DATA CONSOLIDATION AND MANAGEMENT

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ENTERPRISE BUSINESS MANAGER

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A BRIEF HISTORY OF DELL

People

90,000 employees

Financials

$61,1B revenue*

34 on Fortune 500

Market Entry

1984 - Desktops
1991 - Notebooks
1996 - Servers
1998 - Storage
2002 - IT Services
2003 - Printers
2006 - IT Solutions

* Revenue for the last four quarters

WHAT IF...

YOU COULD CONSOLIDATE AND TIER YOUR DATA USING WHAT YOU ALREADY HAVE?

Business data used to be everywhere but was difficult to locate and protect.

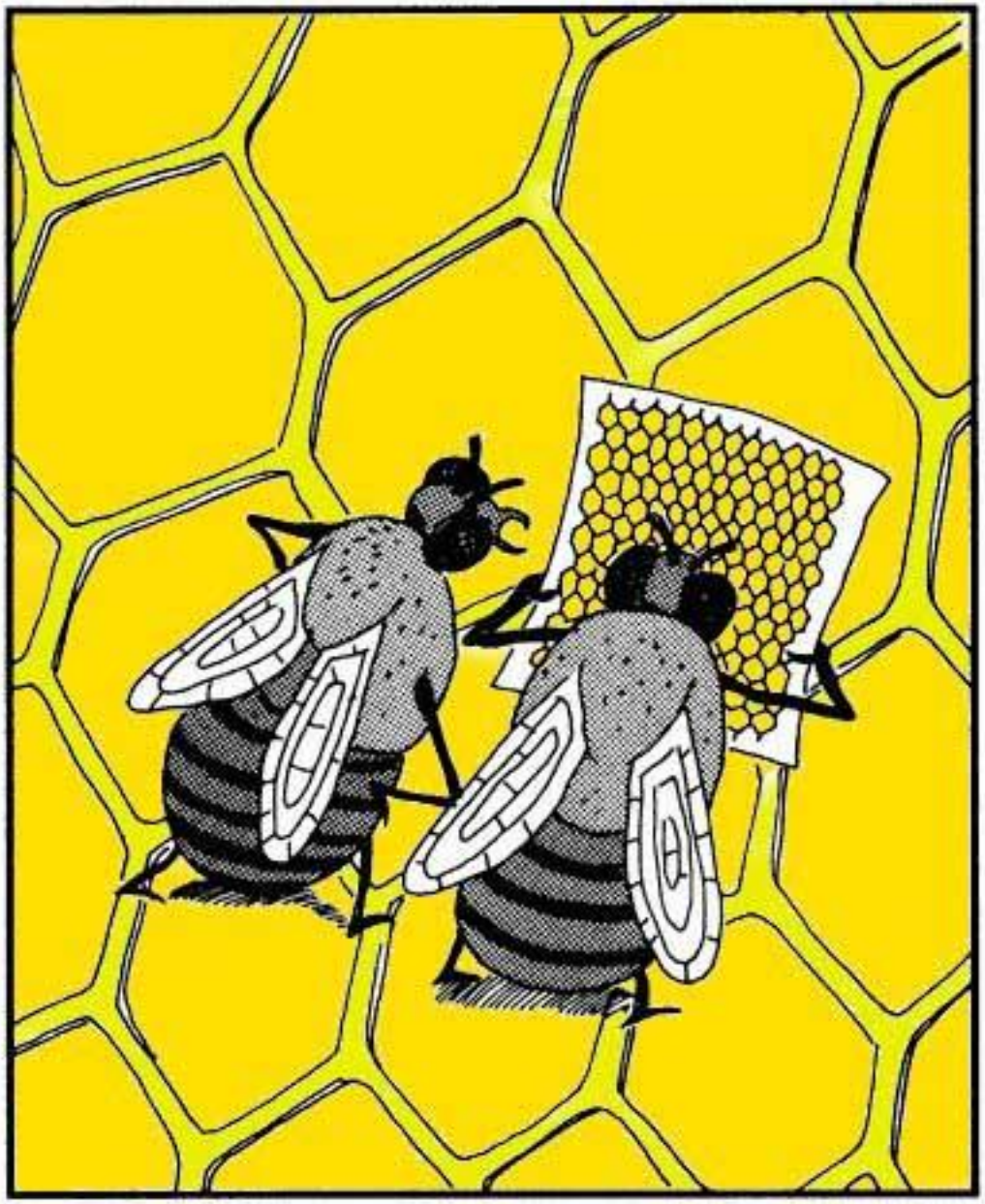
Mainframes put data in one place, but they were expensive and inefficient. Only the elite could afford them.

Now, more people have access to and are sharing data. Again … it is everywhere.

DATA AVALANCHE
6X GROWTH
BY 2010

INFORMATION OVERLOAD

3 MILLION TIMES
the information in all the books ever written.



So, Where are we exactly?

