

# “We’re going cloud-first” Now what?

## 1. Get to why

Understand why your customers want to go cloud-first by listening to their pain points. Do they need:

- ✓ IT faster and cheaper?
- ✓ To fill resource gaps?
- ✓ To get out of the data center?
- ✓ Native functionality?

[Learn More](#)

## 2. Stake your ground

Dell Technologies provides solutions:

- ✓ On-premises
- ✓ Off-premises
- ✓ Public cloud

Make your customers understand that “off-premises” **doesn’t mean** “off Dell Technologies”

[Learn More](#)

## 3. Show them how

To leverage the best of both private and public cloud, it’s critical to know which workloads are being prioritized, and how best to use them.



### TOP-DOWN

Workload focus

Examine each workload for performance, economics, trust and governance requirements to express landing-zone deployments.



### BOTTOM-UP

Infrastructure focus

Examine the infrastructure to determine service level capability, then define landing zones that are workload appropriate.

Once you know your customer’s workload requirements, you can map a technology strategy to meet those priorities.

[Find Out How](#)

