

# Foward Together: Innovative Solutions for Customer Outcomes

Digital Transformation with  
Dell Technologies and VMware

Customer Success

# Are You Ready for Digital Transformation?

The world is undergoing a digital transformation that is impacting organizations across the globe, big and small. With new IT innovations coming online, and organizations moving to agile and scalable cloud services such as Kubernetes® and containerized microservices, today's business looks radically different than that of ever a few years ago.

However, have you really investigated what Digital Transformation means for your organization and how it interacts in the greater global marketplace?

Today, organizations are finding that embracing modernization across their IT ecosystem can accelerate innovation, remove barriers that inhibit growth, and attain an agility that enables them to meet the demands of today's modern business operations.

Together, Dell Technologies and VMware have partnered to offer a diverse portfolio of cross-cloud services and an integrated portfolio of aaS solutions that enable our global customer base to build, run, manage, and better secure applications across any cloud, or on-premises environment. Dell Technologies and VMware are simply better together.

*“The challenges of positive change in a radically unpredictable world are great—and so too are the opportunities to innovate for a better tomorrow.”*

—Nicola Acutt,

Vice President, Environmental, Social and Governance, VMware



Digitally transformed organizations are projected to contribute to more than half of the global gross domestic product (GDP) by 2023, accounting for

**\$53.3 trillion.<sup>1</sup>**

**65%**

of the world's GDP is predicted to be digitized by 2022.<sup>2</sup>

1. IDC, 2020

2. IMF, 2020



## Forward Together: The power of our strategic partnership.

Dell Technologies and VMware have partnered to provide organizations with best-in-class solutions that provide scalability, availability, security and efficiency. Built on a mature portfolio of solutions, VMware's innovative app modernization, multi-cloud, and Anywhere Workspace software paired with Dell's broad IT infrastructure portfolio from endpoints to the cloud enable our global customer base to achieve secure, consistent operations and unlock the true value of digital transformation.

It's these integrated platforms and solutions, combined with global scale and deep customer engagements, that allow Dell Technologies and VMware to stand out as tenured strategic partners providing our global customer base with an unparalleled opportunity to embrace digital transformation and innovate at scale.

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### With VMware and Dell Technologies you can expect:

- ✓ Greater speed and agility
  - ✓ Reduced costs and improved performance
  - ✓ Increased productivity and employee satisfaction
  - ✓ Improved security, resiliency, and operational efficiency
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# Accelerate Digital Transformation

Moving forward, we are committed to providing unique value to our shared customers, delivering integrated IT platforms and multi-cloud solutions that accelerate digital transformation.

Through this partnership, our global customer base get best-in-class technology solutions and the technical resources to achieve digital transformation at the speed of today's modern enterprise.

## ObjectScale on Dell VxRail

Dell ObjectScale is an object storage platform that supports S3 and is integrated into VMware vSphere. VxRail with Tanzu together with ObjectScale extends the reach of the leading HCI system in powering modern workloads such as AI, Analytics and cloud-native applications.

## Kubernetes & VMware vSphere

The integration of Kubernetes into vSphere enables IT operations to manage traditional and modern applications within the same VMware experience while providing developers with on-demand, self-service storage via Kubernetes APIs, accelerating application innovation, lowering TCO and empowering a true DevOps culture.



“ObjectScale streamlines operations and ultimately allows VMware IT to deliver a better, faster service offering to our internal engineers.”

Manoharbabu Katuri,  
Sr. Cloud  
Infrastructure  
Engineer, VMWare

# TimweTech

Headquartered in Lisbon, TIMWETECH is positioned as a Digital Enabler for Mobile Operators, focused on three verticals: B2B2C Platform Services, Digital Marketing and Fintech. Operating in 30 offices around 5 continents, TimweTech delivers high-impact solutions to their clients, propelled by over 15 years of industry expertise, through their proprietary technological platforms and our partner network.

## TimweTech and VMware Tanzu Unify Datacenter Operations

Working under the constraints of a small IT team looking to manage a huge on-prem datacenter consisting of over 5000 VMware workloads spanning many geographical locations, and many different clouds, TimweTech needed a way to create a unified IT approach within their IT datacenter.

After considering solutions like Anthos, Openshift and other competitors, it was Tanzu, that allowed TimweTech to run and manage on-premises Kubernetes clusters maintaining the same functionality of their IT environment, but removing the disjointedness of managing multiple disparate cloud solutions.



