



**Bienvenidos**

Dell Kick Off Canales FY24

**Mérida, Yucatán**

# Storage, Servers & Networking Para Ganar Siempre con el Canal

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Dell Technologies



## FY23 Overview

### Strong execution on the back of 17% growth in FY22

- Record revenue of \$102.3B, up 1%
  - 1H23 revenue up 12%; 2H23 revenue down -9%
- Operating income of \$5.8B, up 24%

## Record ISG Results and strong relative share gains

- Record ISG revenue of \$38.4B, up 12%
  - Record revenue in both servers & networking and storage

share across storage and mainstream server revenue when IDC releases CY22 results

### Delivering against our shareholder return framework

- Returned \$3.8B to shareholders
  - Repurchased 62.4M shares for \$2.8B and paid approximately \$1B in dividends
- Raising our annual dividend 12% from \$1.32 to \$1.48 per share, reflecting confidence in our long-term business model and our ability to grow our cash flow over time

<sup>1</sup> See supplemental slides in Appendix B for reconciliation of non-GAAP measures to GAAP.

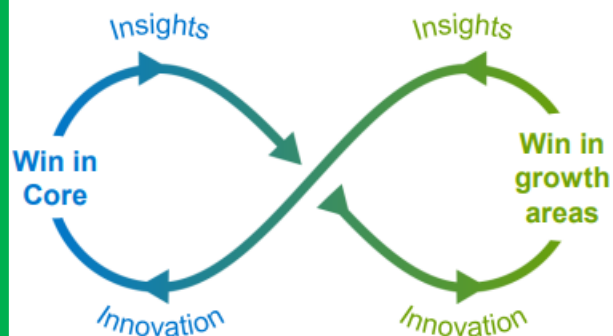
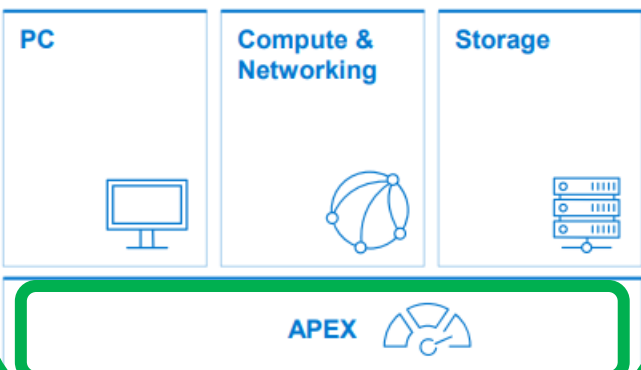
<sup>2</sup> Per IDC WW Quarterly PC Device Tracker, CY22Q4

Dell Customer Communication - Confidential

# Dell Technologies strategy

Leading market positions and a differentiated strategy, supported by durable competitive advantages

