

Dell hosts a yearly technical summit for all sales engineers, I was asked to present on how to position cloud to our ~5K technical sellers. This presentation combined a customer facing deck with advice and guidance to an internal audience on how to sell.

This presentation is part of a larger experiment in embracing public, visual personal brand building, available at:

<https://mattschneider-visualcv.github.io/>

VisualCV started as a Pathfinder's project at Dell Technologies while I was mentoring engineers through our career ladder into roles requiring panel & packet review, Principals & Distinguished.



TECH SUMMIT

Cloud Positioning

Using customer conversations to position the right DT cloud solution

Create the digital future

Positioning

Positioning



WIKIPEDIA

Positioning refers to the place that a brand occupies in the minds of the customers and how it is distinguished from the products of the competitors. In order to position products or brands, companies may emphasize the distinguishing features of their brand (what it is, what it does and how, etc.) or they may try to create a suitable image (inexpensive or premium, utilitarian or luxurious, entry-level or high-end, etc.) through the marketing mix. Once a brand has achieved a strong position, it can become difficult to reposition it.

Positioning

Engineered to the Edge



14

DELL Technologies

Powerful Architecture

Accelerate performance with end-to-end NVMe, multi-controller scale out and SCM persistent storage.

Simple Operation

Consolidate traditional and next-gen workloads and provision storage in under 30 seconds.

Trusted Infrastructure

Leverage built-in always-on availability, integration, deduplication, and security.

IDEAL FOR MISSION-CRITICAL WORKLOADS & MASSIVE CONSOLIDATION TO THE EDGE

* Dell EMC internal analysis of published bandwidth of PowerMax 8000 (350GB/s) vs. mainstream competitor arrays, July 2019.

15

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PowerFlex

Management solutions horizon view



OpenManage



OpenManage



iDRAC and OpenManage

Manage Effortlessly AS YOU SCALE



Virtual to frictionless

Integrations that enable **seamless full-lifecycle management** across your cloud infrastructure so you can manage your way.

Transactional to intelligent

Management interfaces designed to derive insight from the most discrete components of the system and provide **intelligent automation** for AI-guided operations.

Centralized to ubiquitous

Management solutions for every horizon view: remote deployment, automated parts dispatch, automated configuration, mobile management and more...

DELL Technologies

Technologies

Segmentation Targeting Positioning

Segmentation

Identify Customer Persona

Discover Current Beliefs

Targeting

Adjust the stories to the customer

Focus the conversation on their beliefs

Positioning

Align Dell Technologies to their Cloud definition

Bring awareness to our Cloud innovation

Customer Centric

1. Converse situationally instead of making presentations.
2. Ask relevant questions instead of offering opinions.
3. Focus on the solution instead of the relationship
4. Target decision-makers instead of users.
5. Promote product usage to garner interest
6. Strive to be the best seller rather than the busiest
7. Close of the buyer's timeline rather than the seller's
8. Empower buyers to buy instead of convincing them.

Customer Centric

1. Converse situationally instead of making presentations.
2. Ask relevant questions instead of offering opinions.
3. Focus on the solution instead of the relationship
4. Target decision-makers instead of users.
5. Promote product usage to garner interest

Are you comfortable articulating the current customer perspective on the "cloud" landscape and value to their business?

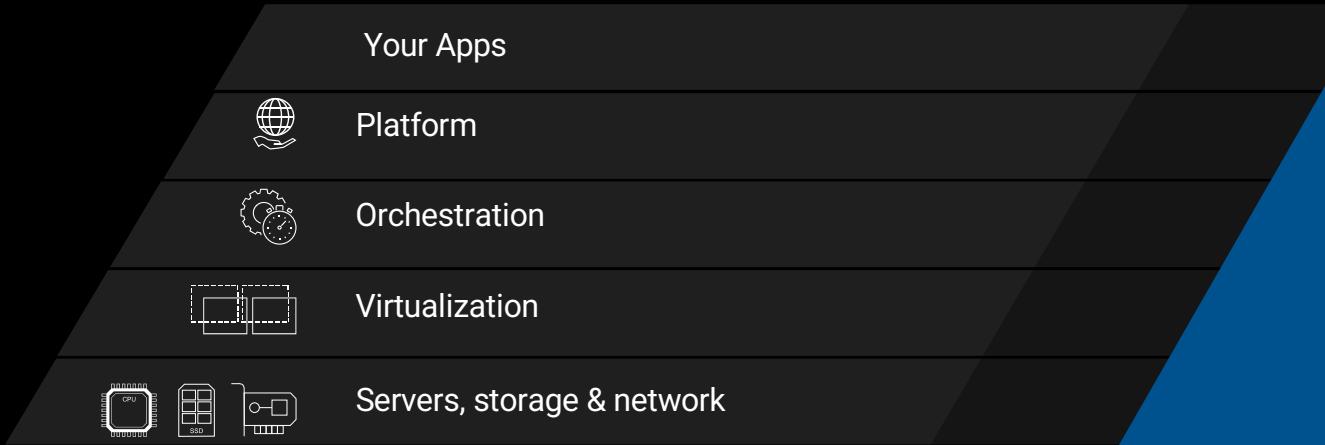
Regardless of their role, are you confident advising your customers about cloud ecosystem capabilities and decisions?



