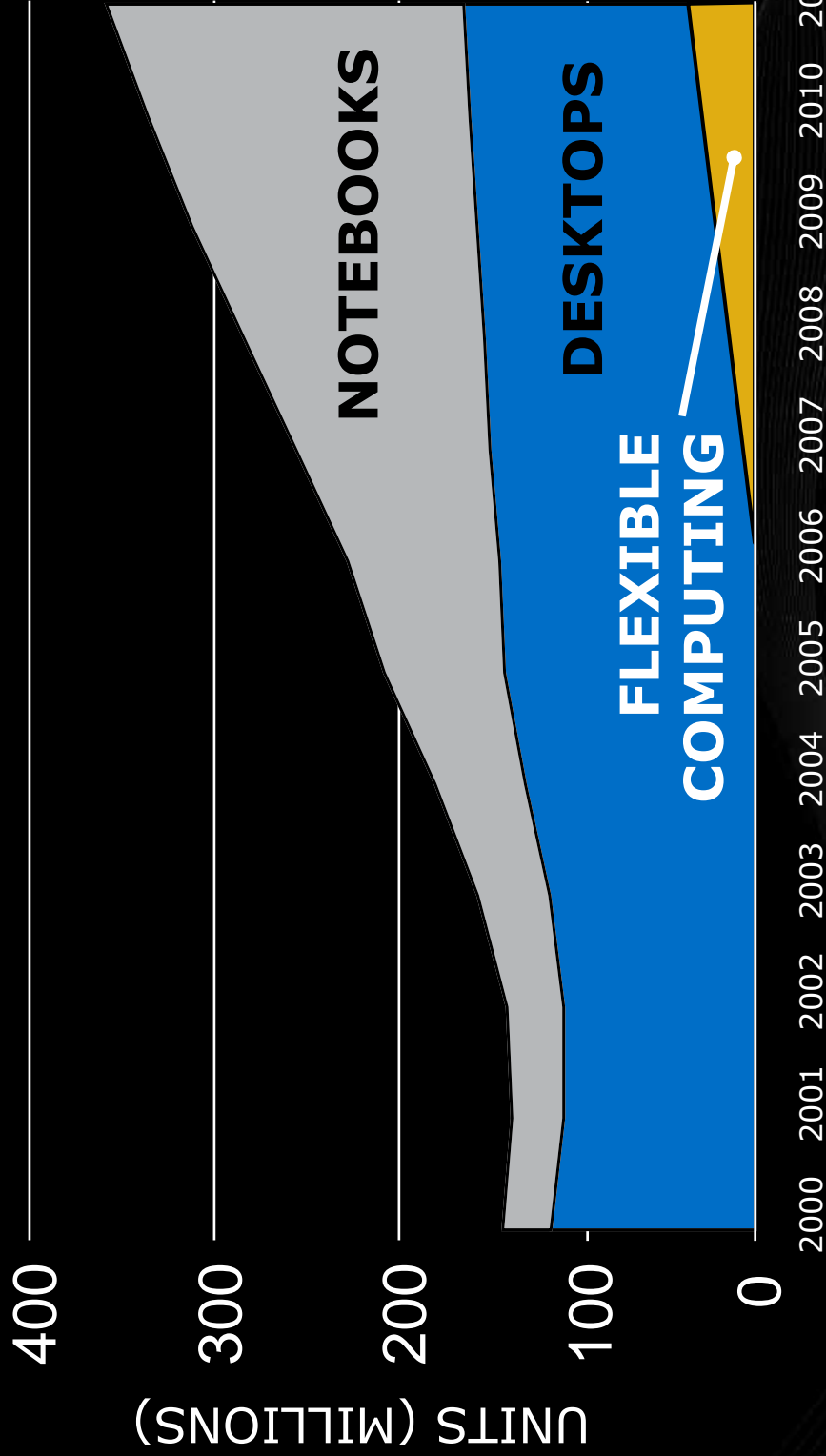


# FLEXIBLE COMPUTING



Gary Radburn  
*Client Business Solutions Manager*  
Dell EMEA

# THE CLIENT LANDSCAPE IS CHANGING



# IT COMPLEXITY IS INCREASING

## EFFECTIVE IT MANAGEMENT

- DATA SECURITY RISKS
- INCREASING REGULATORY COMPLIANCE DEMANDS
- DISASTER RECOVERY CONCERNS
- IMAGE MANAGEMENT COMPLEXITIES

## END USER PRODUCTIVITY

- MOBILE GLOBAL WORKFORCE
- SEAMLESS DATA ACCESS REQUIREMENTS
- SOCIOLOGY: Compute power & portability = status/privilege

## REDUCE TOTAL COST OF OWNERSHIP

- DESKTOP TO DATACENTER
- ENERGY CONSUMPTION



NEED FOR  
CENTRALIZED  
DATA  
vs.  
DISTRIBUTED  
WORKFORCE



# DELL'S FLEXIBLE COMPUTING VISION

PROVIDE IT WITH THE ABILITY TO  
CENTRALIZE CONTROL OF ALL  
END USER DATA AND  
PERSONALIZED IMAGES  
(THEIR "DIGITAL IDENTITY")...

