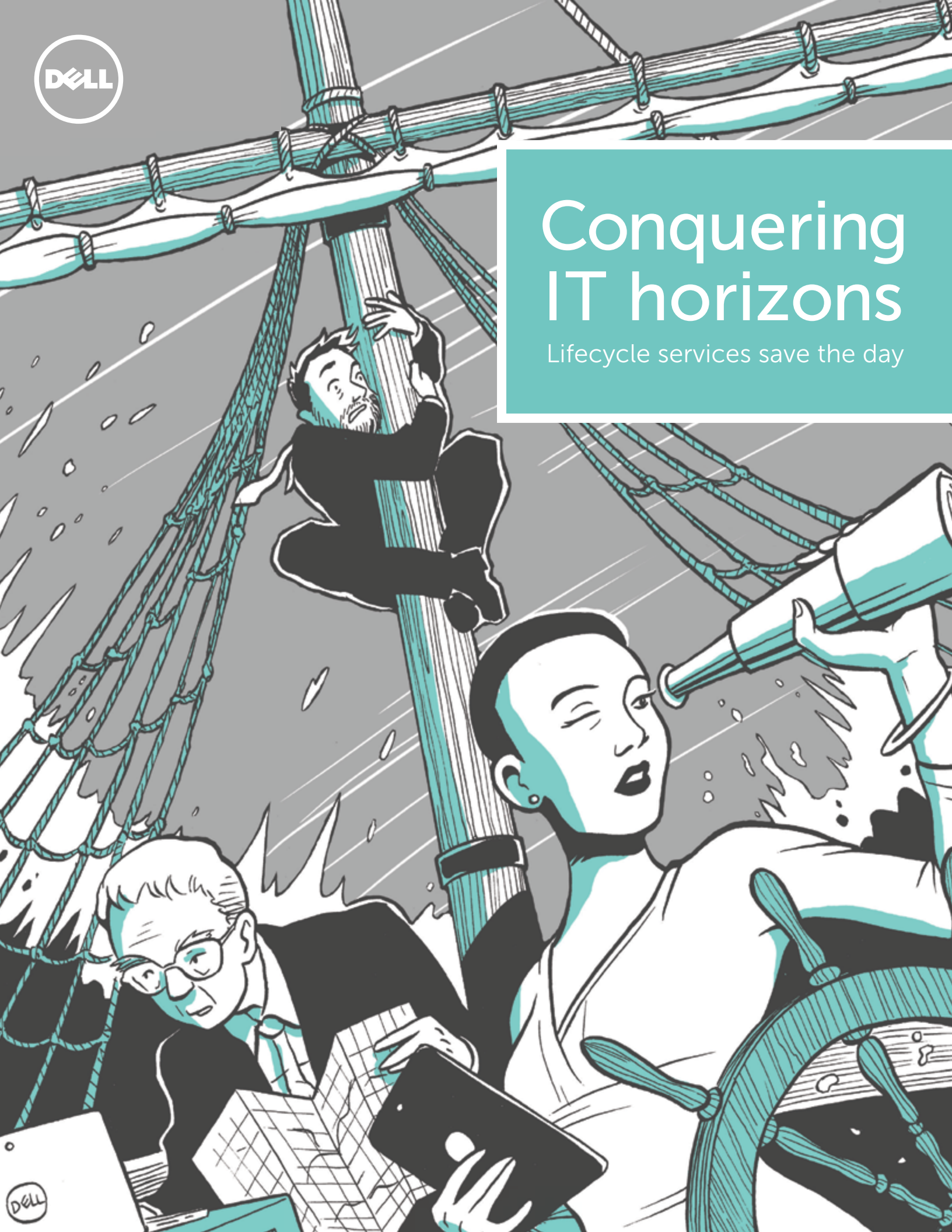
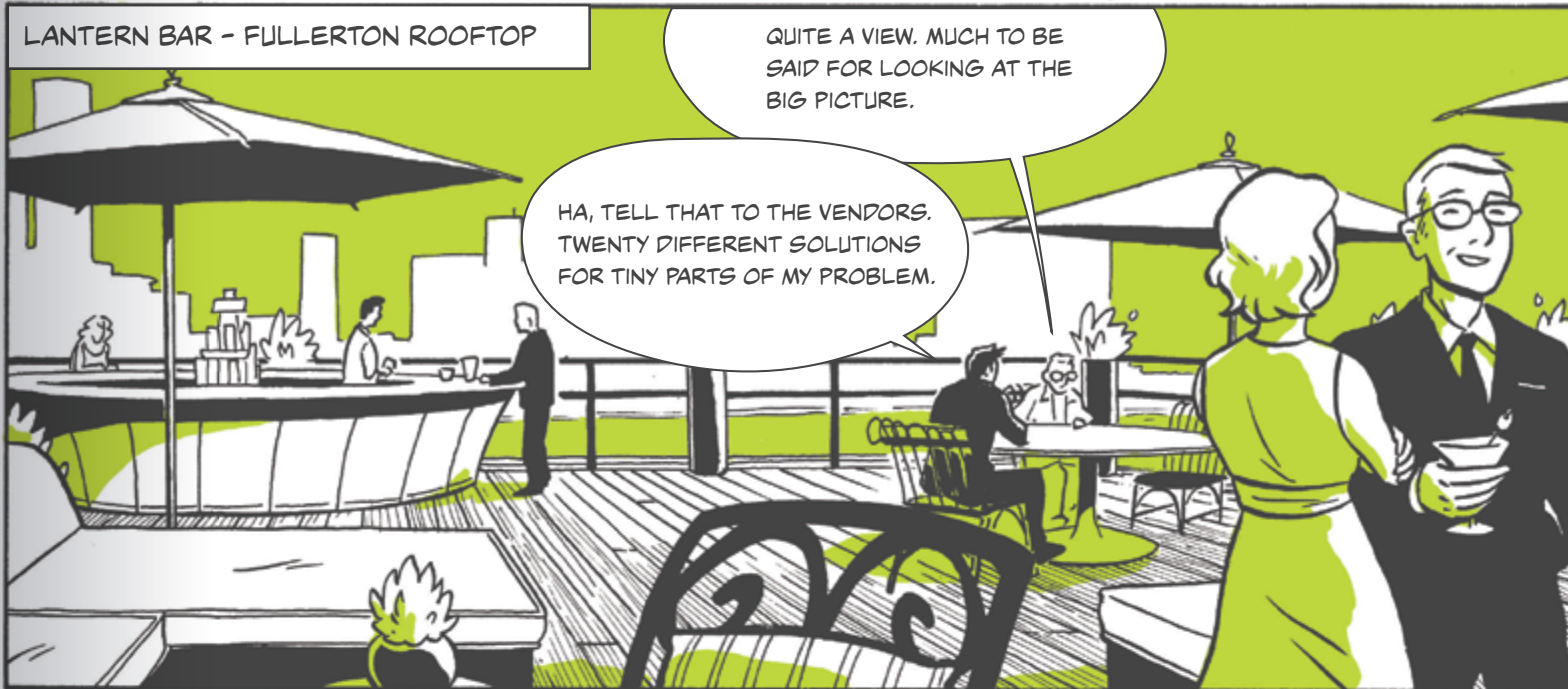
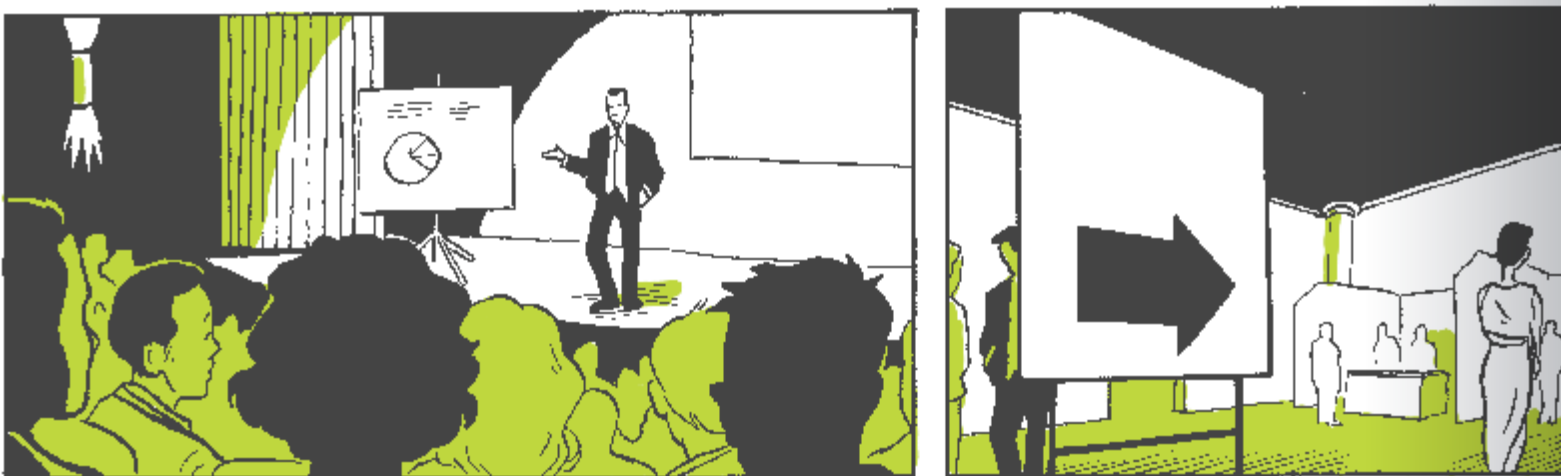
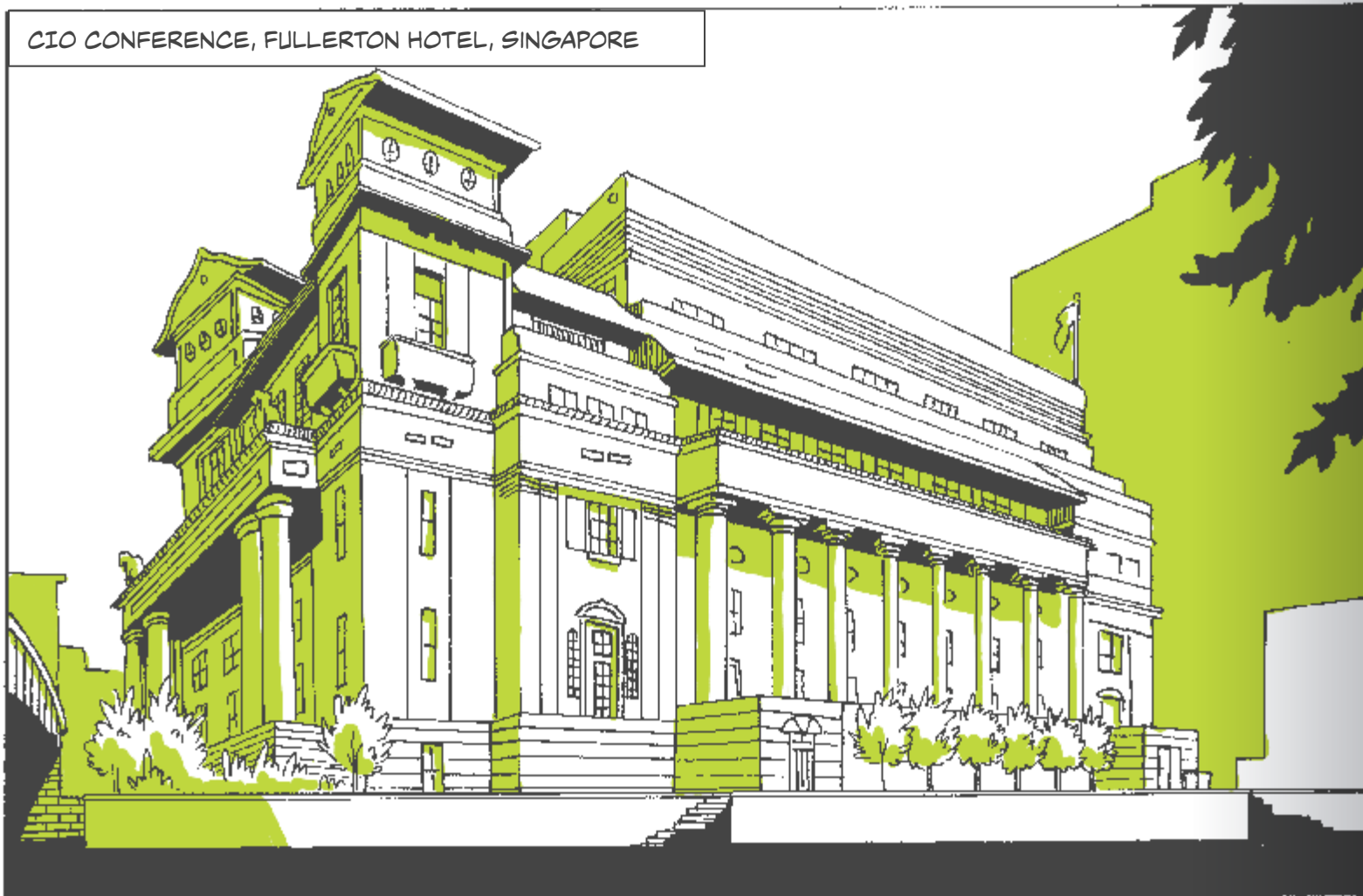




