

The benefits of on-prem cloud consumption models

How subscription pricing for on-prem optimizes value

Flexibility, scalability and choice: Dell Technologies Cloud Platform (DTCP) with subscription

End-to-end services simplify complexity

Dell Technologies On Demand

As cloud computing becomes central to the IT service-delivery model, organizations are becoming more adept in understanding their cloud needs and how to get the most out of their investments. In addition, flexible consumption models are becoming increasingly popular, allowing companies to take advantage of cloud's many operational and financial benefits.

The demands on IT organizations to deliver tangible business value continue to rise. IT decision-makers, faced with budget constraints and over-stretched IT staff, seek creative solutions that provide greater flexibility and rapid deployment. This has made subscription and consumption-based IT service delivery models very attractive by allowing customers to get up and running quickly without the burden of heavy upfront capital costs.

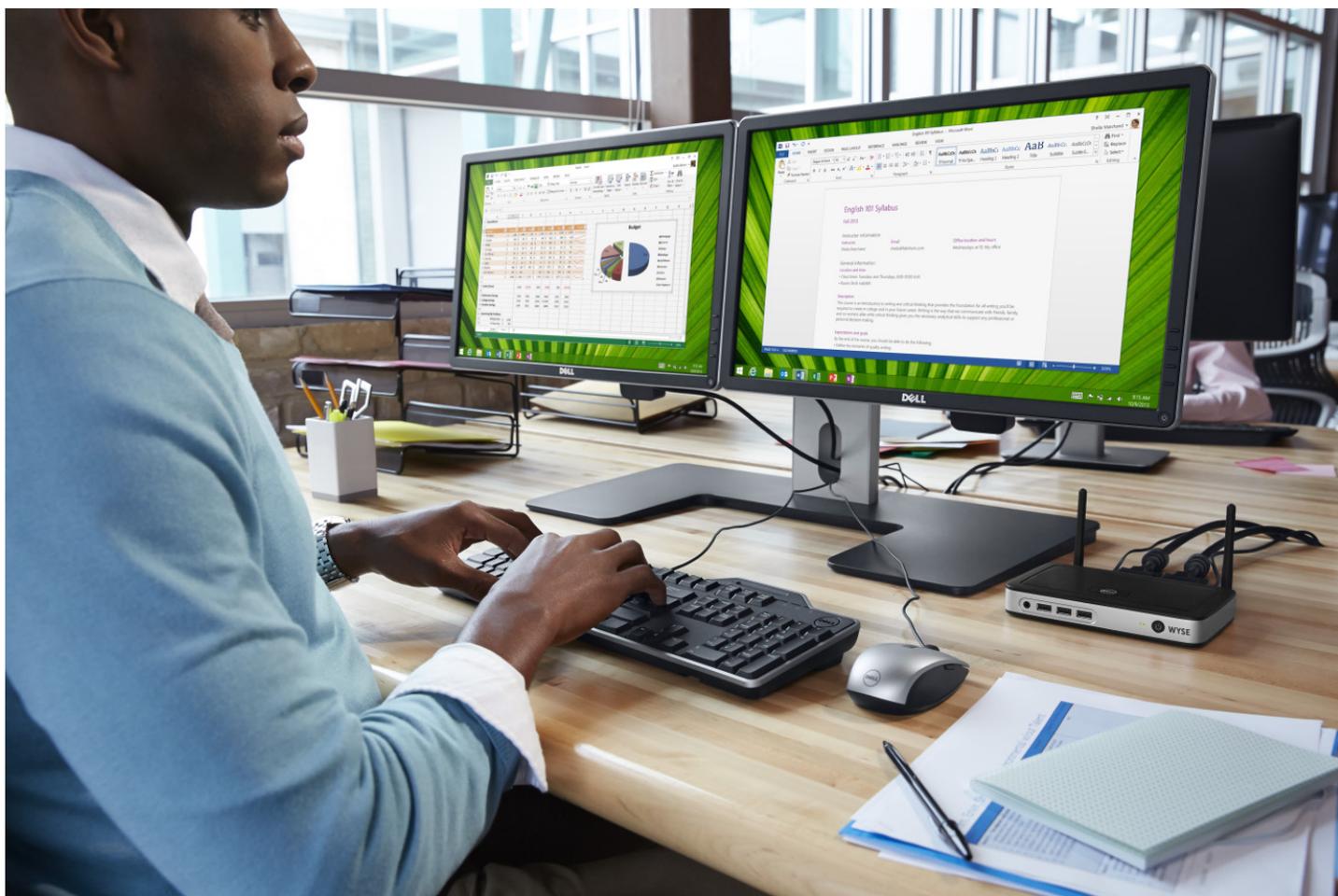
Based on experiences with operating environments that feature as-a-service consumption options, many organizations are now looking for ways to apply similar pay-per-use consumption and delivery models for on-premises technology infrastructure and services in their data centers and in remote edge locations.

