

Accelerating Digital Business Transformation

August 2017

vmware®

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Digital transformation is all about creating new **possibilities** for your business.

Nimble **innovation**.

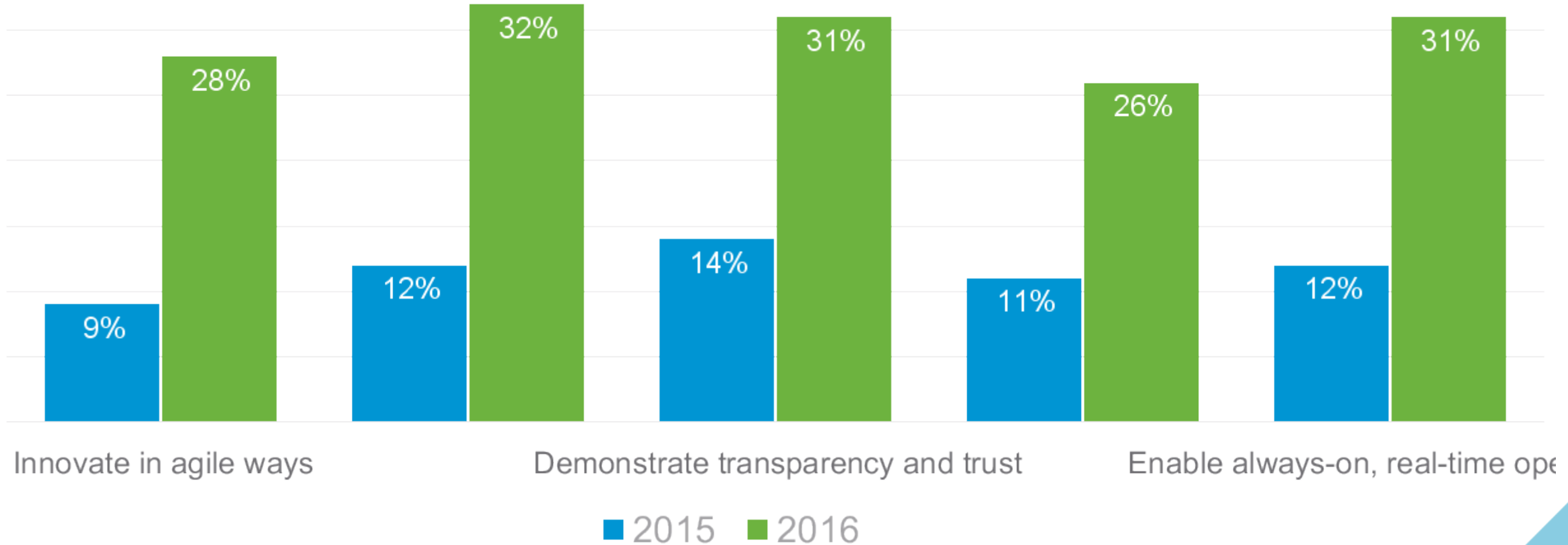
Better ways of **working**.

Inventive business **models**.

New customer **experiences**.

