

Microsoft Analytic Platform System (APS)

Partner Resource Guide

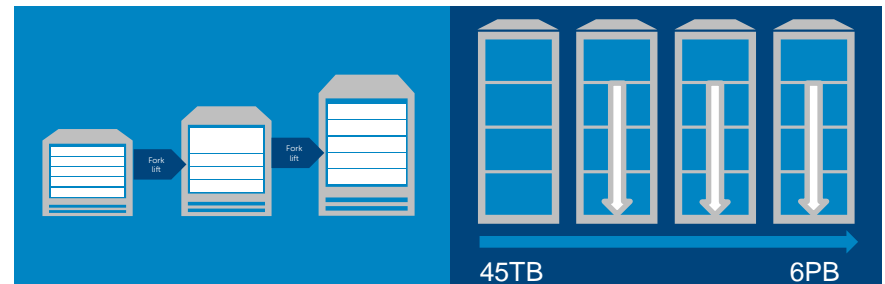
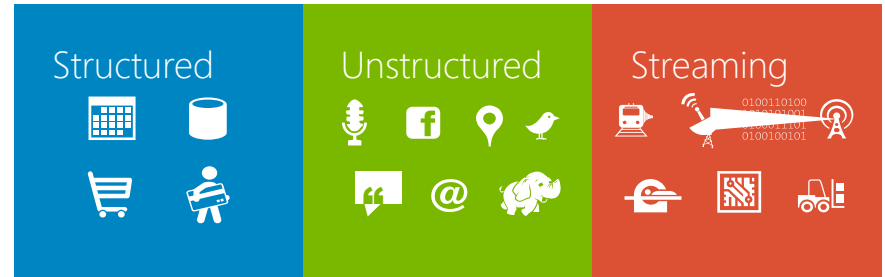


Microsoft Analytics Platform System (APS)

Scale-out Massively Parallel Processing (MPP) fully integrated system for data warehouse specific workloads

The modern data warehouse needs to enable users to collect and analyze virtually all data, regardless of its size or type. It also needs to deliver performance and scale for real-time data analytics.

- **Enterprise-ready Big Data**
 - Analyze all data types with Microsoft PolyBase technology
 - Seamless querying across relational and non-relational data using simple T-SQL
 - Get fast information to insight with familiar tools through native business intelligence
- **Next-generation performance at scale**
 - Linear scale-out architecture of up to 6 petabytes of data
 - Leverages the power of MPP architecture to enhance query execution performance
- **Engineered for optimal Value**
 - Lowest price per terabyte for a data warehouse appliance in the industry
 - Fully integrated system with Microsoft as single vendor point of contact for support



APS: The Big Data Answer

- Customer's quickly learn that **Big Data is not synonymous with "Hadoop"**
- APS offers a hybrid solution where **RELATIONAL Big Data** (SQL) and **NON-RELATIONAL Big Data** (Hadoop) can **co-exist** in one appliance, using one technology platform, fully supported
- Choice, cost efficiency, new insights gained

APS (Analytic Platform System)

Relational (SQL MPP)



Non-Relational
(Hadoop)



Use Cases

- Merge retail sales (POS/structured) with social sentiment data (unstructured)
- Manufacturing data (MRP/structured) with engineering/test data (unstructured)
- Clickstream data (unstructured) and sales/supply chain data (ERP)
- Internet of Things (IoT) data infrastructure



APS at a glance



- **Sold, built, delivered, supported as an APPLIANCE**

- This is not a reference architecture!
- Co-engineered with Microsoft (H/W + S/W)
- White glove delivery, white glove support
- Jumpstart services (training) included
Availability varies by region
- Additional services support available

- **Answers the Big Data challenge for customers**

- Massively Parallel Processing (MPP), scales from 45tb to 6pb
- Don't confuse with SQL Server!
- Combines SQL MPP + Hadoop in the solution



APS key features

Dell design

- Integrated compute, storage, networking and software appliance for high performance database workload needs
- Raw disk capacity scales easily from 45 terabytes to 2.4 petabytes, or up to 6 petabytes compressed
- Dell has designed the entire appliance with robust redundancy throughout for high availability

Symmetry with SQL Server

- Unified query and administrative experiences with those of SQL Server 2016 Enterprise Edition

Complete business intelligence solution

- Use familiar tools such as Microsoft Excel, Power BI & Reporting Services to create compelling visualizations for making important business decisions

Ready to use

- APS by Dell allows organizations to focus on developing solutions rapidly rather than building their environments from scratch

Easy data management

- Integrates with SQL Server Integration Services, allowing data architects to use a familiar ETL tool to move data into the appliance



Why Dell for APS?

For more than 30 years, Dell and Microsoft have focused on delivering best in class, innovative solutions that span the entire Microsoft Product Portfolio to organizations all over the world.