How have the decision makers changed for cloud solutions and do you have a seat at the table when your customers are making "cloud" decisions?

If you were the CIO, what Dell Technologies solution would you use for your cloud?

Cloud building blocks

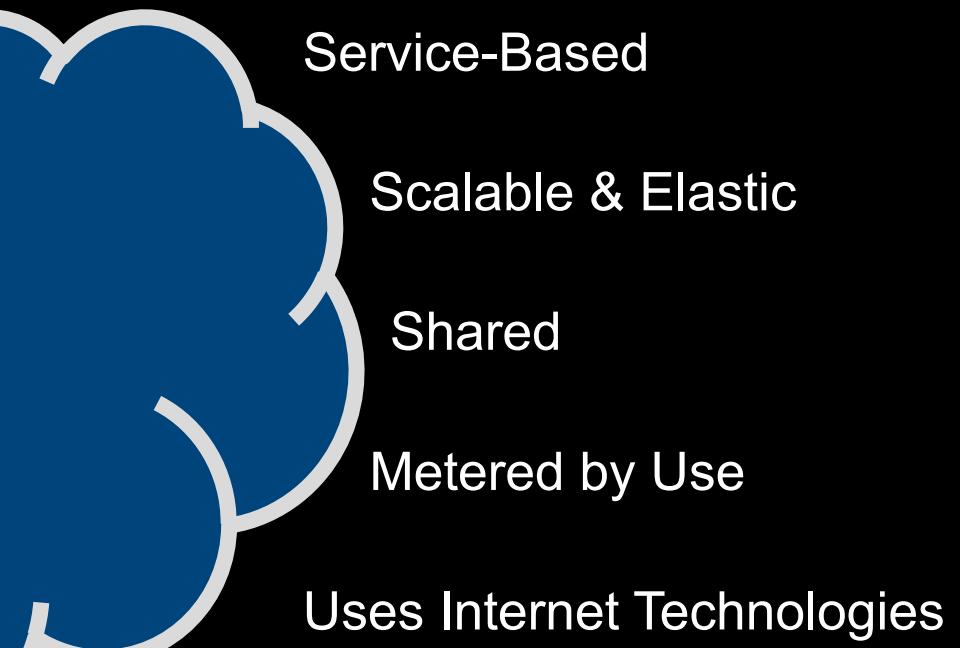


Cloud

t
o
z

Cloud computing is a model for enabling ubiquitous, convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications and services) that can be rapidly provisioned and released with minimal management.

Gartner defines **cloud computing** as a style of computing in which scalable and elastic IT-enabled capabilities are delivered as a service using Internet technologies.





Plan for Multi-cloud





Plan for Multi-cloud



MARKET TRENDS

Even More Important Today: Repatriation

40%
+
8%

Workloads considered for repatriation - Public cloud is **NOT meeting expectations:** performance, availability, and costs as top issues ⁽¹⁾



50%

dedicated infrastructure
on-premises

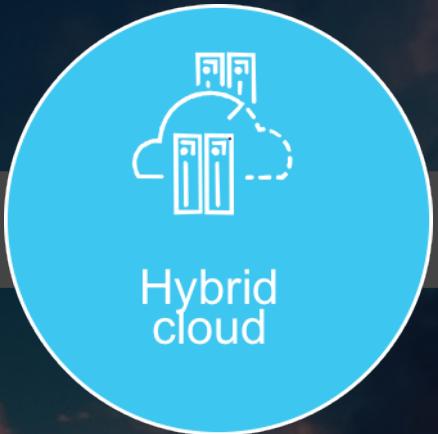
50%

dedicated infrastructure
off-premises
as hosted infrastructure

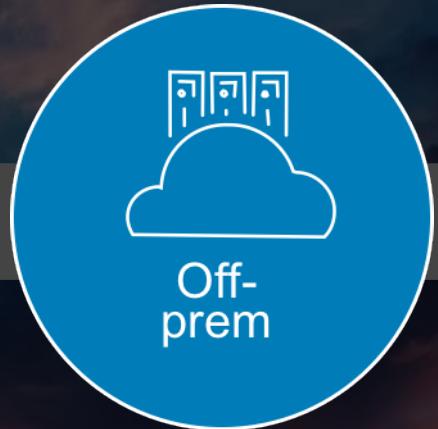
Cloud is an operating model, not a place



