

IT Hardware Industry

Dell storage VAR survey indicates improving trends

Industry Overview

C4Q tracking better than C3Q; prices stabilizing

In our C4Q23 VAR survey, 55% of VARs indicated that their sales tracked above plan. The weighted score for respondents was +2%, which was better than the +0.7% score in the prior survey. 55% of the VARs noted that Dell discounting is accelerating (vs. 80% in the previous survey), while 45% said discounting by Dell was unchanged (which was significantly higher than prior quarter). This suggests to us that pricing is stabilizing. Component shortages appear to be easing as 90% of VARs do not expect it to meaningfully impact Dell sales (vs 85% in the last survey). Reiterate Buy on DELL on higher capital returns, AI tailwinds, and improving FCF benefiting from negative cash conversion cycle as PC revenue continues to grow.

Less cautious on demand; backlog, lead times lower

A meaningfully high percentage of respondents felt that the pipeline has both long and short-term deals and that storage demand should sustain (only 60% of the respondents noted that the storage order pipeline has mostly short-term deals and were unclear if storage demand will sustain through CY24, which is meaningfully lower than the 85% in the previous survey observing the same for CY23 demand). Further, order rates appear to be improving with 4Q orders better than 3Q and January orders were better than December. Backlog for the VARs reduced while lead times came down.

Dell's mid-range storage continued to gain traction

Dell's new mid-range storage products continued to gain traction, with approx. 18% of respondents' customers expected to purchase PowerStore and PowerScale products in 2024, up from 15% in the previous survey. A majority of the respondents (75%) do not expect HCI to outgrow or displace midrange storage in the near term (an increase from 70% last quarter).

Dell's flash deployment near record high

Dell's flash mindshare declined slightly with 32% of the participants' customers currently deploying Dell's flash solutions for their flash needs (down from 33% last qtr). Dell and Pure Storage remain the two vendors with the largest Flash Wallet share, with Pure increasing its wallet share somewhat vs Dell in the most recent survey. Dell and Nutanix continue to have the highest wallet shares in HCI.

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Abbreviations:

AFA: All Flash Arrays FCF: Free cashflow

HCI: Hyper-converged Infrastructure

L/T: Long-Term S/T: Short-Term aaS: as-a-Service PCS: Public Cloud Services VAR: Value Added Reseller

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VAR survey takeaways

Our quarterly survey of VARs is designed to provide a closer look at storage channel dynamics. For C4Q23, we surveyed 20 VARs, which ranged in size and scope from approx. \$64mn to \$10bn in annual sales, with total annual revenue of roughly \$15.3bn. Our main takeaways include:

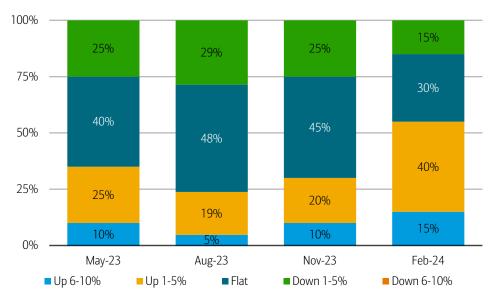
- In our C4Q23 survey, 55% of the VARs indicated that their sales tracked above plan. The weighted score for respondents was +2%, which was better than the +0.7% noted in the previous survey.
- 75% of VARs indicated that their backlog was lower than last quarter while 25% observed no change to their backlog. Lead times were roughly lower with 60% of VARs seeing lead times trending lower compared to three months ago while 40% of respondents reported no change to lead times.
- 4Q orders rates showed an improvement compared to 3Q with 50% of VARs noting an increase in orders, 40% of VARs observed no change, and 10% noted a decrease in orders. January order rates were higher compared to December.
- 90% of VARs observed no meaningful negative impact from component shortages, up sequentially from 85% in C3Q23.
- Respondents were less cautious on storage demand outlook with 60% of the
 respondents noting that the storage order pipeline has mostly short-term deals and
 were unclear if storage demand will sustain through CY24, lower than the 85% in
 the previous survey.
- 55% of the respondents stated Dell's storage discounting has accelerated (i.e. pricing is lower), down from 80% in the previous survey while 45% of respondents observed no change in discounting. No respondent noted that discounting has come down.
- Adoption of Dell's new mid-range products (PowerStore and PowerScale) improved, with approx. 18% of respondents' customers expected to purchase the new products in 2024, up from 15% in the previous survey.
- Approx. 32% of the participants' customers currently deploy Dell's flash solutions for their flash needs, slightly down from 33% in the previous survey.
- Dell Apex and HPE GreenLake uptake, 55% of respondents observing no significant customer demand for either offering, 10% of the VARs customers prefer Dell Apex over HPE GreenLake (inline with the previous survey), while 20% prefer GreenLake over Apex (vs 15% in the prior survey). Respondents expect 20% of their customers to deploy Pure-as-a-Service in the next 12 months (up from 19% in the previous survey).
- The Broadcom-VMWare deal is not materially impacting Dell storage demand as 80% of the respondents saw no change to demand for Dell storage while 5% see higher demand for Dell storage.