...WHILE STILL ENABLING THE  
FLEXIBILITY OF A BROAD RANGE  
OF COMPUTE MODELS

# A FIRST STEP ON DEMAND DESKTOP STREAMING



MOVING ALL STORAGE FROM THE DESKTOP TO THE DATA CENTER

## CENTRALIZED CONTROL FOR IT

- Critical Business Data secured in Data Center
- Virus Resistance (Self-Healing)
- One Image streamed to 100 Clients from Standard Server

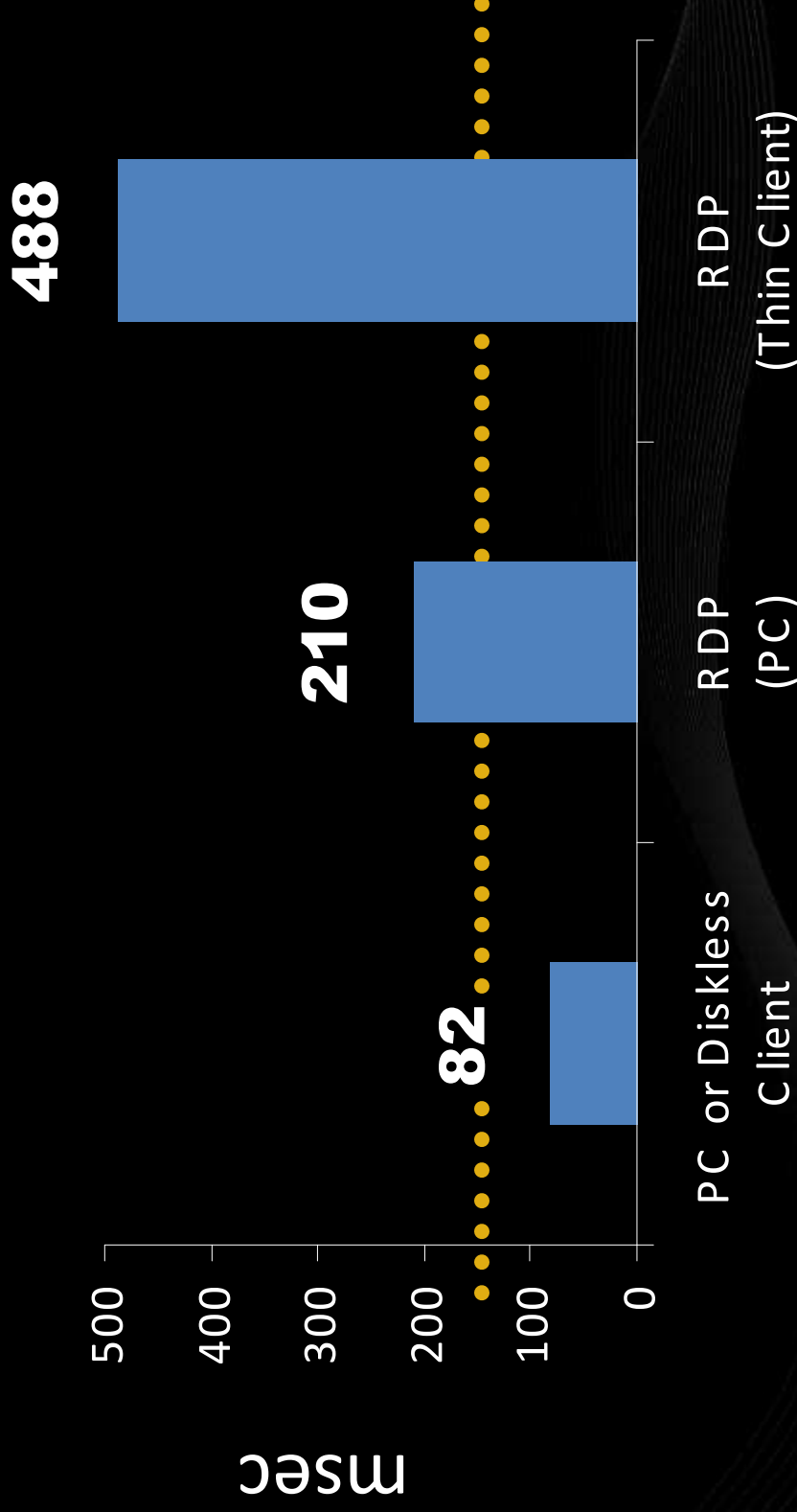
## ZERO COMPROMISE FOR END USER

- Local CPU & Graphics processing



# UNCOMPROMISED END USER EXPERIENCE

“DESKSIDE EQUIVALENT PERFORMANCE” FOR 3D WORKLOADS  
GENERALLY EQUATES TO **LESS THAN 135 MSEC** OF LATENCY  
AND **GREATER THAN 17 FPS**