On-prem



Hybrid
cloud



Off-
prem

Cloud is an operating model, not a place

Single control point

Automation

Metering

Self-service

Capacity management

Monitoring & reporting

Built-in security

Service-level choice



Hybrid
cloud



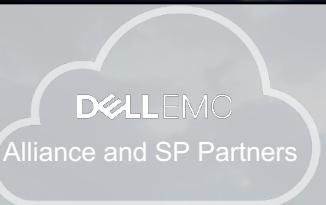
On-prem

DELL Technologies



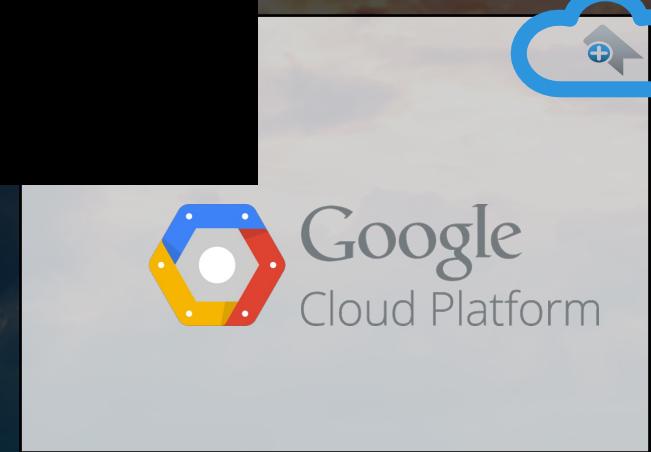
Off-
prem



The Dell Technologies logo, which is a large, bold, white "DELL" wordmark followed by the word "Technologies" in a smaller, regular white sans-serif font.The virtustream logo, featuring the brand name in red with a small graphic of vertical bars above the letter "i".The Google Cloud Platform logo, consisting of the word "Google" in its signature serif font and the words "Cloud Platform" in a smaller, regular sans-serif font.



Google
Cloud Platform





CF



Alliance and SP Partner



vCloud Air™
vCloud Air™ Network



Google
Cloud Platform

CF



CF



CF

DELL Technologies

The Dell Technologies logo is displayed in a large, bold, white sans-serif font.

CF

DELL EMC

Alliance and SP Partners

virtustream

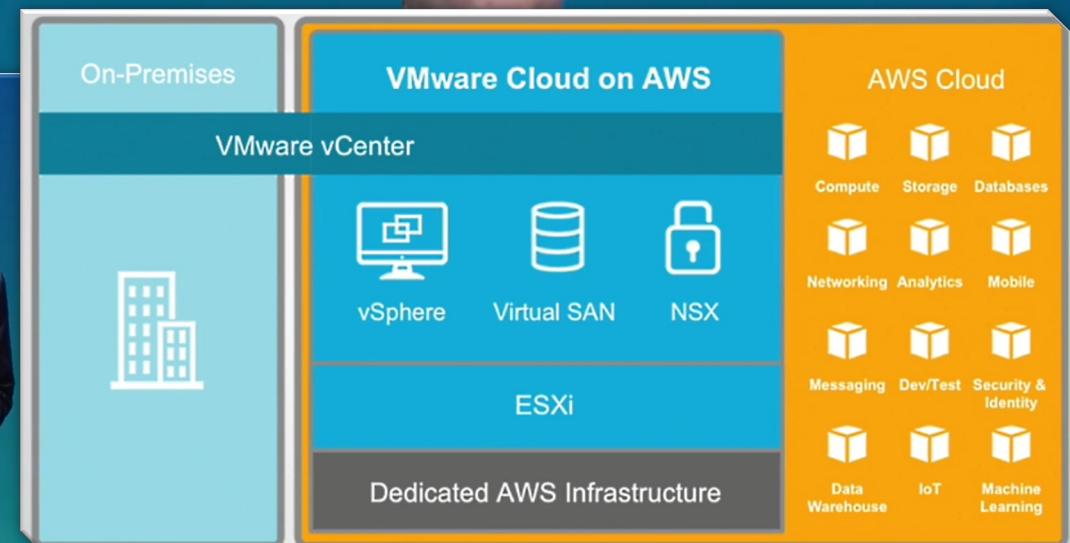
The virtustream logo features the brand name in red with a small graphic of vertical bars above it.

vmware

vCloud Air™
vCloud Air™ Network



Google
Cloud Platform





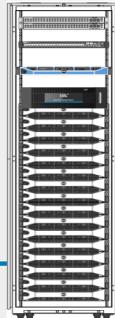
Dell EMC Cloud for Microsoft Azure S

Software

Hardware

Support

Services



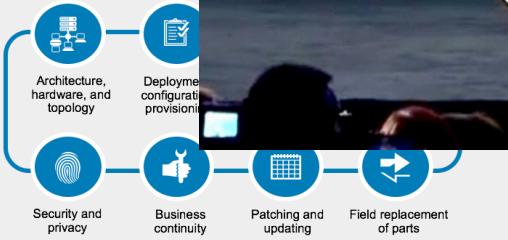
10GbE ToR Switches
1GbE Management Switch
Dell R4x0 Management Server

Min Config
4-Nodes

Azure Stack Engine

- ✓ Hyper-converged architecture
- ✓ S/M/L sizing per scale tier
- ✓ Flexible configuration
- ✓ Backup/recovery/archiving
- ✓ Data and cloud security
- ✓ Delivered and deployed