Conquering IT horizons

Lifecycle services save the day





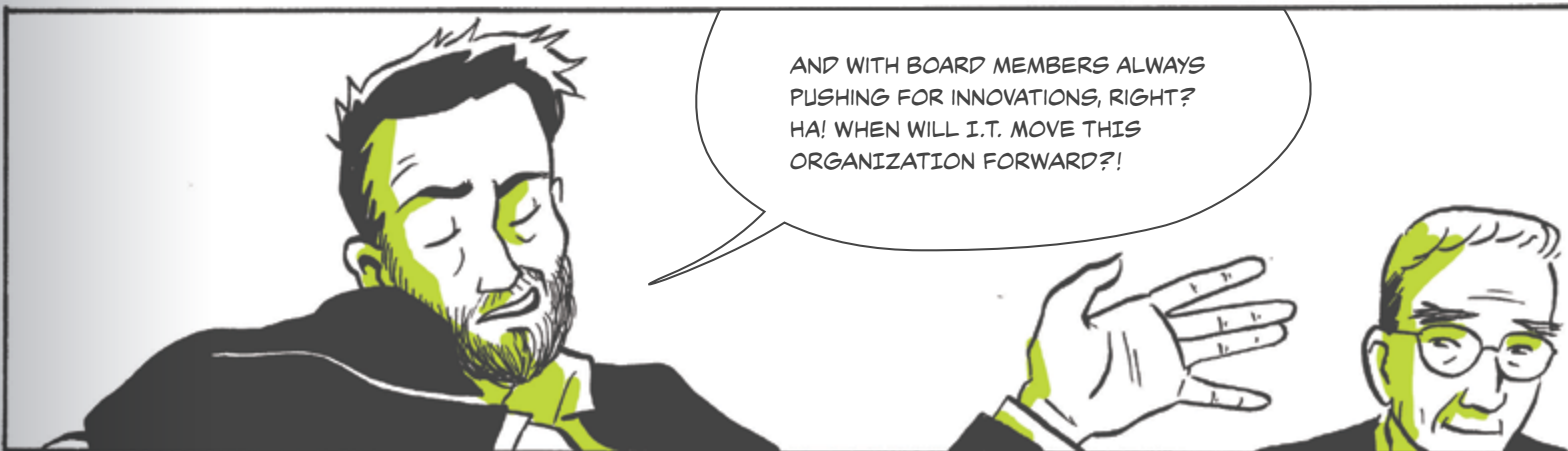
QUITE A VIEW. MUCH TO BE SAID FOR LOOKING AT THE BIG PICTURE.

