

The Dell Technologies logo is positioned at the top center of the image. It features the word "DELL" in a bold, white, sans-serif font, with a stylized "E" that has three diagonal lines. To the right of "DELL" is the word "Technologies" in a smaller, white, sans-serif font. The background of the entire image is a night-time aerial view of a city skyline, with numerous skyscrapers illuminated with warm yellow and orange lights. Overlaid on this background are several vertical, semi-transparent lines in shades of blue, purple, and pink, creating a digital or data-like aesthetic.

DELL Technologies

Dell NativeEdge

Optimize your Edge Investment

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Consolidate existing and new edge use cases

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Criticality for edge computing

Successful businesses respond to rapidly changing customer preferences and dynamic market conditions in near real-time. This imperative has made edge computing critical to business outcomes.

As enterprises rapidly expand their edge capabilities, they need to ensure a better ROI on their edge initiatives.

Things for enterprises to consider



Sending data to cloud is not only expensive but increases insight latency. So, how do they operate diverse applications across geo-locations that need real-time insights while controlling the cost of data in the cloud?



How to take full advantage of new edge estate with current workflows without sacrificing investments in legacy infrastructure?



How to balance building additional or new capabilities in a heterogeneous compute environment?



How to integrate management of each layer - edge, core, cloud - given the siloed nature of each layer's management interface?