### Business Needs

- An IT solution that consolidated many cloud environments into a single more manageable approach to spinning up and managing 5000 VMware workloads
- A solution that automated security and consolidated cloud-native services, spanning various geographical environments
- A lean IT approach that enabled their small IT team to manage a large IT infrastructure spanning 30 offices in 5 continents



### Results

VMware Tanzu consolidated all of TimweTech's IT infrastructure that spanned various cloud environments into a single, more manageable approach. TimweTech was able to bring cloud-native applications back to on-premises, managed within an on-premises Tanzu application platform. This integration removed the skill gap challenge of working in multiple disparate cloud environments, leading to more efficient, scalable and robust IT operations.

# KASIKORN Business – Technology Group

Kasikorn Bank is leading the way in digital banking services in Thailand through its work with KASIKORN Business – Technology Group (KBTG). The group built the bank's artificial intelligence-enabled K PLUS app, used by approximately 16 million customers to access services.

## Dell Technologies Enables Kasikorn Business to the Fast-Track to Digital-First Banking

To support the bank's digital transformation strategy, KBTG wanted to boost automation and shift to a software-defined approach for development of cloud-native services. It aimed to build a flexible hybrid cloud platform that would easily integrate with multiple public clouds, while offering consistent security and management policies.



### Business Needs

KASIKORN Business – Technology Group wanted to speed up the development of digital banking services for Kasikorn Bank by moving to a software-defined approach to building cloud-native services. It needed a solution that enabled flexible management of IT resources across multiple clouds while keeping data safely stored.



### Results

- Delivers at least 200 digital transformation projects a year
- Launches services easily across multiple clouds
- Eliminates downtime across data centers
- Lowers the total cost of ownership for IT by 25%
- Frees up 50% of its IT resource to focus on development
- Reduces energy usage by 10%



*We can accelerate our work towards anywhere, anytime banking and operating in a sustainable way.*

—Tawan Jithavech,  
Chief Technology Officer, KASIKORN Business – Technology Group



# New Belgium Brewing Company

New Belgium Brewing Company is a nationally distributed brewery in the United States owned by an international beverage conglomerate. The brand produces Fat Tire Amber Ale, Voodoo Ranger IPA, Mural Agua Fresca Cerveza, and La Folie Sour Brown Ale, among other regular and seasonal beer varieties.

## New Belgium Moves from Cloud to On-Prem Going All In on Dell Technologies Infrastructure

New Belgium Brewing, the fourth largest US craft brewer in the US, was running into headwinds operating in the public cloud. From security concerns to a concerning IT spend, New Belgium turned to Dell Technologies to increase operational efficiency while reducing security risks.

In a move to regain control of their IT operations, New Belgium has returned its core business applications from a cloud service to its onsite operations. The company has chosen Dell PowerEdge servers as the underlying infrastructure to support exponential increases in its applications and data, achieving greater control over its data integrity and security while improving application speed and saving IT costs.

Coupled with data analytics capabilities and management tools, including Dell OpenManage and iDRAC, the new approach has resulted in substantial cost savings, including operational cost reduction by 66 percent annually, decreased production downtime, and boosted capacity on its bottling line by 25 percent.



### Business Needs

- Regain control of IT infrastructure with the aim to enhance security operations
- Reduce IT cloud spend
- Consolidate operations from many disparate cloud solutions into a single, well-managed IT architecture



### Results

- New Belgium Brewing migrates core applications from an off-premises managed cloud to on-premises Dell PowerEdge servers to address expanding technology needs
- Dell Technologies infrastructure reduces annual operational cost by 66 percent and speeds access to key applications and data



**NEW BELGIUM.**

# Nature Fresh Farms

Nature Fresh Farms is a family-owned and managed produce company that ships Non-GMO greenhouse-grown produce year-round to key retailers throughout North America. With facilities in Leamington, ON & Delta, OH, Nature Fresh Farms reduces food miles by providing locally grown vegetables 12 months a year. Nature Fresh Farms is approaching fresh produce differently by practicing vertical growing, reusing bio-mass and limiting CO2 release into the atmosphere.

## Nature Fresh Farms Chooses Dell Technologies to Facilitate the Future of Fresh Produce



### Business Needs

Due to the growing popularity of Nature Fresh Farms, they sustained a greenhouse acreage that doubled in two years. This doubling of growth put a strain on IT resources, as IT was running out of space to store video generated by greenhouse cameras and automation.

To address the challenge, Nature Fresh Farms chose Dell Technologies to facilitate the necessary IT resources expansion. Here, Nature Fresh Farms consolidated video storage and file shares onto Dell Isilon to provide fast, streamlined access to data vital to better decision-making about creating optimal growing conditions.