People spend
9.6 HOURS
per week looking
for their data.

Changing the Economics of Storage

simplifying technology at an accelerated pace to make advanced storage more accessible and affordable

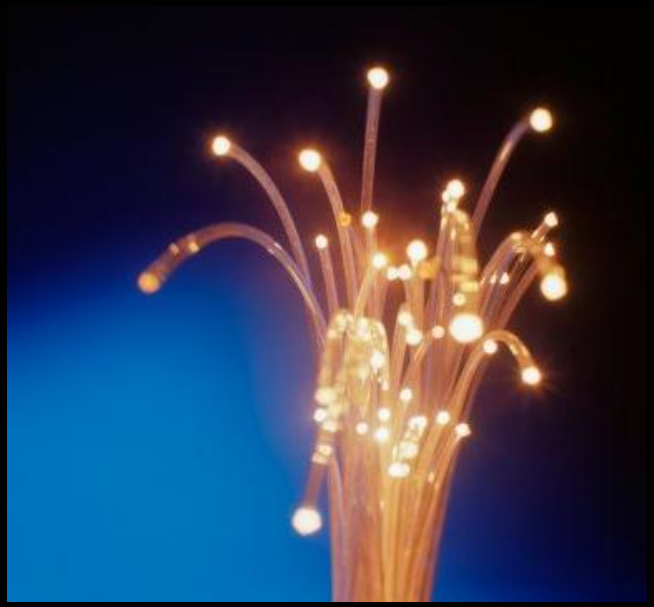
PRESCRIPTIVE APPROACH

CONSOLIDATE WITH CONFIDENCE

TIER YOUR DATA ACCORDINGLY

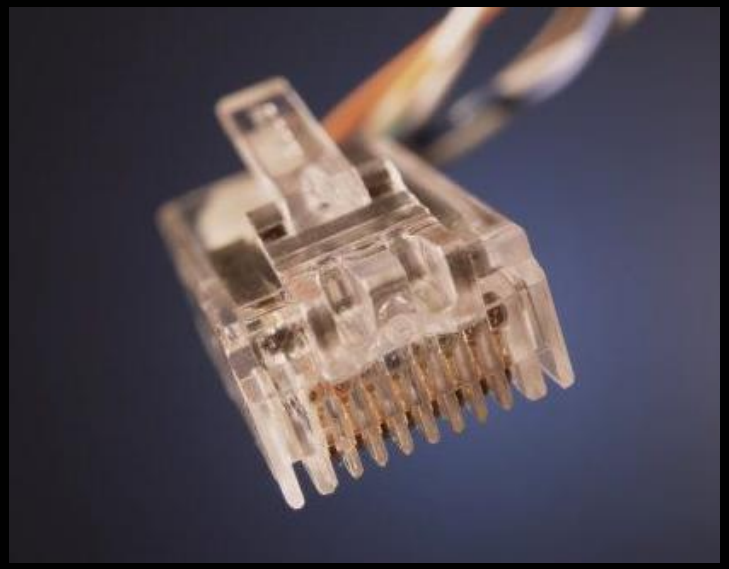
PROTECT DATA AUTOMATICALLY

WHICH WAY TO GO?



