

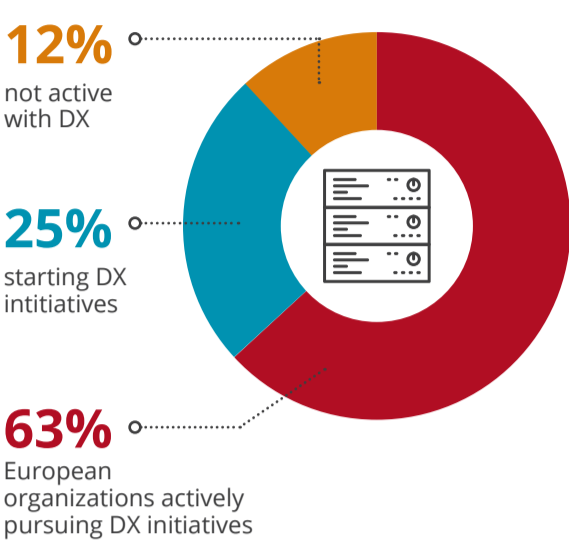
# THE PROGRAMMABLE DATACENTER

The Foundation for Digital Transformation

DIGITAL TRANSFORMATION IS ESSENTIAL TO THRIVE IN THE DIGITAL ECONOMY

If you are not looking at Digital Transformation (DX), you should be!

## IDC'S 2016 EUROPEAN DIGITAL TRANSFORMATION SURVEY



Source: IDC

Key Digital Transformation Initiatives for 2016

# 50%

of European organizations felt Infrastructure Modernization was a key Digital Transformation initiative

