

DPS Vision and Strategy 2020

Proven and Modern Cloud Data Protection

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DELLTechnologies

Why proven + modern cloud data protection

Protecting data is an ongoing organizational mandate covering existing and future requirements

39% Increase in the average volume of data organizations are managing

54% Increase in the average cost of downtime between 2018 and 2019

98% Of organizations are investing in emerging technologies

94% Organizations choosing cloud deployments (public, private, hybrid) for new applications

71% Organizations agree that emerging technologies create more data protection complexity

48% Organizations who are struggling to find data protection solutions for containers

Proven + modern cloud data protection

Proven is
foundational
to the future



Ongoing customer requirements

- Operational simplicity to reduce management
- Lower TCO and faster ROI
- Meeting increasing SLAs
- Keeping pace with data growth



Architecture still matters!

Proven + modern cloud data protection

Emerging customer requirements

- Cloud native protection
- Autonomous protection
- Business service recovery
- Data services



Mega trends
shaping future
requirements



Mega Trends: Data Value, Application Transformation, Distributed Data, AI/ML

Only Dell Technologies can deliver both

Trusted
Market
Leader

Simplicity and
Automation



Protection
Efficiency



MARKET LEADER

Proven

+

Cloud Native
Protection



Autonomous
Protection



MARKET LEADER

Modern

Protection
Performance



Protection
Scale



Data
Services



Business Service
Resilience



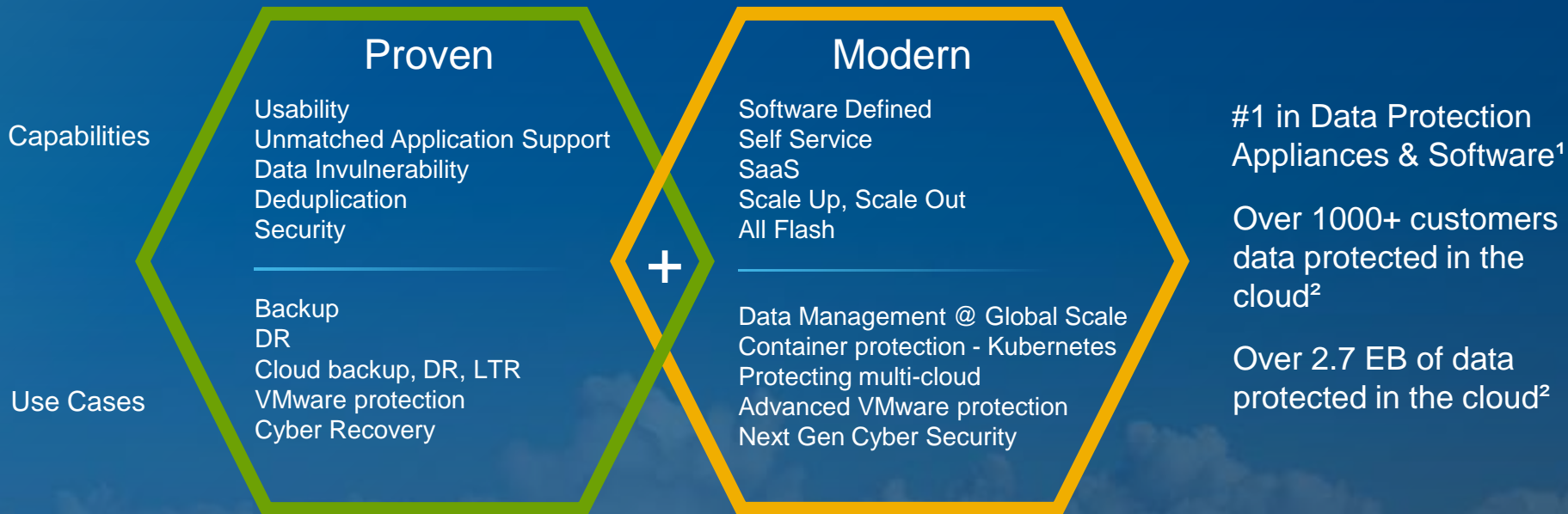
Delivering
Innovation
At Scale



Lowest cost to protect¹

1. Based on ESG economic value white paper 2018

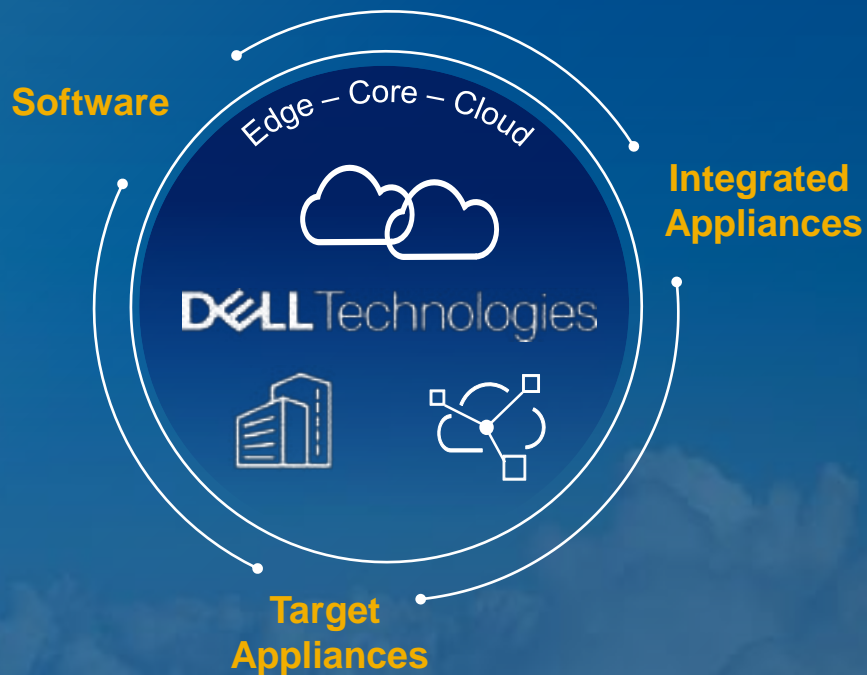
Proven + modern = better together



1. Based on combined revenue from the IDC 4Q19 Purpose-Built Backup Appliance (PBBA) Tracker, with select Storage Software segments from the 4Q19 Storage Software and Cloud Services Qview.

2. Based on internal Dell research, February 2020

One stop for all your data protection needs



- All workloads – traditional to emerging – edge to core to cloud
- Lowest costs to protect across on prem and cloud
- Less risk - 5x higher cost associated from data loss when using multiple vendors¹
- Leading innovation across Cloud, VMware and Cyber
- Investment protection for existing solutions
- Portfolio software entitlement
- Seamless transition for the workloads you choose
- Flexible consumption models through Dell Technologies On Demand

