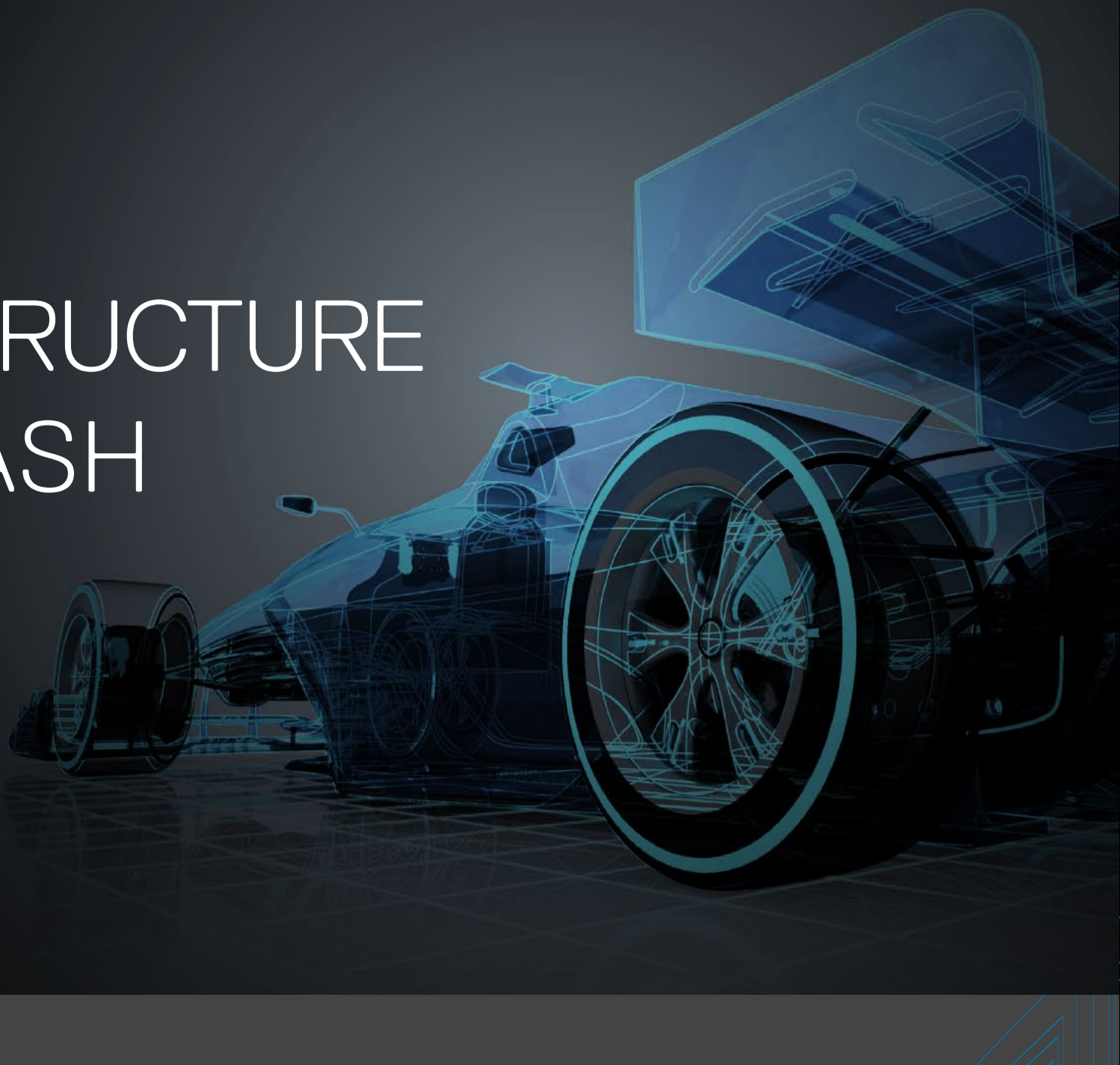


FUEL IT INFRASTRUCTURE IN A FLASH



#1 ALL-FLASH
MARKET
LEADER

Flash is the new normal.
Affordable, Agile, Efficient and Fast.
Supercharge your IT Transformation with All-Flash.

