

Digital Transformation:

How to drive your business
performance, growth &
sustainability 2021

"We've been given a glimpse of the future, and the organizations that are accelerating their digital transformation now will be poised for success in the Data Era that is unfolding before our eyes."

MICHAEL DELL, CHAIRMAN AND CEO, DELL TECHNOLOGIES

Like every other day, the world was having physical seminars and face-to-face conversations in early 2019. But in the last two months in 2019, COVID broke out, brought the 2-meter distance rule, and kept people locked in homes. During the peak hours of COVID, customers were browsing and purchasing goods on the internet, while employers covered the project with the "Work From Home" strategy. This situation became the ultimate precursor for a focused and speedy digital innovation journey. While the world leaders made a mind map to have reinvention, which includes accelerating digital transformation, establishing variable cost structures, and implementing agile operations.

Nepal suffered a significant setback because most of its enterprises were strongly reliant on traditional marketing. Reports reveal that 1 in 3 businesses is worried about not being able to survive the next couple of years. 60% believe they will survive this but will shed many more jobs and take years to return to profitability. Responding to the pandemic, the Nepali public was found making extensive use of digital wallets and online banking transactions. The B2B businesses made use of enterprise software as these served the large and quality data. As a result, digital transformation has become an imperative for all organizations.

With the growing need for digital adaptation, there is a surge in competitive online actions for digital successes. To proceed beyond surviving the challenging chapters ahead, powerful workstations with several huge visual displays are necessary to play with data. However, 48% of businesses still fear their teams are at risk of burnout from adapting their IT strategy. Hence, companies are now educating themselves on data management, data warehousing, edge computing, and data privacy.

At present, improving data architecture by extending data warehousing and data lake concepts, adopting significant data virtualization, and data cataloging is another area of focus of big companies. Likewise, edge computing's popularity has risen, along with discussions and concerns about cloud computing's elasticity, cost benefits, and data security. To be specific, the demand and supply of reliably processed and stored massive volumes of data have skyrocketed.

The post-pandemic situation also demands keeping data safe. Contamination, theft, and loss are all risks associated with such large amounts of data. Furthermore, the cleansed data, prepared data, pre-baked insights, and the security of sensitive data—privacy, commercial secrecy, timeliness, consistency, and other factors—are on the top of the company's priority list.

Survival and Growth Strategies of businesses during and post-COVID

Prior to the pandemic, business investments were strongly focused on foundational technologies rather than emerging technologies. But now as per Dell Transformation Index (DTX),

<p>89% <i>say the pandemic has shown the need for more agile/scalable IT to allow for contingencies</i></p>	<p>79% <i>are reinventing their business model</i></p>	<p>74% <i>are investing in on-demand digital services</i></p>
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Learn more about the statistics [HERE](#) .

Businesses are making huge progress along their journey to their digital future, but challenges remain, and the next disruption could be around the corner. According to Digital Transformation Index, the following is the hierarchy of technology investments for the next one to three years:

1. Cybersecurity
2. Data management tools
3. 5G infrastructure
4. Privacy software
5. Multi-Cloud environment

Dell Technologies will be your first choice to ensure IT investments pay off and address the concerns caused by digital transformation. Dell Technologies can assist with world-class, end-to-end cloud, data center, and Edge services and solutions. Dell's power-packed products- PowerStore and PowerEdge 15G are the innovation engine for any company that wants to quickly adapt to the changing business demands, harness data from any source, and use intelligence and automation. These complementary technologies provide proactive cyber threat protection, allowing your IT to focus on higher-value tasks.

The Impeccable EMC PowerStore

In today's cloud-mobile IT infrastructure-driven world, Dell EMC PowerStore emerges as the best modern storage technology and eliminates the typical performance, scalability, and storage efficiency tradeoffs. With the EMC system, companies can target unprecedented flexibility by enabling virtualized hosting of user applications with seamless integration into the customer's IT management environment and VMware ecosystem.

POWERSTORE

DESIGNED FOR THE DATA ERA



Data-centric	Intelligent	Adaptable
Any Workload	Programmable Infrastructure	Flexible Architecture
Performance Optimized	Autonomous Appliance	Flexible Deployment
Efficiency Without Compromise	Proactive Health Analytics	Flexible Consumption

Features OF EMC PowerStore

Software-Defined Architecture

AppsON

VMware and vSphere storage management

Machine learning Engine

Next-Generation Storage Technology

Benefits

Enables portability, standardization, and maximum deployment flexibility.

