

# Dell Technologies - Company set to become a leader in cloud and edge computing

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## Abstracts

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### SUMMARY

In 2020, cloud computing services are the leading strategic front of Dell Technologies (Dell), but its strength in this area is underpinned by its foundational hardware business. This long-running and reputable arm of its holdings serves as a strong base from which to build competitive cloud solutions through its other subsidiaries. Whilst it has made major strides to bring cloud computing into the center of its commercial strategy, Dell has also made it clear that the future of the business lies in edge computing. This new market is opening up for all players in the cloud computing market, and Dell has an opportunity to get ahead.

### KEY HIGHLIGHTS

Dell has made significant moves to reorganize its portfolio over the past year, including its latest announcement in July 2020 that it will explore ways to divest its majority stake in its most valuable cloud computing asset, VMware, to create an independent spinoff company. The emerging portfolio of cloud services assets puts Dell in a very strong position to be the onestop shop for private cloud requirements. The spinoff of VMware is expected to be completed in 2021, and is likely to be a decisive final step towards Dell's edge computing strategy.

Dell's focus on hardware has in the past prevented it from keeping pace with public cloud providers, as the public cloud market has exploded during the last decade. However, Dell is in a relatively strong position to catch up to these

major players in the emerging marketplace of edge computing, where data handling and computing power is being localized away from the cloud.

The market for edge computing infrastructure is in the early stages of development, both in terms of vendor strategies and solutions and with regard to use cases and end user adoption. As such it represents an opportunity which Dell has space to take advantage of, and the company has some considerable competitive advantages to pitch it against big tech rivals.

## **SCOPE**

See how Dell is deploying its technology to become a leading edge and cloud company

Learn what are the advantages and disadvantages to Dell's offering

Who are the major competitors and can Dell gain an advantage

## **REASONS TO BUY**

How can Dell gain an advantage?

Who are the major competitors?

In what areas does Dell dominate?

In what areas is Dell's offering weaker?

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