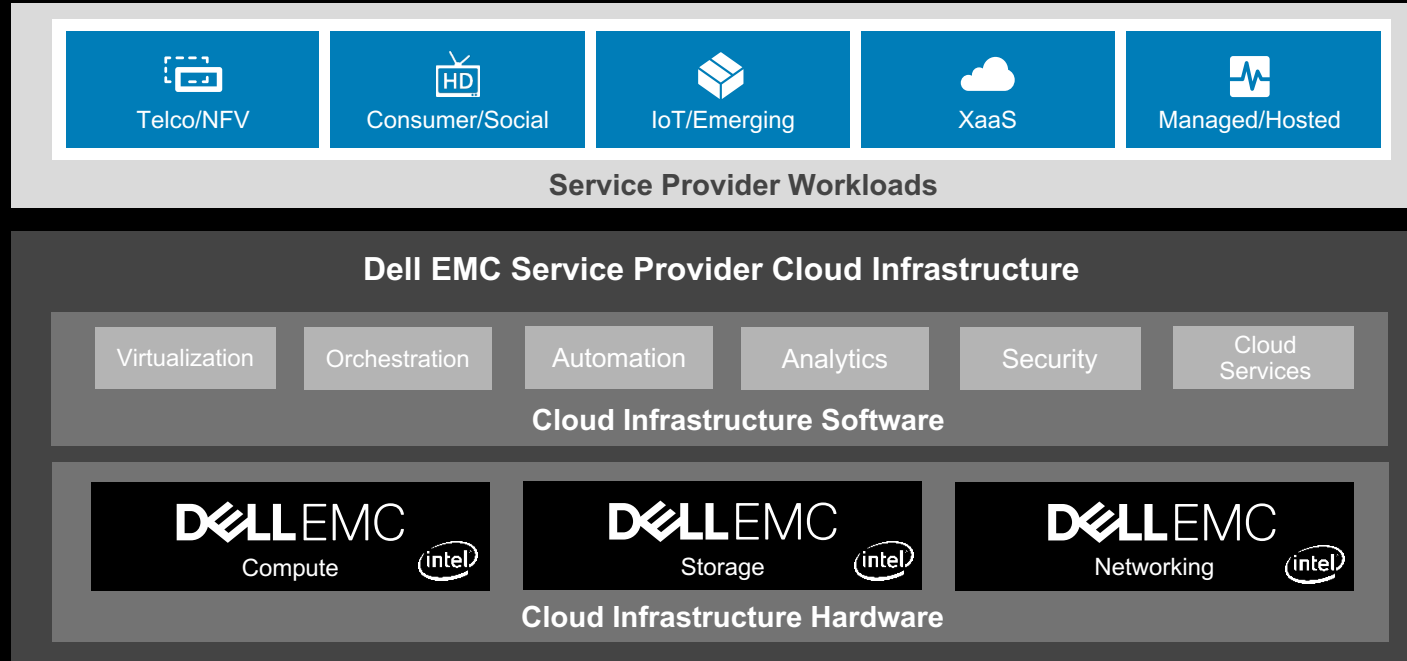
Dell EMC Service Provider Solutions



SP Solutions Portfolio

1. Service Provider Cloud Infrastructure
2. Infrastructure Modernization (NFV, Multi-Cloud)
3. Workspace Modernization (DaaS, MDM-aaS)
4. Platform Modernization (Cloud-Native/PaaS, OSS/BSS, VNF)