### Results

By consolidating video storage and shares onto the Dell Isilon, Nature Fresh Farms is able to achieve a variety of benefits:

- Greenhouse innovation for fresher produce accelerated with AI, robotics and automation
- A digital transformation to support robots inspect plants for pests and recommend “good bugs” for control
- Better greenhouse growing conditions with easy access to high-resolution video
- A transformation from growers to data scientists



*Isilon provides the extreme scalability and performance to accelerate our evolution toward robotics and AI and increase innovation in our greenhouses.*

—Keith Bradley,  
Director of Information Technology, Nature Fresh Farms





# Topgolf

Topgolf Entertainment Group is a global sports and entertainment organization that connects nearly 100 million fans in meaningful ways through its state-of-the-art driving range game that tracks player shots in real-time. What began as a technology that enhanced the game of golf now encompasses a range of unmatched experiences where communities can discover common ground at brand expressions. Today, Topgolf runs 61 venues and generates \$21 million in revenue per venue per year.

## Topgolf Chooses Dell Technologies to Unlock Digital Transformation



### Business Needs

Topgolf understands that by prioritizing digital innovation, IT operations could drive new revenue streams while decreasing costs, server footprints and optimize their IT space.

The biggest technical challenge that Topgolf faced was delivering scalable, reliable and innovative solutions in a fast-paced environment. Tying to do this in a way that was both cost-effective and also offers the greatest level of capability, was challenging.



### Results

Topgolf chose Dell Technologies, Dell VxRail, with VMware virtualization to power their IT infrastructure. By doing so, Topgolf was able to deliver speed of service and speed of delivery. With Dell Technologies and VMware, Topgolf has been able to roll out solutions in a matter of months, that were unfathomable even a few years prior.

With Dell Technologies and VMware, Topgolf was able to achieve:

- A smaller IT footprint
- A more efficient support path
- Increased speed of service and speed of delivery
- Reduces energy usage by 10%



*Topgolf is constantly evolving, constantly changing. We're looking for new ways to delight our guests — to really expand our reach.*

—Scott Shultz,  
Directory Infrastructure and Venue Technology, Topgolf



**TOPGOLF**

# Choosing a Strategic Partnership Has Never Been So Easy

Combining VMware's best-in-class Software-Defined Data Center technologies paired with Dell Technologies' modern infrastructure hardware, organizations are able to innovate in both traditional IT and new IT infrastructures at a much lower overall total cost of ownership with a higher degree of operational efficiency.

## **Transform your IT and your business with a software-defined, "future ready" approach.**

- 99% of Fortune 500 and Fortune Global 100 companies use VMware,<sup>3</sup> and more than 500,000 customers have saved billions of dollars worldwide.<sup>4</sup>
- Approximately 85 percent of all virtualized applications run on vSphere,<sup>3</sup> and 1.2B MT CO2e emissions are avoided through VMware solutions.<sup>4</sup>
- Dell Technologies is positioned as a leader across PCs, software, servers, security, storage and services in Gartner Magic Quadrant reports.<sup>5</sup>
- 98% of Fortune 500 companies depend on Dell Technologies solutions, and over 10 million small businesses trust Dell Technologies to help them thrive.<sup>5</sup>
- Advancing sustainability is at the heart of everything we do. Dell Technologies and VMware have mutual 2030 goals focused on sustainability, equity and inclusion and integrity.<sup>6</sup>
- VMWare is a part of the Dow Jones Sustainability Index and has Human Rights Campaign's 100% Corporate Equality Index.<sup>4</sup>
- Dell Support provides award-winning, global, 24x7 support for VMware solutions on Dell Technologies infrastructure, and Dell Education Services provides VMware-certified training.
- Dell Technologies has over 26,189 patents, ranking #16 in the world, and focuses innovation where it matters most: directly addressing real operational and customer issues today and into the future.<sup>5</sup>

Through this strategic partnership, our virtualization, mobility and cloud solutions accelerate digital transformation and increase efficiency for organizations across all industries.



3. [VMware Fast Facts](#)

4. [VMware Environmental Social Governance Report 2021](#)

5. [Dell Technologies Key Facts](#)

6. [Dell Technologies Advancing Sustainability](#)

# Accelerate Digital Transformation with Dell Technologies and VMware

Through this strategic partnership, our virtualization, mobility and cloud solutions accelerate digital transformation and increase efficiency for organizations across all industries. Learn more: [www.dell.com/VMware](http://www.dell.com/VMware)

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