Why Business Leaders Are Embracing Digital

A Dramatic Shift in a Year¹



2017 Digital Transformation Agenda

BUSINESS OUTCOMES

Business Agility
and Innovation



Exceptional Mobile
Experiences



Protection of Brand
and Customer Trust

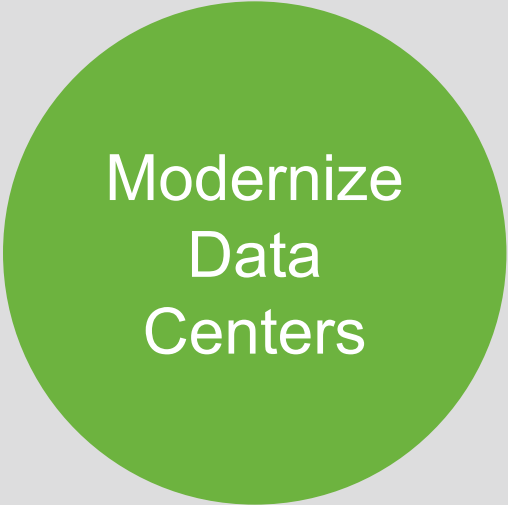
Modernize
Data
Centers

Integrate
Public
Clouds

Empower
Digital
Workspaces

Transform
Security

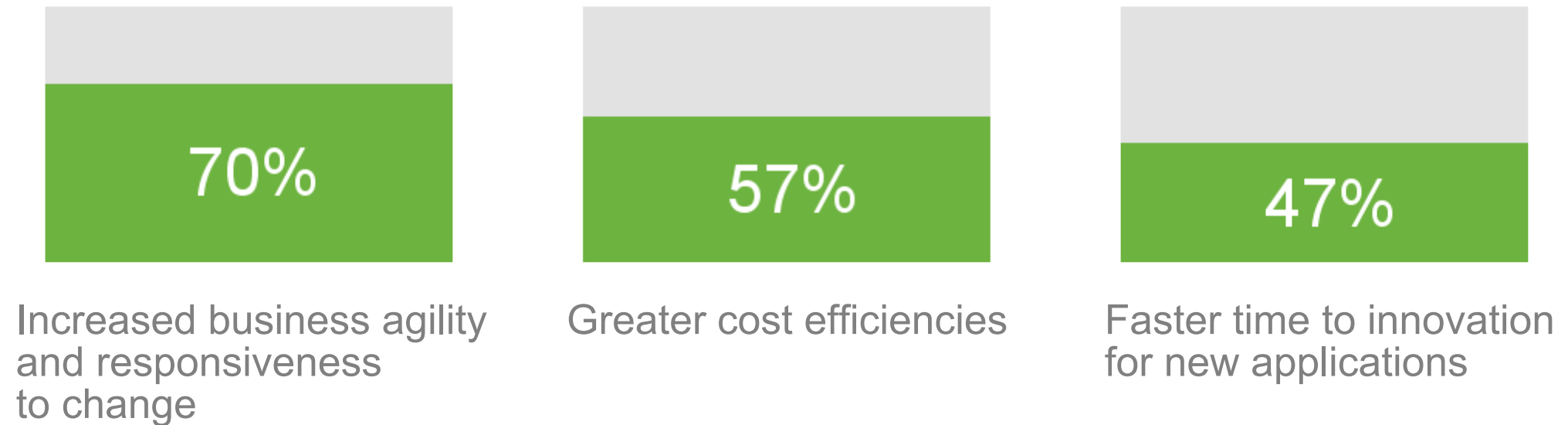
STRATEGIC IT PRIORITIES



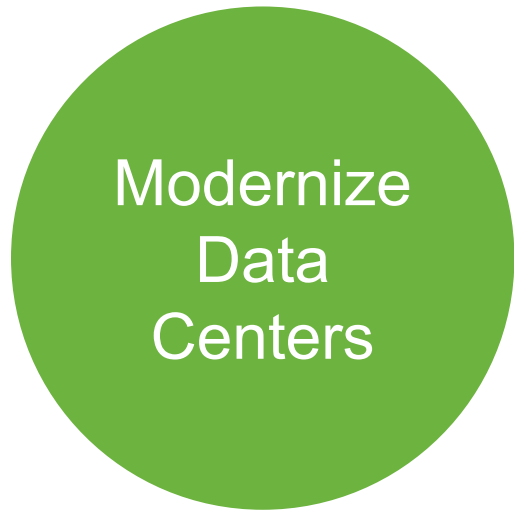
Modernize
Data
Centers

Business Agility and Innovation Require IT Modernization

Business and IT Leaders See the Benefits of Data Center and Cloud Transformation¹



How VMware Helps



What limits data center capabilities and utility?