Survey Details

Figure 1: What % above or below plan did the last quarter track?

In the January 2024 survey, the weighted score was +2% compared to +0.7% in the previous survey

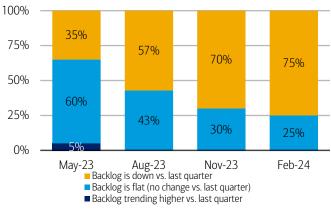


Source: BofA Global Research survey

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Figure 2: How is your own backlog trending?

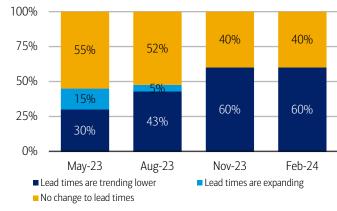
Backlog is trending lower vs. last quarter



Source: BofA Global Research survey

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Figure 3: Relative to 3 months ago how are lead times trending? Lead times are trending down compared to three months ago

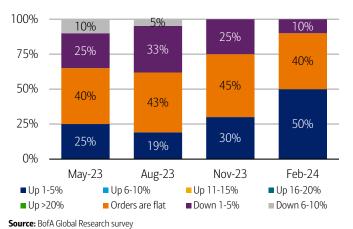


Source: BofA Global Research survey



Figure 4: How did order rates trend in C4Q vs C3Q?

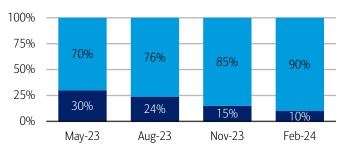
Order rates trend in 4Q were better than 3Q



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Figure 6: Are component shortages negatively impacting storage sales for DELL?

90% of VARs noted that component shortages are not having a meaningful negative impact on Dell storage sales



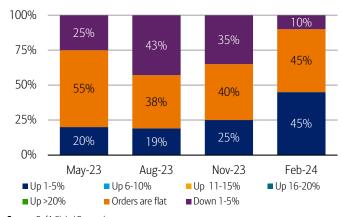
- No, component shortages are not having a meaningful negative impact on sales of DELL storage
- Yes, component shortages are having a meaningful negative impact on sales of DELL storage

Source: BofA Global Research survey

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Figure 5: How did order rates trend in Jan vs. Dec?

January orders were higher than December

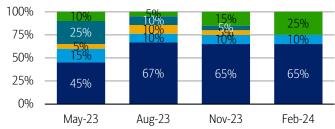


Source: BofA Global Research survey

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Figure 7: Is Storage demand impacted by hard to procure networking gear and when does it get resolved?

25% of VARs see some negative impact to storage demand due to the shortage of networking components



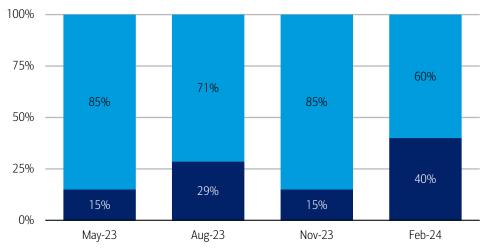
- Negative impact on Storage demand, and gets resolved in 2024
- Negative impact on Storage demand, and gets resolved in 2H24
- Negative impact on Storage demand, and gets resolved over the next quarter
- Positive impact seen on Storage demand
- No impact seen to Storage demand

Source: BofA Global Research survey



Figure 8: Looking at pipeline of storage orders, is it a short-term pipeline, or will storage demand sustain throughout CY24?

60% of the respondents were unclear if storage demand will sustain through CY24



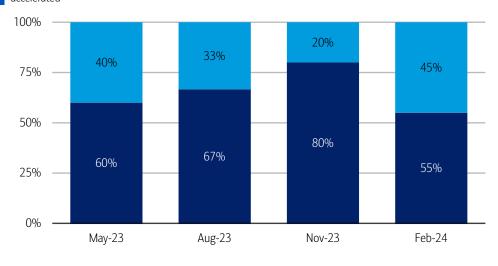
- Pipeline has mostly short-term deals. It is unclear if demand for storage will sustain
- Yes, pipeline has both short term and long-term deals. Demand for storage should sustain

Source: BofA Global Research survey

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Figure 9: Has Dell Storage discounting changed this quarter versus prior quarters?