Enables a new level of application deployment agility.

Serves as Intelligent Automation Tools

Conducts Autonomous Operation that optimizes system utilization and performance,

Eliminates traditional tradeoffs and replaces them with data-centric, intelligent, and adaptable infrastructure.

Data-centric, Intelligent and Adaptable, PowerStore is a complete game-changer that helps businesses innovate and thrive in an unpredictable and rapidly changing world. It's a highly differentiated, yet practical solution. And it's disrupting the storage industry in a very good way. In less than a year, customers, partners, and the market are embracing PowerStore's revolutionary architecture, automation capabilities and next generation storage media.

POWERSTORE 500 SOLUTIONS IN EVERY INDUSTRY

Retail



Branch locations with onsite analytics and in-store automation requirements

Healthcare



Regional hospitals with high-volume medical imaging and retention needs

Manufacturing



Smart factories and logistics hubs executing local aggregation and filtering of IOT data

Gov/Edu



Advanced research, distance learning and personnel support on a predictable budget



Enterprise services and simplicity in an affordable package

Low cost | High performance | Compact | Automated

PowerStore has already won TWO Product of the Year awards! Customer adoption is growing exponentially – and it's not just the numbers, it's the diversity of industries and solutions we're seeing in more than 60 countries. PowerStore has changed storage forever – and it WILL shape the outlook of the coming data decade. As the lights come back on all over the world, we know PowerStore can make your business more efficient, resilient and agile – so you're ready to thrive in a new and very exciting world.

Additional Resources

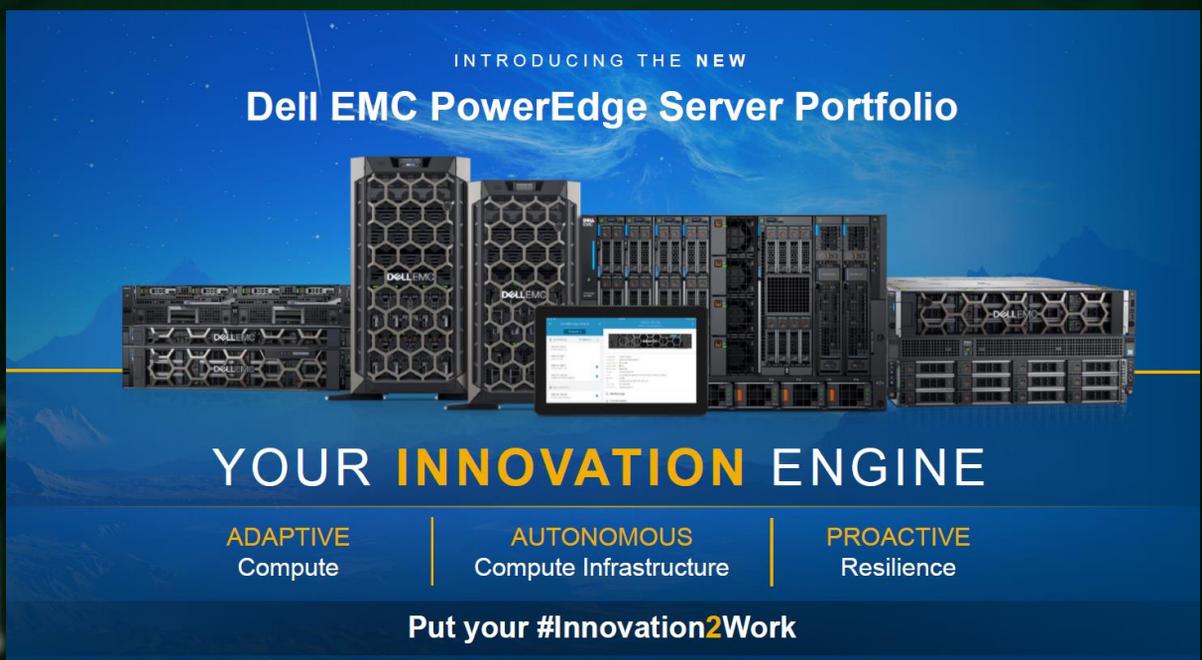
See for yourself the capabilities of PowerStore in the virtual lab setting. Click [HERE](#).