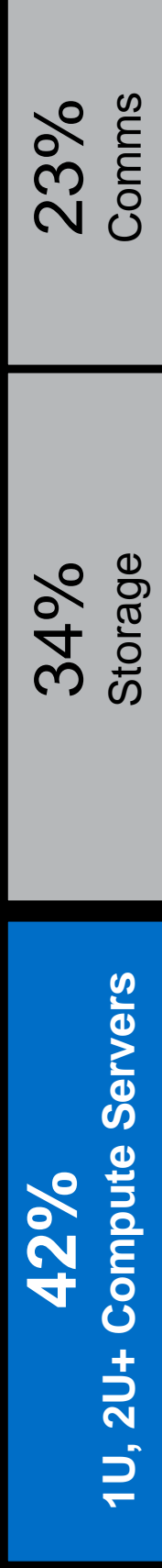
# ENERGY CONSUMPTION IS MORE THAN A FACILITIES ISSUE

# DATACENTER EFFICIENCY NEEDS TO BE CONSIDERED

## DATACENTER



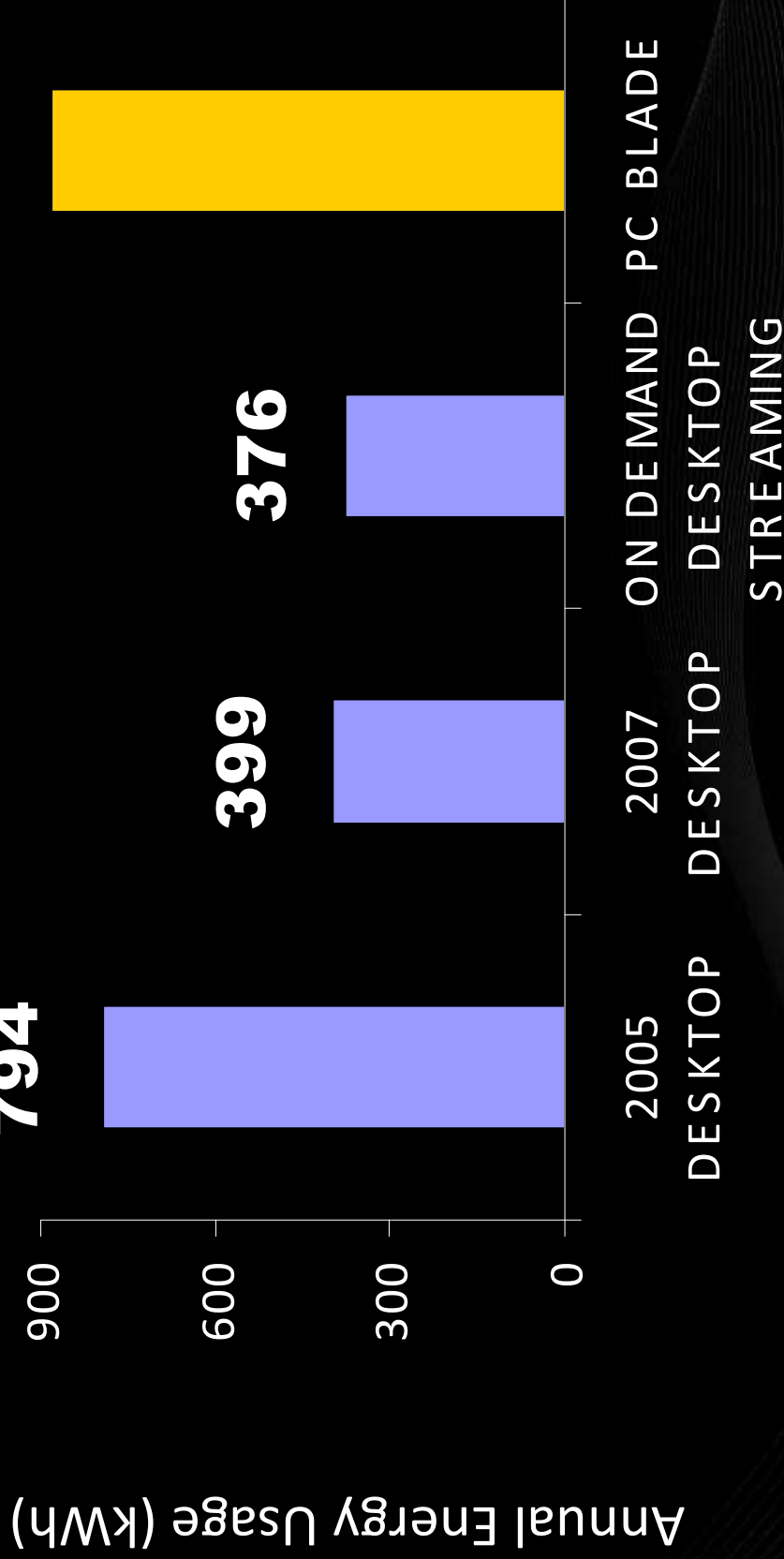
## IT EQUIPMENT



## COMPONENTS



# 57% LESS ANNUAL ENERGY CONSUMPTION THAN PC BLADE



Source: Dell Analysis, No Power Management, Blade PC = HP bc2500 + t5720 Thin Client, (hp.com), On Demand DT streaming – Diskless Opti 755 + PowerEdge EnergySmart 2950

# WHY DELL? ONE SOURCE FOR ALL COMPUTING NEEDS

Desktop → All from Dell → Data Center