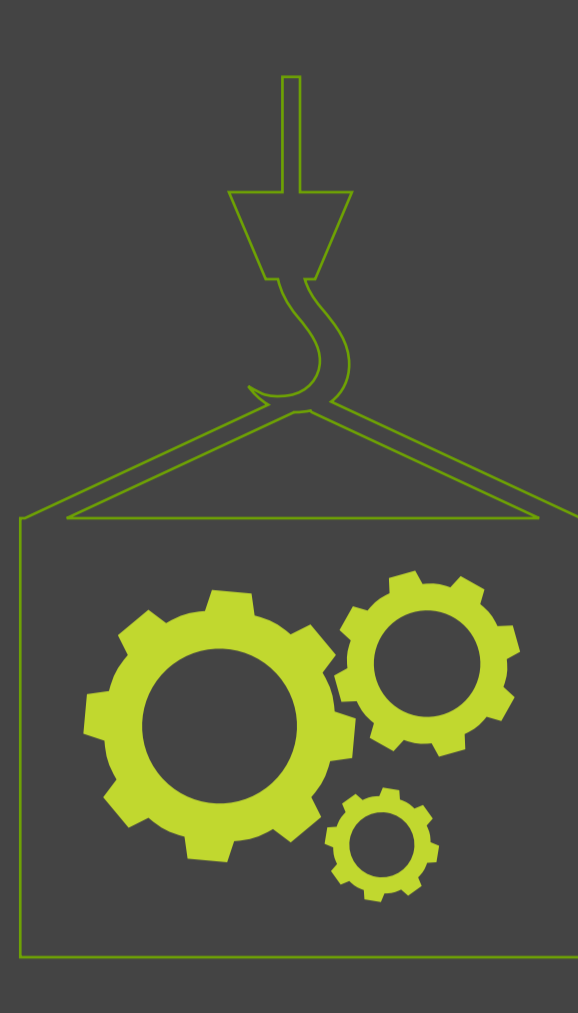


2016

Was the crossover point for flash capacity/cost vs. enterprise performance 15k HDD¹