HA, TELL THAT TO THE VENDORS. TWENTY DIFFERENT SOLUTIONS FOR TINY PARTS OF MY PROBLEM.



I HEAR YOU ...

... I'D LOVE TO USE THEIR BIG DATA AND ANALYTICS SOLUTIONS, BUT I SPEND DAYS, NIGHTS, AND WEEKENDS JUST TRYING TO KEEP THE SHIP AFLOAT.



AND WITH BOARD MEMBERS ALWAYS PUSHING FOR INNOVATIONS, RIGHT? HA! WHEN WILL I.T. MOVE THIS ORGANIZATION FORWARD?!



YOU GENTLEMEN SNEAK OUT OF THE EXPO TOO? HOW'D YOU LIKE THAT SESSION ON CLOUD THIS MORNING? FLUFFY, RIGHT?



A COUPLE OF DRINKS LATER IN A PUB...



I HAD THREE EMERGENCY TEXT MESSAGES FROM MY TEAM SO MISSED MOST OF IT. I'M MARTIN CHENG, WITH PANASIA SHIPPING, HONG KONG. AND THIS IS...



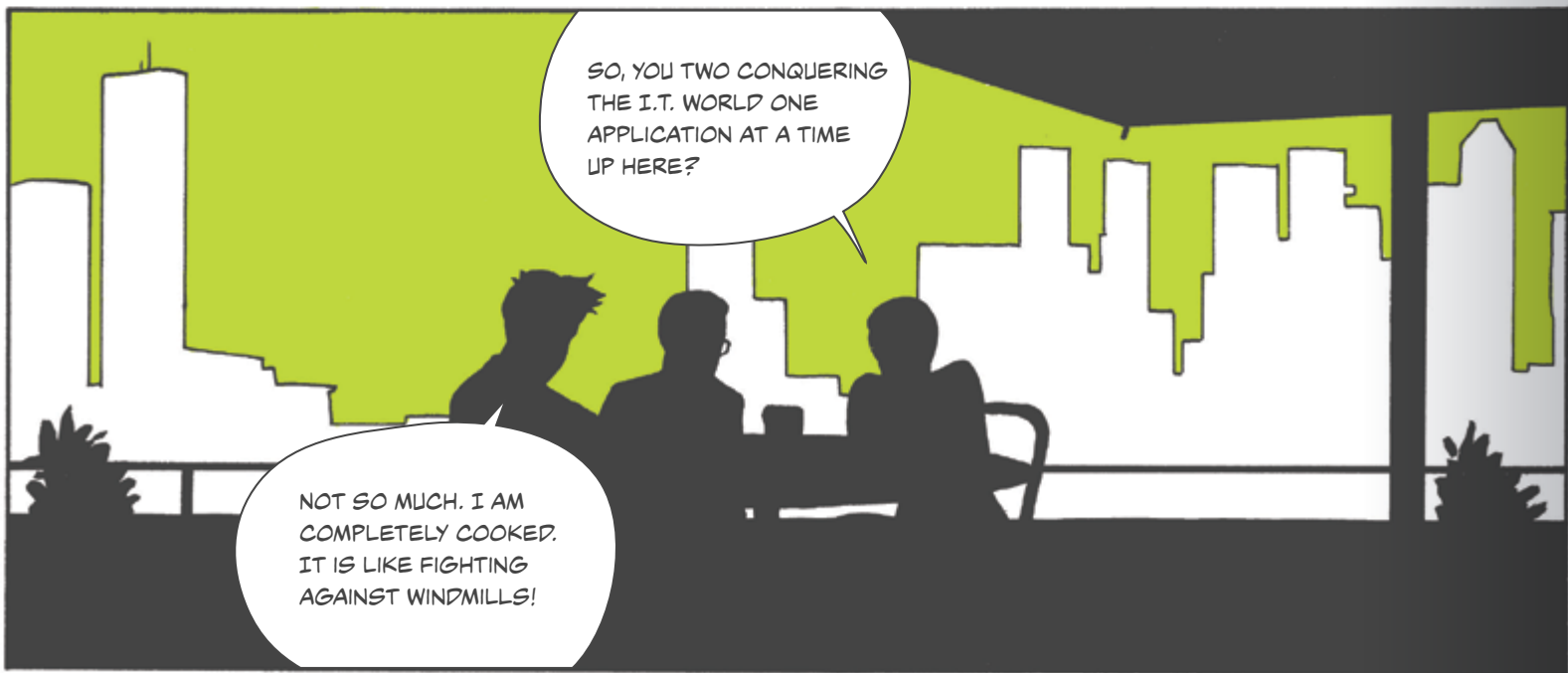
STEPHEN VAN DEWATER, UNIVERSITEIT VAN AMSTERDAM... AND I DON'T ALLOW EMERGENCY TEXT MESSAGES.

INTERESTING POLICY. AUDREY AYRES, GLOBAL BANC, TORONTO.



THERE IS NO WAY THOSE DARTS ARE REGULATION WEIGHT.

LET'S SEE. OFFICIALLY CERTIFIED BY THE WORLD DARTS FEDERATION.



SO, YOU TWO CONQUERING THE I.T. WORLD ONE APPLICATION AT A TIME UP HERE?

NOT SO MUCH. I AM COMPLETELY COOKED. IT IS LIKE FIGHTING AGAINST WINDMILLS!



OK, OK. DARTS IS CLEARLY A BUST.

FROM ONE PERSPECTIVE, AT LEAST...

OKAY, NEW GAME. ONE OF US DESCRIBES A MAJOR PAIN AT WORK AND THE OTHER TWO PROPOSE A SOLUTION.



THE LOSING IDEA BUYS THE NEXT ROUND! MY DRINKS WILL BE FREE ALL NIGHT!



SPLendid! MAY I GO FIRST?



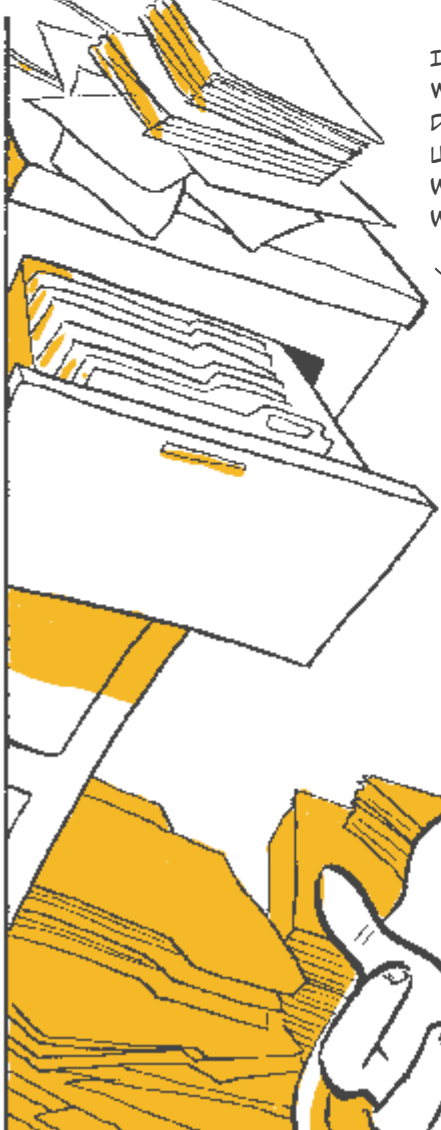
JA!