Automate
IT



Modernize
Infrastructure



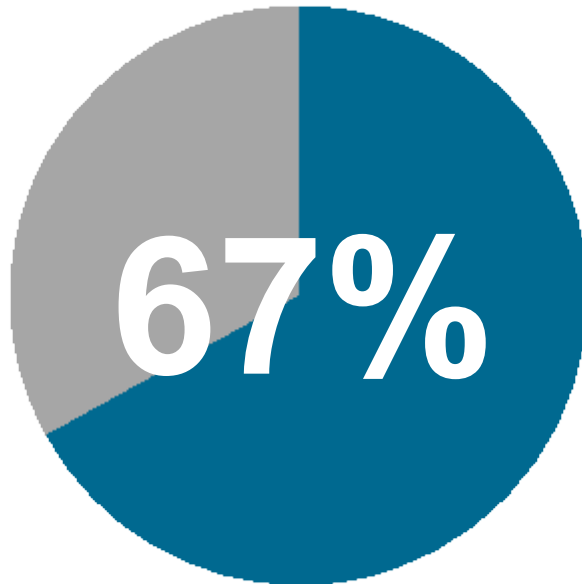
Run
Modern Apps

The Fully Software-Defined Data Center



Integrate
Public
Clouds

Public Clouds Are a Key Enabler of Digital Transformation

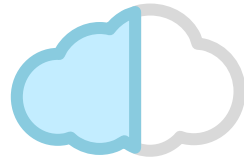


of VMware enterprise customers say they foresee an ideal end state where they rely on multiple clouds¹

How VMware Helps



What makes it difficult to integrate public clouds?



Leverage VMware
Hybrid Clouds



Manage
Multiple Clouds

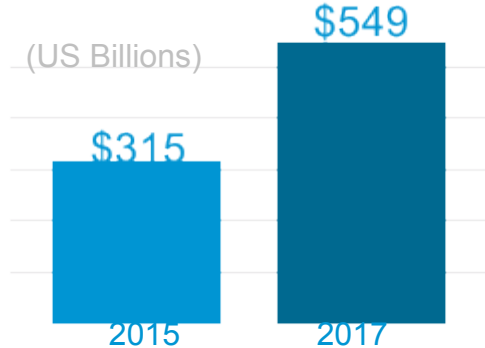
A Common Operating Environment Across Clouds



Empower
Digital
Workspaces

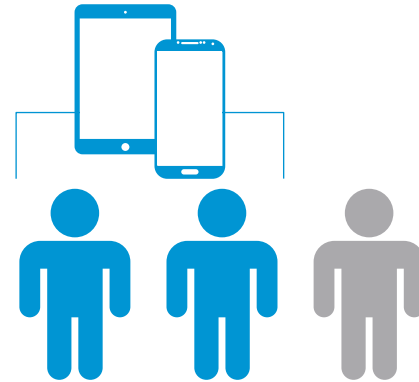
Mobility Is Redefining Our Experiences—and Expectations

Consumer Experiences



Global mobile commerce is projected to almost **double** by 2017.¹

The Way We Work

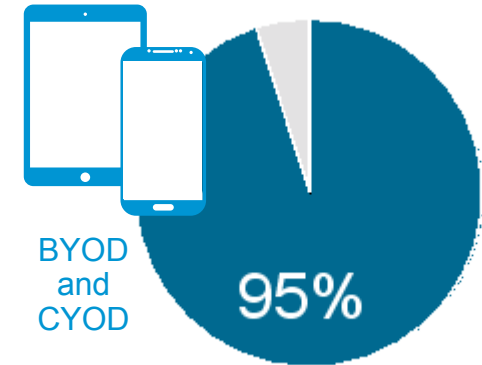


2 out of 3

employees, as of 2016 in a Gartner survey, use a **personally owned device** or devices for work.²

Number of respondents = 5,862
Base: Works a full-time job or part-time job

IT Service Delivery



By 2018, 95% of global enterprises will have both a choose-your-own-device (CYOD) and a formal bring-your-own-device (BYOD) plan in place.³

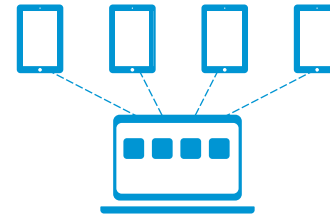
How VMware Helps



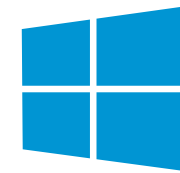
What prevents exceptional mobile experiences?