DELLTechnologies

PLDT IMPACT DigiCon 2020

aruba

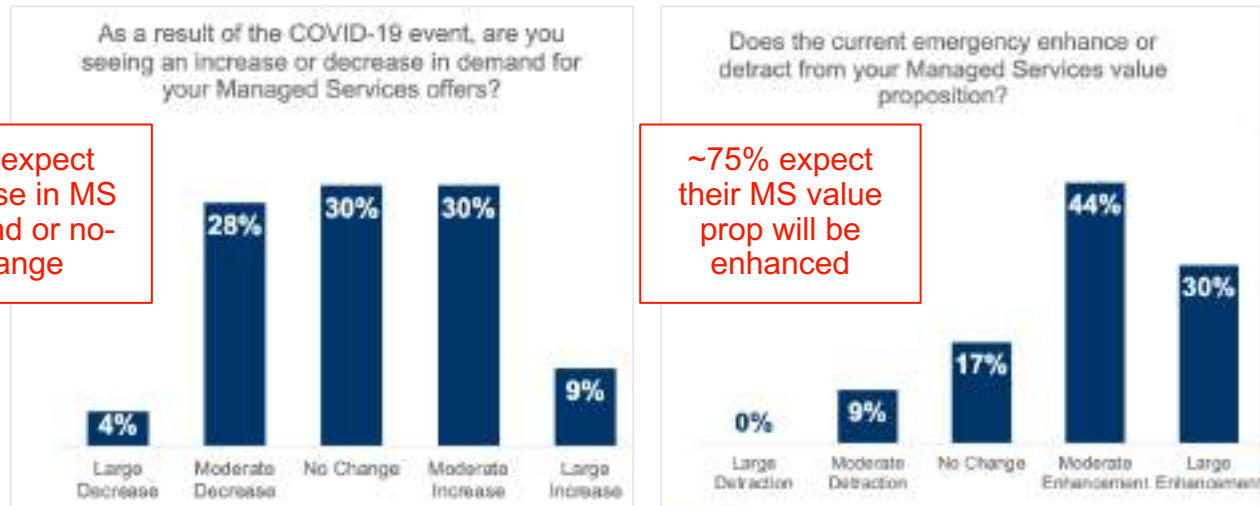
a Hewlett Packard
Enterprise company

Network-as-a-Service (NaaS) Practice with Aruba

Tushar Deshpande
Manager – SP as a Channel
South East Asia, Taiwan & Hong Kong

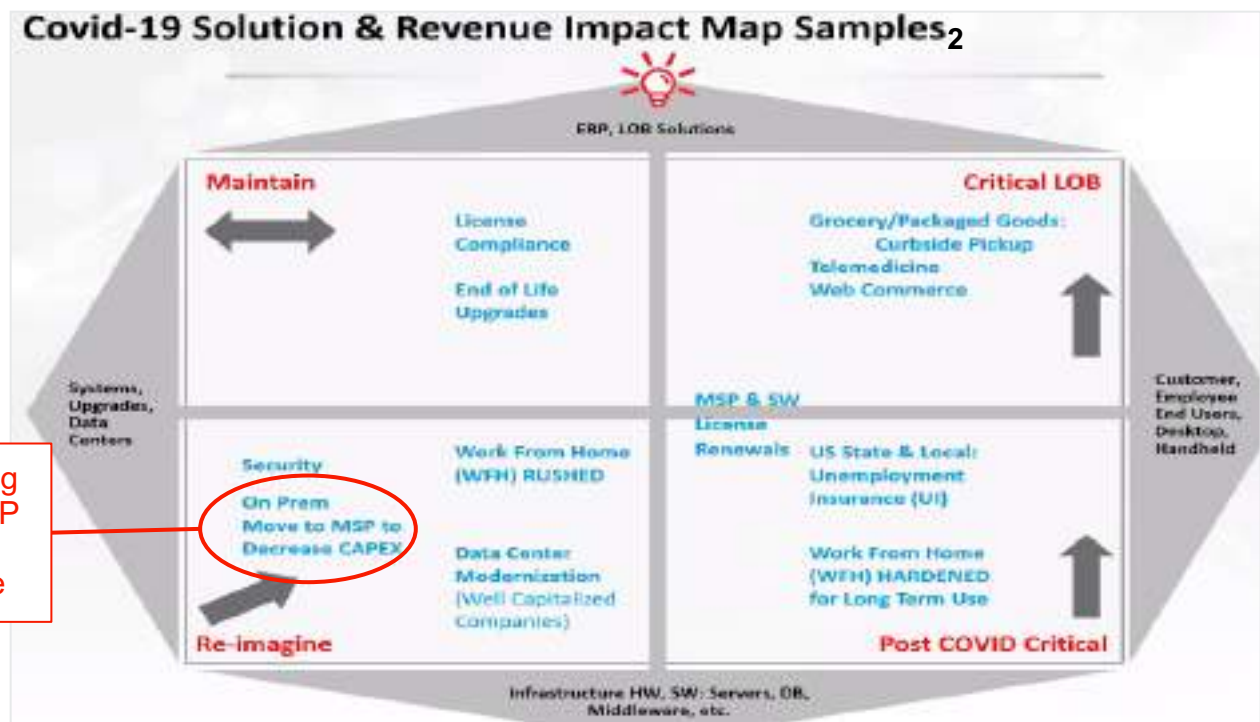


COVID-19 Impact on Managed Services Business



