DELL Technologies

# Shift Digital Transformation Into High Gear

## Adaptive compute that powers your innovation engine

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# Put your infrastructure into overdrive.

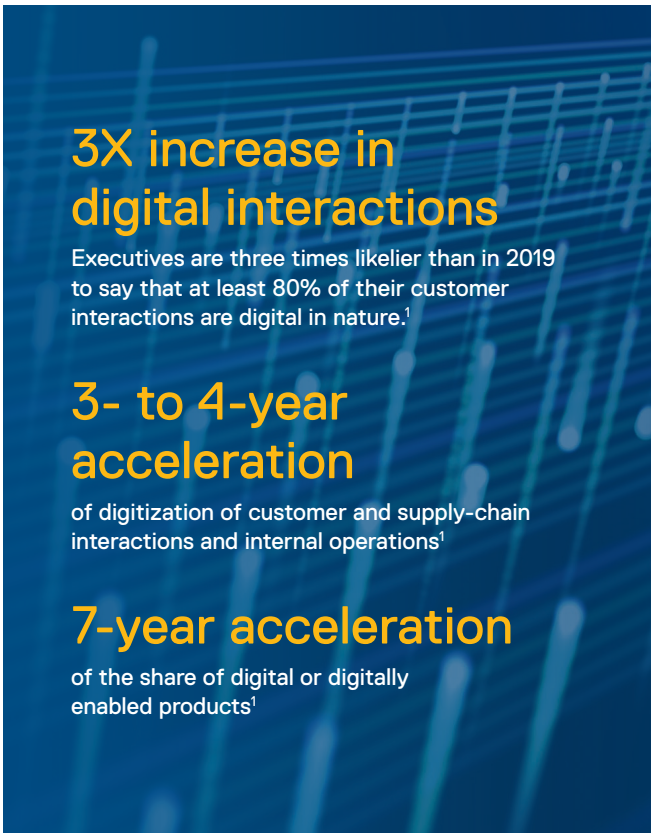
## Solutions that help you be ready for anything

The world has changed a lot in the last few decades — and even more so in the last year. If the need for digital transformation has intensified in your organization, you're not alone. According to a recent McKinsey Global Survey of executives, the unprecedented events of 2020 "accelerated the digitization of their customer and supply-chain interactions and of their internal operations by three to four years. And the share of digital or digitally enabled products in their portfolios has accelerated by a shocking seven years."

At the same time, respondents are three times likelier to say that at least 80% of their customer interactions are digital in nature. This reflects the fact that organizations in every industry are trying to shift into overdrive to keep pace with rapidly emerging technologies, shifting market demands and changing global realities.

In this environment, digital transformation is an IT imperative. But what "digital transformation" means from one organization to the next may be quite different. You may be ready to build a transcontinental superhighway to the future, or you may be more inclined to explore unmarked paths to see where they lead.

As the last year has demonstrated, the only thing you can count on is that you need to be ready for anything. Technologies, customer expectations, business demands and market realities can all change in an instant. And you need to be ready to keep up.




The business needs IT to function as an innovation engine, delivering resources quickly and responding flexibly to changing demands without overtaxing existing staff and budgets. However, IT often struggles to support legacy infrastructure and applications even as they work to source the infrastructure and skills required to keep up with the latest technologies.

Building an IT infrastructure that acts as an innovation engine is the key to winning with digital transformation. Because digital transformation isn't a race to the finish line. It's a race of endurance and agility.

With an adaptable, scalable innovation engine as your IT foundation, you can be ready to drive the business forward at full speed — no matter the destination.

[1] McKinsey & Company, "How COVID-19 has pushed companies over the technology tipping point—and transformed business forever," October 2020.

## Operating in the new normal

Chances are, you collect more data, and different types from disparate sources — both within the data center and across multiple clouds and edges — than ever before. But only a small portion of this data is used to inspire innovation.

To derive value from data, you need an infrastructure optimized to extract insights from all your data as quickly as possible. IT will need to support advanced technologies and workloads such as high performance computing (HPC), artificial intelligence (AI), machine learning (ML), and predictive modeling to advance your business objectives.

These new workloads and emerging technologies strain the capabilities of legacy infrastructure. You will need to adopt infrastructure that enables you to adapt to change quickly, incorporating the latest technology without disruption. You need adaptable systems that are ready to empower your organization from multiple data centers and clouds to distant and possibly inhospitable edge locations.

Finally, it's important to keep in mind that innovating and adapting to the new normal just gets you to the starting line. Continued success depends on your ability to grow, address changing compute demands, and rapidly deliver insights on a seamless continuum. To remain the provider of choice, you will need to deliver connected customer experiences by bridging computing requirements and business processes.