Dell storage discounting continued during the quarter although less respondents noted that discounting has accelerated



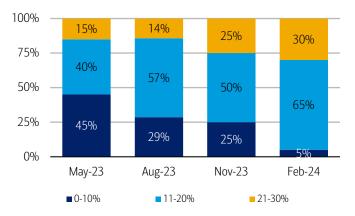
■ Discounting has accelerated ■ Discounting has not changed ■ Discounting has come down

Source: BofA Global Research survey



Figure 10: What percent of customers do you expect will purchase Dell's new mid-range products (Powerstore and Powerscale) in 2024?

Respondents on average expect 18% percent of their customers to purchase the new products in 2024

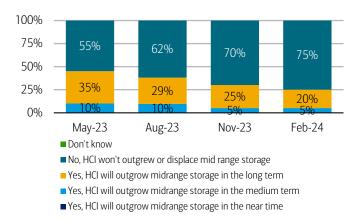


Source: BofA Global Research survey

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Figure 11: Will Hyperconverged (HCI) outgrow/displace midrange storage?

75% of respondents do not expect HCl to outgrow or displace midrange storage

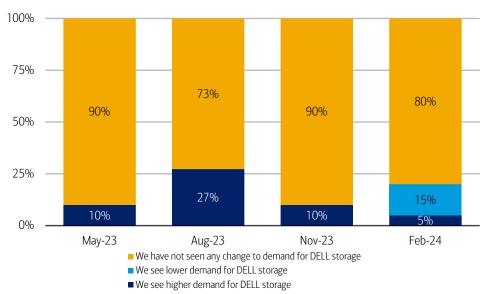


Source: BofA Global Research survey

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Figure 12: Any impact of Broadcom-VMWare deal on Dell storage demand?

80% of respondents saw no change to Dell storage demand

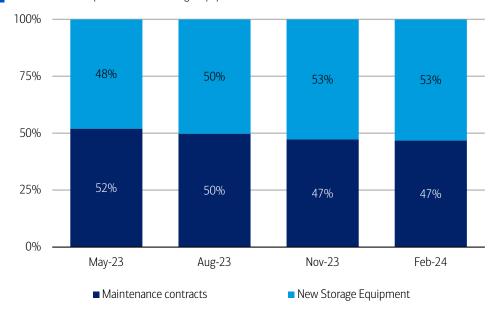


Source: BofA Global Research survey



 $\textbf{Figure 13:} \ \% \ \textbf{of customers renewing maintenance contracts vs purchasing new storage equipment}$

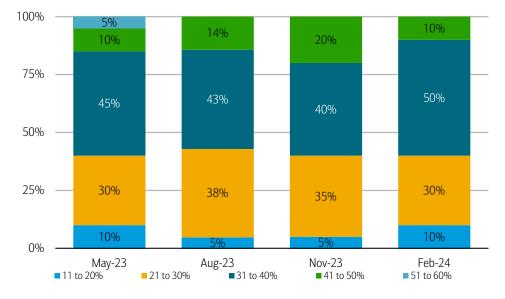
53% of customers purchased new storage equipment and 47% renewed maintenance contracts



Source: BofA Global Research survey

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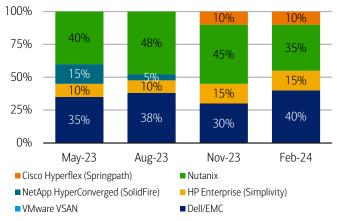
Figure 14: What % of your customers currently deploy DELL's flash solutions for their Flash needs Dell's flash market share was high with an average of 32% of the survey participants' customers currently deploying Dell's flash solutions



Source: BofA Global Research survey

Figure 15: Which vendor has the biggest wallet share of HyperConverged (HCI) storage spend among your customers?

Dell had the largest wallet-share in HyperConverged storage, followed by Nutanix

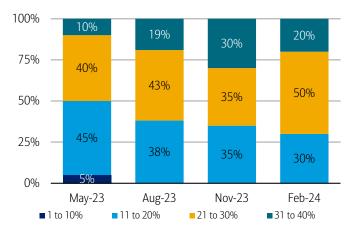


Source: BofA Global Research survey

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Figure 16: What % of your customers plan to deploy Nutanix HyperConverged Storage in the next 12 months?

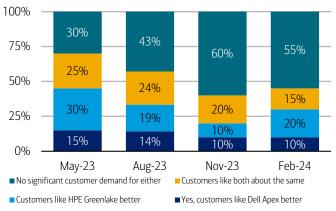
24% of customers on average plan to deploy NTNX HCl in the next 12 months



Source: BofA Global Research survey

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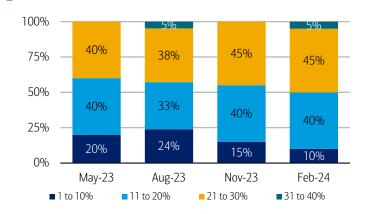
Figure 17: Do your customers prefer Dell Apex vs. HPE Greenlake? 55% of respondents observed no significant customer demand for Dell Apex or HPE GreenLake



