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Dell-EMC driving digital innovation in EMEA

23/09/16

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California, 23 Sep 2016



Dell's customer focus in the EMEA region will now be split between the enterprise markets and the commercial markets, says the company's Tom Burns.

Dell Technologies' focus in the Europe, the Middle East and Africa (EMEA) region will be to drive innovation, build its **channel** ecosystem for continued execution and value-added capabilities, and to continue to **capture** worldwide market share in the server market, said Tom Burns, vice president and general manager of Dell **Networking** and Enterprise Infrastructure at Dell Technologies.

Speaking at the NetEvents Global Press and Analyst IOT and Cloud Innovation Summit held in California, in the US, this week, Burns explained

that following the recent Dell-EMC merger, the companies' customer focus in the EMEA region will now be split between the enterprise market, (Fortune 3000 companies) and the commercial market (large and medium enterprises), which will both have a leader overseeing each division. Earlier this month, [Dell closed the \\$67 billion transaction](#) to combine two global technology heavyweights – Dell and EMC – in the largest technology merger in history. The deal, announced on 12 October last year, took nearly 11 months to complete.



"Through the EMC acquisition, Dell is changing the focus to 100% on its customers, not on the shareholders. Through the privatisation we are able to focus on the investments that we needed and the changes that we have to do in order to focus on our partners and our customers.

"The acquisition brings together an incredible base of intellectual property in technology, and as we bring them across this allows the building blocks for

companies not to just run traditional IT, but rather modern applications. By bringing together these companies we believe that we are helping the IT sector transform during challenging times," noted Burns.

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At the foundation of infrastructure between Dell and EMC, he continued, are complete storage networking capabilities that enable companies to deliver the services, the capabilities and applications they need to move forward.

"With our strategically aligned partners such as VMware, who are number one in software virtualisation and orchestration, we will be building even further assets with xCapability around security and network virtualisation.

This will advance our capability to help our customers host some of the most credible applications, particularly in the advent of private cloud capabilities coming into the virtual stream, while providing a platform for DevOps and application development," Burns pointed out.

Through Dell's strategic partners such as Pivotal, RSA, SecureWorks, Virtustream and VMware, and Virtual strain, Burns believes bringing the

technologies together creates a collective force of innovative capabilities trusted to provide technology solutions and services.

"We will continue to move forward with Dell, our traditional brand, which is primarily focused on our commercial business and Dell EMC, which will focus on our data centre capabilities, particularly in the larger enterprises, while also delivering those assets and capabilities to the commercial markets," he concluded.