Introduction to **DELL**Technologies

DELLTechnologies

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.

Dell Technologies consists of 7 brands:

DELL

DELLEMC

virtustream

vmware®

RSA

SecureWorks®

Pivotal™

DELLTechnologies

The building blocks of **Modern IT**

APPS

PAAS

ORCHESTRATION

VIRTUALIZATION

HARDWARE

RSA

SecureWorks®

DELL EMC

Pivotal™

virtustream

vmware®

DELLTechnologies

We lead in patent power

Company	Value
EMC Corp.	4,837
International Business Machines Corp.	4,572
Microsoft Corp.	3,948
Western Digital Corp.	2,773
VMware Inc. (EMC Corp.)	2,278
Citrix Systems Inc.	2,099
Ricoh Co.	1,999
Hewlett-Packard Co.	1,710
Synaptics Inc.	1,417
Seven Networks Inc.	1,325
Symantec Corp.	1,315
Adobe Systems Inc.	1,145
Zynga Inc.	899
Oracle Corp.	870
Seiko Epson Corp.	849
McAfee Inc. (Intel Corp.)	828
Commvault Systems Inc.	682
Seagate Technology PLC	657

#1

Source: IEEE Patent Power Scorecards (Nov 2015)

DELLTechnologies

Recognized as a market leader by Gartner in **20 Gartner MQs**

20

According to **IDC**...

#1	#1	#1	#1	#1	#1
CI	STORAGE	DC AUTOMATION	PCs	CLOUD	VIRTUALIZATION

D∉LL Technologies
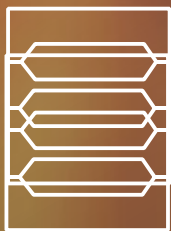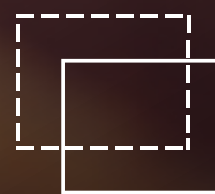
External Research and Academic Alliances (ERAA)

DELL EMC

ERAA Program Scope

Research
- Access to technology expertise and provocateurs across ICT ecosystem to drive R&D efficiencies
- "Horizon Watching" - Exploration of disruptive and emerging technologies
- Investments of technical experts time and relationships (currency more valued than $) to drive confluence of technologies
- Understanding what not to do as well as what to do

Education
- Engage the academic leaders who are influencing the next employees, innovators, technologists and customers
- Share Knowledge across the ecosystem to shape the future
- Close the technology skills gap by offering "open" curriculum to our Academic Alliances

Mindshare
- Demonstrated Technology Thought Leadership in ICT global ecocystem
- Knowledge from interactions drives innovation
- Predict and influence new technology directions
- Influencing the current + next generation of ICT leaders (500,000+ students)

Business Development
- Create and sustain a consistent engagement model with external technical ecosystem partners
- Leverage relationships to support Higher Education market opportunities
- Generation of Intellectual Property and/or Open Source initiatives

Return on Investment
- FY2016 ERAA program external investment = $625K
  - Leverages $35M external research portfolio + $150K internal cost share + Cost savings estimated $2.1M
- Results: MIT Tech transfer to support POC for IoT; 1st next gen storage open source community; 1st company to example managing data as a corporate asset; Contributions to 2Tiers ™/ Omnibond; 75+conferences, visits, presentations; Engagement support for estimated $5M potential revenue generation…

Academic Alliance Program – Courses

- Partnering with academic institutions to prepare students for roles in Virtualization, Cloud Computing, and Data Analytics – future IT leaders

- Provides members access to unique "open" courseware that focus on technology, not products, for faculty to teach technology topics applicable to any vendor environment at no cost

- EMC Course Offerings
  - Information Storage & Management (ISM) V2 & V3

  - Cloud Infrastructure & Services (CIS) V2

  - Data Protection and Management (DPM)
    - Launched this quarter
    - Replaces Backup Recovery Systems & Architecture (BRSA) course

  - Data Science & Big Data Analytics (DSA)

- MOOC Offerings!

