

The background of the advertisement is a black and white photograph of a woman standing in a server room. She is positioned in the center-right, facing left, and is looking at a laptop she is holding. The server racks are visible on the left side of the frame, receding into the distance. The lighting is dramatic, with a bright light source at the end of the aisle creating a silhouette effect on the woman and highlighting the racks. There are some faint, semi-transparent square patterns overlaid on the image, particularly on the right side.

# Dell EMC Services

Driving the rapid adoption and optimization of your digital technologies

# Digital technology is a pervasive trend

*In their annual predictions, IDC says: "...we will see enterprises "flip the switch," committing to a massive new scale of digital transformation...to stake out leadership positions in the "digital transformation economy" <sup>1</sup>*

*Clearly, to solve, to serve, to compete, every business on the planet has to consider "going digital" using sensors, IoT, big data, cloud, applications, analytics, mobility, etc.*

*It's about taking your customers, students, employees, patients, or constituents on an accelerated journey to their automated, grab-n-go, easy-to-use and always secure happy place...every day.*

*That's precisely what Dell EMC Services do: drive the rapid adoption and optimization of your digital technologies and the business-critical systems that support them. In fact, we've gone digital ourselves to get you there.*

*Embrace  
your digital*

Since the late 1950s, there have been three universal and perpetual motivations for "bringing in the experts." Three questions that drive the need for services...



# CONSULTING

## Accelerate time-to-value for your transformation

Leveraging deep knowledge across Dell Technologies, our expert consultants deliver key capabilities for digital, IT and workforce transformation by connecting people and process to technology. We employ a simple, reliable and repeatable approach in delivering our services – we advise, plan and execute - to ensure customers quickly realize transformational business outcomes.

Our consultants help you rapidly transform your business or organization by utilizing the latest technologies, decreasing costs, reducing risks and driving innovation in the new digital economy.

*“Dell EMC played a significant role as our digital transformation partner. Their expertise across disciplines—business, IT, agile development, program management—helped us shape our vision and turn that vision into reality...The business results have been exceptional.”*

**— Bank of Ireland**

Question #1: How will IT enable our business objective?



# DEPLOYMENT

## Accelerate technology adoption

Need configuration, installation and integration for new systems? Our deployment experts and innovative, digital tools can help. To make your IT investments as productive as possible, as quickly as possible, you need smart planning, bulletproof data migration, and high performance reliability right out of the gate.

We've spent over 30 years building a deployment practice to complement your IT team so you can deploy your digital technology faster, with less effort and more control. Who's better suited to implementing the latest Dell EMC systems than Dell EMC engineers or our approved partners?

*"...we cut our imaging time by 50 percent, thanks to Dell deployment. And having just a single PC image to support, combined with their endpoint management tools, has helped reduce our help-desk tickets by 80 percent."*

**— Birmingham-Southern College**

Question #2: How can we reach our objective faster?





# SUPPORT

## Maximize productivity

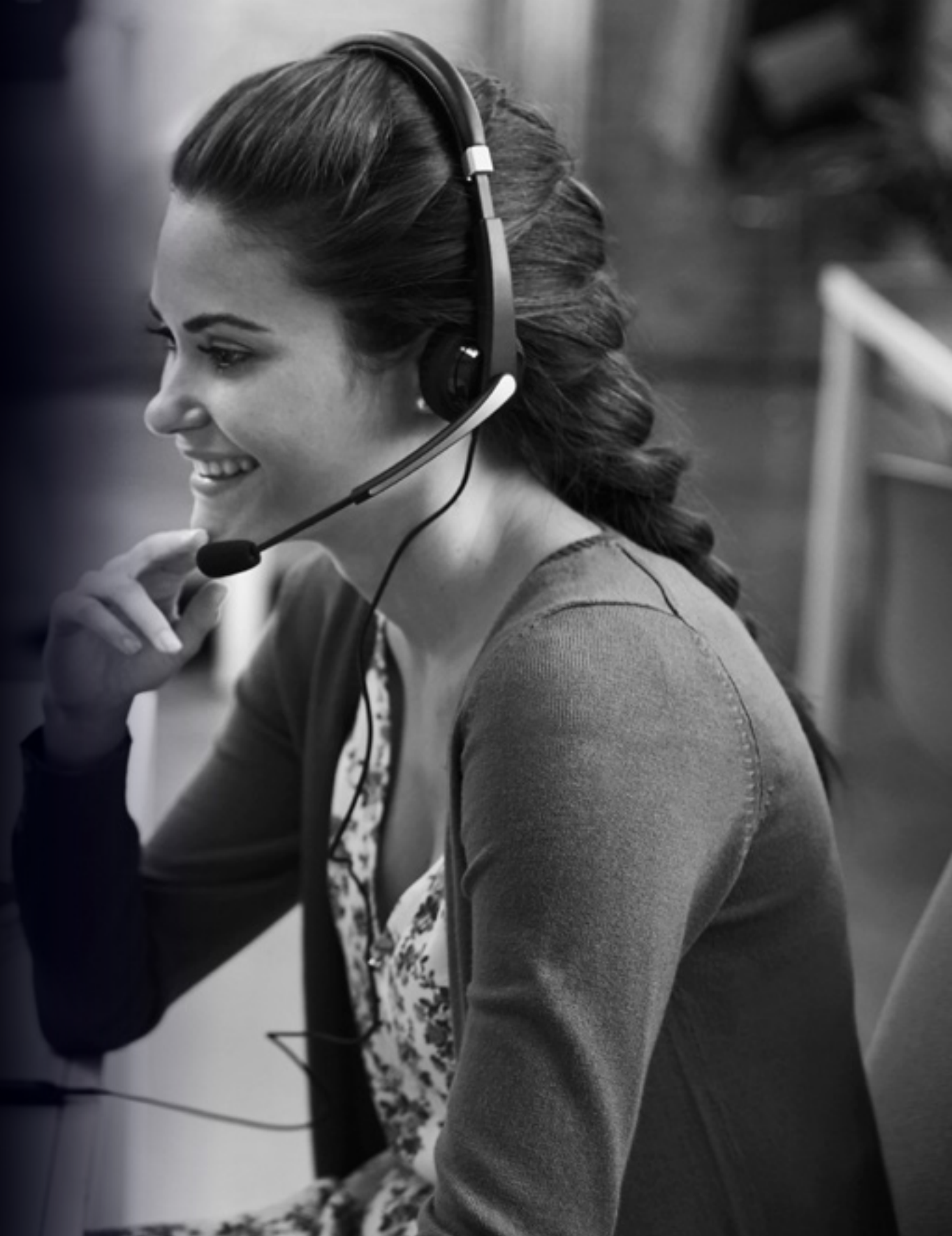
Our revolutionary support is powered by personalized, proactive and predictive capabilities, an elite team of experts, and a global infrastructure. We help optimize your IT investments—from the edge to the core to the cloud—the smart way.

