The Next Steps in Australia's Digital Revolution

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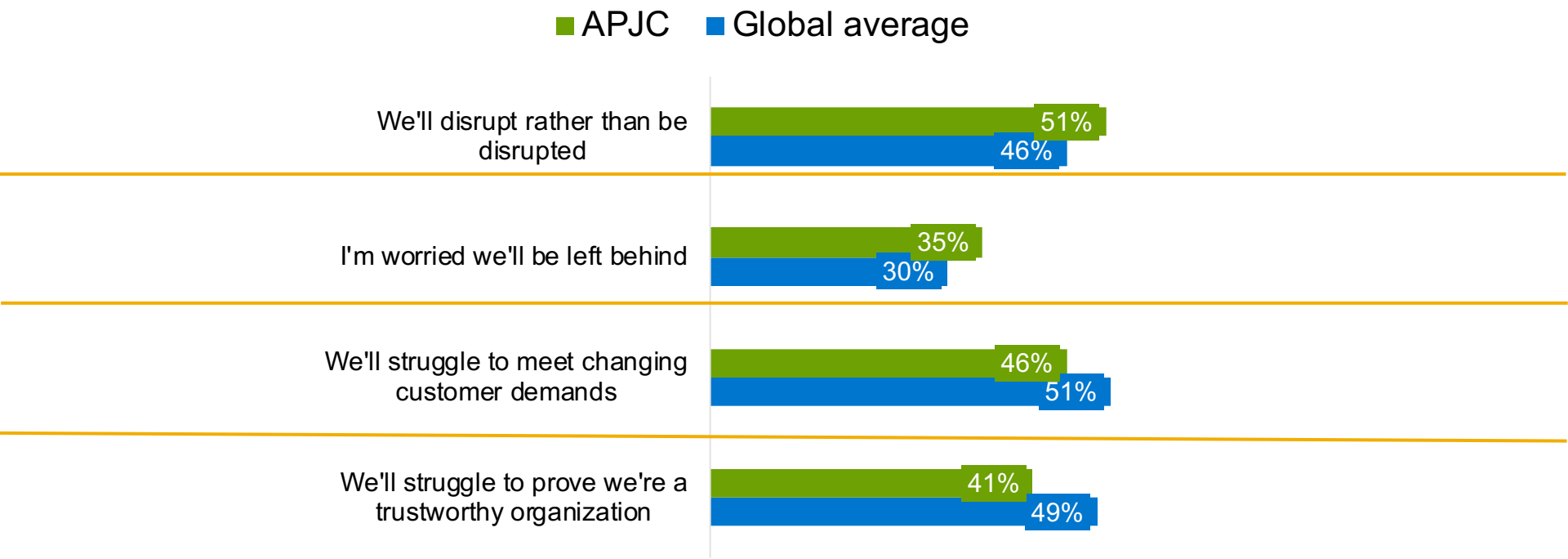
Five Year Outlook for Organizations



"Looking to the next 5 years, to what extent do you agree with the following statements about your organization?". Base: all respondents (4600) APJC (1300)