SURE!

WE GET THE PICTURE. SO, HOW LONG DO WE HAVE?



LET'S SAY FIVE MINUTES. GO!



I INHERITED ANCIENT HARDWARE AND SOFTWARE. WE TRACK SHIPMENTS MANUALLY. WE HAVE DECADES OF CUSTOMER DATA BUT I CANNOT USE IT. I KNOW THERE ARE APPLICATIONS THAT WOULD HELP, GPS, SENSORS, ANALYTICS ... WE SHOULD USE THE CLOUD BUT ...



TIME! LET ME SEE!



HOW ABOUT SOMETHING LIKE THIS?



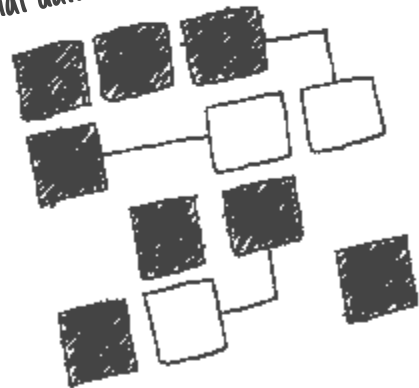
FOCUS ON application dependencies, processes and supporting infrastructure:

Categorize and prioritize business requirements and applications under:

- IT systems
- Human resources
- Finance
- LOB

Which applications need replacing? OR need new apps?

What data is foundational?



What are the operational dependencies?



Map the application communications networks



Assess current capabilities



Design (replace or update) with optimized hardware and software



IMPLEMENT
Roll out with least interruption to operations

WELL, I THINK WE HAVE AN OBVIOUS WINNER. WHEN CAN YOU START THE WORK?





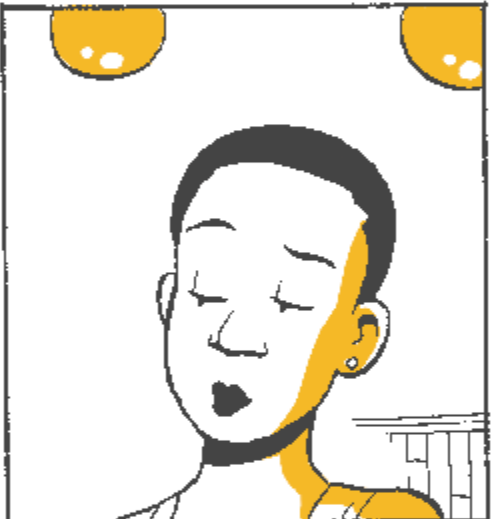
LET'S SEE. Hmm, nice try. This would take years, costs more than our salaries combined, and no other departments would agree, ja?!



NOT NECESSARILY. I INHERITED A LOT OF LEGACY AS WELL. WE CONVINCED EVERYONE THAT UPDATES DIDN'T HAVE TO BE ALL OR NOTHING. WE SHIFTED THEIR POV -- SHOWING THAT SOME INITIAL INVESTMENT COULD RESULT IN LONG-TERM COST SAVINGS.



ACH, SOUNDS LIKE BEGINNER'S LUCK. YOU ARE PRETTY NEW TO THE CIO WORLD, RIGHT?



JA, JA, NEXT ROUND IS ON ME. DON'T BOTH THANK ME AT ONCE!



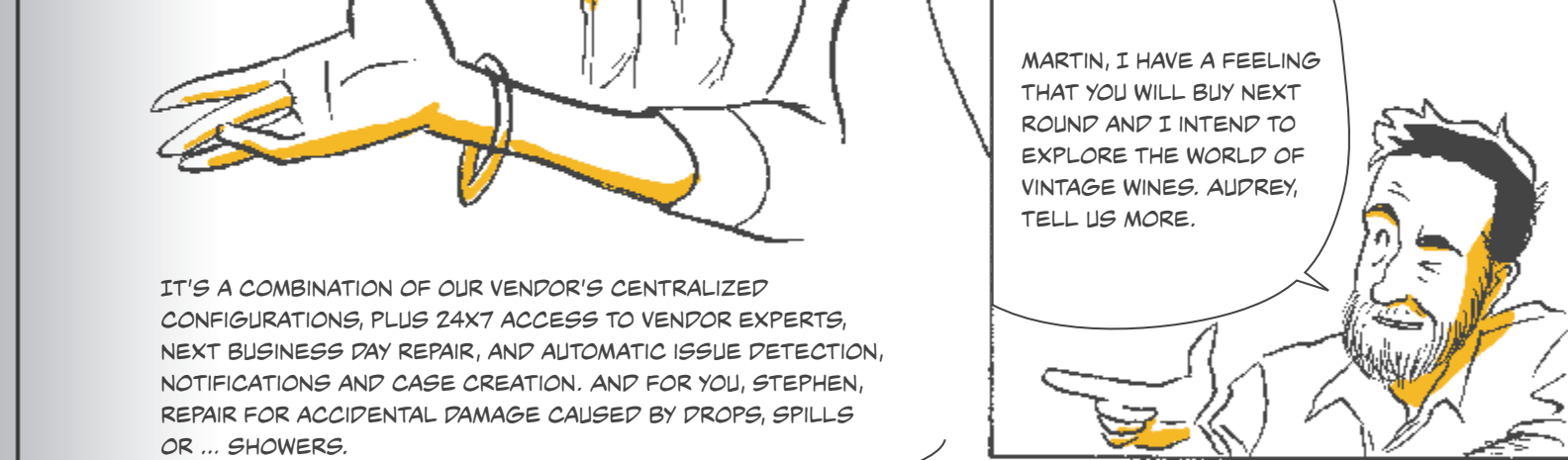
MY PROBLEM YOU WILL NOT SOLVE SO EASILY. PERSONAL DEVICES ARE TURNING MY WORLD UPSIDE THE DOWN. PROFESSORS HAVE CRITICAL SYSTEMS THEY DRAG EVERYWHERE. STUDENTS DROP, SPILL, AND I THINK TAKE SHOWERS WITH THEIR PCS AND TABLETS. AND MY TEAM HAS TO KEEP THE DATA CENTERS GOING TOO.



HMM, SOUNDS LIKE DIFFICULT CIRCUMSTANCES. END USERS ARE IMPOSSIBLE TO CONTROL.



I THINK I CAN HELP. WE ADD MORE MOBILE WORKERS AND PERSONAL DEVICES TO OUR NETWORK EVERY DAY. BUT WE HAVE A SET OF GROUND RULES AND A SUPPLIER THAT CREATES WHAT WE CALL OUR "FOUNDATION OF CONFIDENCE."



MARTIN, I HAVE A FEELING THAT YOU WILL BUY NEXT ROUND AND I INTEND TO EXPLORE THE WORLD OF VINTAGE WINES. AUDREY, TELL US MORE.

IT'S A COMBINATION OF OUR VENDOR'S CENTRALIZED CONFIGURATIONS, PLUS 24X7 ACCESS TO VENDOR EXPERTS, NEXT BUSINESS DAY REPAIR, AND AUTOMATIC ISSUE DETECTION, NOTIFICATIONS AND CASE CREATION. AND FOR YOU, STEPHEN, REPAIR FOR ACCIDENTAL DAMAGE CAUSED BY DROPS, SPILLS OR ... SHOWERS.