**At Dell Technologies,**
we help you build a competitive edge by integrating emerging technologies to create connected experiences with your customers and across your organizations to increase profitability and accelerate innovation.

## The Dell Technologies point of view

### Adaptive compute powers your innovation engine.

Dell Technologies understands that the opportunities of the digital era are counterbalanced by the demands on IT resources. Digital transformation isn't optional — but it isn't always straightforward, either.

We believe that the best way forward is to turn IT into an innovation engine, powered by Dell EMC PowerEdge servers. Our latest generation of servers will enhance both your business agility and time to market, with the ability to support transformational workloads such as databases and analytics, virtualization, software-defined storage, virtual desktop infrastructure (VDI), containerization, HPC, AI, and ML.

At Dell Technologies, we help you build a competitive edge by integrating these technologies to create connected experiences with your customers and across your organizations to increase profitability and accelerate innovation.

### The value of adaptive compute

Dell EMC PowerEdge servers deliver adaptive compute, with purpose-built systems and software optimized for the latest technology advancements across processor, memory, networking, storage and acceleration. With a range of innovations to meet your unique business needs, you no longer have to apply a one-size-fits-all approach to infrastructure, helping you better address evolving business demands.

## Adaptive compute capabilities

The new Dell EMC PowerEdge portfolio delivers the latest advancements, with platforms built to enable your unique use cases and requirements. PowerEdge servers help you drive innovation with a portfolio of solutions that deliver value across three critical points: innovate, adapt and grow.

### Innovate: lead with technology.

As applications and workplaces become more complex, it becomes more important than ever to have end-to-end solutions that work together seamlessly.

Dell EMC PowerEdge is the engine that drives innovation across the Dell Technologies solution portfolio. PowerEdge servers establish an agile, reliable, future-ready server infrastructure with an array of innovations that enhance performance.

For example, Dell EMC VxRail Hyperconverged Infrastructure is powered by Dell EMC PowerEdge server platforms and VxRail HCI System Software. It features next generation technology to future proof your infrastructure and enable deep integration across the VMware® ecosystem. Advanced VMware hybrid cloud integration and automation simplifies deployment of a secure VxRail cloud infrastructure.

As another example, Dell EMC Solutions for Microsoft Azure Stack HCI encompass a wide range of hyperconverged infrastructure (HCI) configurations. They're built on Dell EMC PowerEdge servers that are configured with certified components and validated building blocks to simplify ordering and reduce deployment risks while providing a superb customer support experience.

## Adapt: respond to a quickly changing environment.

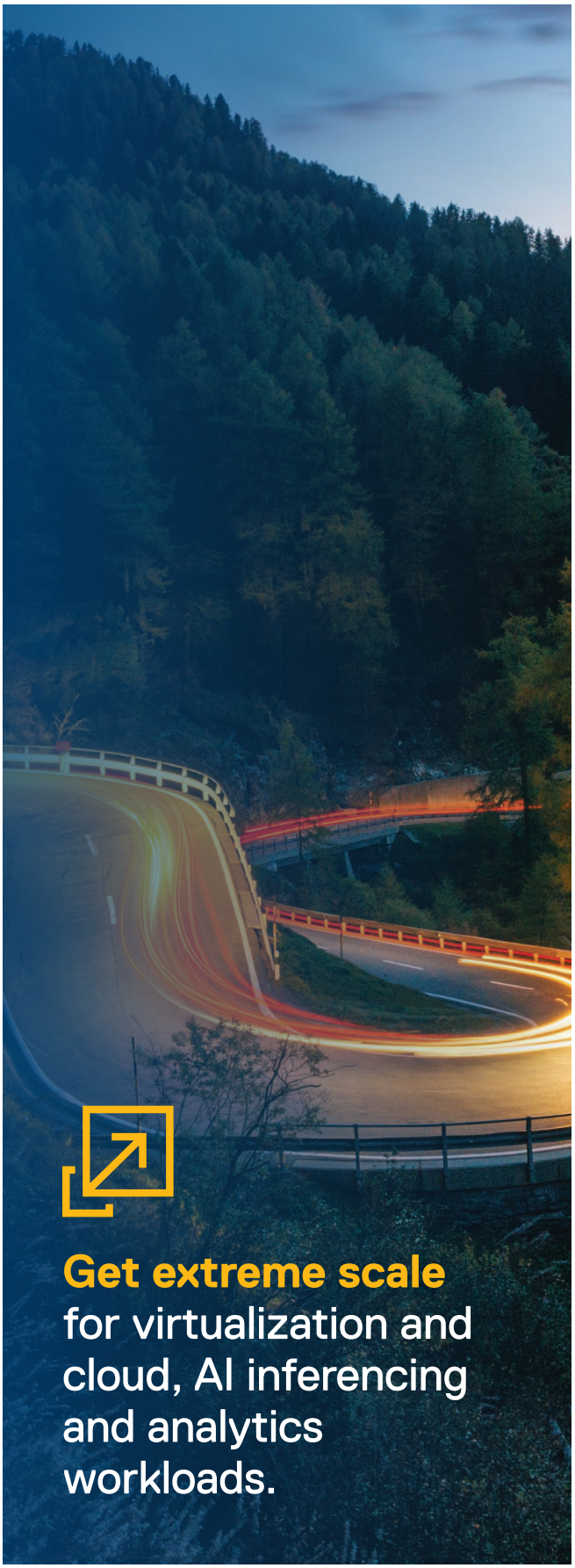
To help you adapt to the digital era, Dell EMC PowerEdge servers provide high performance for a diverse set of applications from the edge to the cloud to the core.