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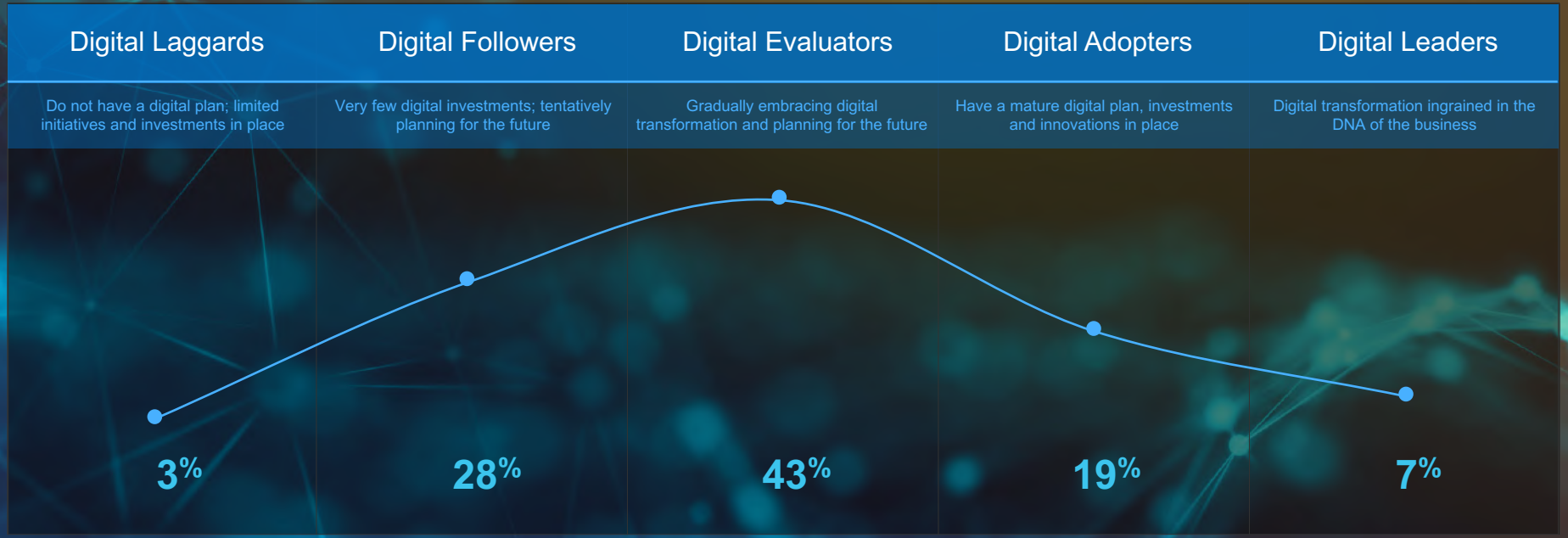
The pace of digital transformation in Australia

The Dell Technologies Digital Transformation Index, in partnership with Intel, showcases the status of digital transformation across the globe and how businesses are performing in this digital age.



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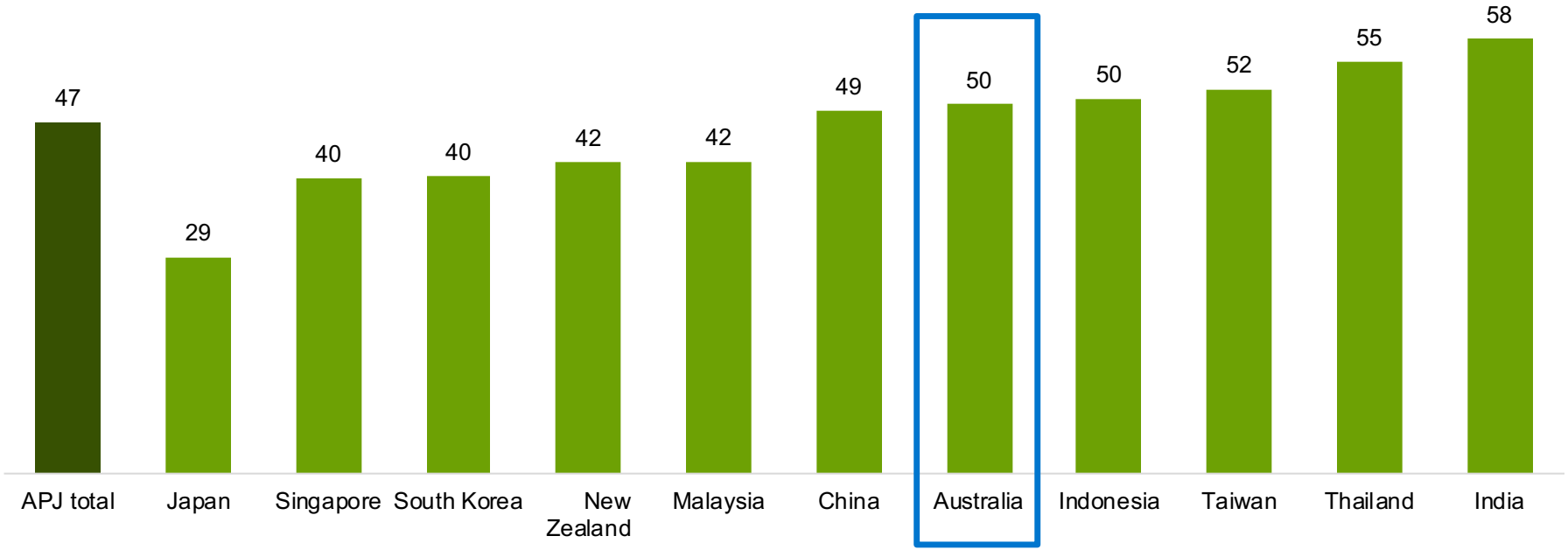
2018 Dell Technologies Digital Transformation Index, conducted by Vanson Bourne.

