SURROUND YOURSELF WITH INDUSTRY EXPERTS
Brett Roscoe is on the forefront of Dell’s drive to build a strong position in high value-added growth segments of enterprise computing. Long known as masters of the supply chain, Dell recognizes that building and maintaining a viable presence in the enterprise space requires much more than shipping mass quantities of hardware. Dell is now dedicated to staying at the forefront of industry megatrends such as cloud computing and virtualization, as well as integrating value-added operational features and software that enterprise decision-makers need to have in order to maintain business continuity, compliance, security, environmental sustainability, and economic efficiency. Roscoe defines how Dell’s partnership with Symantec is helping the company to deliver solutions that address expanding customer requirements.

**QUESTION:** Dell has transformed itself in the past couple years through some of its acquisitions and technology initiatives. Can you tell us more about this?

**BRETT:** We’ve certainly been working to transform the company from a supply chain-driven PC company to an innovative IP-based company. And enterprise storage has been one of the areas of focus. We’ve really been able to grow storage into a very successful product line in the midmarket and are now moving more into the enterprise space with file system and deduplication technologies.

**QUESTION:** What is Symantec’s relationship within your group? How far back does it go and how has it evolved?

**BRETT:** We’ve had a strong partnership with Symantec across the company for at least the past 10 years. On the storage side, we certainly have a great relationship with the Information Management Group. For example, we sell a DL2200 storage product that has Symantec Backup Exec running on it, and we’re working on announcing some new products around our archive solution using Symantec Enterprise Vault. The joint solution offerings, which leverage our traditional array-based software and hardware, provide both Dell and Symantec sales with a very strong value proposition.

**QUESTION:** On that note, what are some key value propositions for customers?

**BRETT:** There are a number. We can talk about single point of service and support. We talk about less work the customer has to do and less money they have to spend for professional or custom-integration services. Customers are also looking to leverage IT generalist capabilities rather than high-end IT specialists. The more things we do underneath to require less specialized skills, the more they can streamline IT operations.

**QUESTION:** Dell acquired Perot Systems about a year ago and expanded its services business. Has that translated into how customers look to Dell as a holistic solutions provider?

**BRETT:** We’re certainly growing our services capability and the Perot Systems acquisition is a great example. With our expanded services capabilities, we’re able to deliver comprehensive solutions to our customers, including Symantec technologies. At the same time, we’re working with Symantec to ensure that the Symantec channel is able to deliver joint solutions from Dell and Symantec.

**QUESTION:** Where is Dell today in regards to the cloud, and where are you heading in the next couple years?

**BRETT:** The cloud is certainly a big investment area for Dell. First, we want to be a provider to the cloud and we want to allow customers to build cloud infrastructures with standards-based technologies. The ability to use integrated solutions from Dell and Symantec is important. We also view cloud as a portion of any solution. Customers are going to begin using the cloud as an infrastructure tier. For example, they want to use it for data protection or even as a value-added service leveraging our Message One capability that allows them to build a replicated site.
for email business continuity. Another example is one of our first Dell cloud solutions, where we worked with Symantec to use Backup Exec to move data to cloud-based solutions running on Dell storage hardware and software.

QUESTION: You’ve been a Premier Sponsor at Symantec Vision for several years. What is the value of being a Premier Sponsor?

BRETT: I think Symantec Vision is a great event. Symantec does an outstanding job of capturing key industry and technology trends; it is not simply a product event. Dell and our customers find the technical focus very helpful.

QUESTION: Dell has several sessions at the Vision event. What are some of the highlights?

BRETT: We have three sessions. The first one addresses how Symantec technologies and our Compellent and Equal-Logic product lines integrate. The second is about the integration of Dell Object Store and Symantec Enterprise Vault, which is particularly important as customers manage their back-end archives and data stores. The final session delves into detail on the joint cloud solution that combines Symantec.cloud and Dell Message One and how it offers customers combined security and business continuity for email.

 Portions of the interview with Brett Roscoe are available as an Executive Spotlight Podcast at go.symantec.com/roscoe-podcast.
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