Simplify App
Access and
Management



Unify Endpoint
Management



Transform
Windows
Delivery

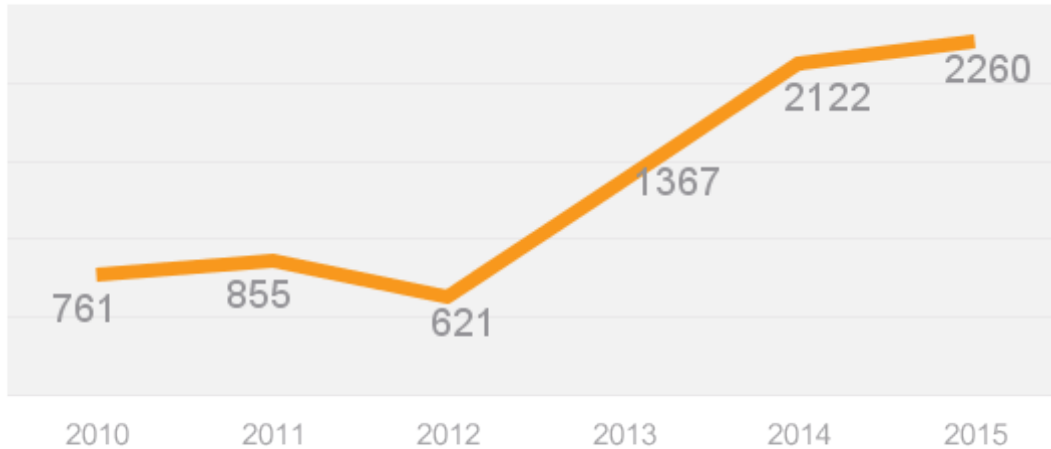
Consumer-Simple, Enterprise-Secure Mobility



Transform
Security

Cybersecurity Remains a Top Priority

The more **digital** the business, the more **critical** cybersecurity.



Data breaches are on the rise.¹



Of organizations report a data breach due to employees using mobile devices.²

How VMware Helps



What makes cybersecurity so challenging?



Secure Application
Infrastructure



Secure Identity
and Endpoints



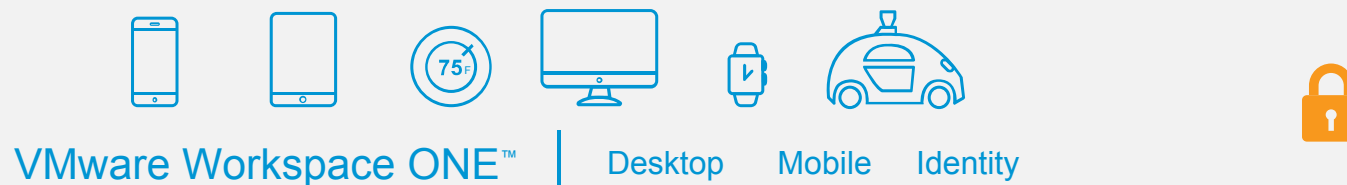
Streamline
Compliance

Intrinsic Security from Data Center to Device

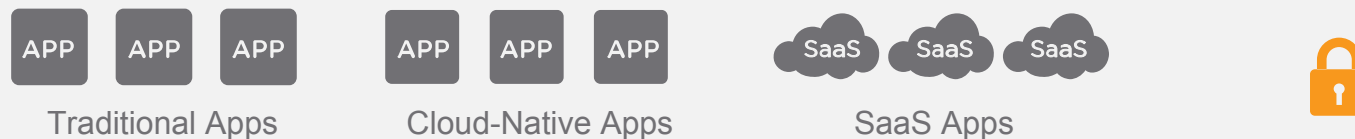
Enabled with VMware's Integrated Architecture

- Empower Digital Workspaces
- Integrate Public Clouds
- Modernize Data Centers
- Transform Security