2026

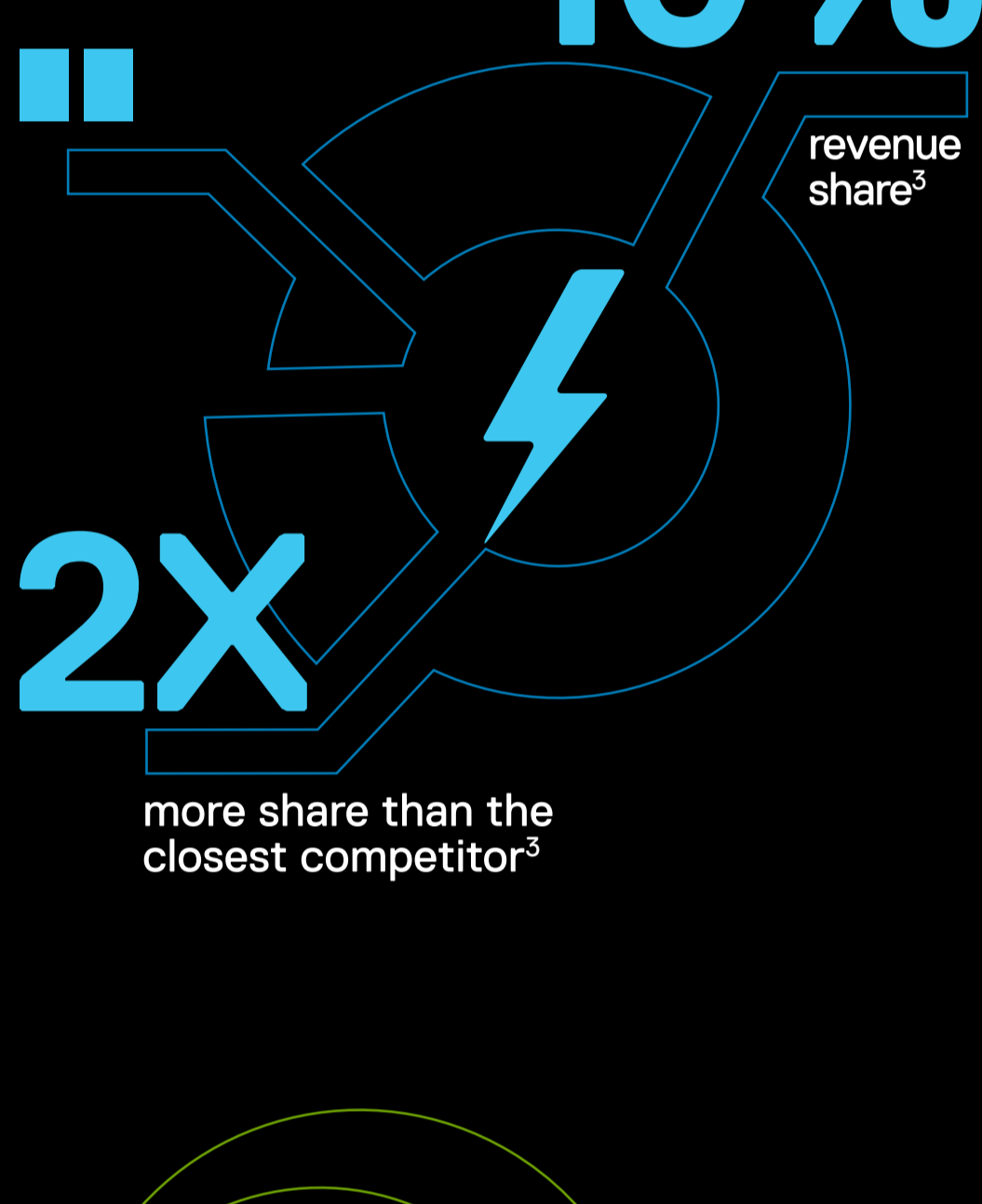
Virtually all workloads move from HDD to flash²



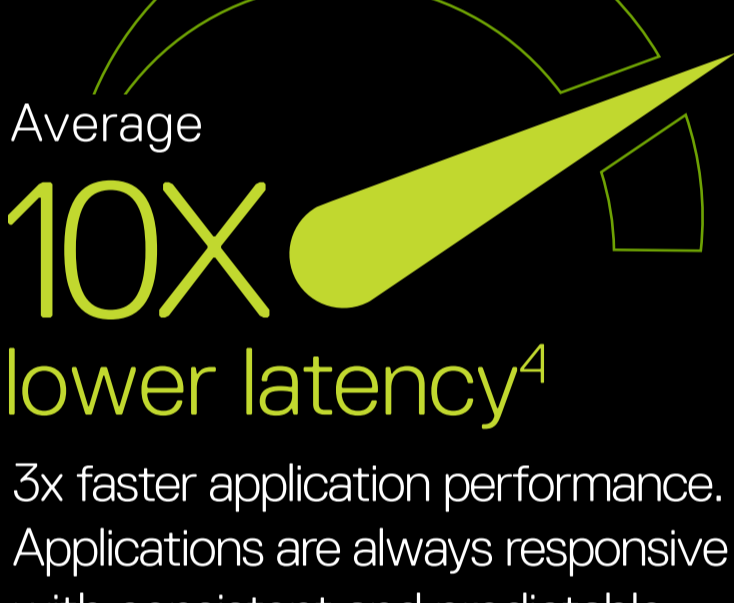
PORTFOLIO OF SOLUTIONS BUILT FOR YOUR BUSINESS

Dell EMC's family of industry-leading All-Flash products with Intel® Xeon® processors are purpose built with the most advanced features and capabilities available.