Source: BofA Global Research survey

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Figure 18: % of customers planning to deploy Pure Storage's subscription offering "Pure as-a-Service" in the next 12 months? An average 20% of the respondents' customers plan to deploy Pure-as-a-Service in the next 12 months

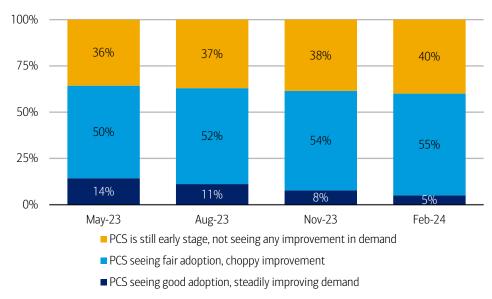


Source: BofA Global Research survey



Figure 19: Is NetApp public cloud services (PCS) seeing good traction with customers and providing a meaningful advantage to NTAP?

60% of respondents noted good or fair adoption of PCS, slightly below the 62% in the previous survey



Source: BofA Global Research survey

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Stocks mentioned

DELL US - Rating: BUY (B-1-7) | PO: 98.00 USD | Price: 87.79 USD

Price objective basis & risk

Dell Technologies Inc. (DELL)

Our PO of \$98 is based on approximately 12x our C25 EPS estimate of \$7.85. Our target multiple compares to median 5x of historical range 3x-8x for Dell since it returned to the public markets in 2019. Dell went private in 2013 and prior to that the company had a very different structure. As such, we do not believe earlier historical trading multiples are meaningful. In our opinion, a multiple higher than the historical range is warranted given improved storage portfolio, lower financial leverage and it balances opportunities to invest in core areas of growth, with ongoing weak macro and component shortages.

Downside risks: faster-than-expected slowdown in the global economy, which could prove to be a headwind to revenue growth, faster-than-expected strengthening of the U.S. dollar, trade war with China, and higher-than-expected tariffs, Dell not being able to source needed processors from Intel, new sales teams not being able to ramp as expected, and unexpected share loss to competitors.

Upside risks: faster-than-expected revenue growth and market share gain, faster mix shift to storage and premium PC and server configurations, which can drive upside to margins, faster-than-expected ramp of new sales teams, and component shortages normalizing more quickly than expected, which can drive upside to cash flow.

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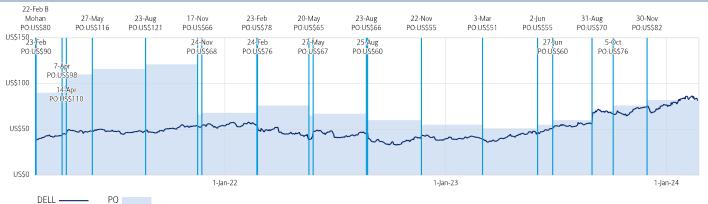
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	Corning Inc.	GLW	GLW US	Wamsi Mohan
	Dell Technologies Inc.	DELL	DELL US	Wamsi Mohan
	Flex Ltd.	FLEX	FLEX US	Ruplu Bhattacharya
	HP Inc.	HPQ	HPQ US	Wamsi Mohan
	International Business Machines Corp.	IBM	IBM US	Wamsi Mohan
	Jabil Inc.	JBL	JBL US	Ruplu Bhattacharya
	Nutanix Inc	NTNX	NTNX US	Wamsi Mohan
	Roku, Inc.	ROKU	ROKU US	Ruplu Bhattacharya
	Seagate Technology	STX	STX US	Wamsi Mohan
	TD Synnex Corp	SNX	SNX US	Ruplu Bhattacharya
	TE Connectivity Ltd.	TEL	TEL US	Wamsi Mohan
	Western Digital Corporation	WDC	WDC US	Wamsi Mohan
NEUTRAL				
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	CDW Corp	CDW	CDW US	Ruplu Bhattacharya
	Concentrix Corporation	CNXC	CNXC US	Ruplu Bhattacharya
	Hewlett-Packard Enterprise	HPE	HPE US	Wamsi Mohan
	Pure Storage	PSTG	PSTG US	Wamsi Mohan
	Sensata Technologies Holdings Plc	ST	ST US	Wamsi Mohan
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	Sanmina Corporation	SANM	SANM US	Ruplu Bhattacharya
	Vishay Intertechnology, Inc.	VSH	VSH US	Ruplu Bhattacharya
RSTR	<u> </u>			
	Super Micro Computer Inc.	SMCI	SMCI US	Ruplu Bhattacharya

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Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
Buy	215	53.09%	Buy	111	51.63%
Hold	97	23.95%	Hold	45	46.39%
Sell	93	22.96%	Sell	24	25.81%

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Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
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