69% expect increase in MS demand or no-change

~75% expect their MS value prop will be enhanced



Re-considering moving to MSP for Network Infrastructure

Key Takeaways¹

Change

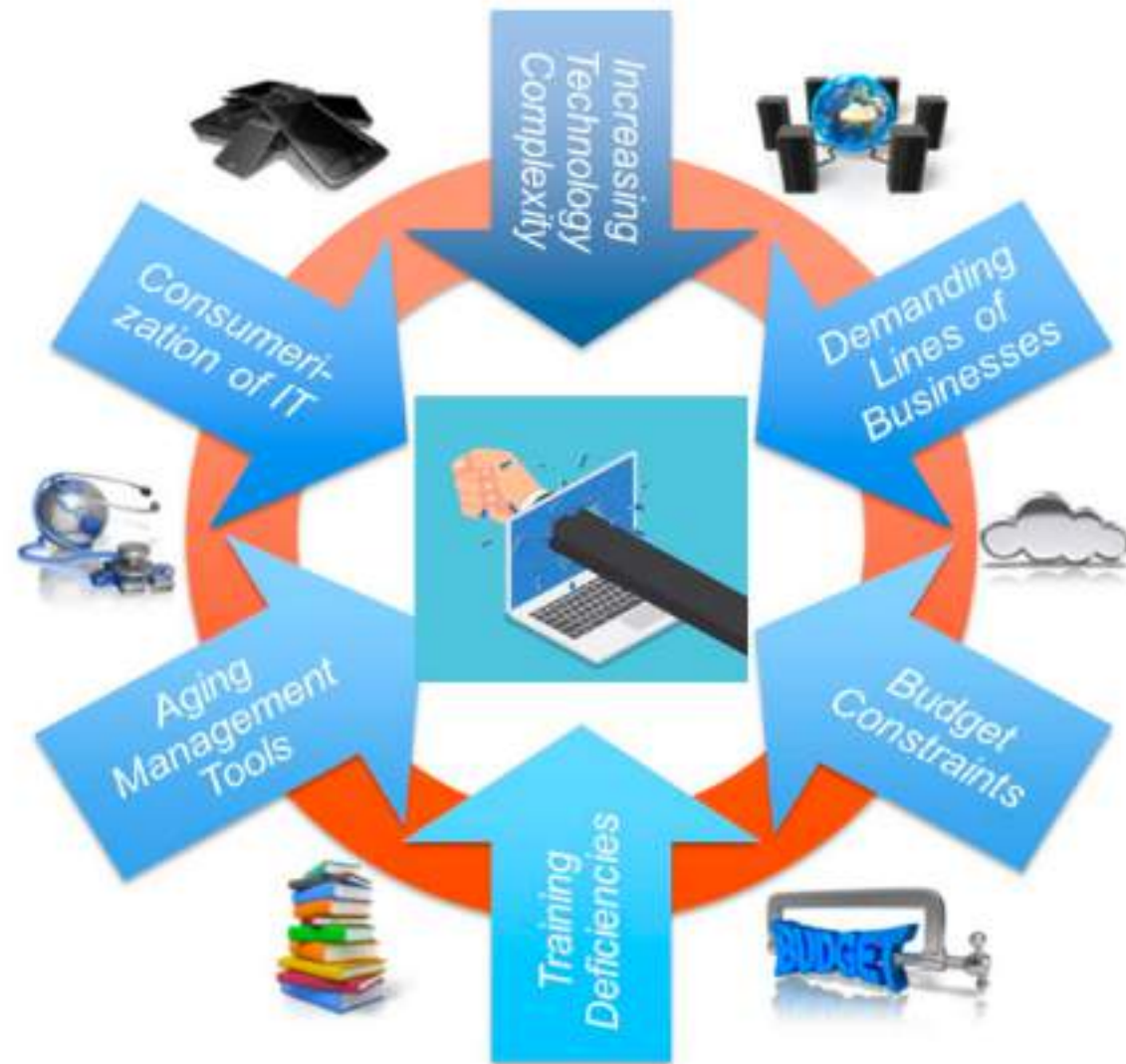
- Crisis = Danger and Opportunity
- Most companies holding on to talent as long as possible
- MS growth fueled by Managed XaaS
- On-going, uncertain changes ahead