## Grow and modernize the Core business



## Build new growth businesses where we have a unique right to win



## STRATEGY SUPPORTED BY DURABLE COMPETITIVE ADVANTAGES



#1 positions in  
CSG and ISG



E2E product  
and Multicloud  
offerings



Largest GTM  
and Channel  
ecosystem



Leading global  
services footprint



Industry-leading  
scale and supply  
chain



Leading  
financial services  
capabilities



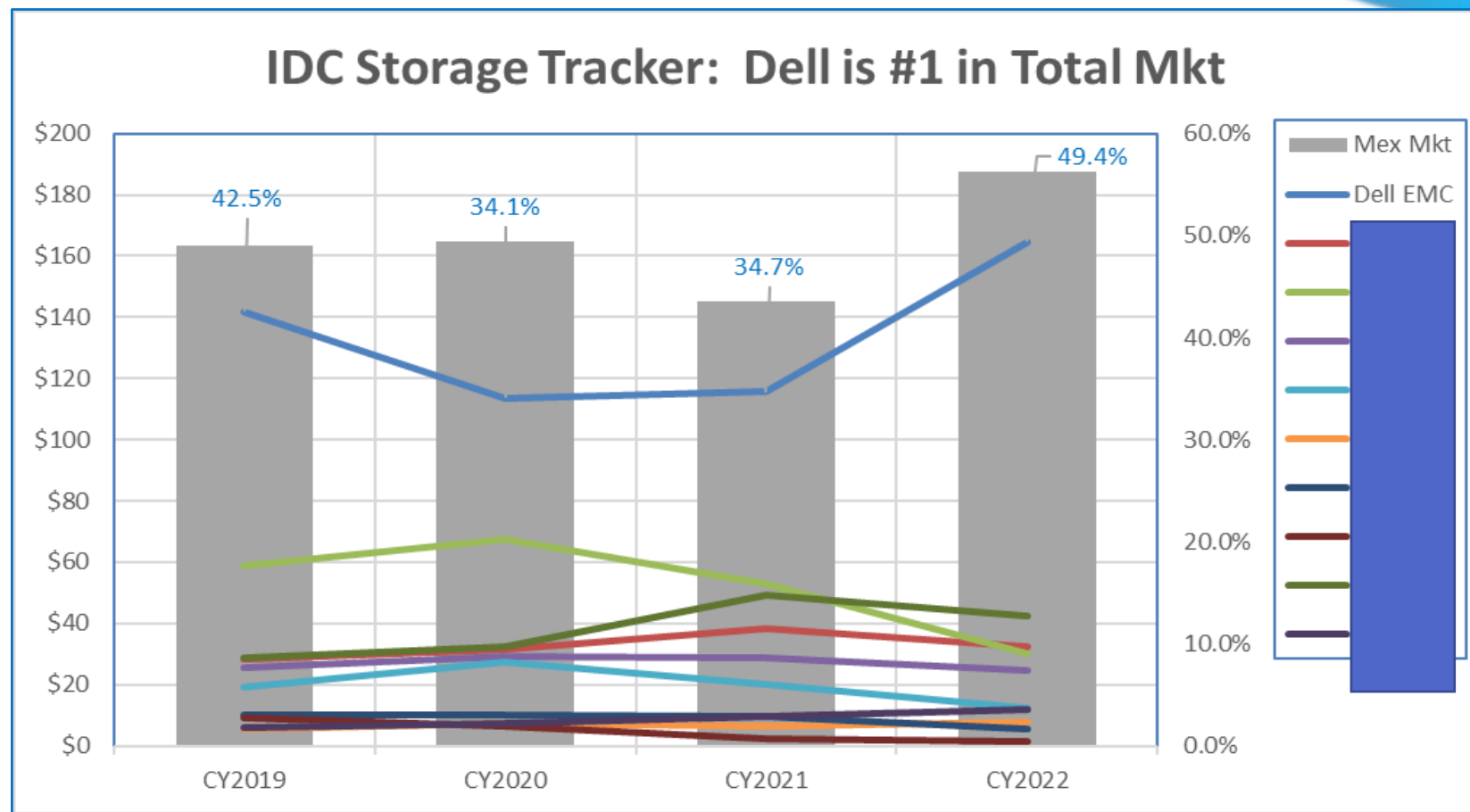
First & best  
VMware alliance

# Full CY22 IDC Storage Tracker: Mexico

## Key Callouts

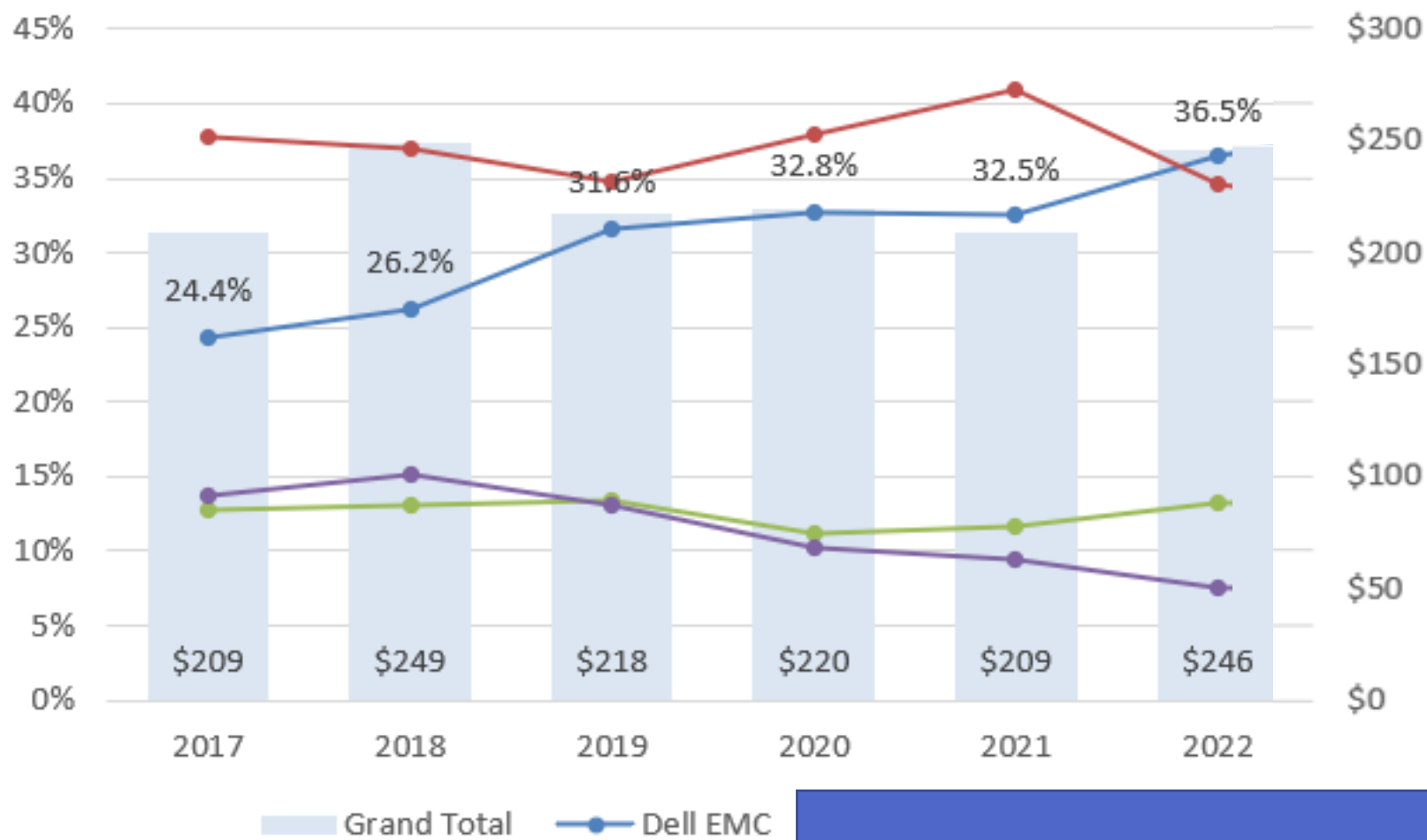
- Revenue share leader in past 18 years
- Revenue share: 49.4%\*
