



# A SIMPLE GUIDE

## TO THE EFFICIENT ENTERPRISE

Recent technology advances in five key areas put efficiency gains on the fast track. Here's how Dell can help CIOs capitalize on virtualization, mobility management, storage optimization, cloud services, and automated IT management.

**B**oosting enterprise efficiency doesn't have to be complicated. Dell combines the latest technologies with best practices and extensive industry expertise to help IT executives get their bearings in five primary areas that accelerate adoption of the Efficient Enterprise model. Now, with the acquisition of Perot Systems, the expanded Dell Services team has more than 40,000 highly skilled professionals at the ready to develop and deliver end-to-end IT services and business solutions geared to reduce overhead and lower costs—so organizations can focus more of their resources on innovation.

### **Virtualization: Establish an operational framework**

It's no secret that virtualization technologies help improve efficiency and cost savings through increased computing density, which can significantly decrease the floor space, power consumption, and administrative requirements to run a data center. At the same time, virtualization streamlines deployment, provisioning, capacity planning, chargebacks,

security, and systems management. Unfortunately, many IT executives hit operational roadblocks that dilute their projected return on investment. To help overcome those hurdles, the Dell Services team focuses on the most opportune way to *operationalize* virtualization technologies as they are deployed.

For example, the Dell ProConsult Services data center optimization and virtualization practice helps enterprises tap into an extensive pool of expertise, innovative tools, and automated analysis to assist IT strategists in driving virtualization projects from pilot to production. Dell offers workshops that explore customer challenges, operational readiness assessments designed to help organizations understand the impact virtualization may have on their current environment, and gap analyses to identify action items for getting the company prepared for a virtualized environment.

In addition, the Dell Services team provides a virtualization operations framework dashboard for each engagement. This dashboard establishes metrics and provides reporting for critical success factors.

Virtualization

Technology A-List

Mobility management

Storage optimization

Cloud services

Automated IT management

### **Mobility management: Simplify and centralize**

While legions of remote workers are already changing what it means to conduct business as usual, mobile workers also pose a big challenge for managing and securing remote systems and data. Distribution and imaging of laptops can be complex and costly. Existing systems management tools are not designed to track and push updates for a large mix of mobile assets. In addition, confidential data must not fall into the wrong hands when a mobile system is lost or stolen.

Dell can help IT executives address these considerations through comprehensive mobility management solutions. For example, Dell can distribute client systems directly to end users through Dell™ Automated Deployment and Dell ImageDirect—sparing IT departments the cost and hassle of handling deployment and imaging processes in-house. In addition, Dell Distributed Device Management software, delivered as a service, provides a cost-effective systems management platform specifically designed to handle the needs of the mobile workforce. Laptop data encryption services also help keep data on mobile computers safe in case of loss or theft.

### **Storage optimization: Scale flexibly and cost-effectively**

While IT budgets remain flat, data storage requirements continue to increase at a breakneck pace. As a result, a large percentage of IT staff resources are spent managing backup processes and searching for data. Even worse, unnecessarily redundant data can bloat systems and compound IT complexity.

Dell Data Management and Protection Services efficiently support data availability, retention, and recovery. The Dell Services

team can create cost-effective archiving solutions to better manage record retention, as well as assist in migrating lower-tier storage to lower-cost platforms—which can dramatically cut total storage costs. Dell also helps IT organizations take advantage of advanced technologies such as data deduplication in the way that is most appropriate for their infrastructure.

As part of a broader storage optimization effort, Dell can design, plan, and implement a sound disaster recovery strategy that helps safeguard business continuity with explicit recovery time objectives and recovery point objectives. Dell supports these engagements with an industry-leading e-mail continuity solution, disaster recovery virtualization services, managed backup offerings, and an innovative crisis management and alerting service that helps companies communicate with employees during a crisis or disaster.

### **Cloud services: Free IT staff for strategic projects**

Traditional on-site systems can be slow to change and difficult to scale—a significant disadvantage as IT teams are asked to do more with less. Cloud services offer an efficient model that can augment existing infrastructures with additional flexibility and help free IT staff to work on strategic projects rather than day-to-day systems management.

Dell helps companies leverage the benefits of cloud computing by pragmatically combining the power of software as a service (SaaS) with Dell's infrastructure support and expertise. SaaS offerings can be deployed in as little as a day and scale when needed. Monthly costs are predictable, and enterprises pay only for what they use. With near-zero maintenance and automatic upgrades included, these

services enhance IT flexibility and business agility. And when uptime is important for critical applications such as e-mail, a cloud-delivered approach such as Dell Email Management Services helps ensure fast failover to avoid disruption.

### **Automated IT management: Streamline maintenance**

Dell Services goes beyond simply providing outsourced labor to bring best practices, advanced tools, and automation to the table. By managing any or every portion of the IT life cycle—from configuration and deployment to field service to asset recovery—the Dell Services team helps IT executives reallocate spending from systems maintenance to strategic initiatives that advance business and organizational goals.

For example, with the acquisition of Perot Systems, Dell now offers fully hosted virtual desktops. Providing desktops as a service helps eliminate the need for IT organizations to procure and manage their own physical resources. Companies buy only what they need—including related support, updates, and maintenance.

### **Pragmatic approach: Tailor IT services to organizational needs**

In each of these five key areas, the Dell approach is modular, adaptive, and flexible—the Dell Services team helps CIOs take advantage of innovations such as SaaS and cloud delivery wherever they make sense. As a result, executives can buy IT services that fit their organizations best: multiyear contracts, pay-as-you-go managed services, or fixed-scope consulting engagements.

To learn more about how Dell Services can help your organization become an Efficient Enterprise, please visit [DELL.COM/Services](http://DELL.COM/Services). ■