Learn more at: DellTechnologies.com/DTIndex

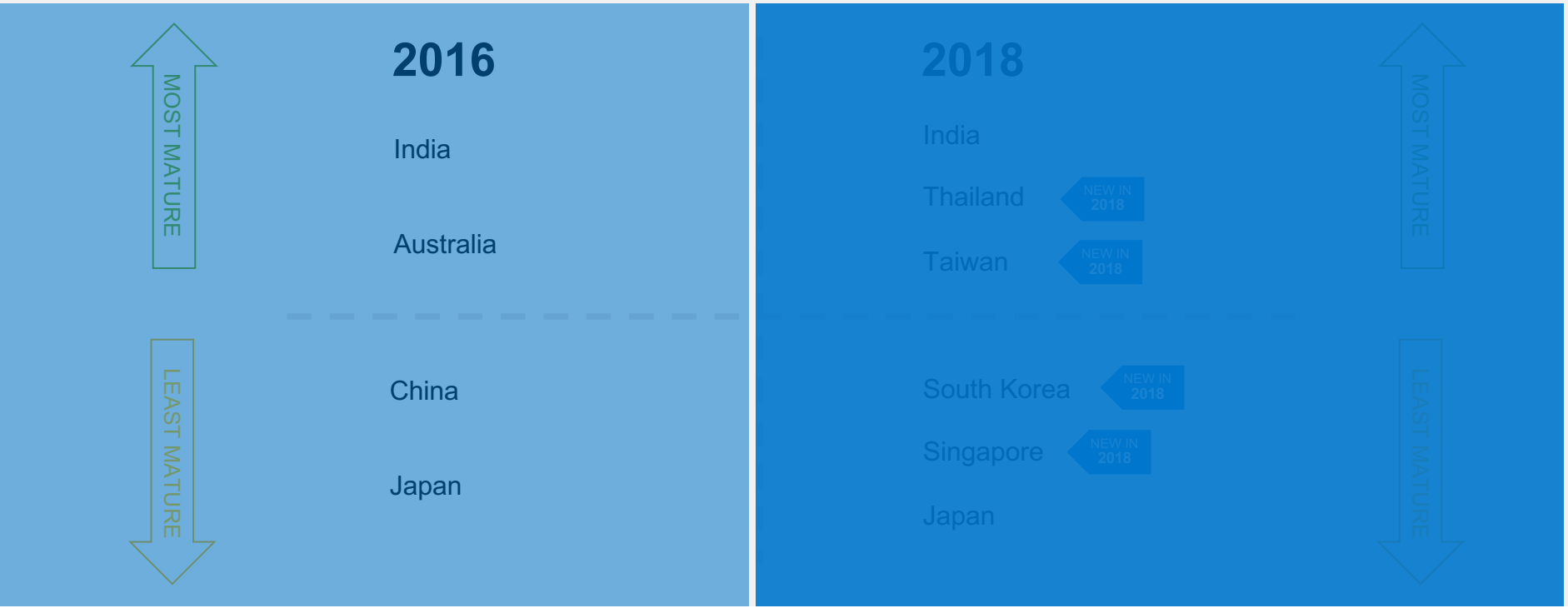
Maturity by APJC Countries/Regions

Average score out of 100



Average benchmark group scores. Base: all 2018 APJC respondents (1300) (Analysis showing the average scores)

