

Ignite Your Innovation Engine

Technologies and solutions that help you innovate, adapt and grow



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Digital transformation is an expedition of discovery.

When Lewis and Clark set out to explore the Western United States, they were entering uncharted territory — literally creating their own map. There's no way to plan for a trip like that, except to make sure the tools you bring with you are flexible and adaptable so you can handle anything that comes your way.

Much like a new geographical frontier, the rapid rise of a more connected, data-driven world has created an uncharted digital territory. Organizations of all sizes and from every industry have had to learn to navigate this evolving landscape at a rapid pace. In just a few years, “digital transformation” has evolved from a novel concept to an industry buzzword to an IT imperative. In fact, 70% of companies have or are working on a digital transformation strategy.¹

Savvy IT and business leaders have come to understand that digital transformation is not about reaching a single destination — it's about charting a course to the future through unknown territory and being ready for anything along the way.

The route you take will not be a straight line from A to B but a unique path with twists and turns determined by the demands and requirements of your customers, your industry and your business at any given point in time. And all that can change in an instant.



When you don't know where the future will take you, you need a well-oiled machine that's **ready for anything and stops at nothing.**

¹ Forbes, [100 Stats on Digital Transformation and Customer Experience](#), December 2019.



Fortunately, building your innovation engine with these hazards in mind can help you head most of them off at the pass.

In the digital era, IT is the driving force behind business success.

Being ready for the future doesn't require a road or even a map, but rather an adaptable, scalable and secure IT innovation engine made up of servers, networking, storage and systems management that work together seamlessly to drive the business in whatever direction makes sense today — and be ready to shift gears quickly when the next opportunity is illuminated.

Hazards are par for the course

While every path to digital transformation is unique, there are some common pitfalls that you need to be aware of when planning your next steps. These include:

- **Increasingly pervasive data requires decentralized compute.** Data is flowing into your organization from multiple systems and locations. To get insights from all this data, it needs to be processed closer to the point of creation and consumption — at the edge and in multiple clouds. Gartner believes 75% of enterprise data will be processed outside a traditional centralized data center or cloud by 2025.²
- **Novel technologies are mainstreaming at a rapid pace.** Not long ago, artificial intelligence (AI) was the stuff of science fiction. Now, half of all organizations say they've already adopted AI in at least one business function.³ Newer technologies like AI, machine learning (ML) and predictive analytics have intense compute demands. Your IT environment needs to keep up with current technologies and seamlessly incorporate new ones as they emerge.
- **Investments need to be protected.** Keeping up with the pace of change means adopting modern, low-touch systems that can seamlessly shift resources to support increasingly diverse workloads and provide full visibility across your environments, on and off premises. However, they need to work with existing technologies to protect your investments.
- **Threat vectors are exploding.** As you work toward a brighter future, cybercriminals are working on new ways to steal it away. In fact, data privacy and cybersecurity concerns are the number one barrier to digital transformation.⁴ Maintaining trust, security and privacy throughout your IT environment is a necessity if you want to keep moving forward instead of spinning your wheels.

Fortunately, building your innovation engine with these hazards in mind can help you head most of them off at the pass.

² The Enterprisers Project, [Edge computing by the numbers: 9 compelling stats](#), April 2020.

³ McKinsey & Company, [The state of AI in 2020](#), November 2020.

⁴ Dell Technologies, [2020 Digital Transformation Index](#), accessed January 2021.

The Dell Technologies point of view

Design an engine built on the power of next-generation Dell EMC PowerEdge servers

Dell Technologies believes that the engine you use to drive your business forward should be designed to help you innovate, adapt and grow.

Innovate

Legacy infrastructure and applications increase IT complexity while a growing data landscape makes it difficult for IT to keep up — let alone drive innovation. Solutions from Dell Technologies enable you to harness advanced capabilities like AI and predictive data analytics to illuminate data-driven insights from edge to core to cloud while simplifying management and strengthening security.

Adapt

New workloads and emerging technologies require you to adopt the latest technology without disruption. However, most IT teams are already stretched thin just “keeping the lights on.” Dell Technologies can help you seamlessly adapt to be ready for future requirements while enhancing security and compliance and handling growing data at the edge, cloud and core to deliver faster time to insights — without increasing headcounts or budgets.

Grow

Success depends on the ability of IT to drive business growth, but growing demands on infrastructure make managing and securing technology more challenging. Dell Technologies can help you modernize with scalable compute resources that support evolving business goals, simplify management of larger and more complex IT landscapes, maintain security and compliance, and seamlessly shift resources to support increasingly diverse workloads and full visibility across on- and off-premises environments.



Innovate • Adapt • Grow



Building an innovation engine greater than the sum of its parts

Dell Technologies is announcing a portfolio of solutions designed to help you build an innovation engine. With Dell Technologies as your partner, you can forge ahead with solutions that help you rapidly adapt to evolving business demands and harness data from edge to core to cloud, leverage intelligence and automation to free IT for higher-value activities, and build in proactive resilience to protect against cyberthreats.

Dell Technologies is helping you drive innovation into new frontiers with technologies and solutions that deliver critical capabilities across your environment. Over the course of the year, we will be announcing advancements in the following areas.

Adaptive compute

Navigate an evolving business landscape with a compute platform engineered to optimize the latest technology advancements across processor, memory, networking, storage and acceleration to deliver predictable outcomes. Deliver real-time business value across your infrastructure on-premises, at the edge, and across hybrid clouds with technology that scales to address data collection, access and analytics where you need it.

Autonomous compute infrastructure

Respond rapidly to business opportunities with intelligent systems that work together and independently to deliver outcomes aligned with business priorities, freeing IT to stop managing and start innovating. These systems help you adapt to a changing environment, enable rapid digital transformation, and position you to grow, scale and evolve as you forge a path to fully autonomous infrastructure.

Proactive resilience

Embed trust into your digital transformation with an infrastructure and IT environment designed for secure interactions and the capability to anticipate potential threats. This security starts at concept design, and continues through the supply chain, throughout the full lifecycle.

Learn more.

Visit DellTechnologies.com/Servers.