- TRUSTED ARCHITECTURE
- FAST, REGARDLESS OF FILE SIZE
- BEST-IN-CLASS DATA MANAGEMENT FEATURES

DELL|EMC CX/AX

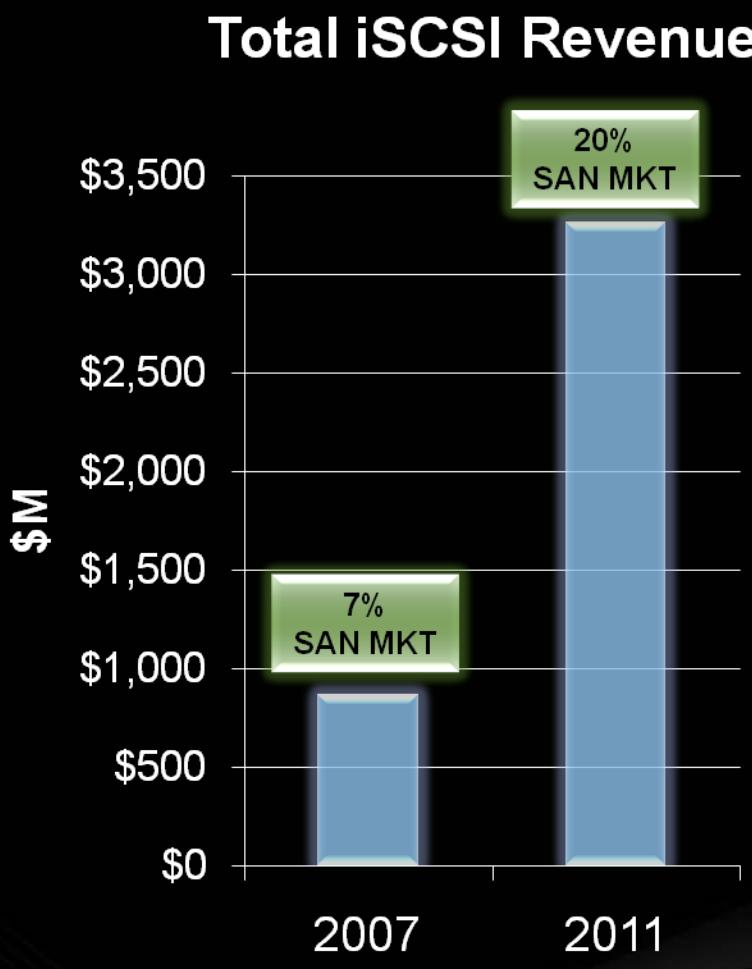


- LOWER COST INFRASTRUCTURE
- NO SPECIAL TRAINING REQUIRED
- COMPARABLE PERFORMANCE TO FIBRE CHANNEL FOR MANY APPLICATIONS

DELL EQUALLOGIC / POWERVAULT

EMERGENCE OF iSCSI

iSCSI is fastest growing segment of industry



*Gartner 2007 Forecast
iSCSI: 40% CAGR
FC: 4% CAGR

Why the Growth?

- Leverages IT's ubiquitous IP Networking Knowledge
- Superior capabilities for virtualization
- 10GbE

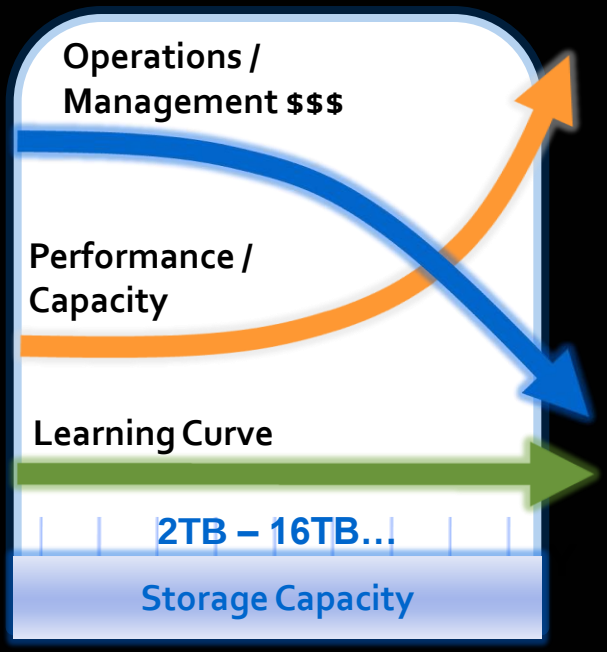
ENTERPRISE PRODUCT BREADTH

NEXT GENERATION STORAGE
Dell EqualLogic PS5000 Series
Optimized for virtualized environments
Dell | EMC, Powervault, Dell PS
Broadest Storage Portfolio ever

NEW ERA OF BLADE SERVERS
PowerEdge M-Series
World's most energy efficient blade solution

EMBEDDED HYPERVISOR
Dell and VMware
Ubiquitous virtualization

SIMPLIFY YOUR STORAGE WITH DELL EQUALLOGIC



- Cost of operations and management decrease as capacity increases
- Fastest and most scalable iSCSI product
- Highest Exchange performance midrange SAN
- All-inclusive price with no hidden costs

Quality Awards – Storage Magazine

Rated Excellent – InfoWorld

Info 2008 Technology of the Year Awards

Storage Awards – The Storries IV – Storage Virtualisation Product of the Year 2007

Winner – eWeek Excellence Awards 7th Annual – Enterprise Storage Hardware – June 11, 2007 – EqualLogic PS Series PS3800XV

Changing the way people experience storage!

Dell is the fastest growing storage vendor in the world!

Dell is in the leaders quadrant of Gartner's Magic Quadrant

Dell is the iSCSI market leader

Dell owns the product named iSCSI SAN of the Year!

INTRODUCING DELL SUPPORT SERVICES

- Dell and its local partners combine to deliver service
- Bringing worldwide experience to Romania
- Global consistency in services
- Rapid resolution of incidents to reduce downtime and improve Total Cost of Ownership
- Aimed at Consumers and Businesses

ROMANIA INVESTMENT

$3m Initial Investment

Local Distribution Centre (LDC) – Bucharest

5 Field Stock Location (FSL)

11 Pick Up Drop Off Points (PUDO)

Logistics Provider – UPS

Independent Service Provider - IIRUC

Romania Network

THANK YOU