## HARDWARE

- Dell Clients
- Dell Servers, Storage, Networking

*Dell tested, validated and optimized solutions.*

## SOFTWARE

- “Digital Identity” delivery
- Infrastructure Management

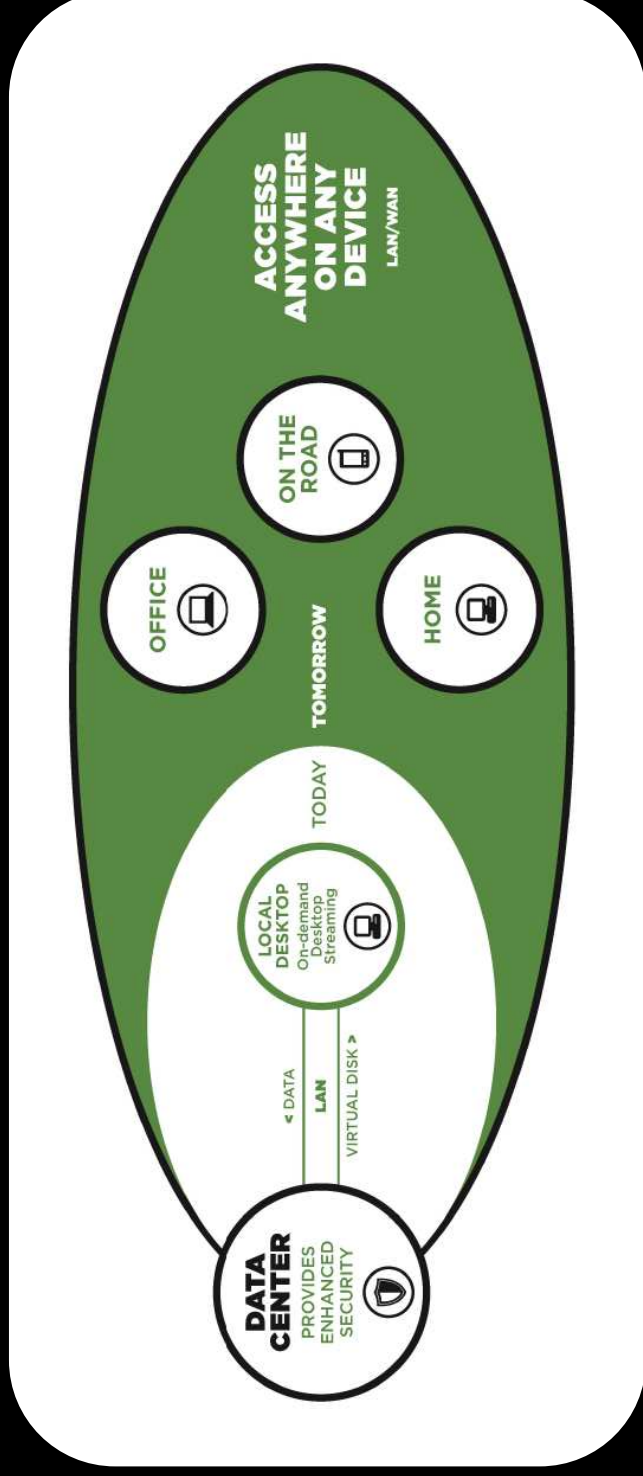
*Leveraging partnerships with industry leading software providers*

## SERVICES

- Assessment
- Design
- Deployment
- On-going Support



# ENDLESS SCALABILITY



[www.dell.com/flexiblecomputing](http://www.dell.com/flexiblecomputing)



**THANK YOU**

