

The Dell Technologies logo is displayed in white. It features the word "DELL" in a bold, sans-serif font, with a stylized "E" that has three horizontal bars. To the right of "DELL" is the word "Technologies" in a smaller, regular sans-serif font. The background of the entire image is a blue-tinted photograph of a modern city skyline with various skyscrapers and a body of water in the foreground. A decorative pattern of small, light blue dots is visible in the bottom-left corner.

DELL Technologies

Travers Nicholas

Country General Manager
Dell Technologies, Qatar



His Highness Sheikh Tamim
Bin Hamad Al Thani

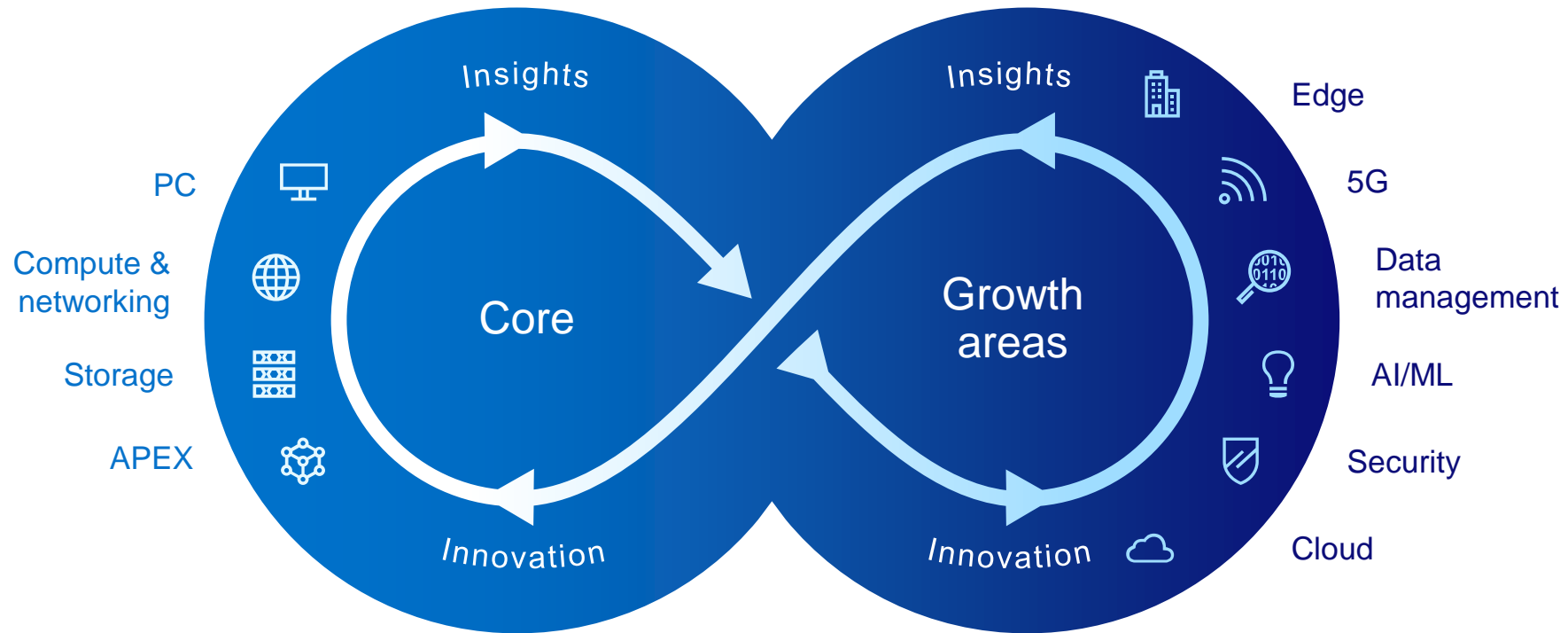


“Qatar’s National Vision aims that – by 2030 – Qatar becomes an advanced society capable of sustaining its development and providing a high standard of living for its people. Qatar’s National Vision defines the long-term goals for the country and provides a framework in which national strategies and implementation plans can be developed.”

**“We create technologies to
Drive Human Progress”**



Innovating to create value for today and tomorrow



\$7.6B
invested in R&D
in last 3 years

26,189
patents

11th
largest patent
generator in US

85%
of engineers are
software engineers

\$1.4B
Invested by Dell Technologies
Capital since 2012



Delivering breakthrough
innovation at the intersection
of **people** and **technology**

Challenges in the do-from-anywhere economy

To advance in an evolving, hyper-digital world, you need the right technology, skills and culture to embrace change.

BREAKTHROUGH STUDY

Global survey of 10,500 leaders and knowledge workers on their readiness to embrace digital change in the do-from-anywhere economy.

Source: Dell Technologies: The Breakthrough Study, April 2022; 10,500 respondents globally.

dell.com/breakthrough

Challenges in the do-from-anywhere economy

To advance in an evolving, hyper-digital world, you need the right technology, skills and culture to embrace change.

INCREASING ATTACK SURFACE

72%

acknowledge that given the ever-evolving nature of work, their organization would be even more exposed to cyberattacks.