**Dell and Microsoft:
Bringing it all together**

Partnership

- Strategic Partnership with Microsoft
- Largest distributor of Microsoft software worldwide
- 20+ GOLD & SILVER Certified Microsoft Competencies

Dell is a Microsoft shop

- Dell's famous Supply Chain & E-Commerce solutions Implemented using Microsoft Technologies
- Automated Dell's factories using MS AX

Capabilities & Offerings

- Strong industry expertise in healthcare, BFSI and commercial
- Legacy modernization, application support, development and maintenance
- 700+ Microsoft technology resources and 40% resources are certified by Microsoft

Proven Delivery Methodology

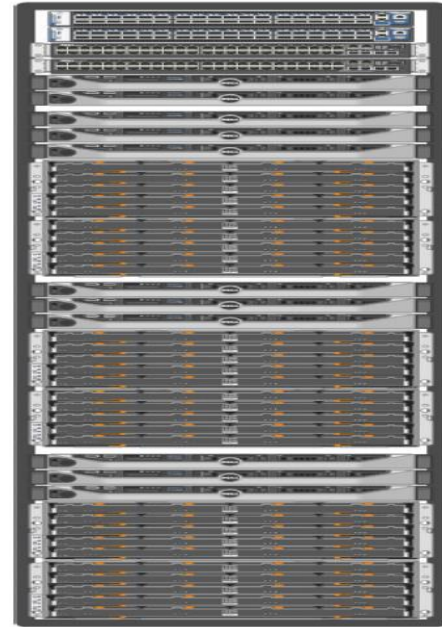
- Framework, reusable components and delivery accelerators to reduce time to market
- Project life cycle management using ALM solution



Microsoft Analytic Platform System (APS)

Partner business opportunities

- Simple sales & support motion = faster time to revenue
 - APS is a prebuilt appliance. It includes servers, storage arrays, switches, power, racks, and more. Also, all the software has been installed, configured, and tuned
 - Microsoft Premier support included
- Dell bench strength = skills without the cost
 - Dell Jumpstart Services* team helps scope, size and solution the entire DW ecosystem for customers
 - › *Jumpstart Services can be delivered on Partners' PO or delivered by Partner. Contact your Dell account rep for details and requirements
- Simple deployment motion = no install OpEx
 - Customers are delivered a fully packaged appliance** solution that just works from Dell. Racked and stacked by Dell EDT, software pre-installed by Microsoft
 - › **Appliance deployment cannot be unbundled from offer

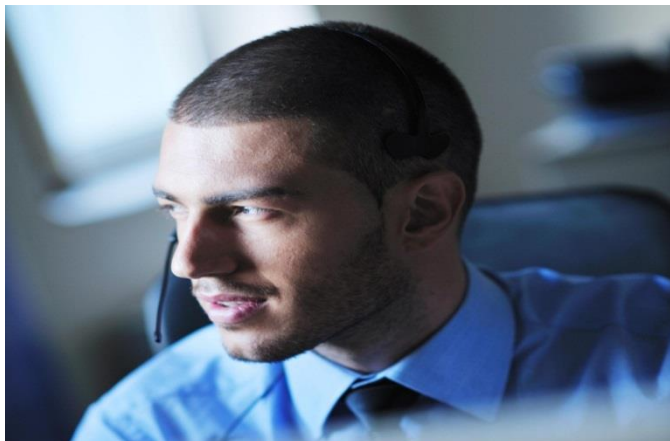


Solve big data challenges with a converged appliance, advanced analytics and services



Target Use Cases and End Customer

Predictable delivery, reliable, expandable, easily deployed & supported



I want my analytics platform to just run...

Deployment is only a small part of the problem

I want a scalable solution

I need business continuity built in

Let me focus on providing value to my business

I need to reduce my operational costs

Use Cases to Focus On

- Environments with both structured and unstructured data
- SQL Server database consolidation
- Report consolidation and predictive analytics
- Hybrid environments; both APS and Azure SQL DW have MPP engine.
 - Test & Dev
 - Archive
 - Governance
 - DR
- SQL 2005 customers needing to migrate

Target Customer

- Microsoft customers
- Enterprise departments with data warehouse and predictive analytics needs
- Mid-to Large market customers who
 - Use data to make decisions
 - Need a analytics solution but do not have the infrastructure, budget and/or talent traditionally required
- Customers with huge amounts of data that span heterogeneous sources
- Customers with long-running ETLs
- Customers struggling to keep up with business needs

Use Cases to Avoid

- Brownfields: Customers with large incumbent technology already deployed
 - Importing data is easier with current system
 - Learning curve is not needed with current system

Not the Target Customer

- Experienced DBA's that like to tweak the system
 - You can not do many of the tasks a DBA does like changing Tempdb configurations, max degree of parallelism
- Hadoop only environments
- OpenStack or LAMP Stack users



Dell Financial Services: Pay for IT **on your terms**



Provision and Pay

Grow your technology solutions **over time** with a **cyclical** plan, deploy, pay process.



Pay As You Grow

Acquire the entire solution **up front** with payments that increase **as your business grows**.



Scale On Demand

Pay for technology **as you use it** and **accelerate project completion** by receiving equipment up front.

**Terms subject to product availability, credit approval, execution of documentation provided by and acceptable to DFS.



MSFT APS Sales Resources

- [Customer Deck](#)
- [Solution Brief](#)
- [Jumpstart Services Brief](#)
- [APS White Paper](#)
- [Technical Data Sheet](#)
- [APS Virtual Rack](#)
- For further info, contact [APS_Sales @ dell.com](mailto:APS_Sales@dell.com)



Big Data & Analytics Competency Trainings

- Business Data Fundamentals - [GSTB5429WBTS](#)
- Why Dell for Big Data Strategy - [WDBDS0615WBTS](#)
- Creating Big Data Opportunities - [CBDO0615WBTS](#)
- Microsoft Analytics Platform System Powered by Dell Technical Overview - [MAPS0915WBTT](#)





The power to do more