- More share than next top 8 competitors together
 

Rank	Revenue Share
#2	9.7%
#3	9.0%
#4	7.4%
#5	3.7%
#6	3.6%
#7	2.3%
#8	1.7%
#9	0.4%
- Y/Y share change: +1470 bps



Source: Q4'CY22 IDC Storage Tracker

# IDC Mainstream Revenue Share by year - México



# Dell Networking

Revenue Share	LATAM			
	#	Share	Share Change	
		2022Q4	Y/Y	Q/Q
DELL TECHNOLOGIES	2	11.0%	3.1 Pts	0.9 Pts
	1	51.3%	3.9 Pts	15.4 Pts
	6	2.1%	0.6 Pts	0.8 Pts
	3	7.7%	-1.9 Pts	-7.0 Pts
	5	3.2%	0.3 Pts	-1.0 Pts
	4	7.3%	-2.4 Pts	-1.9 Pts
	10	0.0%	0.0 Pts	0.0 Pts
	7	1.2%	0.4 Pts	0.3 Pts
	9	0.0%	0.0 Pts	0.0 Pts
	8	0.0%	0.0 Pts	0.0 Pts
		0.0%	0.0 Pts	0.0 Pts
		0.1%	0.0 Pts	0.0 Pts
		13.3%	-3.5 Pts	-6.6 Pts
		2.7%	-0.3 Pts	-0.9 Pts



