

Simplify Your Edge to Unleash the Thrills of Innovation

While enjoying the adrenaline-pumping, high-speed thrills of a roller coaster, it may be difficult to appreciate the marvels of technological innovation at play.

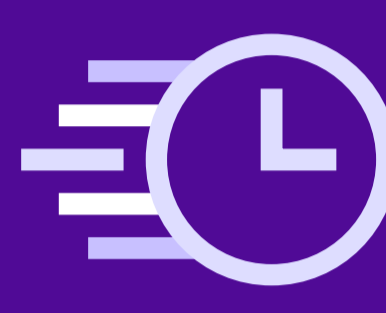


Thousands of sensors installed throughout modern parks send data to servers, applications and devices.



With edge solutions, data can be transferred, processed and stored faster than the most thrilling amusement park ride.

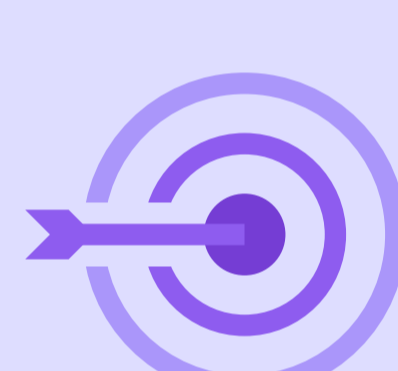
In fact, it's near instant.



2 milliseconds
sample rate for data at amusement parks¹



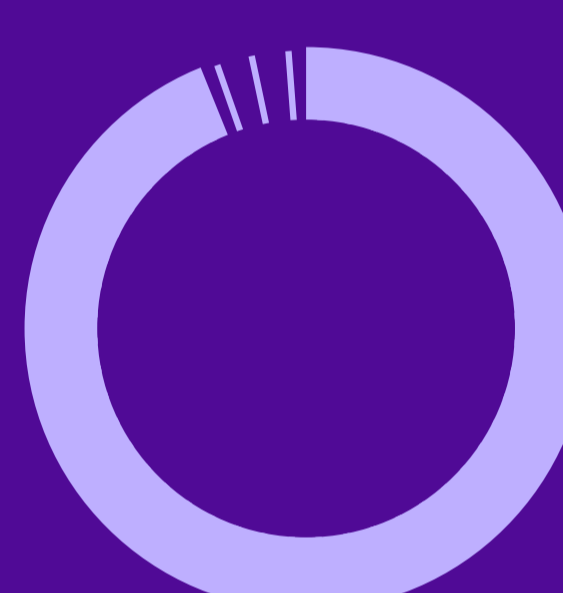
Edge computing goes far beyond the tracks of your favorite roller coaster. Dell's products are designed to carry your organization's data through every stage of its journey, quickly and safely.



Dell Technologies' end-to-end edge solutions enable you to take full advantage of capturing data when it's most valuable —at the point of creation.



Our solutions allow you to leverage your data to drive your innovations today and as you look further down the track.