Dell EMC All-Flash Solutions for any size customer and workload



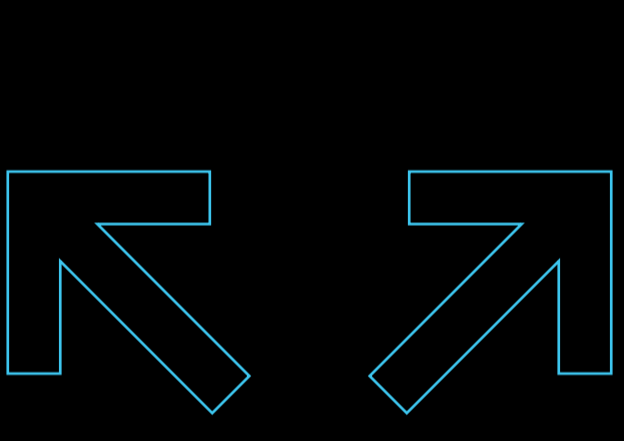
#1
All-Flash
market leader³



3x faster application performance. Applications are always responsive with consistent and predictable performance.⁵



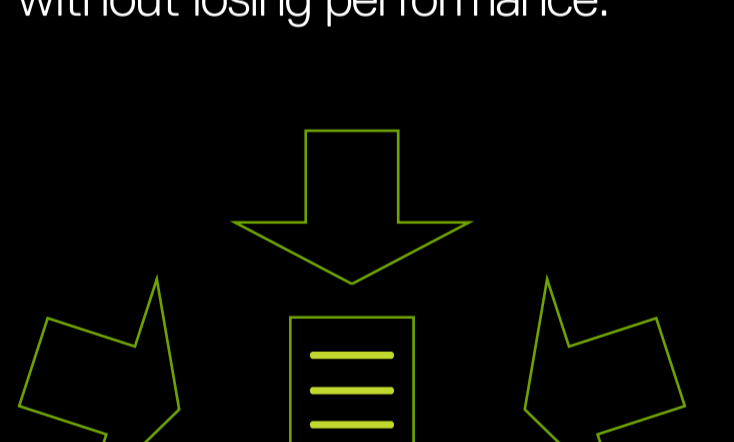
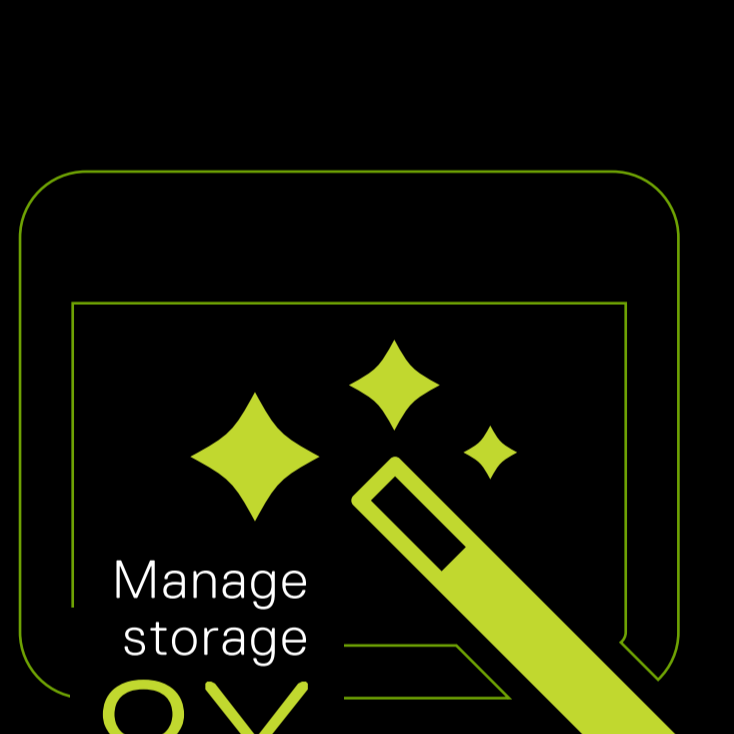
World-class solutions combine disaster recovery with business continuity and data protection.⁵