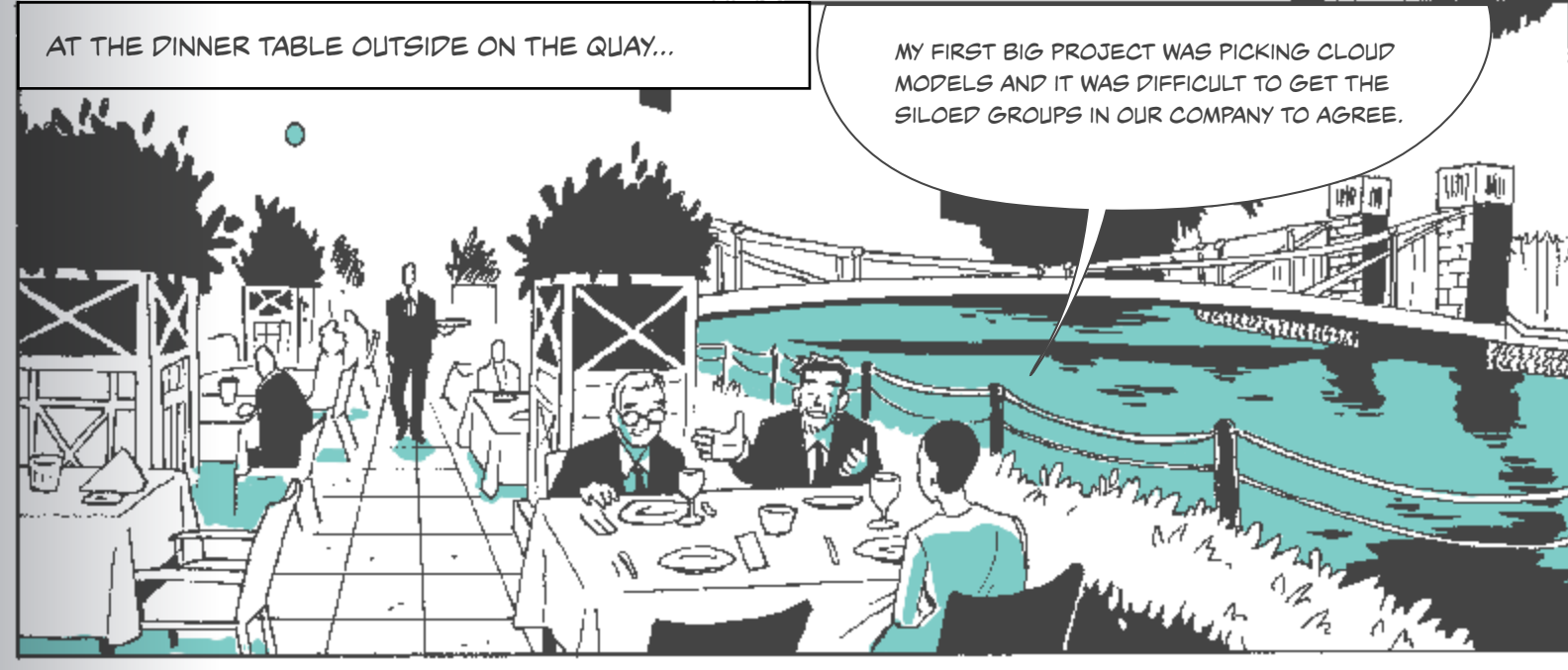




OKAY, I SURRENDER. BUT, WHO MANAGES ALL THOSE VENDORS?

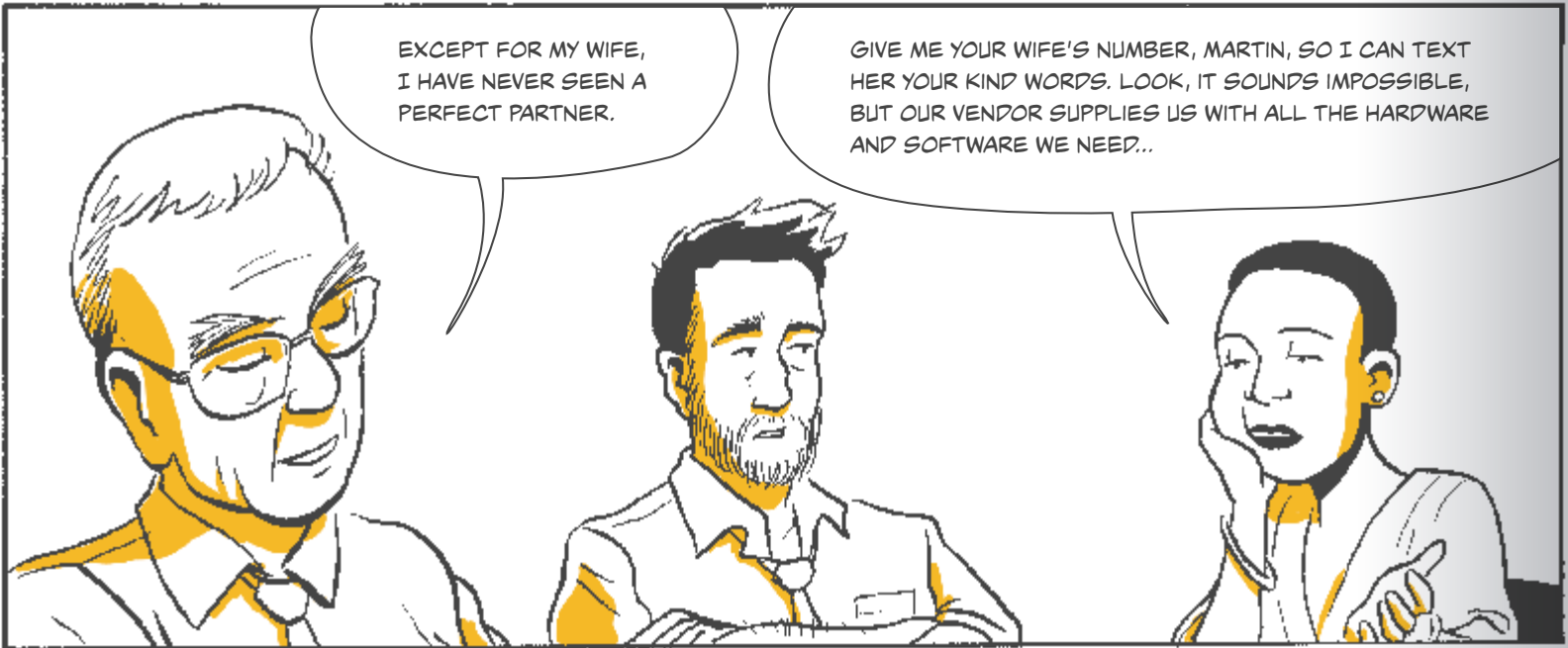
YES, WHO HAS TIME FOR THIS? ARE WE TALKING ABOUT A NEW COMPANY FULL OF MAGICAL GENIES?

ONE VENDOR PLUS MY TEAM... WORKING TOGETHER.



AT THE DINNER TABLE OUTSIDE ON THE QUAY...

MY FIRST BIG PROJECT WAS PICKING CLOUD MODELS AND IT WAS DIFFICULT TO GET THE SILOED GROUPS IN OUR COMPANY TO AGREE.



