On-the-Go Pro

On-the-go pros spend most of their time out of the office. They take their computing with them, but they still need to stay secure and connected.

What an on-the-go pro does

One of the biggest revolutions in computing over the last decade has been the rise of mobile computing. An on-the-go pro uses powerful computing and network services whether in the office or on the road. Wherever they go, all their software and data must follow.

As an on-the-go pro, you spend as much as 80 percent of your time away from your desk. You could be providing technical support in the field, or you could be working as a roving sales manager. You could be an executive who visits global divisional offices all over the world. You need to be able to work in your office, in remote offices, and when travelling.

Thin, light and secure

Wherever you're working, however, you want the same comfortable computing experience and access to core business software. You want a thin, light device with no compromise. You want to stay connected and powered up. Your IT manager wants you to stay secure and to update devices remotely, providing protection from any recently discovered vulnerabilities. On-the-go pros will also want access to the most up-to-date data from their business.

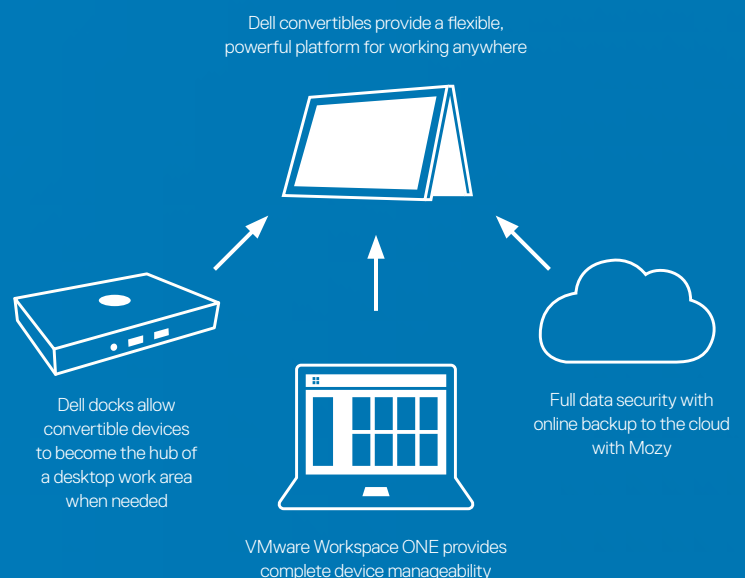## Powerful but portable convertibles

Laptop sales have shrunk by only a small amount since 2010, and are predicted to remain relatively uniform over the next couple of years. Within that, according to research group IDC, sales of ultra-slim convertibles grew by 44.7 percent in 2016. An on-the-go pro's focus will be a powerful but portable laptop or convertible that connects seamlessly to corporate network systems both locally and when working remotely.

59%
more laptops than desktops were sold in 2016

www.weforum.org/agenda/2016/04/4-charts-that-explain-the-decline-of-the-pc/

Dell convertibles provide a flexible, powerful platform for working anywhere

Dell docks allow convertible devices to become the hub of a desktop work area when needed

VMware Workspace ONE provides complete device manageability

Full data security with online backup to the cloud with Mozy

Case study

Carnival Corporation is the most popular cruise brand in North America. It operates more than 100 ships across 10 global cruise line brands, which include Cunard and P&O.

The company made $2.8 billion profit in 2016 on $16.4 billion revenue. Its IT provision poses some unique challenges because each vessel is like a remote office, with a host of mobile workers operating throughout its various shops and customer activity spaces. It needs to operate as a standalone system that will also connect to Carnival's global ecosystem.

Dell tablets are used for customer-facing and operational activities, either at point-of-sale stations or by roving salespeople — for example, staff taking orders at tables in restaurants. Guests can even use their own mobile devices to check their accounts and book excursions or pay for goods and services. The Carnival floating remote offices process all end-user transactions locally via Microsoft and other apps, including via VMware-based virtualization software. The data collected can also be used to understand what is driving the guest experience.

Each Carnival ship has its own mini data center on board. On the server side, each ship has Dell EMC PowerEdge R630 servers and Dell EMC Storage. Carnival is currently migrating to Dell EMC Storage SC4020 arrays and FX2

servers, but this is a gradual process because the vessels are on the water most of the time. It is making the shift to FX2 due to size of footprint and ease of deployment. The FX2 is also more cost effective for Carnival. Of the specific Carnival brands, Holland America Line hasn't started migrating but Princess has completed. Carnival has migrated six ships so far.

"We see how much more efficient we can be with Dell EMC solutions. Guests feel the service has become faster."

Don Habets, Hotel Direct, Holland America Line

Dell Technologies for on-the-go pros

Dell provides the great mobile devices, sleek accessories and powerful infrastructure that an on-the-go pro needs

An efficient and feature-rich computing experience for an on-the-go pro starts with a powerful and flexible mobile device. Dell has a huge range on offer, which includes the Latitude 7285 and 7389 with Microsoft Windows 10 Pro. Both of these are two-in-one business laptops that offer personalized work modes. The 12-inch screen of the 7285 detaches and the 13-inch screen on the 7389 rotates. Both devices offer biometric security, either via fingerprint or visual recognition. These laptops boast 7th-generation processors, up to 16 gigabytes (GB) of memory, and up to 256GB of fast solid-state drive storage. On-the-go pros need a multi-function power companion and Dell Adapter to connect and collaborate wherever work takes them. The Dell Dock WD15 allows a single USB Type-C connection from the laptop to connect to two full-HD displays and peripherals.

Microsoft Azure and VMware Workspace ONE

These are very secure and portable products in their own right, but Dell also supplies the complete secure ecosystem within which a powerful mobile device sits, making it a window onto a full suite of corporate software. The on-the-go pro wants everything everywhere, and Dell can provide this via an enterprise hybrid cloud solution. This can communicate between client and server via Microsoft Azure. When the client device is detected, VMware Workspace ONE can be loaded. This provides a secure enterprise platform for managing any application on any device.

Workspace ONE provides integrated access control that can be tied into device security, including biometrics. With a solid basis of VMware running on the Dell back-end, the VMware access can even be provided to the on-the-go pro's own smartphone, so if they find themselves without their notebook or tablet, they can still access their applications and data.

On-premises servers or cloud-based provision

VMware Workspace ONE can also be layered on top of an on-premises server provision as well as via the public cloud. Either option satisfies the user's need to have the same access from anywhere, and it satisfies the IT manager's requirement for security. Administrators can remotely manage mobile applications and user access on any endpoint. They can remotely wipe a system if it has been stolen. RSA's NetWitness Suite, another Dell technology, provides rapid detection and response to any threat, anywhere.

SAP Virtustream and MozyEnterprise with Dell Data Protection

Dell can provide other software-as-a-service solutions, including private, public or hybrid cloud. For example, Dell works with Salesforce to provide this market-leading customer relationship management solution on Dell EMC infrastructure with Latitude laptops as client devices. SAP Virtustream integration is also simplified with Dell EMC back-end services, thanks to the global collaboration between the two companies. MozyEnterprise provides cloud backup for desktop and laptops, accessible from anywhere, that secures critical data by encrypting selected files via Dell Data Protection and sending them to the public cloud.

Talk to your Dell EMC partner about how you can benefit from the full Dell Technologies portfolio.
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