UNLOCK YOUR DATA CAPITAL

Unleash the power of data—your most valuable asset

DATA POWERS DIGITAL TRANSFORMATION

Digital transformation is a top-of-mind initiative for organizations across the globe. Nearly every business in the world are including Big Data, the Internet of Things, Artificial Intelligence, IT transformation, and improved digital experiences as elements of broader digital transformation strategies. These trends create differentiation and will determine winners and losers in the Digital Age. All of these trends rely on a vital component—data. An organization’s ability to ingest, store, utilize and derive insights from organizational data will determine their ability to pursue Digital Transformation Initiatives.

Because of the important role data plays today, Data Capital is quickly becoming the most valuable asset in a company’s portfolio. We’re all familiar with traditional business assets: human capital—the talent of the workforce, intellectual property—patents and trade secrets, operations—efficiencies built into business processes, and physical infrastructure. While traditional assets are often tangible and easily quantifiable, Data Capital can be harder to account for and is often overlooked, despite its increasing value. Even when its value is recognized, current approaches to data and the inherent limitations of legacy data storage systems can pose serious challenges to companies looking to unlock their Data Capital.

These challenges include:

- **Data locked in silos limits its usefulness**
  Disparate storage solutions and business units functioning in isolation limits visibility and the ability to leverage data

- **Inability to keep up with exponential data growth**
  Scaling up storage capacity to meet data growth and velocity demands introduces costly management overhead

- **Not converting data into business impact**
  Usage of data to power digital experiences or to derive insights across the business is lacking or limited

The first step to unlocking and embracing Data Capital requires companies to recognize the role data will play on the future of their business and begin making investments to overcome these challenges. Dell EMC solutions help organizations address these challenges so they can start deriving value from their data, implement Digital Transformation and remain competitive in the Digital Age.
UNLOCK YOUR DATA CAPITAL WITH DELL EMC

Dell EMC delivers the data solutions that make it easy to transform data into an asset that can power your Digital Experiences. With industry-leading technologies that address your data needs providing:

UNIFIED DATA LAKE
Cover your entire data footprint from edge, core, to cloud and eliminate silos while supporting existing and cloud native apps

SIMPLECTIVITY AT SCALE
Stay in control with a system that scales performance, capacity, and management seamlessly into the Exabyte range

EXTRACT VALUE FROM DATA
Turn data into an asset by powering digital experiences, streamlining workflows, and gaining real-time insights

UNLOCK YOUR DATA CAPITAL WITH DELL EMC

Dell EMC Isilon, ECS, and Project Nautilus storage solutions provide the support that enables your entire organization to unlock the value of its Data Capital. Creating the foundational infrastructure necessary to modernize your IT and accelerate Digital Transformation.

• **Isilon**: Supports the most demanding workloads with the ability to scale performance and capacity as needed.

• **ECS**: Provides Exabyte scale Cloud, flexible, and resilient object storage for traditional and next-generation workloads.

• **Project Nautilus**: Delivers high speed ingest of real-time streaming data with high performance and strong consistency.

GET STARTED MAKING DATA CAPITAL YOUR REALITY

To get value from your data, you must make it a foundational consideration in your strategic business planning. For most organizations, this means a paradigm shift and adopting new technologies. By partnering with Dell EMC your Digital Transformation initiatives, you have a trusted advisor who is committed to your success and is one of the most trusted names in data. We can help you assess your current capabilities and goals and create an actionable plan to help you no matter where you are on your journey.

Organizations we have already helped have taken advantage of their data across their business to create a competitive advantage by improving their cost structures, increasing productivity, and create new services and revenue streams.

**Contact your local representative or authorized reseller to learn how Dell EMC can help your organization unlock its data capital and truly achieve digital transformation.**

CONTACT US
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