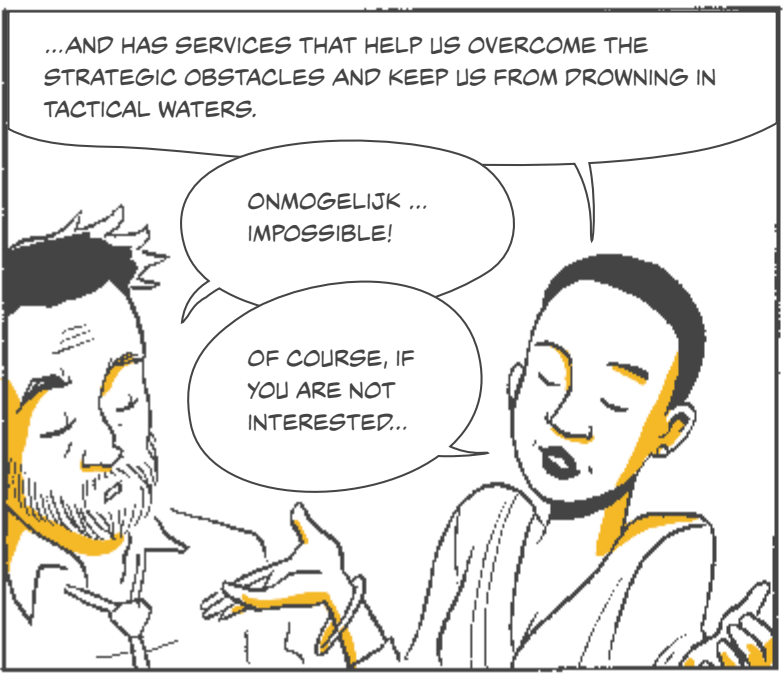
EXCEPT FOR MY WIFE, I HAVE NEVER SEEN A PERFECT PARTNER.

GIVE ME YOUR WIFE'S NUMBER, MARTIN, SO I CAN TEXT HER YOUR KIND WORDS. LOOK, IT SOUNDS IMPOSSIBLE, BUT OUR VENDOR SUPPLIES US WITH ALL THE HARDWARE AND SOFTWARE WE NEED...



JA, JA, I KNOW THIS PROBLEM WELL. AND YOU HAVE A SOLUTION FOR THIS?

WE FOUND AN OBJECTIVE, THIRD PARTY WITH A "BIG PICTURE" AND DEEPLY TECHNICAL POV TO HELP US ALONG EACH PROJECT LIFECYCLE.



...AND HAS SERVICES THAT HELP US OVERCOME THE STRATEGIC OBSTACLES AND KEEP US FROM DROWNING IN TACTICAL WATERS.

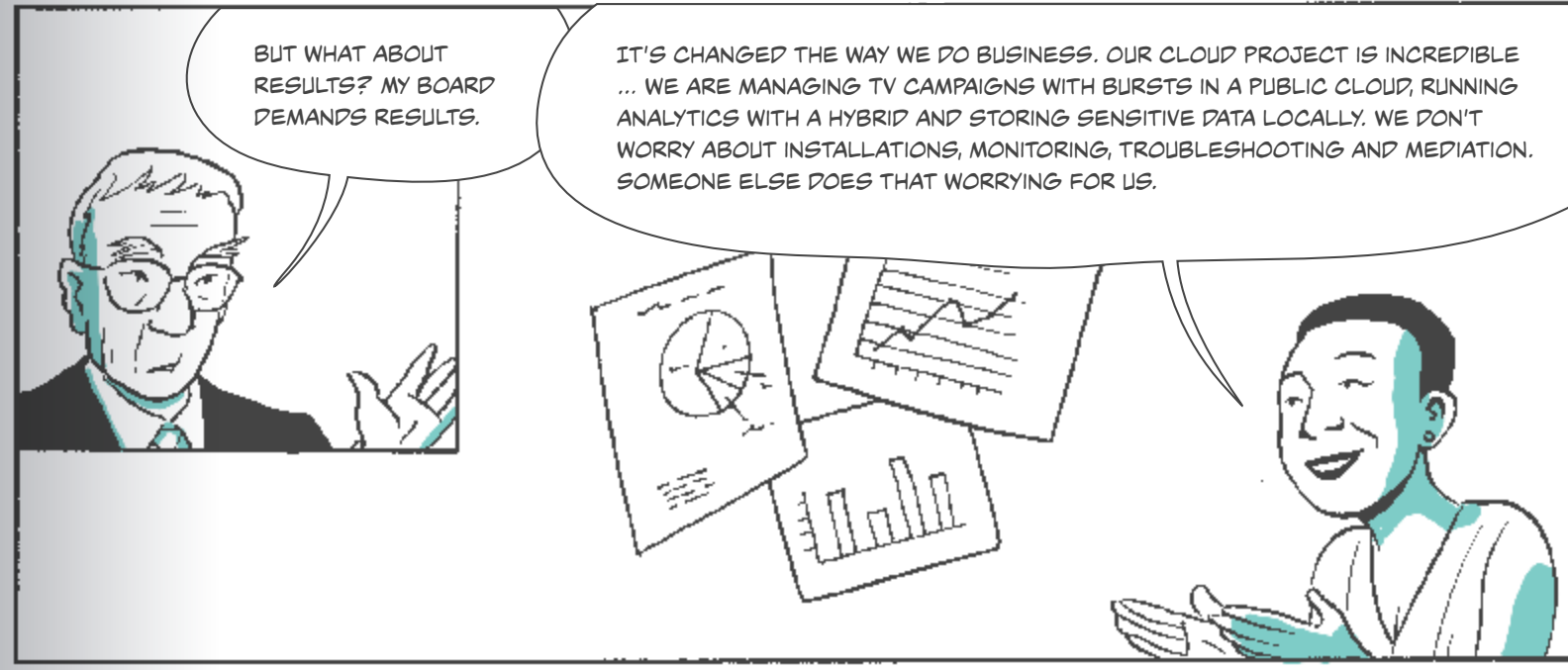
ONMOGELIJK ... IMPOSSIBLE!

OF COURSE, IF YOU ARE NOT INTERESTED...



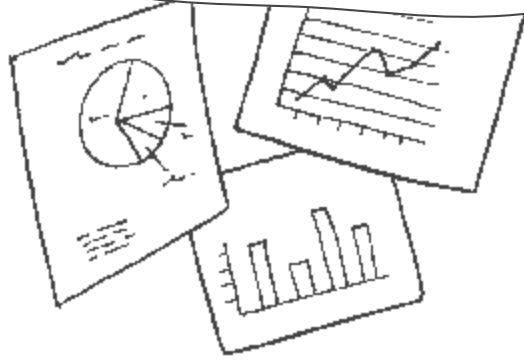
NO, GO ON, PLEASE. SHALL WE SIT FOR DINNER? MY COMPANY WILL BUY.