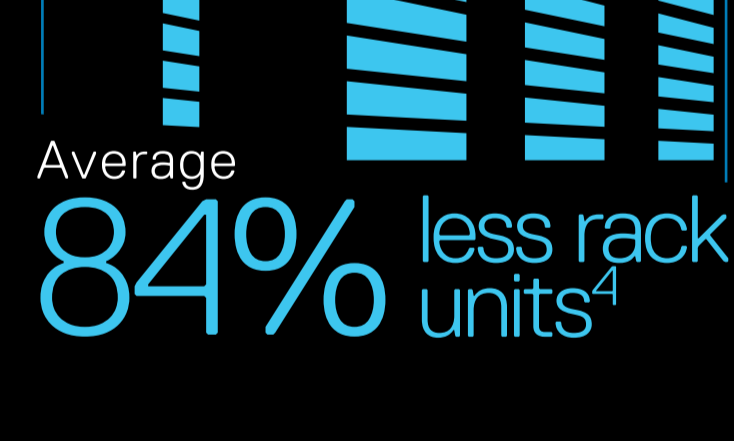
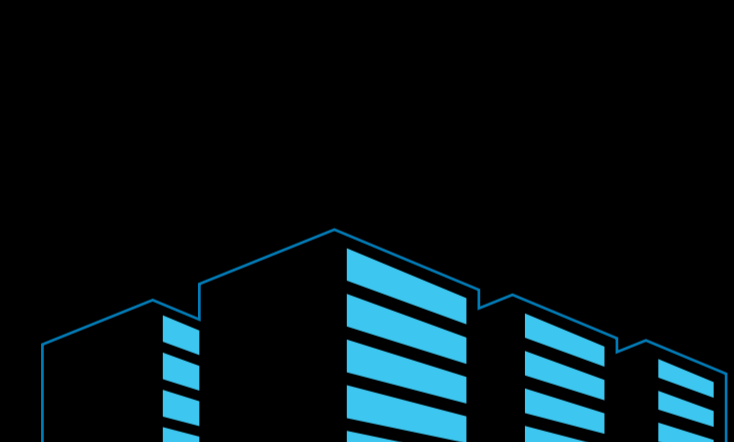
Scale to more than

4PB

effective capacity with the world's largest All-Flash arrays. Start small and grow without losing performance.⁶



fully optimized, ready-to-go All-Flash Converged Infrastructure. 96% reduction in downtime, 4.4x faster to market for new services⁸



reduce protection storage requirements from 10x-30x¹⁰, get 30x faster VMware recovery.¹⁰



including 5.8x lower storage admin costs.¹³ Lower power, space, and cooling requirements. Store 6x more data than disk-based systems.

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Powerful Data Center Outside.

¹ DELL EMC Market Research 2016 * Capacity Cost Factors In Data Reduction Technologies On Flash
² Wikibon Server SAN Research Project 2015
³ Source: IDC Tracker, "Worldwide Quarterly Enterprise Storage Systems Tracker," September 2016
⁴ Dell EMC internal analysis. Average across 400+ flash assessments compared to hybrid arrays. Q216
⁵ Based on internal tests performed by EMC, "Modernize With All-Flash," May 2016
⁶ Based on VMAX 850F product specifications
⁷ Based on Dell EMC internal analysis, September 2016, compared to a 24-hour polling interval with ESRS set to a 3 hour polling interval.
⁸ Based on IDC interviews of (16) VCE Vblock Systems customers, with results published in an IDC Whitepaper sponsored by VCE,
⁹ "The Business Value of VCE Vblock Systems: Leveraging Convergence to Drive Business Agility," May 2015
¹⁰ Dell EMC internal analysis compared to traditional backup
¹¹ Dell EMC internal analysis compared to non deduplicating traditional backup
¹² IDC study sponsored by EMC, August 2015, "Flash Drives Business Transformation in the Digital Age," compared to traditional storage silos
¹³ Dell EMC internal analysis compared to traditional disk. May 2016
¹⁴ ESG paper sponsored by EMC, July 2015, "EMC XtremIO: Lower TCO Through Consolidation"