Most and Least Mature: 2016 and 2018



Top Five Tech Investments

Asia Pacific Region		Highest
1	**Cybersecurity: 61%** (3% more than the global average)	India (74%) Thailand (73%)
2	**IoT tech: 53%** (7% more than the global average)	India (67%) China (61%)
3	**Artificial Intelligence: 50%** (10% more than the global average)	India (61%) China (60%)
4	**Multi-cloud environment: 47%** (3% more than the global average)	Thailand (63%) India (62%)
5	**Compute-centric approach: 38%** (3% more than the global average)	Thailand (61%) India (51%)

"What new innovations or solutions is your organization investing in over the next 1-3 years to enable digital business?". Base: all respondents (4600) APJC (1300)

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DATA IS YOUR MOST VALUABLE ASSET

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DATA DEFINES THE FUTURE

OUR WORLD IS BUILT ON DATA

Why did the monster change a lightbulb?

….It was a pirate

Image Courtesy Of: Phantom Open Emoji maintainers and contributor
https://commons.wikimedia.org/wiki/File:PEO-monster.svg

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The next era of the
human|machine
partnerships
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Dominos	**2479%**
Netflix	2374%
Amazon	647%
Apple	463%
Google	235%

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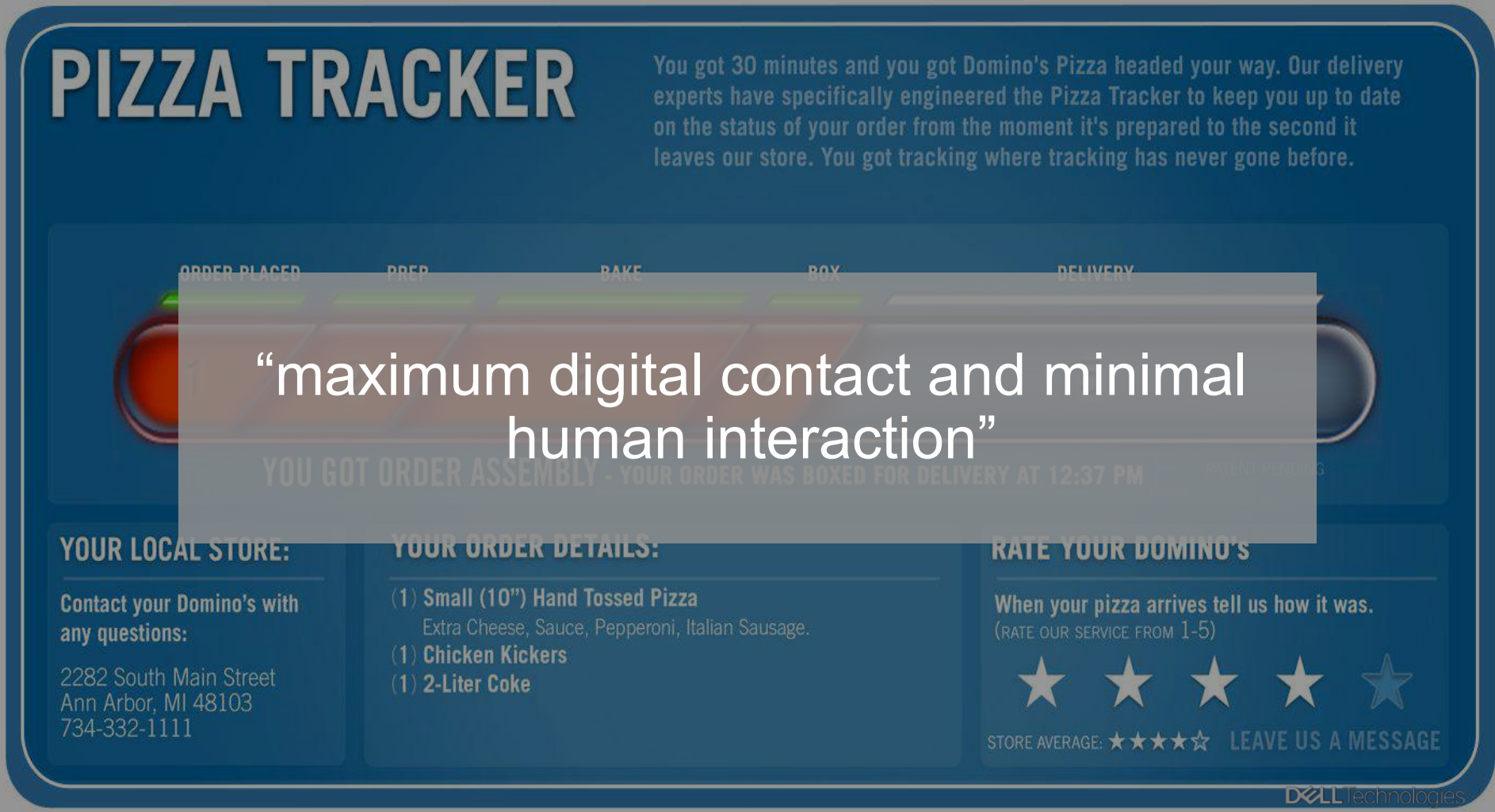