Source: IDC

More Transformation (DX) initiatives



Improve operational efficiencies



Create new revenue streams



Drive superior customer experience

## I.T. NEEDS TO TRANSFORM INTO A DIGITAL ENABLER FOR THE BUSINESS



## A NEW APPROACH IS NEEDED FOR DATACENTERS



## THE GROWING GAP BETWEEN BUSINESS EXPECTATIONS AND I.T.'S ABILITY TO EXECUTE

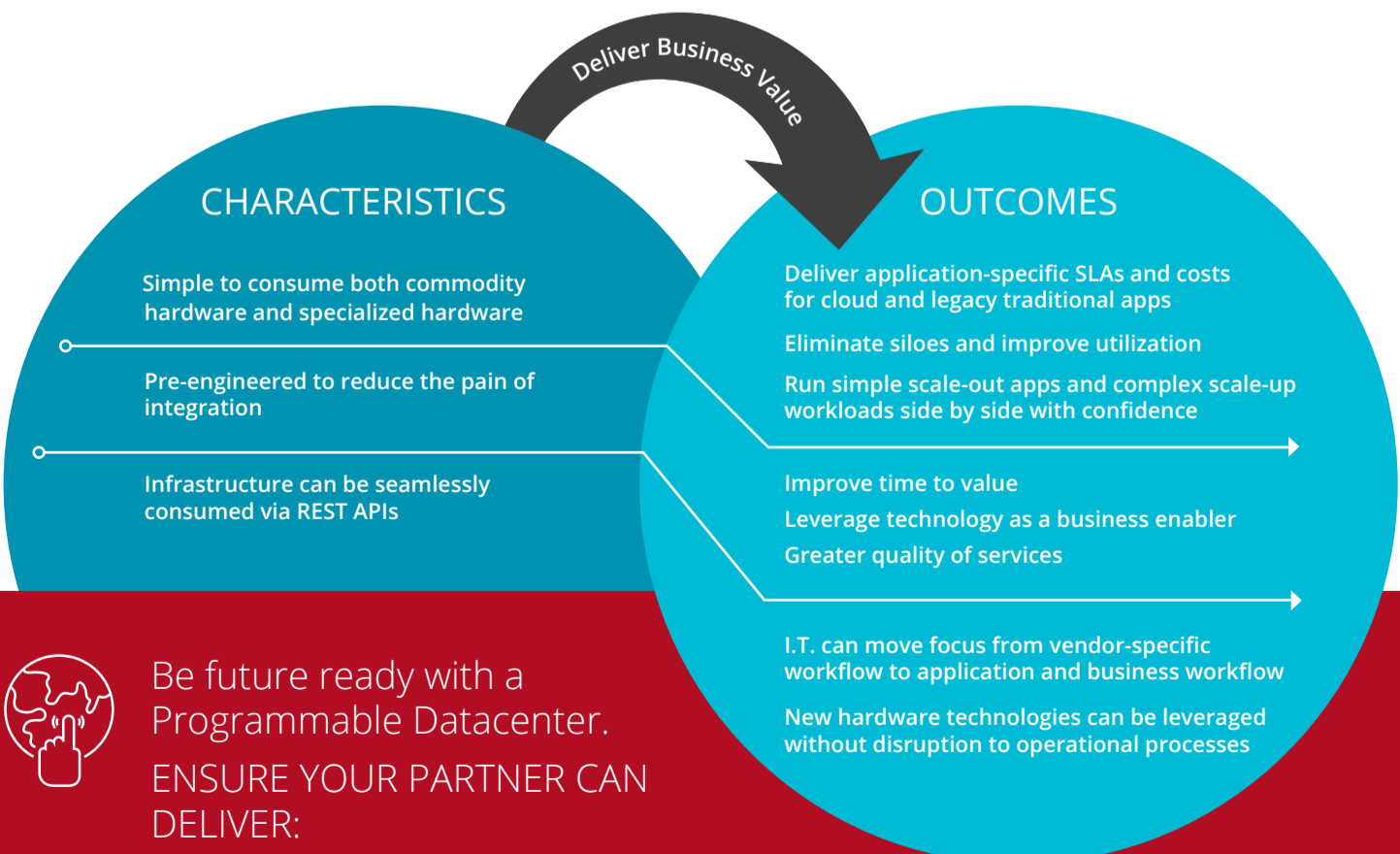
Lines of Business expect more



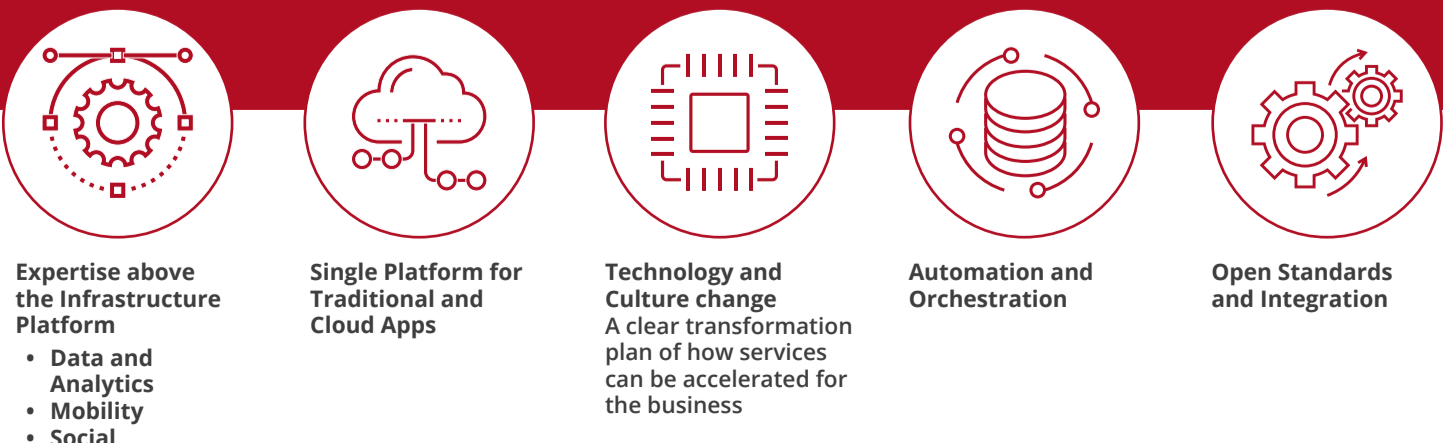
Traditional I.T. cannot respond effectively



## A PROGRAMMABLE DATACENTER DELIVERS AUTOMATION AND OPTIMIZES I.T. INFRASTRUCTURE FOR BOTH TRADITIONAL AND CLOUD APPS



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