With our advanced digital tools and technologies, you can rest easy, knowing your support model is tailored to your exact needs. You'll get the visibility and insights to work smarter and can address small issues before they become a crisis.

The Dell EMC Services approach to support maximizes uptime, prevents issues, accelerates repairs, and reduces parts shipments. That's not just good for IT and end-users, but for your business bottom line and for the environment.

*“With Dell ProSupport Plus, I have one person to contact: my Technical Account Manager. I save a lot of time and can focus on on-going and new IT projects. Our systems are more reliable overall because our Technical Account Manager collaborates proactively.”*

**— Makita Germany**



# MANAGED SERVICES

## Gain efficiencies

Consider maximizing the value of your technology investments while optimizing IT operations with Virtustream managed services.

We take a holistic cloud management approach to operational automation and delivery, application transformation, and infrastructure modernization, allowing you to focus on your business while our IT experts focus on your technology investments.

With an emphasis on business outcomes and continuous improvement of global service quality, Virtustream offers a consistent customer experience at every layer of delivery, and our expert advisors create value through guaranteed service levels, pricing and resource allocation.

*“We selected Virtustream because of its demonstrated track record working with other global enterprise organizations, as well as its deep SAP expertise.”*

**— Sabre**

Question #3: How do we optimize IT productivity?



# EDUCATION

## Develop your talent

Develop and retain valuable IT talent to lead your transformation into the digital enterprise of the future.

For IT professionals and the entire organization, our education experts and learning experiences enable you to maximize return on your investment in technology and learning.

Not everybody learns the same way, or at the same pace. Some prefer a classroom environment, others do well with self-paced methods that are easier on their time and budget. Dell EMC Education has a highly “blended” approach to learning, offering several training modalities.

*“...the Cloud Architect certification was the perfect way to get some additional knowledge and bring some industry validation...”*

**— Pomeroy IT Solutions**

These are the universal drivers for engaging outside IT services...for accelerating your progress.



# IT PROVEN

## Learn from extreme IT users

We call it IT Proven: the belief that a solution working for an extreme user will work for most others.

With 19 data centers, 65,000 physical servers, 44,000 virtual machines and 140,000 PCs and tablets, Dell IT is definitely an extreme user and happy to share their story—a story, that includes all the challenges a digital transformation can present.

IT Proven enables you to leverage Dell IT's first-hand experience to accelerate your own IT transformation journey. For example, find out how Dell is modernizing its data centers through cloud computing to deliver IT as a Service (ITaaS).

*"IT Proven has been legendary at EMC. Thanks for bringing it to Dell and sharing our IT Transformation story with customers."*

**— Michael Dell**

Services are the enabler for your transformations, whether digital, IT, workforce or security.

IT PROVEN



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**KEEPING TECHNOLOGY & TRENDS INFOCUS**

*Insights and Expertise on Topics Shaping IT Transformation*



Where would you like to start?

Ask your Dell EMC Account Executive about the right services for your transformation or visit [www.DellEMC.com/Services](http://www.DellEMC.com/Services)

<sup>1</sup>IDC FutureScape: Worldwide IT Industry 2016 Predictions — Leading Digital Transformation to Scale, Nov 2015 Doc # 259850 IDC FutureScape, By: Frank Gens, IDC Worldwide IT Industry 2016 Predictions Team. Availability varies by country. To learn more, customers and Dell Channel Partners should contact their Dell sales representative for more information.

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