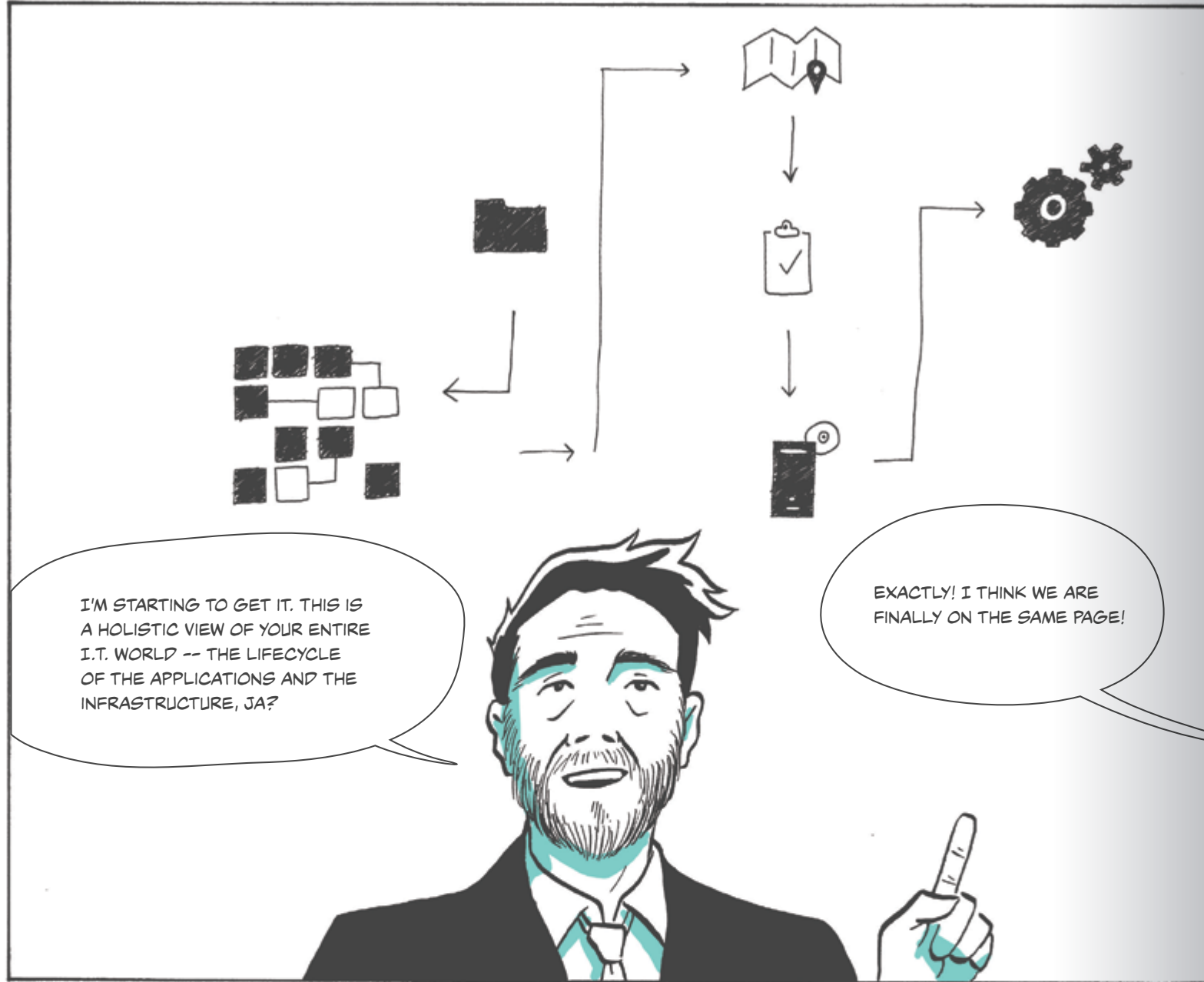
IN THAT CASE, I'M IN. AUDREY, WHAT IS THIS FANATICAL WATERS?



BUT WHAT ABOUT RESULTS? MY BOARD DEMANDS RESULTS.

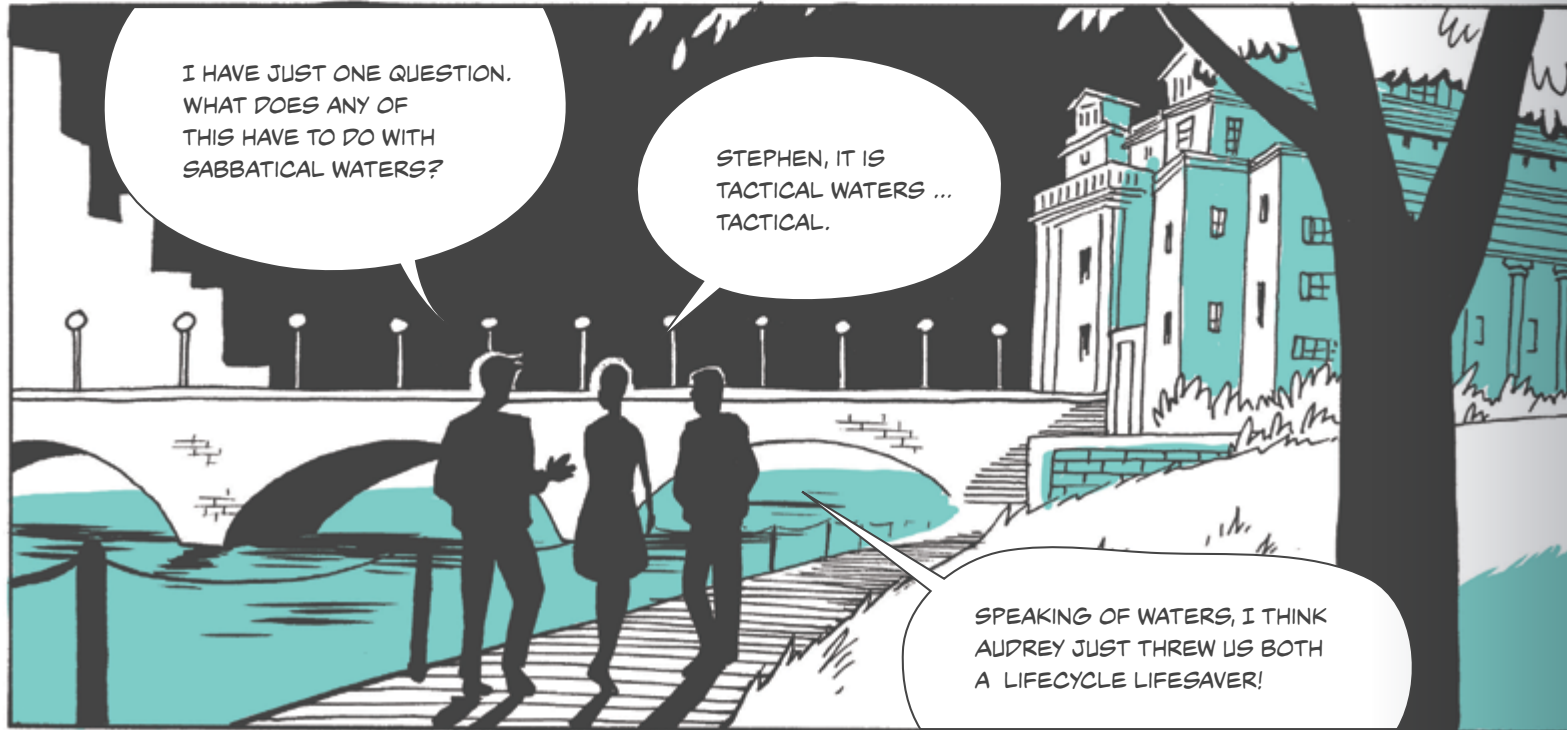
IT'S CHANGED THE WAY WE DO BUSINESS. OUR CLOUD PROJECT IS INCREDIBLE ... WE ARE MANAGING TV CAMPAIGNS WITH BURSTS IN A PUBLIC CLOUD, RUNNING ANALYTICS WITH A HYBRID AND STORING SENSITIVE DATA LOCALLY. WE DON'T WORRY ABOUT INSTALLATIONS, MONITORING, TROUBLESHOOTING AND MEDIATION. SOMEONE ELSE DOES THAT WORRYING FOR US.





I'M STARTING TO GET IT. THIS IS A HOLISTIC VIEW OF YOUR ENTIRE I.T. WORLD -- THE LIFECYCLE OF THE APPLICATIONS AND THE INFRASTRUCTURE, JA?