"maximum digital contact and minimal human interaction"

Domino's Robotic Unit

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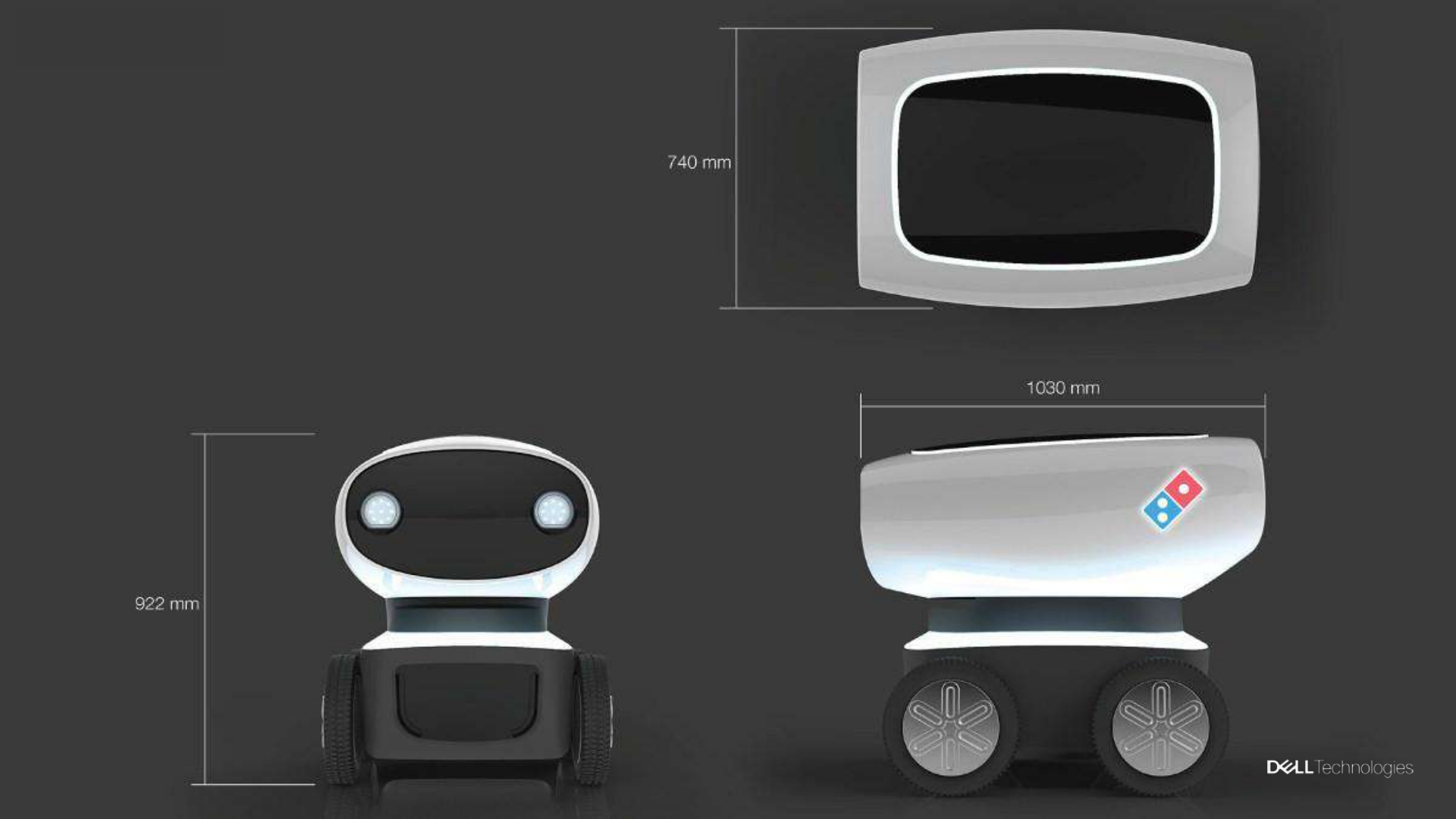
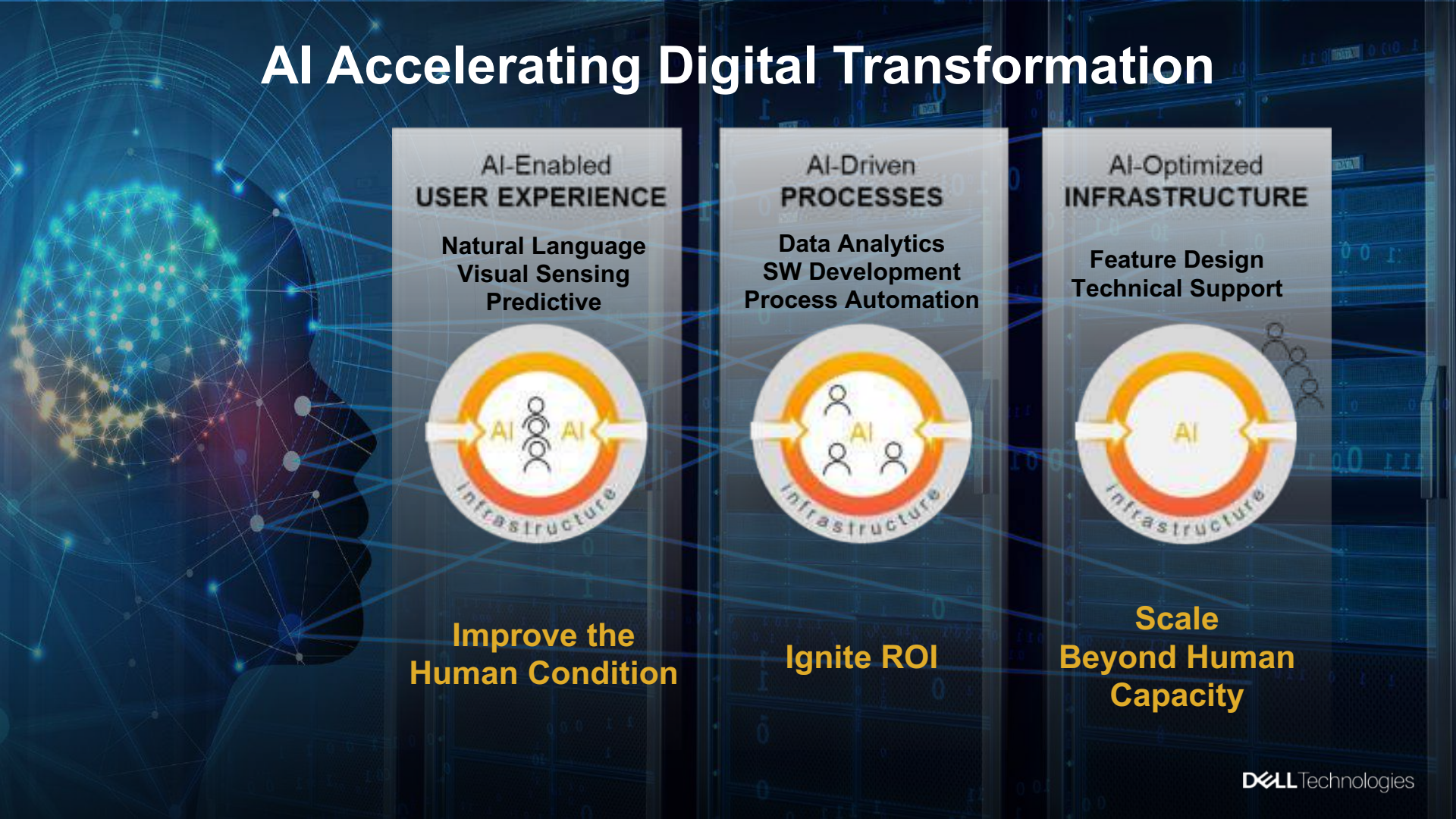