# The Next Generation PowerEdge Server Portfolio

Purpose-built to address evolving customer needs

## CORE

### Acceleration - Optimized



### Modular



### Storage Dense



### Mainstream

#### Mainstream 4S



### Mainstream Optimized



## Edge



XR8000



XR5610



XR7620



XR4000

## SCALE

### Cloud Service Providers



HS5620



HS5610



# The importance of Networking

- Dell is the data center market leader that brings the innovation to address future customer demands

**“We can provide an end-to-end solution from the Edge to the Datacenter to the Cloud”**

1

Transitioning to a container-based networking software for the Datacenter and Edge

2

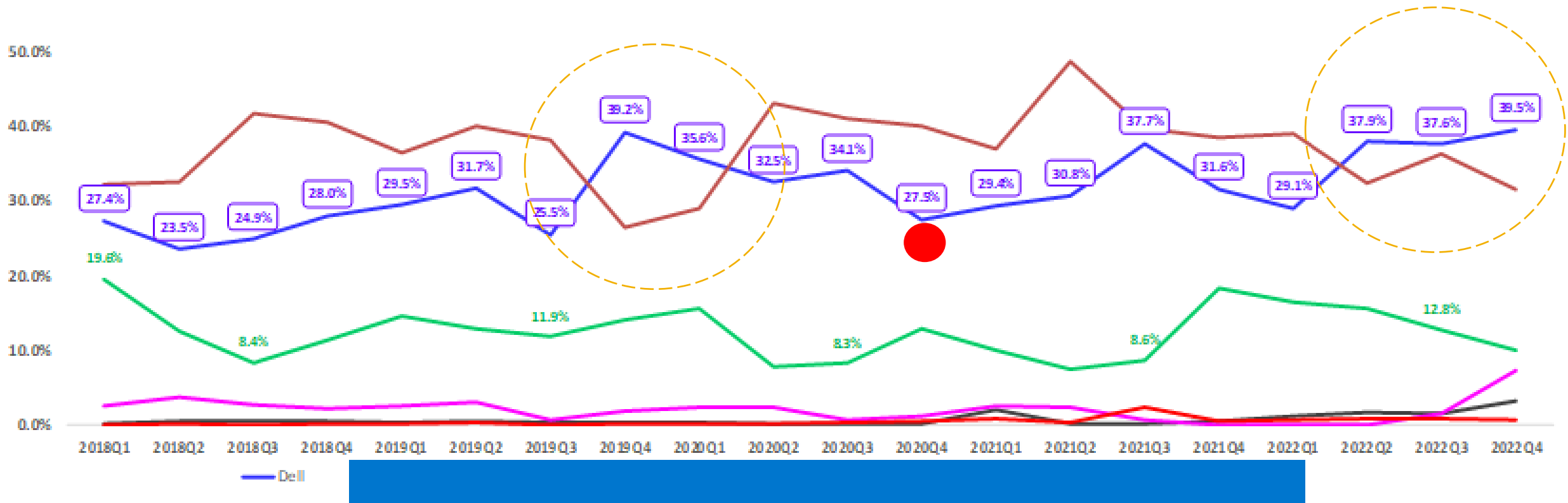
Adding more flexibility and scalability to current Campus architectures (the new Edge)

3

Delivering Storage Area Networks with high-performance and cost-efficient solutions

# CY22Q4 IDC Mainstream Revenue Share - México

Dell leadership: Three quarters in a row



# ¿Cómo?

## MANTENER

- Tech-Refresh (9 meses antes)
- Venta de Valor hecha proceso
- Generar paquete con otras LOBs

DELL TECHNOLOGIES PARTNER PROGRAM

# HEROES

DELL Technologies  
PARTNER PROGRAM

- Inventory
- Right Discount
- Closing Tools

- ## ADQUIRIR
- LTA, NBI
  - Especialistas
    - RH, Analíticos, Microsoft, ORACLE, HPC, Nvidia, Intel & AMD