Integrated Lifecycle





DELL Technologies



virtustream



Google
Cloud Platform



DELL Technologies



Google
Cloud Platform

Google BORG

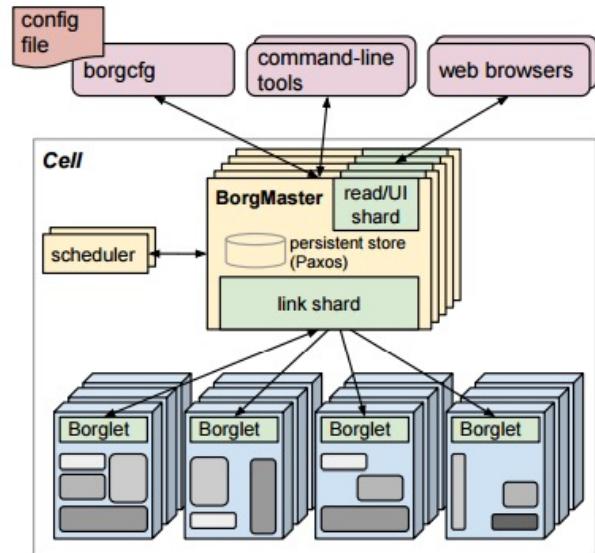


Figure 1: The high-level architecture of Borg. *Only a tiny fraction of the thousands of worker nodes are shown.*