740 mm
1030 mm
922 mm

Domino's
SELF-DRIVING
DELIVERY
VEHICLE
Ford
RESEARCH
VEHICLE
SELF-DRIVING

ZENUITY

AI Accelerating Digital Transformation



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DELL TECHNOLOGIES AI JOURNEY

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DELL IT: data lake & data science use cases

Simplified Renewals
Develop Insights around installed base renewals – such as using CALM tool to improve renewal bookings

Customer Support
Service enabled dashboard with 360˚ data visualization of the health and wellness of customer's Dell EMC hardware & software

HR – Voluntary Attrition
90 days early warning on employees with high flight risk

User Behavior Analytics
Organization-wide threat intelligence layer to predict anomalies when users access EMC Network. Used by CIRC

Credits & Collections
Predict customer's Patterns and Collection Behavior to improve revenue collection for GBS Services

Drive Failure Analytics
Optimize Service Costs and user Experience by predicting disk health and failures (VNX, VMAX, XIO)

Security & Compliance
Improve enterprise and cloud security for Dell and customers via predictive models

Grow Revenue
Identify new revenues using Predictive analytics

Increase Efficiency
Drive efficiency and productivity improvements using analytical insights

Improve CSAT
Provide a better user experience with 360° insights

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APJC

Top 5 Barriers to Digital Transformation

	Asia Pacific Region		You
1	Data privacy & security concerns (41%)	1	Legacy systems & processes
2	Lack of budget & resources (36%)	2	Regulation & legislative changes
3	Lack of the right in-house skills (33%)	3	Rigid structure & silos
4	Immature digital culture (30%)	4	Lack of the right in-house skills
5	Regulation & legislative changes (28%)	5	Lack of budget & resources

"What are the main barriers to achieving digital transformation within your organization?". Base: all respondents (4600); APJC (1300)

SHIFTING IT EXPENDITURE TO INNOVATION

HARDWARE & LICENSES

30%

PEOPLE & SERVICES

70%

30% Lower Total Cost

2x Less Outages

3x Greater Agility

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3 STRATEGIES TO ACCELERATE FORWARD

INVEST IN CULTURE & CAPABILITIES

Agile, DevOps, Cloud Native Apps

DEVELOP IN-HOUSE SKILLS

Software Development, AI, Cloud Architecture

AUTOMATE LEGACY INFRASTRUCTURE

Software Defined, Converged Infrastructure

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Our purpose is to enable human progress through technology

Dell Technologies Social Impact

ENERGY EFFICIENCY

Reduced the overall energy intensity of our product portfolio by since 2012 **60%**

ETHICAL APPROACH

2018 WORLD'S MOST ETHICAL COMPANIES™
WWW.ETHISPHERE.COM

Fifth year in a row

SUPPLY CHAIN TRANSPARENCY

Pioneered onsite and **virtual reality** tours of Dell and supplier factories

TECHNOLOGY FOR GOOD

Transforming healthcare for **37m** in rural India via Digital LifeCare solution

CIRCULAR ECONOMY

1ST with a certified closed-loop process for recycling plastics and gold from old computers back into new ones

STEM

Helping more than **1.2M kids** in Ethiopia with 30k new PCs and more than 16M hrs of ICT education training to teachers

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Explore the full Digital Transformation Index.