According to a global survey conducted by Enterprise Strategy Group (ESG) of 1,257 IT decision makers at organizations using public cloud services, "83% of respondents consider the freedom to deploy workloads wherever they want to be one of their top-five technology initiatives."¹



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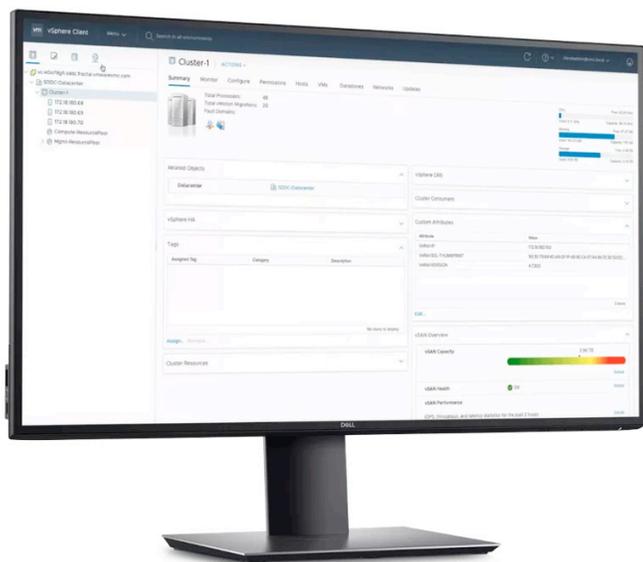
Public cloud offers flexibility and low upfront costs. However, the value of storing some workloads on premises is clear. Customers want the security of storing their workloads and applications on premises where they can be quickly and easily accessed. Private clouds also offer high scalability, governance and compliance. Many customers now know they want the best of both worlds and opt for a hybrid cloud strategy. Although organizations need private clouds to be part of their cloud strategy, many are unable to afford the upfront investment required, and they are hesitant or unable to dedicate the time and resources to build and maintain them.

Bottom line: Customers want and need more choices and greater flexibility in how they consume hardware, software and services. And one such approach is a subscription model that makes the move to a hybrid cloud environment faster, easier and more economical for their on-premises solutions.

How subscription pricing for on-prem optimizes value

Subscriptions deliver several benefits that optimize business and operational value to the organization. These include:

- Shift from Capex to Opex spending with simplified and predictable payments.
- Purpose-built, turn-key hardware/software solution based on standardized components.
- Easy and reliable scalability enabled by teaming with an experienced cloud partner.
- No vendor lock-in at any level—hardware, software or services.
- Resilience, security and access to applications when and where they are needed.
- Expert deployment and support for the full solution.
- Asset recovery services at the end of the term.



One of the most significant benefits is the peace of mind gained knowing the technology provider who designed, engineered, and manufactured the full-stack solution also provides the expert deployment and support services. Through Dell EMC ProDeploy Plus and Dell EMC ProSupport Plus, your deployment will be done right the first time and your hardware will continue to run optimally to ensure you are getting the most out of your investment.

Flexibility, scalability and choice: Dell Technologies Cloud Platform (DTCP) with subscription

As a leader in both cloud and enterprise computing infrastructure and services, Dell Technologies is uniquely positioned to help organizations make their cloud journey more efficient with flexible options.

Dell Technologies Cloud Platform (DTCP) with subscription pricing delivers one price for hardware, software and services—including deployment, support and asset recovery—offering customers everything they need to get their hybrid clouds up and running quickly and easily.

The subscription model is available for Dell EMC VxRail, the only jointly engineered hyperconverged infrastructure system with deep VMware Cloud Foundation integration. Subscription-based configurations supported by Dell Technologies Services can be deployed in as little as 14

days² and customers can scale their environments in as few as five days³, making this the fastest hybrid cloud deployment in the industry.²

DTCP with subscription pricing is available for as low as \$70 per node per day.⁴ Customers can choose from pre-configured node options, and a choice of 1- or 3-year term.