Challenges in the do-from-anywhere economy

To advance in an evolving, hyper-digital world, you need the right technology, skills and culture to embrace change.

FEAR OF BEING LEFT BEHIND

51%

worry the opportunity to become a data-driven business will pass them by.

Challenges in the do-from-anywhere economy

To advance in an evolving, hyper-digital world, you need the right technology, skills and culture to embrace change.

TECHNOLOGY TOO CENTRALIZED

52%

say they might be left behind because they don't have the right technology to shift to a hyper-distributed model.

Challenges in the do-from-anywhere economy

To advance in an evolving, hyper-digital world, you need the right technology, skills and culture to embrace change.

LACK OF INNOVATION

60%

say the organizational culture is restricting employees' ability to innovate.

Creating Opportunities - Accelerating from ideas to innovation

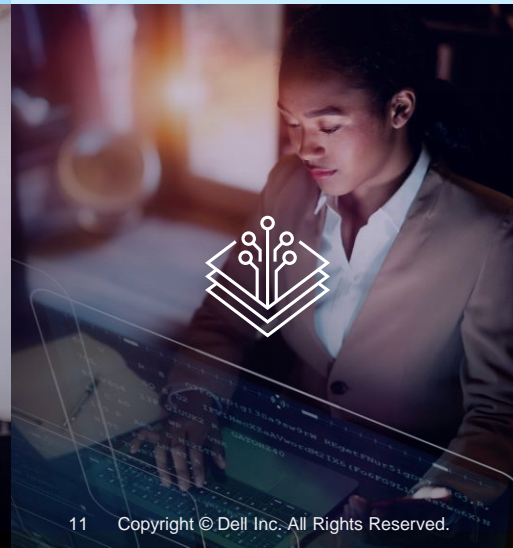
Work



Multicloud



Modern Data Infrastructure



Edge



Security



DELLTechnologies

DELL Technologies Qatar



Team Members

65+

55 in-country



Active Commercial Customers

420+

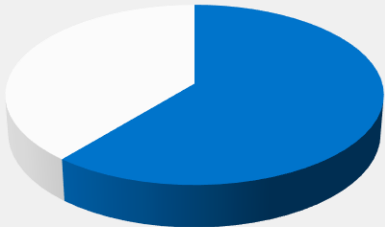
180+ Storage Customers



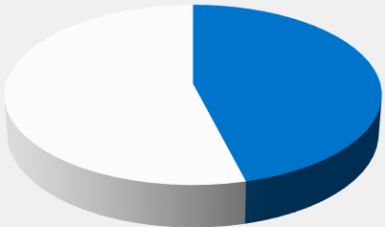
28PB+ Storage

2,000+ Servers

Dell Quarterly Shipments into Qatar



Commercial PC



x86 Server



External Storage

Agenda of the Day



Nigel Moulton
Fractional CTO

Key Trends: What's coming Next

The impact of highly disruptive technologies and how to explore, embrace and manage What's Next.



Ravi Baldev
Regional Field CTO, Cyber Resilience, Dell Technologies

Modernize with Cyber Resilience Approach

latest innovations to deliver efficient, scalable, high-performance protection for all your data, at a low cost.



Georges Nehme
Team Lead, Solutions Architects
Dell Technologies

Harness the Power of software – Driven Storage

Dell Technologies' software-driven storage solutions help you automate IT, gain multicloud control and mobility and innovate securely.



Charbel Zreiby
Director, Channel Presales
Dell Technologies

Harness the Transformative Power of Technology

Explore the best possible ways to advance sustainable innovation and emerging technology updates for the channel.



Eyad Baddar
Regional Presales Manager
Dell Technologies

Simplify Your cloud experiences at scale

How Dell Technologies provides solutions enabling to solve today's challenges wherever they are in their transformation journey.



Samer El Kodsi
Senior Director, Channels
Palo Alto Networks

Secure your Digital Transformation Journey

Explore Palo Alto Innovations to Secure your transformation journey.



Mark Prosser
Client Solutions Sales Specialist, Dell
Technologies

Future of Work

Intelligent solutions designed for collaboration, connectivity and security will ultimately empower your organization to inspire creativity and spark innovation.



Ihab El Ghazzawi
Regional Director, APEX &
Multi-Cloud, Dell Technologies

Dell APEX and as-a-Service offerings

Dell APEX, which delivers the public cloud agility you love and the private cloud control you need



Hani Khalaf
CTO, IoT & Digital Cities
Dell Technologies

Simplify your edge - bring innovative ideas to life

What the edge is, what it means to you, and how Dell can help.



Dalia Reda
Marketing Manager
Dell Technologies

We are Driving Human Progress

Learn more on how our team continues to drive innovation, partnerships and technology to connect people with opportunities, improve environmental impact and build trust in our communities.

dank je

Спасибо!

Merci

多謝

takk skal du ha

धन्यवाद

Grazie

Danke

Ευχαριστώ

Gracias

धन्यवाद

شكراً

Thank You

DELLTechnologies