Launching soon, the Dell EMC PowerEdge xs line of servers, including the Dell EMC PowerEdge R750xs and R650xs, provide configurations that enable extreme scale for virtualization and cloud, AI inferencing and analytics workloads.

The Dell EMC PowerEdge XR line of servers deliver ruggedized compute for any location and operation with workload acceleration and faster memory that is specifically designed to thrive in space constrained, rugged, and harsh environments at the edge. New models of XR servers are planned for launch this year as well.

Dell EMC PowerEdge XE servers are built for complex compute- and storage-intensive workloads, delivering rapid enablement for emerging technologies and use cases such as edge and AI.

All of the new Dell EMC PowerEdge servers will feature the latest generation processors along with multiple advancements that help you adapt. These include Dell EMC OpenManage Enterprise, our next-generation systems management console that enables centralized management of your PowerEdge infrastructure.




## Grow: scale and evolve.

Reaching today's goals is critical, but the rapid pace of change means you need to be ready to keep up with demands and stay successful. Dell EMC PowerEdge servers are designed to enable you to add new technologies without disruption.

With PowerEdge, you can accelerate the implementation of complex, data centric workloads with faster development, testing and deployment to hybrid cloud infrastructure, integrating many processes into one system to help you grow.

For example, AI and HPC are becoming more mainstream. These are compute-intensive workloads, driving the need for multi-GPU systems. In these high-performance systems, PCIe can create a bottleneck. Next-generation Dell EMC PowerEdge servers support NVIDIA® GPUs with NVIDIA NVLink™, a high-speed GPU-to-GPU interconnect that provides higher bandwidth, more links, and improved scalability for multi-GPU system configurations.

As workloads grow in complexity, CPU-hungry networking, security and storage workloads can slow processor performance. Dell EMC PowerEdge servers support Intel® SmartNICs, which offload these functions, freeing up cores to accelerate key workloads, improve performance and agility, and enable new uses cases from the data center to the edge.

Dell EMC PowerEdge server performance is further accelerated via support for PCIe Gen4 and NVMe™ RAID, with a new board design that improves signal integrity for PCIe Gen4. PowerEdge servers now have 100% more processing cores and faster data transfer speeds with PCIe Gen 4, plus 20% faster memory speed to reduce latency and deliver faster response along with 2X PCIe performance with Gen4 at 16GT/s to overcome bottlenecks.[2]

The new PowerEdge servers also take advantage of drive and memory technology advancements in DRAM and persistent memory to further speed performance and help you be ready for anything that comes your way.

[2] Based on Dell Technologies internal analysis compared to comparable Dell EMC PowerEdge servers with AMD® EPYC™ configurations.


## Be ready for anything.

Dell EMC PowerEdge servers give you adaptive compute with the latest advances in a platform specifically built to enable your workloads and business requirements — both now and in the future.

The Dell EMC PowerEdge server portfolio has been segmented specifically to deliver the right combination of technology and capabilities to address your unique needs for adaptive compute. These naturally encompass a wide range of use cases, such as building a private cloud, adding new capabilities to enable AI, refreshing infrastructure to take advantage of the cost savings and the benefits of the new PowerEdge portfolio advancements, and much more.

Because we know your requirements cover a wide range of scenarios — both now and in the future — we provide a platform that adapts to your changing needs.

Using adaptive compute from Dell Technologies to power your innovation engine shifts your business into overdrive.

## Learn more.

Click here to learn more about the Dell EMC PowerEdge server portfolio.

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