Watch more about PowerStore :

<https://www.youtube.com/watch?v=djalSXtSGLo&t=1s>

Pushing ahead with PowerEdge 15G

The digitized future is on the way. Many companies are looking for solutions that can support this transformation, how to facilitate innovation and collaboration in order to accelerate the company's development opportunities. Most focus on IT. Therefore, it is crucial that the engine in the infrastructure - the servers - can keep up with and execute increased workloads as well as handle e.g. machine learning and AI and deliver new critical applications. With Dell EMC PowerEdge 15G you can assist IT departments by delivering significant performance and management benefits, allowing customers to run business applications more successfully. Countless IT Admins and companies have already placed their trust in the PowerEdge portfolio that features proactive Resilience for digital transformation.



INTRODUCING THE NEW

Dell EMC PowerEdge Server Portfolio



YOUR INNOVATION ENGINE

- ADAPTIVE Compute
- AUTONOMOUS Compute Infrastructure
- PROACTIVE Resilience

Put your #Innovation2Work

Features OF EMC PowerStore

Autonomous Compute Infrastructure

Proactive Resilience

Adaptive Compute

Benefits

Respond rapidly to business opportunities with intelligent systems that work together and independently, delivering to the parameters that you set

Embed trust into your digital transformation with an infrastructure designed for secure interactions and the capability to predict potential threats.

Address evolving compute demands with a platform engineered to optimize the latest technology advancements, while easily scaling to address your data at the point of need.

The world's best-selling server portfolio provides the power needed to gain and act on real-time insights from data wherever it may reside—from core data centers to public clouds and edge locations. Reimagined with 17 new PowerEdge servers and bolstered by 1,100 Dell-owned or filed U.S. patents, the new servers deliver their highest performance to date.

PowerEdge servers enable you to rapidly adapt to evolving business demands and harness data from any environment, leverage intelligence and automation to free IT for higher value activities and embed trust with proactive resilience to protect against cyber threats. With PowerEdge servers as your innovation engine, you can seamlessly navigate this data era and be prepared for the unexpected. It helps users fully realize self-deployed, self-provisioned and self-managed infrastructure in the future. Today, through Dell EMC OpenManage Enterprise, PowerEdge servers and systems management can deliver up to 85% time savings on average and eliminate dozens of steps with automation.

Additional Resources

Click [HERE](#) for a latest product virtual tour.

Watch more about PowerStore :

<https://www.youtube.com/watch?v=0wAJeE8k2Ww>

Success Stories Brought by Dell EMC.

Data Protection of Palmer College of Chiropractic

As a result of network and data center upgrades, the college began to have difficulty performing testing, checks, and storing data. Dell EMC was able to provide them with the services they needed. The backup sequel's outage impacted all websites, but the issue was resolved after Dell EMC was installed. In addition, the company achieved a deduplication ratio of 38:1 and a faster recovery time.

NATO wins with DATA

NATO's works to guarantee the freedom and security of its members through political and military means. NATO aspired to modernize IT infrastructure at its new headquarter, considering the cost-effectiveness and resiliency. At present, NATO's IT services support soldiers, navy, and marines, whether they are deployed or working from home. With Dell EMC and VMware solutions, consolidating data centers, putting virtual tools in place, and relocating apps and services to a modern virtualized environment became easier and hassle-free. The synergy between both companies has helped NATO become the core of its data-centered environment.

Leumi Bank Shift on Cloud-base

This bank was about to transition to a mobile/cloud-based banking system. The organization was able to quickly build its data center thanks to DELL EMC Hybrid Cloud technology. The corporation was able to put money where they wished instead of spending it on upkeep as a result of this. Banking tasks are completed within hours and in parallel, assisting in resolving difficulties such as competition, efficiency, and speed to market.

In response to these turbulent times, We've witnessed a significant acceleration in digital transformation. Today, nothing is certain. Business continuity for long-term resilience is paramount, and we all need to be ready for what's next because the world can change in an instant. With timely, on-demand IT that flexes to suit the needs of the business and a good innovation engine, businesses can easily adjust to new routines and push the boundaries of what's possible.

Contact Us for more discussion on how your business can leverage on innovation technologies

Email : corporate.sales@neoteric.com.np

Call : +977 980-1200124, +977 980-1200130