BORG



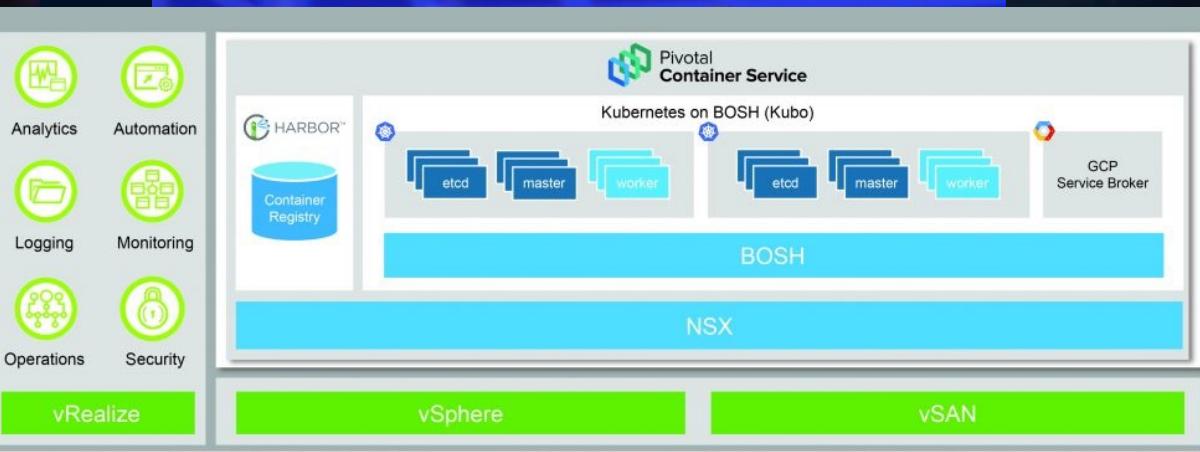
Pivotal®

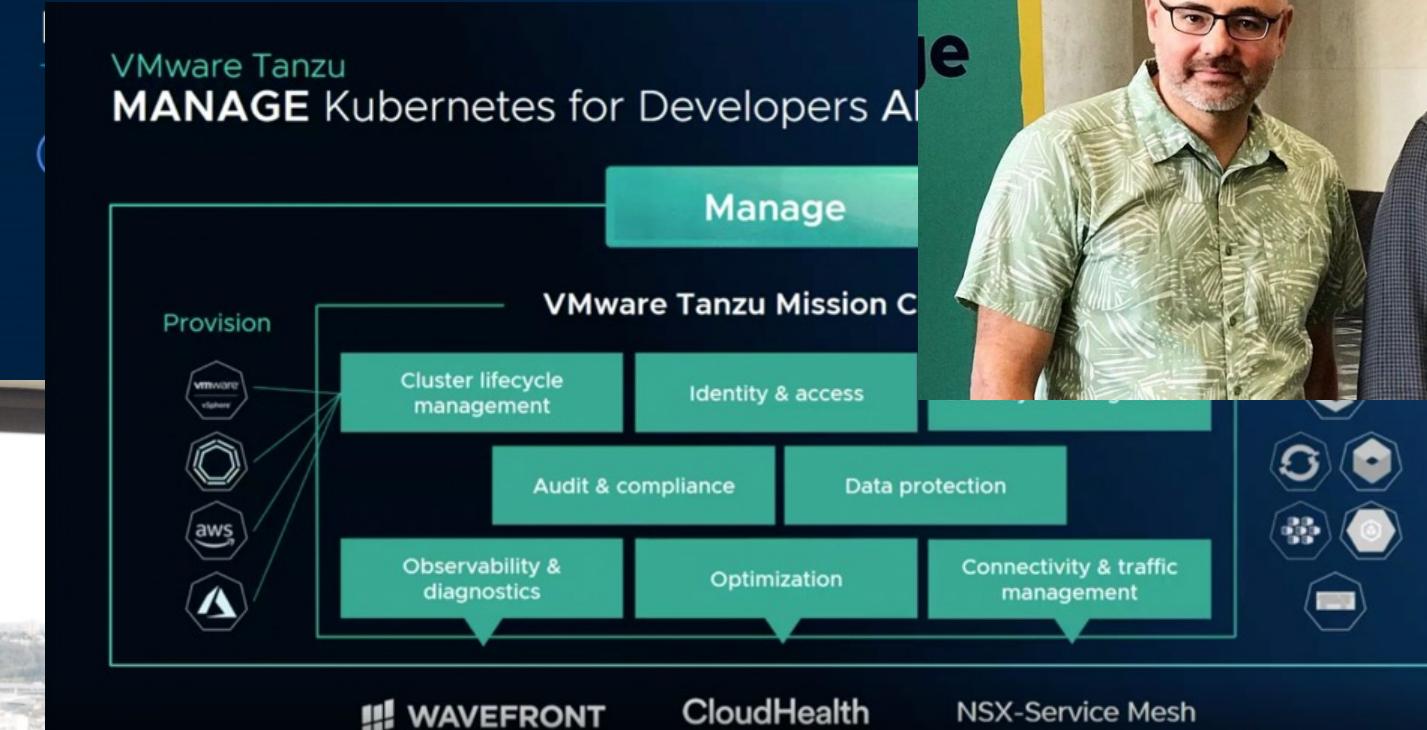




Cloud Foundry Launches “Co
Cloud

Introdu
Scale Re



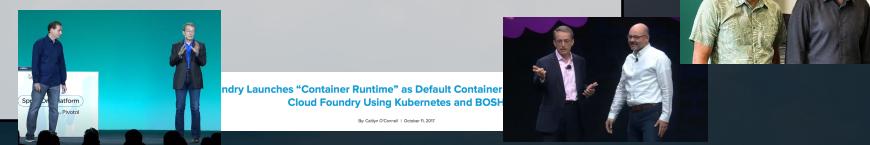




DELL Technologies



Google Cloud Platform



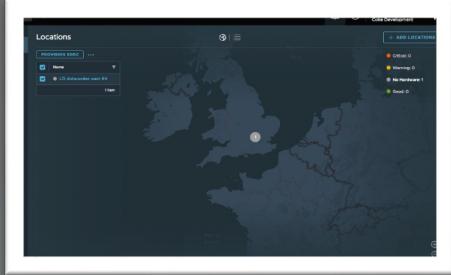
The Dell Technologies logo is displayed in white text against a black rectangular background. The logo consists of the word "DELL" in a bold, sans-serif font, where the "E" is stylized with a diagonal cut through it, followed by the word "Technologies" in a smaller, regular sans-serif font.

DELL Technologies

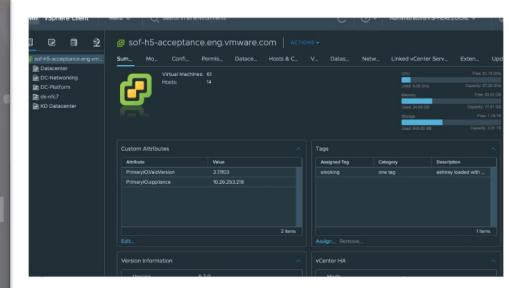


D

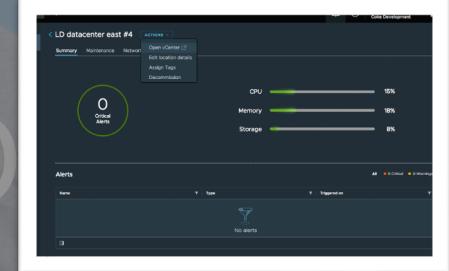
es



Order



Deploy



Support



Welcome to VMware Cloud on Dell EMC

VMware Cloud on Dell EMC brings cloud agility and simplicity on-premises.

Start by adding your SDDC locations.

[ADD SDDC LOCATIONS](#)

SUPPORT

IT Architects can add new VMware Cloud locations to their architecture

< Provision SDDC: US West #1

1. Rack

Choose the rack configuration for hardware.

Dell EMC VxRail - R1

[VIEW DIAGRAM](#)

Supported capacity maximums (6 hosts)

CPU	120 cores
Memory	1.15 TB
Storage	69.12 TB

Rack configuration

Number of hosts	3 to 6
Networking	10 GbE
Height (Rack Units)	24 U

Dell EMC VxRail - R2

[VIEW DIAGRAM](#)

Supported capacity maximums (24 hosts)

CPU	864 cores
Memory	18 TB
Storage	737.3 TB

Rack configuration

Number of hosts	4 to 24
Networking	25 GbE
Height (Rack Units)	42 U

[NEXT](#)

Network Administrators can configure network requirements for the SDDC

2. Host type

Choose an instance type and specify the number of hosts required.

3. Pre-requisites

Review site pre-requisites to ensure that the location meets the requirements.

< Add SDDC Locations

Where do you want to provision your SDDC?