External Research Projects – Investments Snapshot Q3'16 by Geography and Funding Organization across EMC

Geography

Funding Organization

DELLEMC
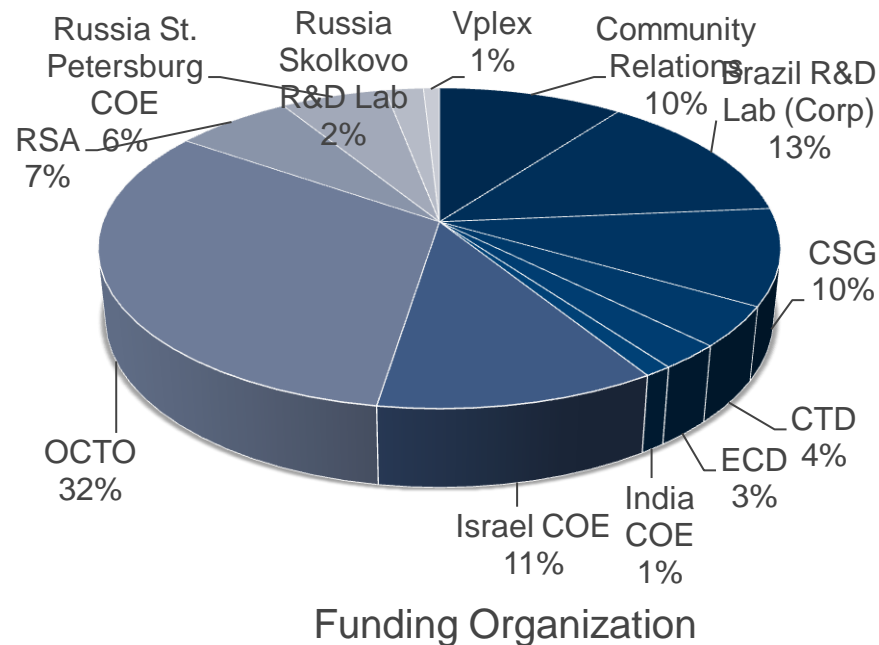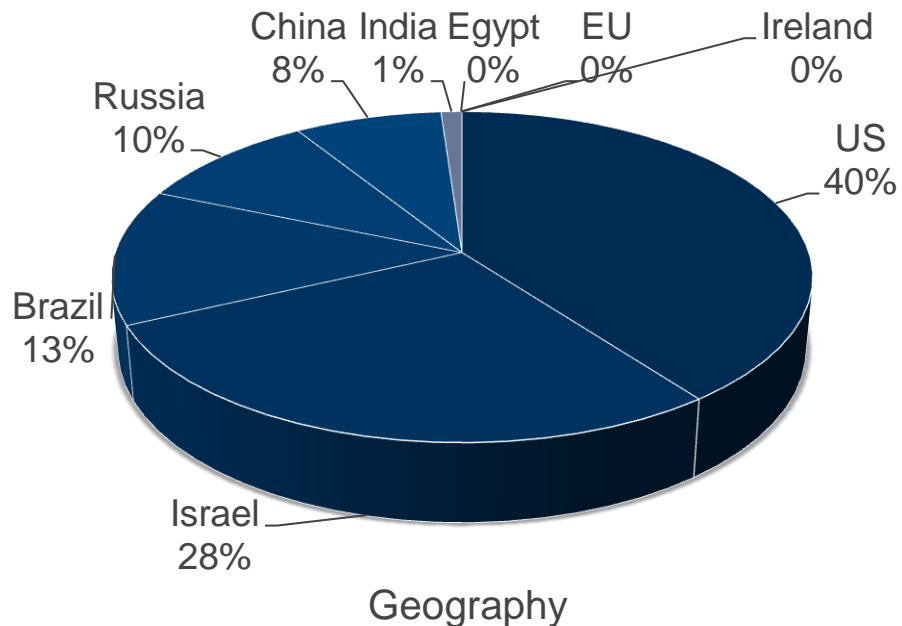
Creating the Digital Future Together

gennady.smorodin@dell.com

DELLTechnologies