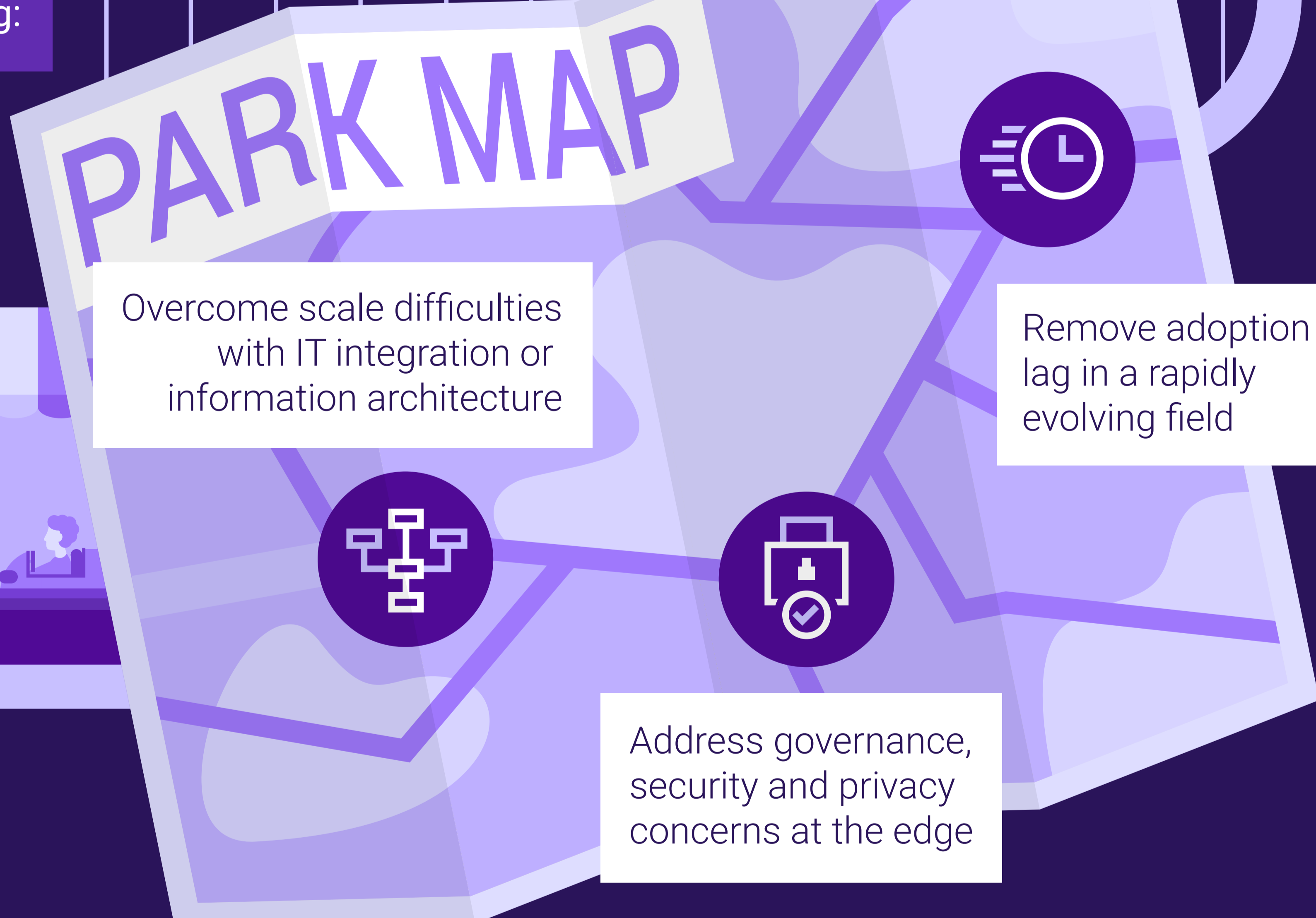


94%
Proportion of organizations at least planning to use edge solutions in their operational activities



10%
are in production on operational edge solutions at the advanced stage²

Any bends in the track are easily navigated. At Dell Technologies, we are committed to helping your organization achieve the following:



Innovation is moving at a dizzying pace, with the volume of data at the edge climbing quickly. Now is the time to act.

3x

Expected increase in volume of data at the edge over the next **four years**³



75%

Expected rate of increase for edge spending over the next **two years**³



The solution is to simplify your edge. Dell products like PowerEdge Servers and PowerStore can help organizations build secure, efficient and effective edge infrastructure with purpose-built hardware and software solutions.

By simplifying your edge, you can create game-changing experiences for your customers, allowing you to enjoy the thrill-a-minute ride of modern innovation.

Learn more at Dell.com/Edge

Sources: 1. Dell Tech World Session, "What does real-time data do for amusement parks?" May 2023. 2. Based on a Vanson Bourne study commissioned by Dell Technologies, "The Journey to the Edge: It's Closer than you think," Research carried out by Vanson Bourne between August and September 2022. Respondents were IT decision makers and Operations decision makers from both private and public organizations with 1,000+ employees. A total of 1,850 respondents from the following countries were interviewed: US (400), Mexico (100), Brazil (100), UK (200), France (200), Germany (200), Australia (100), Japan (150), Singapore (100), China (200), South Korea (100). 3. IDC, "Edge Solutions Will Continue to Receive Strong Investment Support Over the Next Two Years," April 2022.