Location Details

SDDC Name

US datacenter west #4

Street Address

2589 Haymond Rocks Road

Country

United States ▾

City

The Dalles

State

OR ▾

Zipcode

97058

Tags[Large](#) [Production](#)

Contact Details

Contact Name

John Doe

Email

john.doe@acme.com

Phone Number

+1 541-506-9450

IT Architects select the physical locations for the new VMware Cloud assets

[SAVE & FINISH](#)[SAVE & ADD ANOTHER](#)



< US datacenter west #4

ACTIONS ▾

Summary Maintenance Network Address & Contact

Estimated delivery date: December 4, 2019

Oct 29, 2019
04:14 PM PSTOct 29, 2019
05:19 PM PST

Order created

Order processed

Shipped

LIVE



Order



Order# 7faea6e5-c564-43c2-ab58

Dell VxRail R-2 rack

G-2 host instance (Hosts 5)

CPU- 2.2 GHz

Memory- 3.84 TB

Storage- 153.6 TB

Contact

John Doe

jdoe@acme.com

+1 541-506-9450

Address

2589 Haymond Rocks Road

The Dalles, OR 97058, United States

IT Architects complete the order and receive an anticipated delivery date



< US datacenter west #4

ACTIONS ▾

Summary Maintenance Network Address & Contact

Estimated delivery date: December 4, 2019

Oct 29, 2019
04:14 PM PSTOct 29, 2019
05:19 PM PSTNov 14, 2019
11:19 AM PSTDec 04, 2019
11:19 AM PST

Order created

Order processed

Shipped

LIVE



Order



Order# 7faea6e5-c564-43c2-ab58

Dell VxRail R-2 rack

G-2 host instance (Hosts 5)

CPU- 180 cores

Memory- 3.84 TB

Storage- 153.6 TB

Contact

John Doe

jdoe@acme.com

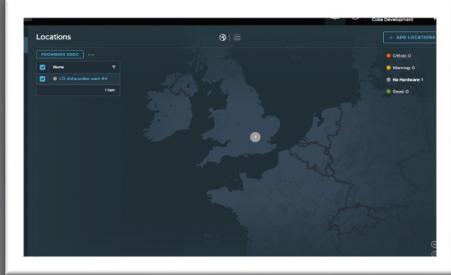
+1 541-506-9450

Address

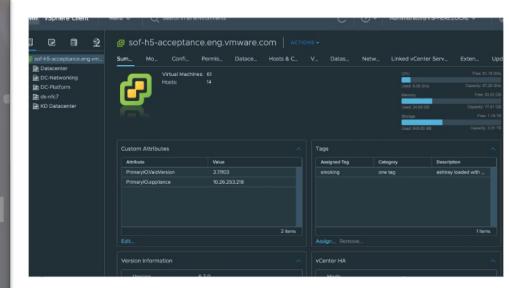
2589 Haymond Rocks Road

The Dalles, OR 97058, United States

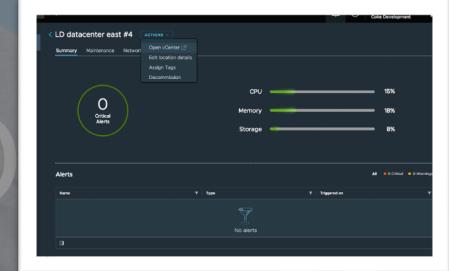
IT Architects are notified when the resource is live



Order



Deploy



Support

- sof-h5-acceptance.eng.vmware.com
- > Datacenter
- > DC-Networking
- > DC-Platform
- > ds-nfc7
- > KD Datacenter

sof-h5-acceptance.eng.vmware.com

ACTIONS ▾

Sum...

Mo...

Conf...

Permis...

Datace...

Hosts & C...

V...

Datas...

Netw...

Linked vCenter Serv...

Exten...

Upd...



Virtual Machines: 61

Hosts: 14

CPU	Free: 61.19 GHz
Used: 6.06 GHz	Capacity: 87.25 GHz
Memory	Free: 53.02 GB
Used: 24.89 GB	Capacity: 77.91 GB
Storage	Free: 1.18 TB
Used: 846.63 GB	Capacity: 2.01 TB

Custom Attributes

Attribute	Value
PrimaryIO.ValoVersion	2.7.1103
PrimaryIO.appliance	10.26.253.218

Tags

Assigned Tag	Category	Description
smoking	one tag	ashtray loaded with ...

Using vSphere, the IT Architect can setup the needed VMs and Containers

Version Information

Version	6.7.0
Build	6700000

vCenter HA

Mode	--
Health	OK

Home

Shortcuts

Hosts and Clusters

VMs and Templates

Storage

Networking

Content Libraries

Global Inventory Lists

Migration Center (HCX)

Policies and Profiles

Auto Deploy

Administration

Update Manager

Tasks

Events

Tags & Custom Attributes

Migration Center (HCX)

chicago to vmc_chicago



Analyze

2 Plan

3 Migrate

4 Operations

Wave 1 · Desktop Non-Prod

400	21	2.5 TiB	20 TB	4	VDI	1/28/19 - 2/8/19
VMs	Applications	Total Memory	Total Storage	Create Networks	Target Cluster	Schedule

EDIT WAVE

Wave 2 · Desktop Prod

600	21	3.6 TiB	30 TB	4	VDI	2/11/19 - 2/22/19
VMs	Applications	Total Memory	Total Storage	Create Networks	Target Cluster	Schedule