Optimization

- Enhanced Managed Services Value Prop
- Revving and Retooling
- MS formal strategy and Managed XaaS offer development

Sources: ¹TSA – The Impact of COVID-19 on Managed Services
²Channelytics – Covid Channel Impact Research – Executive Summary

Drivers for Managed Service and XaaS Models



“Flexible Consumption Models for Enterprise Networking Software and Hardware Continue to Gain Favor in the Market, Leading to the Emergence of Networking as a Service”¹

Key Drivers:

- Real time delivery of advanced features and capabilities
- Shift to Subscription based licensing models
- Shift from CAPEX to OPEX operating models

Pandemic Related “Ability to Execute” Concerns²

- Lack of remote capabilities
- Concerns on consistent staffing
- Heightened interest in rapidly scalable solutions
- Inadequate disaster recovery and business continuity plans
- Traditional purchase models not able to meet business needs / SLAs



Business Outcomes for the Current Environment

Work from Home ('WFH')

QoS / broadband caps & constraints / corporate peripheral connectivity

Access Management

Security and policy enforcement for remote or onsite access

Return to Office ('RTO')

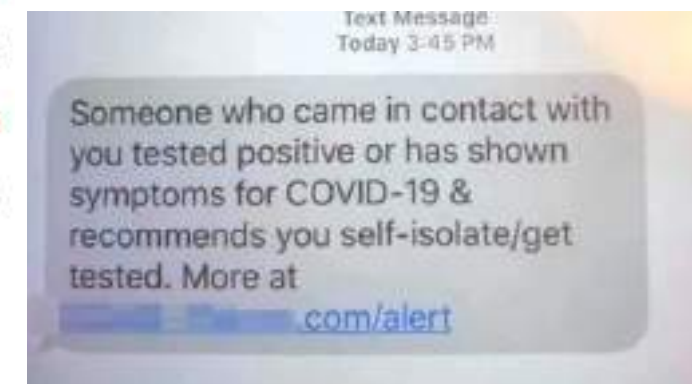
Contact tracing / social distancing

Smart spaces

Touchless / automated experiences



| Current Space Availability | | | |
|---|-----------------|---------------|------------------|
| Capacity - 135 | Occupancy - 125 | Vacancy - 26 | Vacancy% - 25% |
| COVID 19 Social Distancing Space Availability | | | |
| Capacity - 55 | Occupancy - 135 | Vacancy - -62 | Vacancy% - -145% |