End-to-end services simplify complexity

Seamless deployment is one of customers' greatest concerns. The subscription includes a pre-integrated rack, as well as ProDeploy Plus, the most complete deployment offer available in the market. ProDeploy Plus ensures customers are ready for today and prepared for tomorrow. The expert on-site deployment gets customers up and running in as few as 14 days² and gives them peace of mind that the experience will be smooth.

ProSupport Plus keeps customers' clouds up and running optimally with a 24/7 single point of support accountability for the entire platform, and proactive monitoring, issue detection and notification, ensuring quick issue resolution. Priority access to ProSupport Plus engineers with 3000+ combined VMware certifications provides customers with the best support for their entire solution. A Technology Service Manager (TSM) guides the customer through deployment, support, expansion and retirement, simplifying complexity.

Access to self-serve capacity reporting helps customers plan for expansions. When the customer is ready to scale, nodes and racks can be easily added and without renegotiating their contract.³ When the subscription term comes to an end, the TSM helps coordinate renewal or asset recovery. Customers can have confidence that Dell Technologies will keep their data safe with data sanitization and then recover and recycle the hardware.

Dell Technologies On Demand

The DTCP with subscription pricing offer is a solution-specific, flexible payment option within Dell Technologies On Demand, the industry's broadest end-to-end portfolio of consumption-based and as-a-service solutions. Ideally suited for the way on-premises infrastructure and services are consumed in today's on-demand economy, Dell Technologies On Demand offers customers the following benefits:

- **Freedom of choice.** Includes a wide selection of flexible consumption-based payment solutions complemented with value-added deployment, support and managed services that can be combined to satisfy a broad range of requirements—so organizations can pay for technology as they grow, as they use it, or as a service. This enables customers to more effectively budget for IT spending and pay for technology and services only as needed—all in a way that makes the most sense for them.
- **Ultimate flexibility.** Offers an extensive range of integrated IT solutions that cover the full infrastructure stack and can be configured to meet the demands of critical workloads, wherever they reside. These include compute- and data-intensive business applications and use cases—all engineered to meet specific financial and technology objectives and power strategic initiatives.
- **Predictable outcomes.** Builds on a strategy of driving consistency and automation across multiple operating environments, spanning their industry-leading end-to-end portfolio, and providing a more cohesive technology consumption experience. Customers can apply consistent payment solutions with transparent cost structures across their wide range of performance-optimized and secure technology solutions, making provisioning times and costs more efficient—and outcomes more predictable.

Conclusion

As cloud computing further solidifies its value for organizations looking for more flexibility in an ever-changing IT service delivery environment, decision-makers need solid choices in how to consume and pay for cloud services and infrastructure. The increasingly on-demand economy has conditioned enterprises to expect options for consuming a wide range of business services, and cloud computing is no exception.

Dell Technologies' subscription offering is built with on-demand cloud services in mind. DTCP with subscription pricing includes all the hardware, software and services necessary to get up and running fast. And, since it is built on Dell Technologies' robust and highly scalable VxRail hyperconverged infrastructure and VMware Cloud Foundation software, buyers enjoy a future-proofed solution that has proven its value over years of successful deployments.

[Learn more about DTCP with subscription](#)

- 1 "The Cloud Complexity Imperative: Why Organizations Must Unify and Simplify the Management of Their Sprawling Multicloud Environments," Enterprise Strategy Group, February 2020.
- 2 Applies to select nodes with DTCP subscription pricing, contact your sales representative for details. Customer site survey and configuration workbook must be completed before order is placed. Excludes orders over 24 nodes, VMware NSX configuration, vRealize (vRA, vRO) components and some other features. Product availability, holidays and other factors may impact deployment time. US only.
- 3 Applies to select nodes with DTCP subscription pricing, contact your sales representative for details. Deploy a single expansion node for an existing rack in as few as 5 days, or add an expansion rack in as few as 9 days. Customer site survey and configuration workbook must be completed before order is placed. Product availability, holidays and other factors may impact deployment time. US only.
- 4 Based on a 3-year term with the minimum starting configuration (4 x 1M1s.small + 3 x 1G1s.sm) and an average monthly price of \$2104 (USD). Pricing for DTCP with subscription may vary depending on the number and type of nodes in your configuration. For details on pricing, consult your account manager.