Dell EMC Service Provider Cloud Infrastructure



 Compute-centric  Cloud-scale  Open, Standards-based  Future-ready

Dell EMC Advantage



Open Architectures

Maximum choice, flexibility and investment protection, without forklift upgrades



Modern Portfolio

Modern systems and technologies no vested interest in legacy systems



Modular Systems

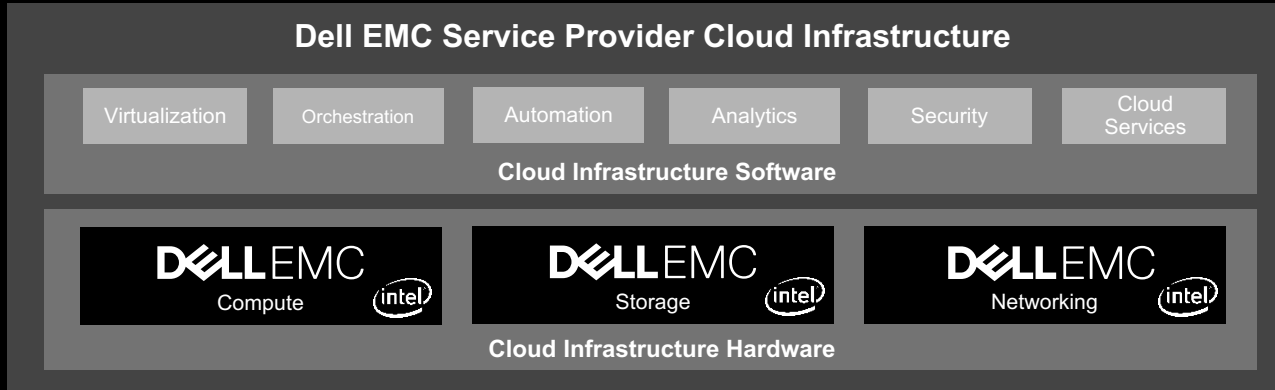
Open building blocks enabling mix-and-match interoperability up and down the stack