Aruba Central – Next Gen Cloud Managed Platform

Cloud-native Single Pane of Glass for Aruba ESP

Higher Scale Network Operations

Campus, Branch, Micro Branch, VPN, Data Center and Public Cloud Infrastructure

Simplified Network Services Delivery

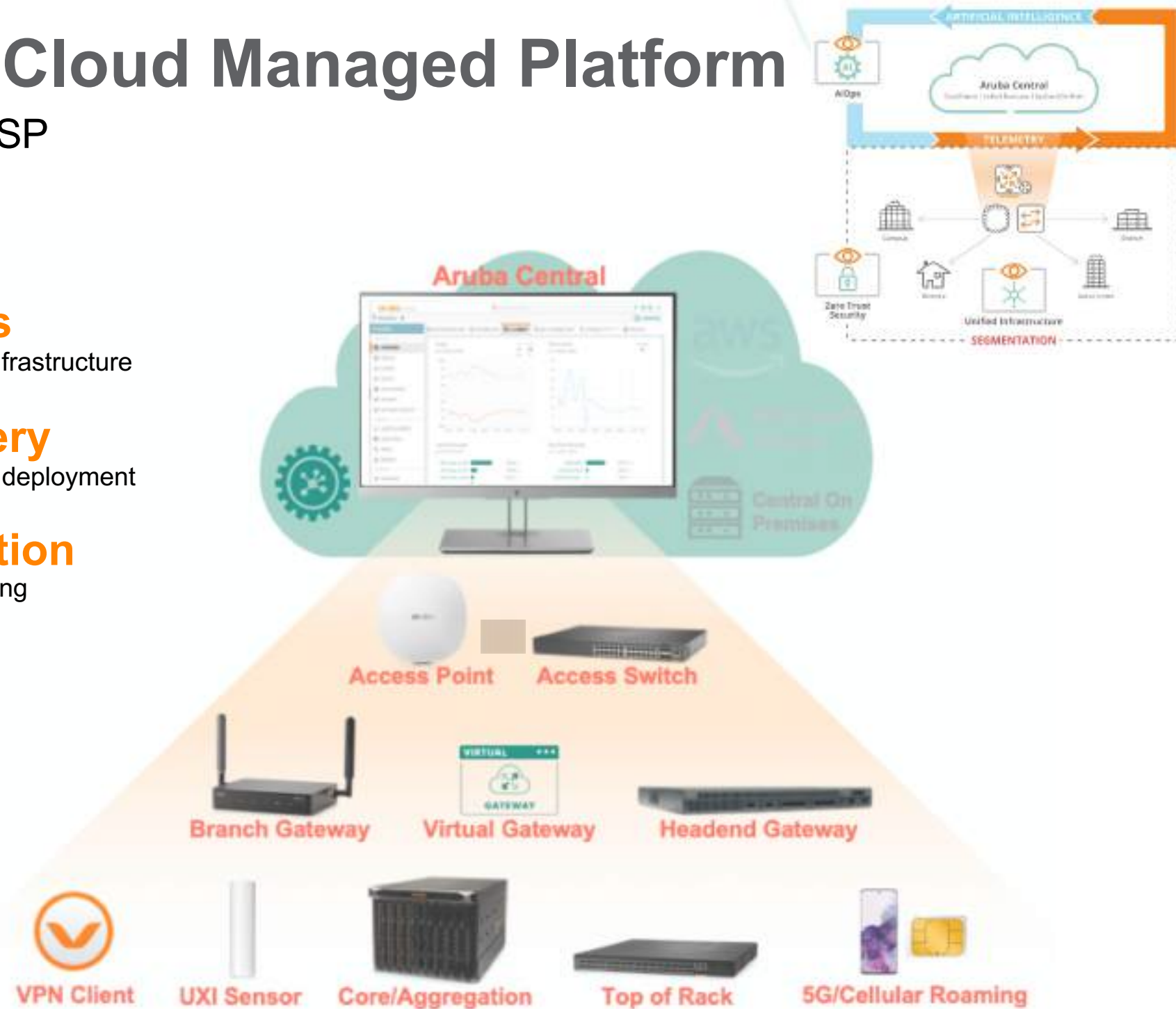
Mobile onboarding, centralized licensing, cloud-native provisioning and deployment

Unified Management and Orchestration

WLAN, LAN, SD-WAN, VPN, DCN and Indoor Cellular Roaming

Flexible As-a-service options

SaaS, On-prem and Managed Services options





Thank You



Transforming in the Digital Era?

Roy Wakim - Director of Channels & Alliances Asia (Mulesoft)

Connecting Systems
=
Critical Business Capability



The skill to incorporate new systems and data into business decision making and customer experiences is the

BUSINESS CAPABILITY

that modern organizations need to develop to be competitive in today's market

WHY?