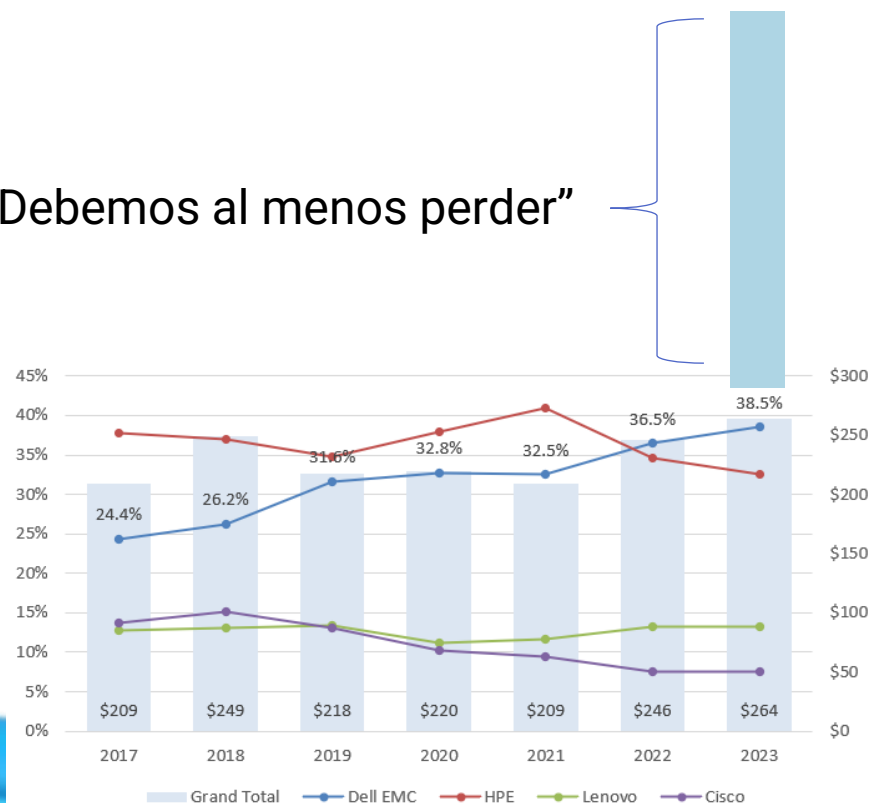


# Adquirir (Account Plan):



← No vendemos ninguna LOB Dell

“Debemos al menos perder”



Mala Experiencia con Dell

→ Limpiar



Buena Experiencia con competidor

Propuesta Disruptiva no solicitada a TI



TESLA

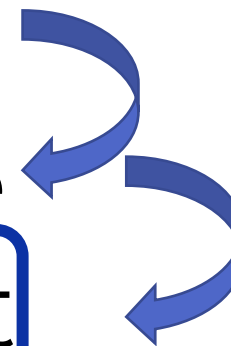
Propuesta Disruptiva no solicitada a Compras (o Viceversa)



# Adquirir también es:



Cloud-First  
Cloud-Broke  
Cloud-Smart



## Y Ciberseguridad..!!!



# El equipo local:



Peixoto, Raymundo  
Vice President, ISG LATAM



Victor Huelga  
Enterprise ISG Director

Gonzalo Ibarra

Joey Pericci

Israel Flandes

Salvador  
Gonzalez

Alex Rubio

Carlos Diaz

Victor Ceja

Karina Belman

Leonardo  
Marquez

Ivonne Rangel

Sergio Armas

Carlos Montero

Karina Belman

Managers & Leaders  
TSR

DCSE



Ruben Duron  
Corporate & Public ISG Director



Adriana Mondragon  
MB Manager

2 DCSE y 12 TSR



Pedro Lopez  
Metro-Mty Manager

14 TSR



Miguel De la Paz  
Metro-Mty Team Leader



Gerardo Maldonado  
Regional Team Leader

Eleonora Gama  
Aguiles Hernandez  
Fernando Mendoza  
Marco Ortiz

Leonardo Sanchez  
Hector Salinas  
Alejandro Uresti  
Victor Hernandez

Juan Bejarano  
Alfredo Aguayo



# ¡Gracias!