Scalable Solutions

Systems tailored to your workloads and designed to grow with your business

100% Open and Standards-based

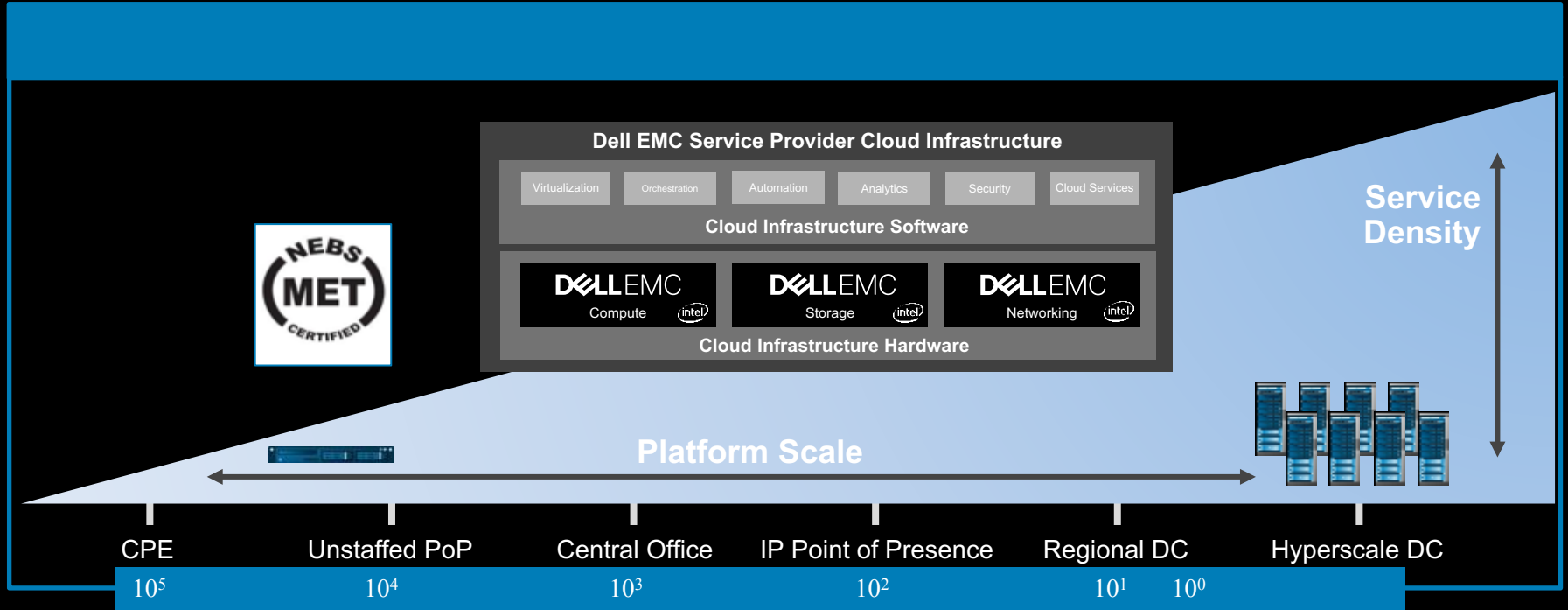


☑ Maximum interoperability

☑ Maximum manageability

☑ Maximum investment protection

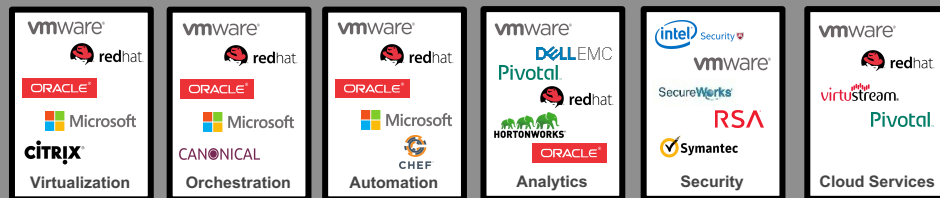
Scalable in Any Direction



Dell EMC Service Provider Solutions GTM Models

	Open Ecosystem	Validated Cloud Infrastructure	NFV Reference Architectures
Workloads			
Cloud Platforms: Virtualization Orchestration Automation/Mgmt			
Infrastructure Hardware			