1. The “Attention Economy” is real



Customer expectations for online experiences are being shaped and now driven by entertainment platforms

The platforms are essentially training your customers to behave differently

Your business competes for attention

Data is the key to driving these experiences that keep the attention of your customers

2. Your core systems are hard to change



3. There is an explosion of data



>90%

...of the world's data has been created in the last two years. (IBM 2017)

- outside the core systems we use to manage our businesses

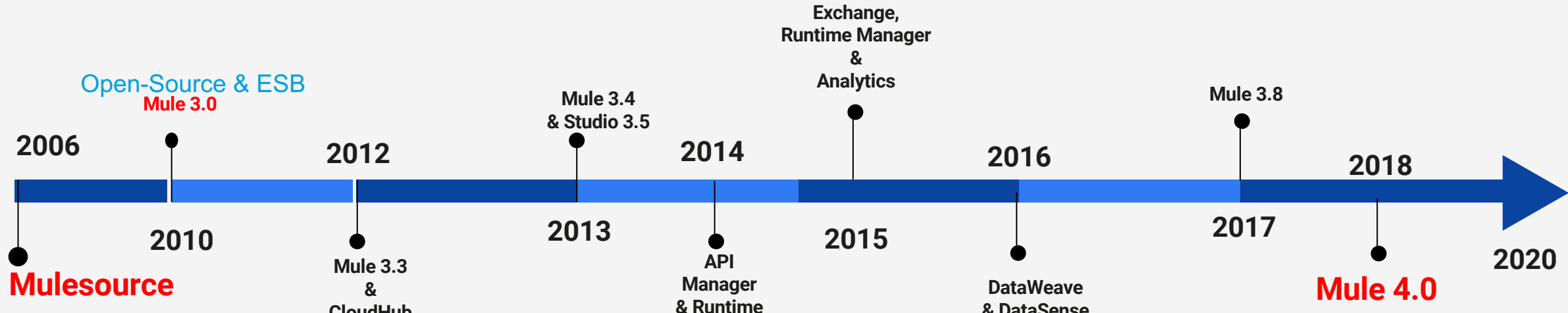


Innovating fast means don't start from scratch

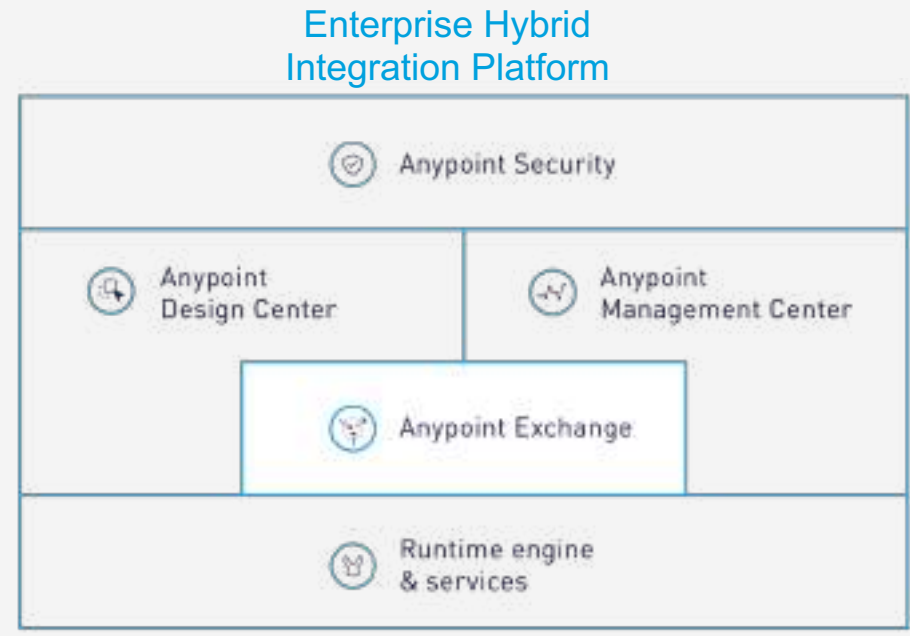
Modern applications are composed, not custom coded



Driven by a simple vision - 10 Years of MuleSoft



```
01  
02 /++  
03 *-<p><code>MuleServer</code> is a simple  
04 application that represents a local  
05 *Mule Server daemon. It is initialized with  
06 a mule-configuration.xml file.  
07 *  
08 *-<author Ross Mason  
09 *-<Version 5 Revision:1.05  
10  
11
```



MuleSoft

The healthy alternative for your organisation