Any Device

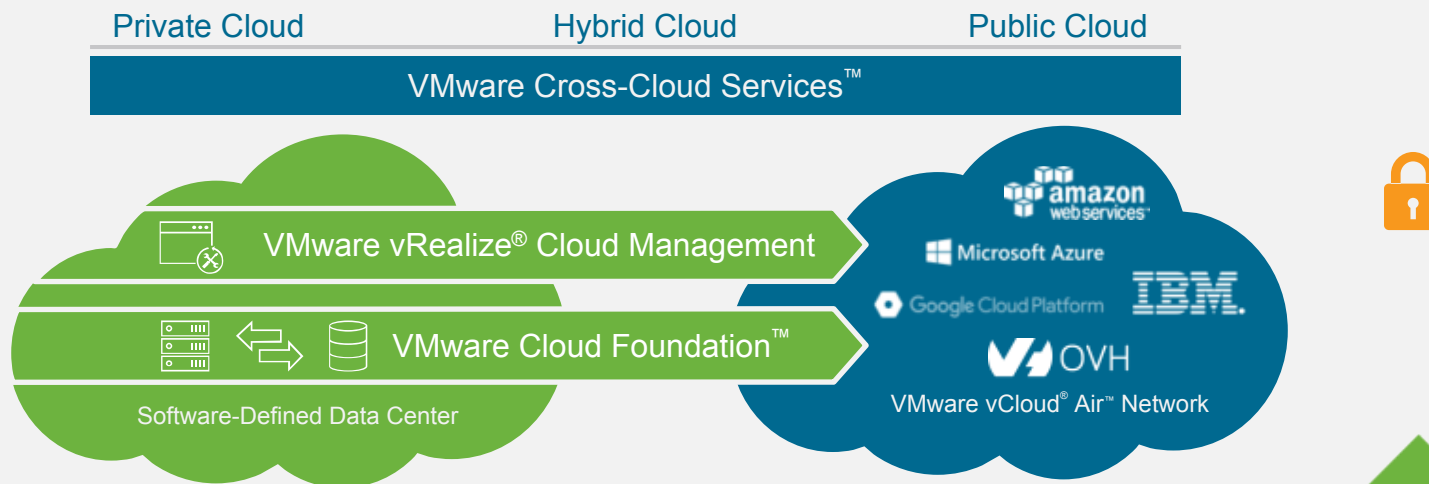


Any Application



VMware Cross-Cloud Architecture™

Any Cloud



A Trusted Partner for Your Digital Business Journey

Strategy and
Planning Expertise

Industry and
Domain Expertise

Industry-Specific
Solutions



Advanced
Technology Capabilities

Compatibility and
Open Source Integration

Global and
Local Presence

1,000+

VMware Service
Professionals

100+

Consulting
Partners

75,000

Solution
Partners

1,100

Technology
Partners

4,000

VMware vCloud Air
Network Partners

The Industry Recognizes VMware's Technology Leadership



Recognized as a **leader** by Gartner in **2 Gartner Magic Quadrants**:

- X86 Server Virtualization Infrastructure¹
- Enterprise Mobility Management Suites²

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Recognized as a **leader** by Forrester in **5 Forrester Waves**:

- Hybrid Cloud Management Solutions³
- Private Cloud Software Suites⁴
- Enterprise Mobile Management⁵
- Server-Hosted Desktops (VDI)⁶
- Enterprise File Sync and Share Platforms⁷



Ranked **#1** for **2015 market share** by IDC in these technologies:

- Data Center Automation Management⁸
- Cloud Systems Management⁹
- Enterprise Mobility Management (for VMware AirWatch)¹⁰
- Virtual Machine and Cloud System Software¹¹

1. Gartner, Thomas J. Bittman, Philip Dawson, Michael Warrilow, "Magic Quadrant for x86 Server Virtualization Infrastructure," August 3, 2016

2. Gartner, Rob Smith, et al, "Magic Quadrant for Enterprise Mobility Management Suites," June 8, 2016

3. Forrester, Dave Bartoletti, "The Forrester Wave™: Hybrid Cloud Management Solutions, Q1 2016," January 8, 2016

4. Forrester, Lauren E. Nelson, "The Forrester Wave™: Private Cloud Software Suites, Q1 2016," January 19, 2016

5. Forrester, Christian Kane, "The Forrester Wave™: Enterprise Mobile Management, Q4 2015," December 4, 2015

6. Forrester, David K. Johnson, "The Forrester Wave™: Server-Hosted Virtual Desktops (VDI), Q3 2015," September 18, 2015

7. Forrester Cheryl McKinnon, "The Forrester Wave™: Enterprise File Sync And Share Platforms, Hybrid Solutions, Q2 2016," April 26, 2016

8. IDC, Mary Johnston, Turner, "Worldwide Datacenter Automation Software Market Shares, 2015: Year of Suite Success," Doc #US40425216, June 2016

9. IDC, Mary Johnston Turner, "Worldwide Cloud Systems Management Software Market Shares, 2015: Year of Continued Expansion," Doc #US41374317, June 2016