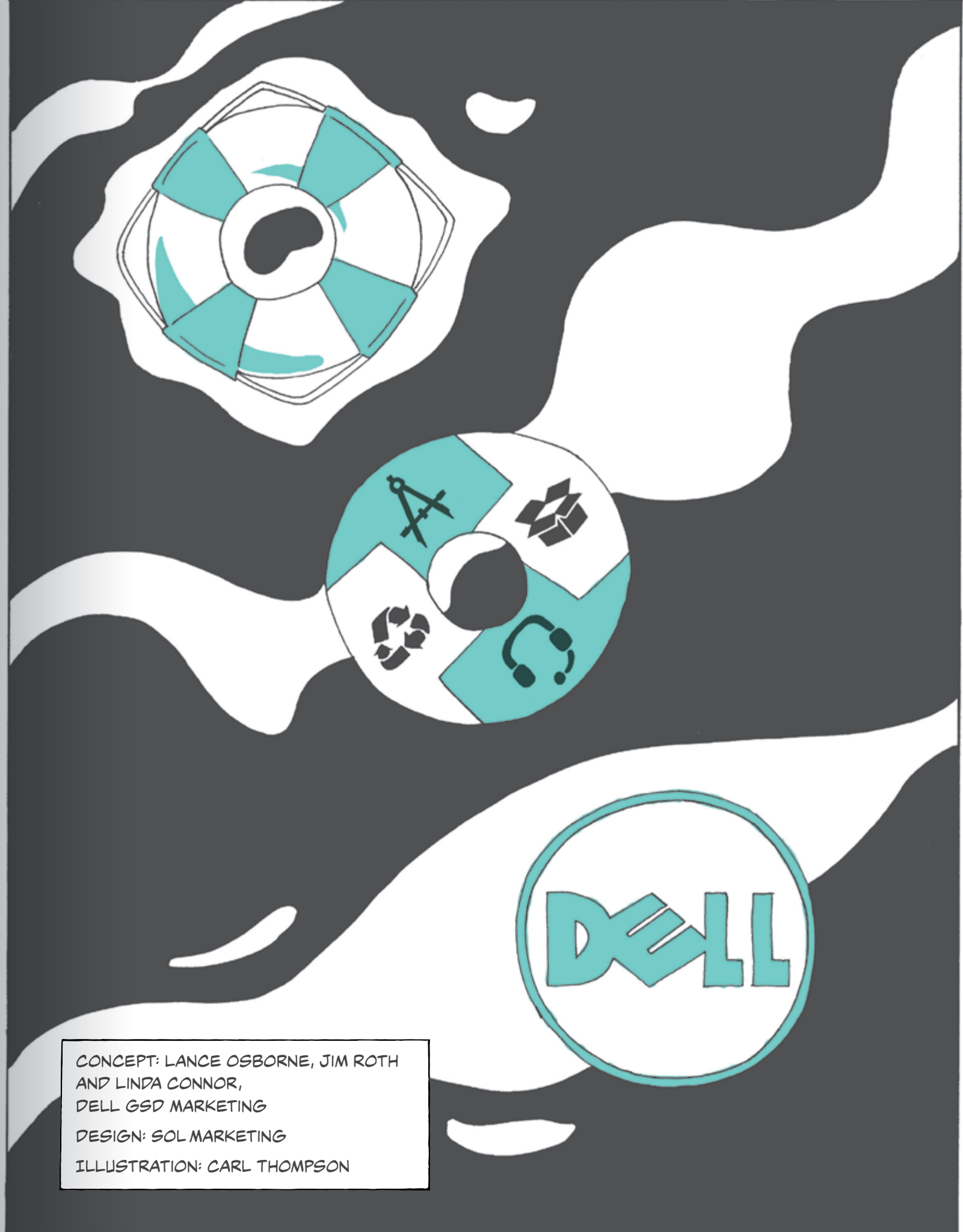
EXACTLY! I THINK WE ARE FINALLY ON THE SAME PAGE!



I HAVE JUST ONE QUESTION. WHAT DOES ANY OF THIS HAVE TO DO WITH SABBATICAL WATERS?

STEPHEN, IT IS TACTICAL WATERS ... TACTICAL.

SPEAKING OF WATERS, I THINK AUDREY JUST THREW US BOTH A LIFECYCLE LIFESAVER!

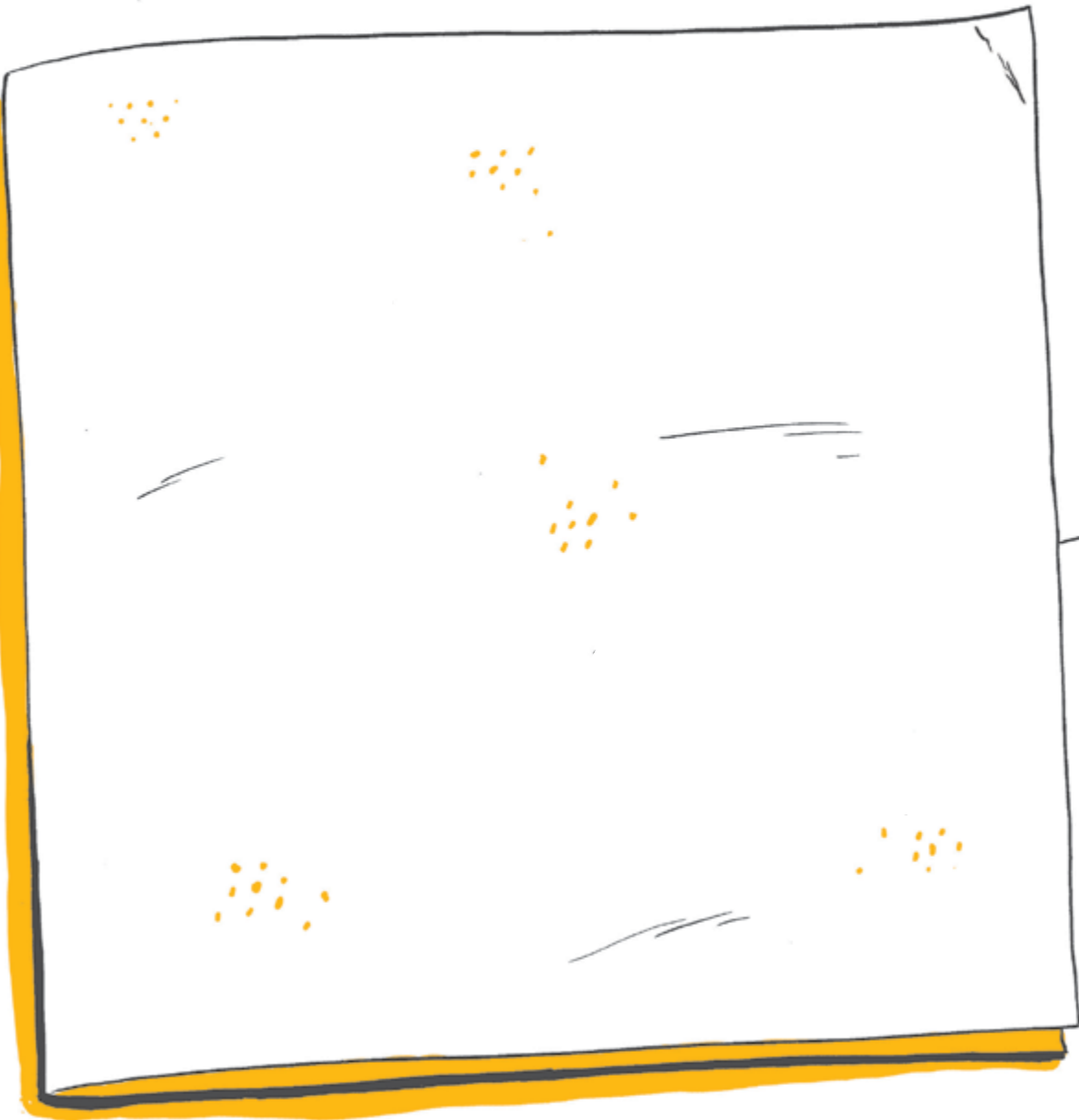


CONCEPT: LANCE OSBORNE, JIM ROTH AND LINDA CONNOR, DELL GSD MARKETING
 DESIGN: SOL MARKETING
 ILLUSTRATION: CARL THOMPSON

An illustration featuring a yellow fork in the top right corner and a yellow pen nib in the bottom center. The background is white with faint, sketchy lines. The text is centered in the upper half of the page.

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