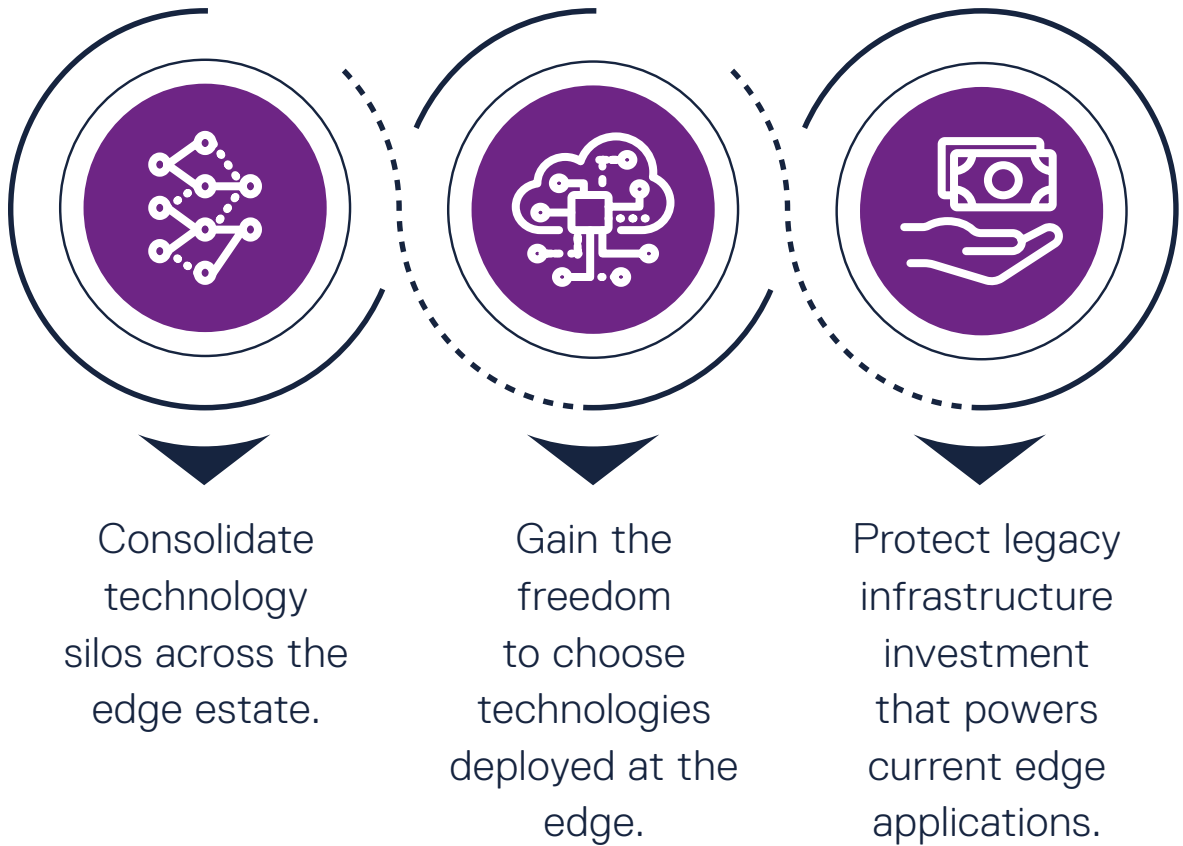
Dell NativeEdge

Dell NativeEdge is an edge operations software platform that helps enterprises simplify operations, optimize their investment, and secure their edge estate.



Dell NativeEdge is an edge operations software platform, integrated with Dell's edge portfolio. It enables customers to securely manage and orchestrate edge applications and infrastructure for deployments at a global scale.

The platform will help enterprises optimize their edge investment by consolidating existing and new edge use cases using an open design.



Consolidate technology silos across the edge estate

Consider a retailer or a manufacturer with a geo-distributed global store/factory footprint. Such a retailer aspiring for modernized operations will have applications running across the continuum from edge to cloud depending on the use case; applications such as loss prevention run locally but use storage in the cloud.

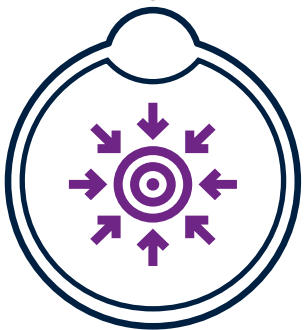
Similarly, a manufacturer with geo-distributed plants will have a truly diverse mix of hardware and application profiles across its factory sites based on the edge uses cases at each site. These technologies are often packed together in silos and provided by a mix of third-party vendors. These silos lack the flexibility to onboard new applications that may become important for manufacturing outcomes. They are often managed in separate control planes, making OT and IT operations complex and inefficient.



Challenges arise across industries as technology silos proliferate in the pursuit of new edge use cases. Consequently, IT teams across industries, struggle to integrate multiple different control planes making up their solution portfolio. They also find it difficult to ensure optimal utilization of edge assets.

Dell NativeEdge consolidates disparate infrastructure layers into one platform whether it be edge, core, or cloud—even an existing application delivery pipeline.

Enterprise benefits



Deploy and manage applications/workloads in an edge, core, or multicloud integration via a single platform.



Continue to use existing legacy edge investment by integrating it with the platform while using it to modernize and move faster.



Enable multicloud connectivity to direct data from the edge to the cloud of your choice.

Gain the freedom to choose technologies deployed at the edge

Choose technologies to help your business stay competitive without having the undue burden of onboarding multiple siloed solutions.

Protect legacy infrastructure investment that powers current edge applications

Use your existing legacy hardware, external clouds, and external HCI stacks for application/workload deployment while still modernizing your edge estate as you move forward, from the same platform.



Onboard homegrown or third-party applications of your choice to a centralized application catalog and deploy them consistently across your edge.



Run your preferred IoT application framework to connect to the diverse IoT devices deployed across your edge estate.



Gain the flexibility to connect to OT systems from different vendors across your edge locations.



Automate consistent application workload orchestration onto your existing infrastructure without having to immediately replace it while you modernize.



Integrate workload orchestration across new or existing multicloud environments.



Integrate with your existing tools and applications using platform's open APIs.

Maximize your edge investment with an open design

Dell NativeEdge works across heterogeneous technology environments to consolidate existing and new edge use cases using an open design. As a result, you get the freedom to choose software applications, IoT frameworks, OT providers, and multicloud environments.

The platform helps manage diverse applications from the edge to the multicloud, making it easier for you to drive improved efficiency and better business outcomes.

Using the platform's open APIs, you can easily integrate it with your existing tools and applications to consistently connect NativeEdge-enabled devices, apps, and data from the edge to any cloud.

