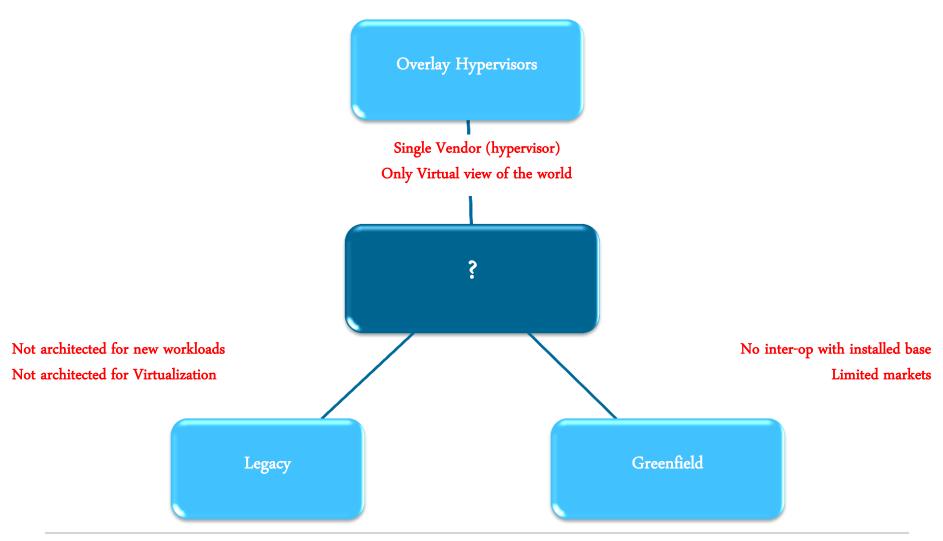
Panel on SDN



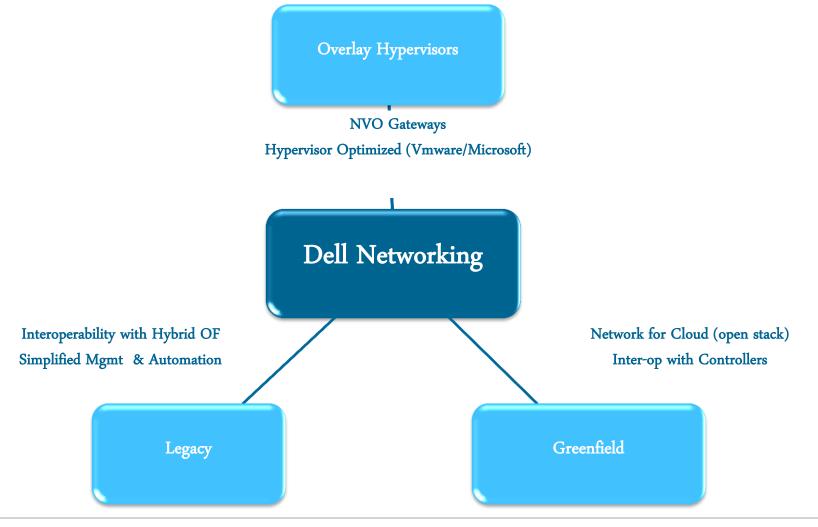
Arpit Joshipura Vice President, Product Management & Marketing Dell Networking

September 2012

3 Drastic customer choices for SDN



Dell Networking "bridges" past to future



SDN Customer Benefits

A bridge from the past to future, physical & virtual

Dell Networking

Application Admins -> greater agility (newer workloads & services)

Network Admins -> fine-grain network visibility

centralized policy controls

access to data (analytics & planning)



Global Marketing

Thank You