Open Cloud Infrastructure Partner Ecosystem



Cloud Infrastructure Software



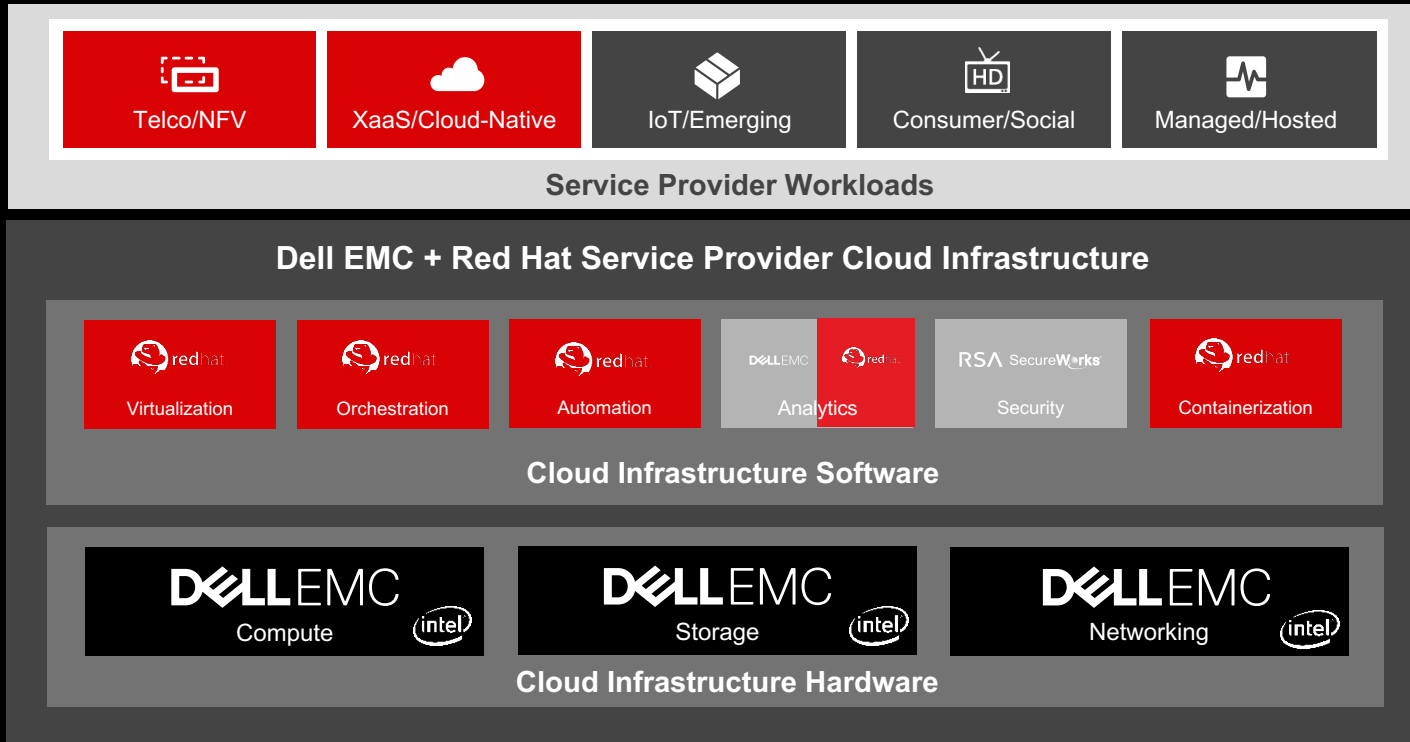
Cloud Infrastructure Hardware

Open
and choice

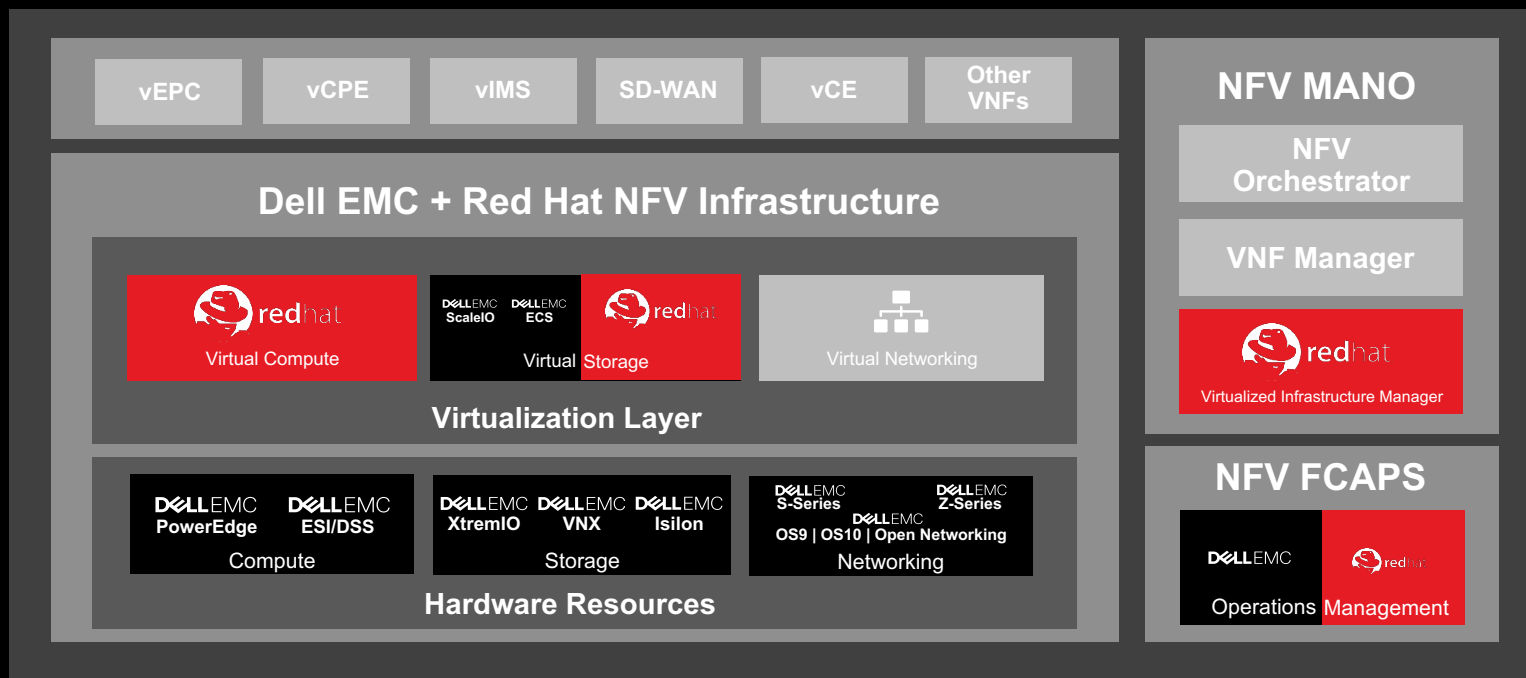
Dell EMC
Service Provider
Cloud Infrastructure

Dell EMC + Red Hat Service Provider Solutions

Dell EMC + Red Hat Cloud Infrastructure Platform



Dell EMC + Red Hat NFV Solution



☑ Integrated Validated System

☑ Open-Source Community

☑ Future-Ready

Customer Success: Industry's Largest NFV Deployment

04.25.2016 [News Release](#)



Verizon launches industry-leading large OpenStack NFV deployment

Verizon collaboration with Big Switch Networks, Dell and Red Hat advances open source knowledge; Companies to discuss project at the OpenStack Summit in Austin

AUSTIN, Texas – Verizon has completed the industry's largest known Network Function Virtualization OpenStack cloud deployment across five of its U.S. data centers.

DELL EMC



Open Architecture Platform



47%

Lower overall TCO over 5 years



3x

Service agility advantage for new service enablement



65%

Lower cost to new service enablement

Take the Next Steps with Dell EMC

1

**Engage with our
executives and engineers**

2

**Request a workshop and
technical deep-dive**

3

**Customize your own
proof-of-concept**

D  **LEMC**