EDIT WAVE

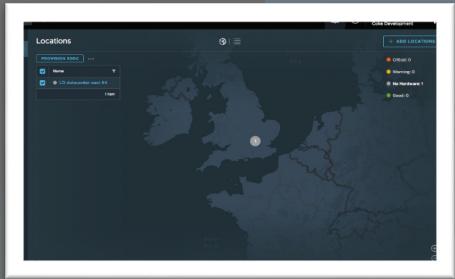
Wave 3 · Non-Critical Apps

560	40	1.12 TiB	33.6 TB	5	Production	2/25/19 - 3/8/19
VMs	Applications	Total Memory	Total Storage	Create Networks	Target Cluster	Schedule

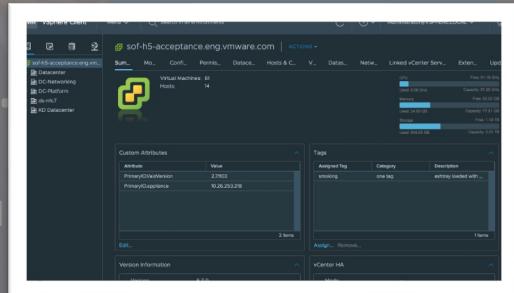
EDIT WAVE

IT Architects can easily migrate workloads using HCX migration

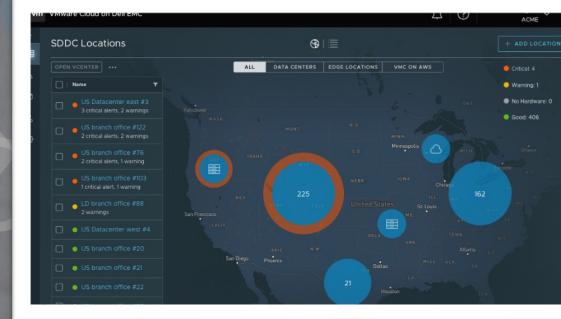
Wave 4 · Critical Apps



Order



Deploy



Support



SDDC Locations

+ ADD LOCATIONS

OPEN VCENTER

...

ALL

DATA CENTERS

EDGE LOCATIONS

VMC ON AWS



<input type="checkbox"/> Name
<input type="checkbox"/> US Datacenter east #3 3 critical alerts, 2 warnings
<input type="checkbox"/> US branch office #122 2 critical alerts, 2 warnings
<input type="checkbox"/> US branch office #76 2 critical alerts, 1 warning
<input type="checkbox"/> US branch office #103 1 critical alert, 1 warning
<input type="checkbox"/> LD branch office #88 2 warnings
<input type="checkbox"/> US Datacenter west #4
<input type="checkbox"/> US branch office #20
<input type="checkbox"/> US branch office #21
<input type="checkbox"/> US branch office #22
<input type="checkbox"/> US branch office #23

Critical: 4

Warning: 1

No Hardware: 0

Good: 406



IT Architects can easily observe system health

< US branch office #122

ACTIONS ▾

Summary Maintenance Network Address & Contact

Alerts

All

2 Critical

4 Warnings

-
- Intermittent network connectivity

Dec 12, 2019 06:36 AM MST



6:00 am 8:00 am 10:00 am 12:00 pm 2:00 pm 4:00 pm 6:23 pm

Incident status

Live

Activity

A Support Request was automatically filed for the VMware support team to diagnose the issue.

Support Request#

[SR 4189374](#)

Time to resolution

35 minutes

SUPPORT

> CPU capacity exceeded

CPU

Dec 10, 2019 04:45 PM MST

IT Architects can track the status of tickets in progress

> Insufficient failover resources

SDDC

Dec 8, 2019 12:32 PM MST

< US branch office #122

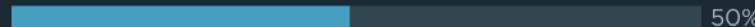
ACTIONS ▾

Summary Maintenance Network Address & Contact

Upcoming and running maintenance

NSX Network component update

Maintenance in progress

 vCenter and ESXi update In 24 days

Time zone (MST) - Mountain Standard Time

Date Dec 28, 2019 (Saturday)

Start time 2:00 AM

ⓘ You can reschedule this maintenance before Dec 21, 2019, 1:00 AM (MST+01:00)

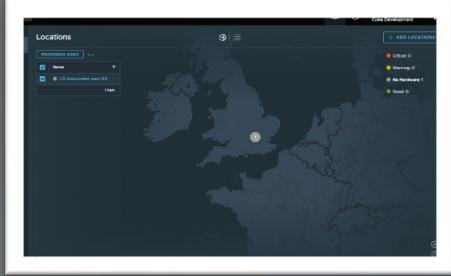
⚠ You will not have access to your vCenter and other functionalities during maintenance. Your workload VMs will remain online.

