



b.CLOUD, HIGHWAY TO THE FUTURE.
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Many Industries Face Structural Change



Today's Business Challenges



New IT Agenda

	Provide Access To All Applications & Data Through Mobile Devices .
	Use Agile Development To Build New Customer-Centric Applications.
	Build A Data Lake To Deliver Insights And Applications On All Data.
	Move To A Software-Defined Data Center Infrastructure And Expand It To A Hybrid Cloud.
	Use Adaptive, Data-Driven Security To Rapidly Respond To Emerging Threats.



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A Unique Federation Of Companies

Delivering The Software-Defined Enterprise. Solutions & Choice.



**SOFTWARE
DEFINED
DATA CENTER**



**PLATFORM
AS A SERVICE**



**VIRTUAL
WORKSPACE**



**BUSINESS
DATA LAKE**



**SECURITY
ANALYTICS**

ENTERPRISE DATA CENTER

Pivotal

**BIG DATA SOLUTIONS
PLATFORM AS A SERVICE
AGILE APPLICATION DEVELOPMENT**

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**MOBILITY
SOFTWARE-DEFINED DATA CENTER**

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**INFORMATION INFRASTRUCTURE
CONVERGED INFRASTRUCTURE**

**ADVANCED
SECURITY**

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SERVICE PROVIDER



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Federation Solutions

5 Solutions Enabling The Software-Defined Enterprise

Next Gen Cloud Apps



PLATFORM AS A SERVICE

Agile,
Cloud-Independent
Platform For
Modern Applications



VIRTUAL WORKSPACE

Connect Users &
Data On Any
Device, Keeping
IT In Control



SECURITY ANALYTICS

Fast, Big Data
Analysis To Protect
Assets &
Information



BUSINESS DATA LAKE

Store, Manage &
Deliver Value From
Fast & Big Data Sets

Traditional Applications



SOFTWARE-DEFINED DATA CENTER



All Infrastructure Is Virtualized
And Delivered As A Service

Control Of This Data Center Is
Entirely Automated By Software

Hybrid Cloud
Managed As One Cloud



Converged Infrastructure



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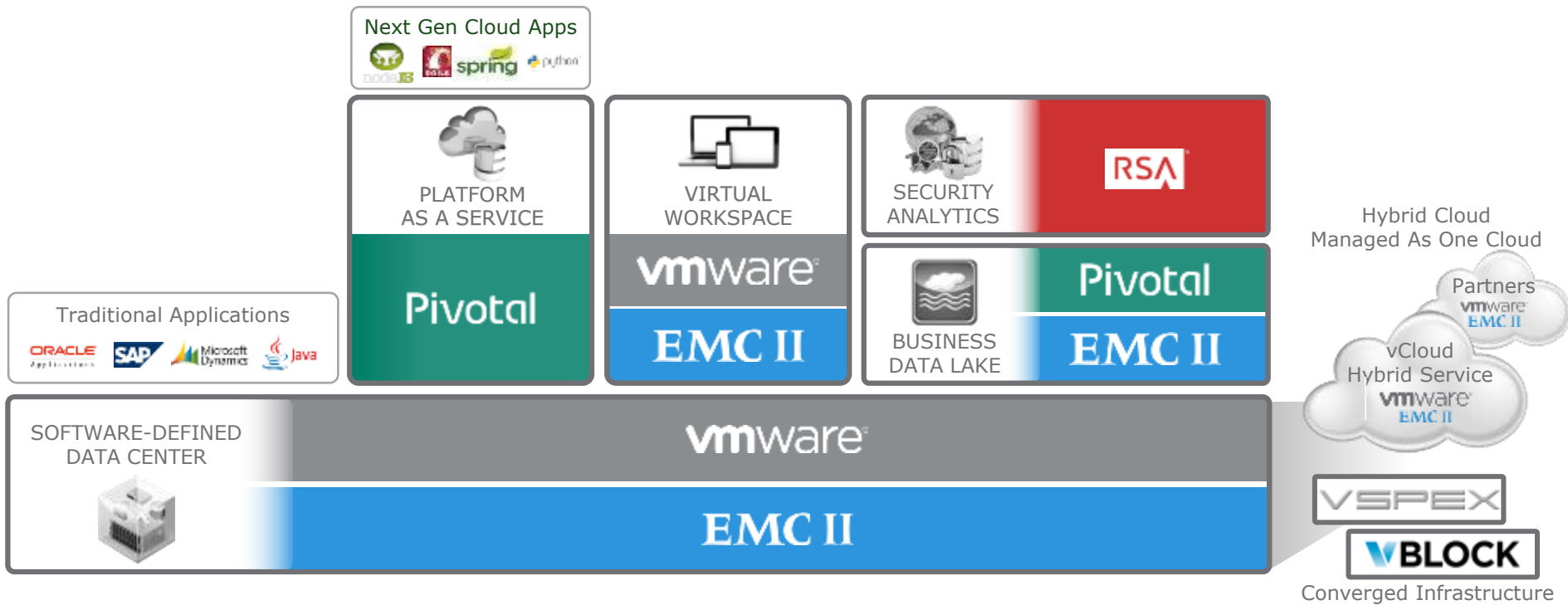
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Federation Solutions

5 Solutions Enabling The Software-Defined Enterprise



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The Hybrid / Federated Model



Strategy

Shared Vision, Aligned

Operating Model

Each Company Focused &
Free To Execute On Their Mission

Threats & Opportunities

Common View And
Coordinated Response To Customers



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