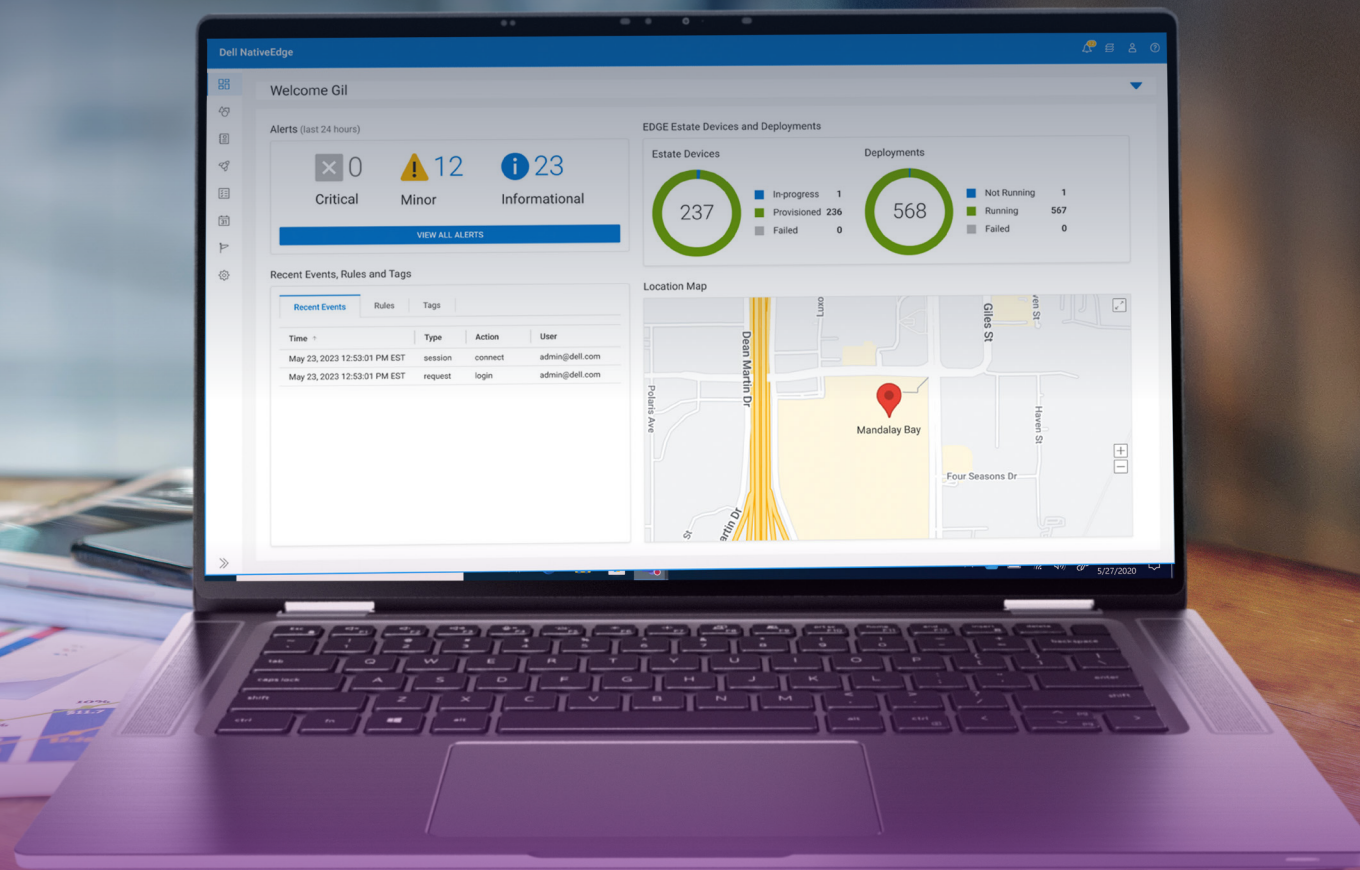


With Dell's leading global support services, you can also run your edge smoothly and maximize the value of your IT investment. Simplify operations, optimize your investment, and secure your edge estate with the edge platform by Dell Technologies.



Optimize your Edge Investment

The edge is fast becoming a top architectural choice for modern enterprises across industries, driven by the need to extract value from data more effectively and immediately. Dell NativeEdge will help you optimize your existing and new edge use cases with the freedom to choose your software applications, IoT frameworks, OT vendor solutions and multicloud environments.



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Learn more about [Dell NativeEdge](#) | [Edge Design Program](#)

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