RESCHEDULE

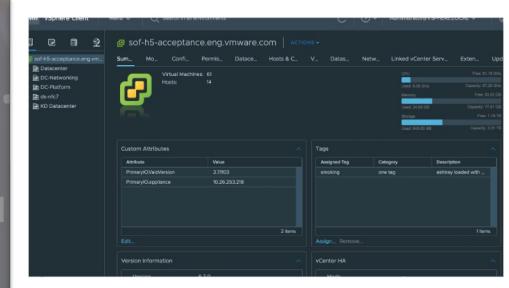
IT Architects can easily manage maintenance windows

Maintenance window preference

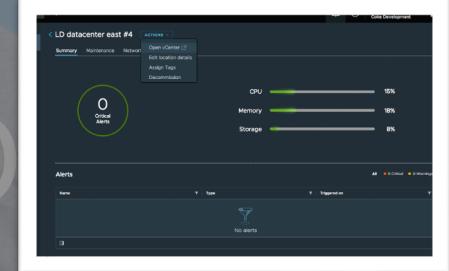
Weekly Saturday 2:00 AM to 6:00 AM (MST)



Order



Deploy



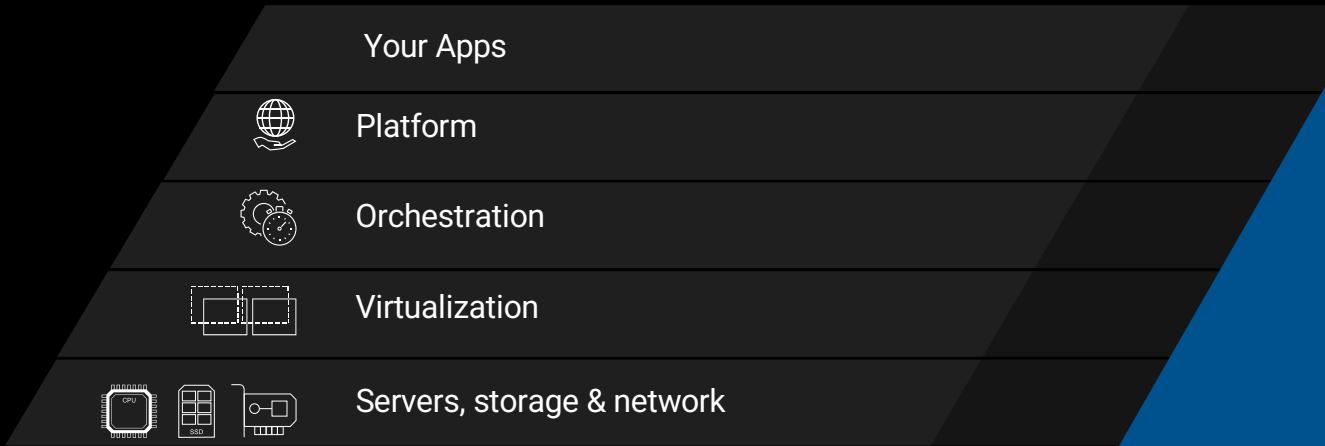
Support



D

es

Cloud building blocks



Cloud building blocks

Your Apps



Platform



Orchestration



Virtualization



Servers, storage & network

Cloud building blocks

Your Apps



Platform



Orchestration



Virtualization



Servers, storage & network

Cloud building blocks

Your Apps



Platform



Orchestration



Virtualization



CPU



Servers, storage & network

Cloud building blocks

Your Apps



Platform



Orchestration



Virtualization



CPU



SSD



Servers, storage & network

Cloud building blocks

Your Apps



Platform



Orchestration



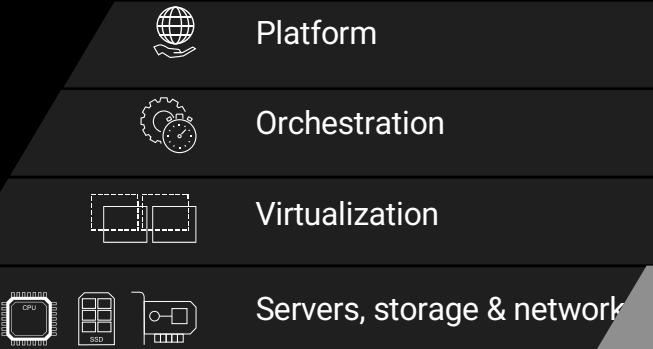
Virtualization



Servers, storage & network

Workspace One

Cloud
building
blocks



Cloud
building
blocks

Your Apps



Platform



Orchestration



Virtualization



Servers, storage & network

HCI

IaaS

PaaS

SaaS

CHOICE

CONSTRUCT

CONTINUUM

CONSUME

Cloud
building
blocks

Your Apps



Platform



Orchestration



Virtualization



Servers, storage & network

HCI

IaaS

PaaS

SaaS

CONSTRUCT
CORE

CONSUME
CONTEXTUAL

Cloud
building
blocks

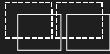
Your Apps



Platform



Orchestration



Virtualization



Servers, storage & network

CONSTRUCT
CORE

CONSUME
CONTEXTUAL

Cloud building blocks

Positioning Map

Workspace One, Client, Services

Tanzu Suite on Cloud Platforms

VCF on VxRail/PowerOne - DTCP

VxRail, PowerOne, VxBlock

Power Portfolio (Edge, Max, Store, Scale, etc)

H/CI

IaaS

PaaS

SaaS

Cloud is an operating model, not a place



DELL Technologies

DELL Technologies

Tech Summit



Thank you!

Create the digital future