10. IDC, Phil Hochmuth, "Worldwide Enterprise Mobility Management Software Market Shares, 2015: Consolidation of Vendors and Market Share Changes the Landscape," Doc #US40430516, May 2016

11. IDC, Gary Chen, "Worldwide Virtual Machine and Cloud System Software Market Shares, 2015: Hypervisor Commoditization," Doc #US41375117, July 2016

Customers Prefer VMware



Company	Net Promoter Score
IBM software other than SPSS	61
HPE outsourcing	56
IBM SPSS	55
VMware	54
Oracle outsourcing	50
Intel Corporation	47
Microsoft servers	46
HPE IT services	46
Google	45
IBM outsourcing	45
Salesforce.com	45
IBM IT services	44
Microsoft business applications	41
SAP analytics	39
Oracle business applications	38
NetApp	38
Amazon Web Services (AWS)	37
HP products	37
Microsoft desktop software	37
SAP business process apps	36

Our Commitments



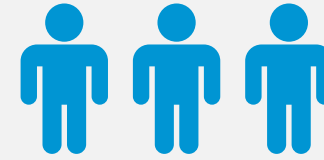
Transformative Products

VMware virtualization technologies prevented 340 million metric tons of CO₂e from entering our atmosphere.¹



Thriving Planet

We're committed to a science-based target for our global emissions reduction and 100% renewable energy for our global operations by 2020.



Empowered People

We are proud to report that 22% of our global workforce is made up of women, and 42% are U.S. minorities.² We can and will do better.

DELL Technologies

Dell Technologies is a **unique family of businesses** that provides the essential infrastructure for organizations to build their digital future, transform IT, and protect their most important asset: information.



DELL EMC

Pivotal™

SecureWorks®

virtustream®

vmware®

Accelerate Digital Transformation to Realize What's Possible

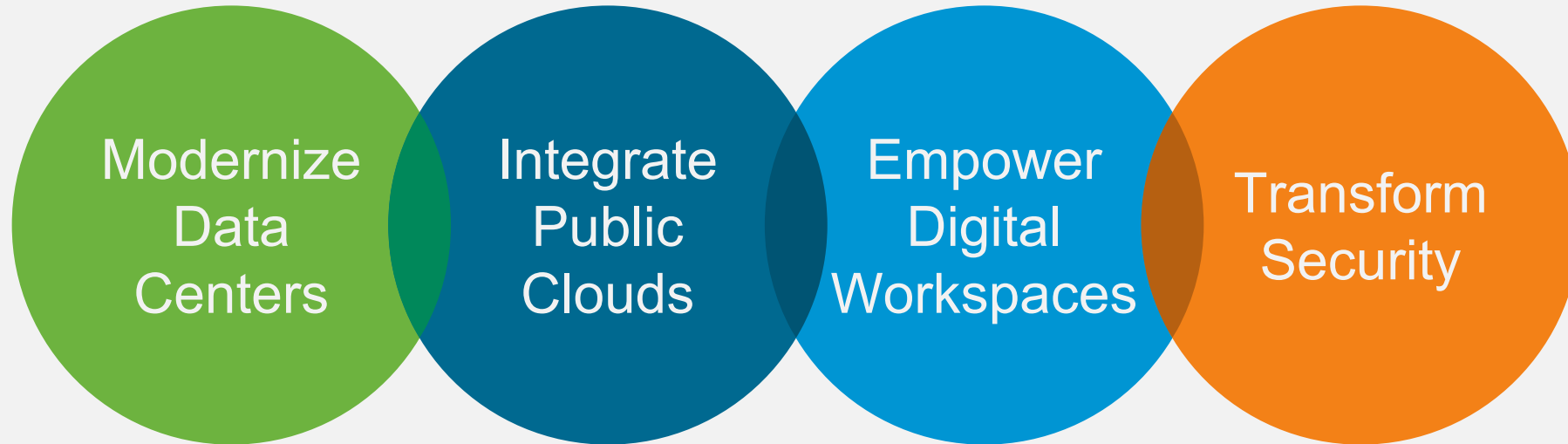
Business Agility
and Innovation



Exceptional Mobile
Experiences



Protection of Brand
and Customer Trust



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Thank you.