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Dell Technologies, a Strategic Advisor for Emerging Organizations

Scott Sinclair, Practice Director; and Monya Keane, Senior Research Analyst

Abstract: As artificial intelligence (AI) becomes more widely adopted, regulatory concerns and evolving cybersecurity threats require organizations to adapt their application deployment strategies. Organizations need solutions that offer cyber resilience, intelligent automation, performance, and energy efficiency at a reasonable cost. Dell Technologies brings an approach that enables organizations to deploy workloads and data in the most suitable environments for their needs to deliver the greatest value. By partnering with Dell, emerging organizations can enhance performance, streamline operations, and achieve regulatory compliance, positioning themselves for growth in today's complex tech landscape.

Overview

According to research by Enterprise Strategy Group, 92% of emerging organizations (i.e., those with fewer than 1,000 employees) reported that infrastructure modernization gives them a strategic competitive advantage.[1] And increasingly, emerging organizations are leveraging on-premises IT infrastructure to achieve competitive differentiation.

In 2025, multiple trends, including the rapid evolution of AI and the growing frequency and sophistication of cyberattacks, are transforming the way organizations must architect their infrastructures from office to edge. Specifically, demand for on-premises server modernization is on the rise.

Consider that 75% of surveyed IT decision-makers in emerging organizations reported that the growth of AI, including generative AI, has their organization reevaluating its data deployment strategy. Likewise, 80% of emerging organizations said that new security threats, such as sophisticated ransomware attacks, have them reevaluating how they deploy workloads.[2] Today, there is an increased need for enhanced cyber resilience and performance, but at the same time, these organizations also need superior per-dollar and per-watt efficiency.

Another factor is the sheer complexity of modern IT combined with a rapid pace of innovation, which is fueling a need for better manageability and more automation. Emerging organizations, in particular, must treat server investment decisions as strategic rather than tactical.

It makes sense, then, for them to seek out the right partner. Dell Technologies can help them meet the demands of modern workloads by utilizing Dell's resources, ultimately putting emerging organizations in a better position to grow.

The Critical Role of On-premises Infrastructure for Emerging Organizations

Research reaffirms the vital role that on-premises infrastructure, including infrastructure in data centers, onsite IT closets, and edge environments, plays in delivering strategic/competitive differentiation. And the future of infrastructure is hybrid—set up in a way that enables organizations to embrace the best of public cloud services and on-premises options alike to achieve optimal results.
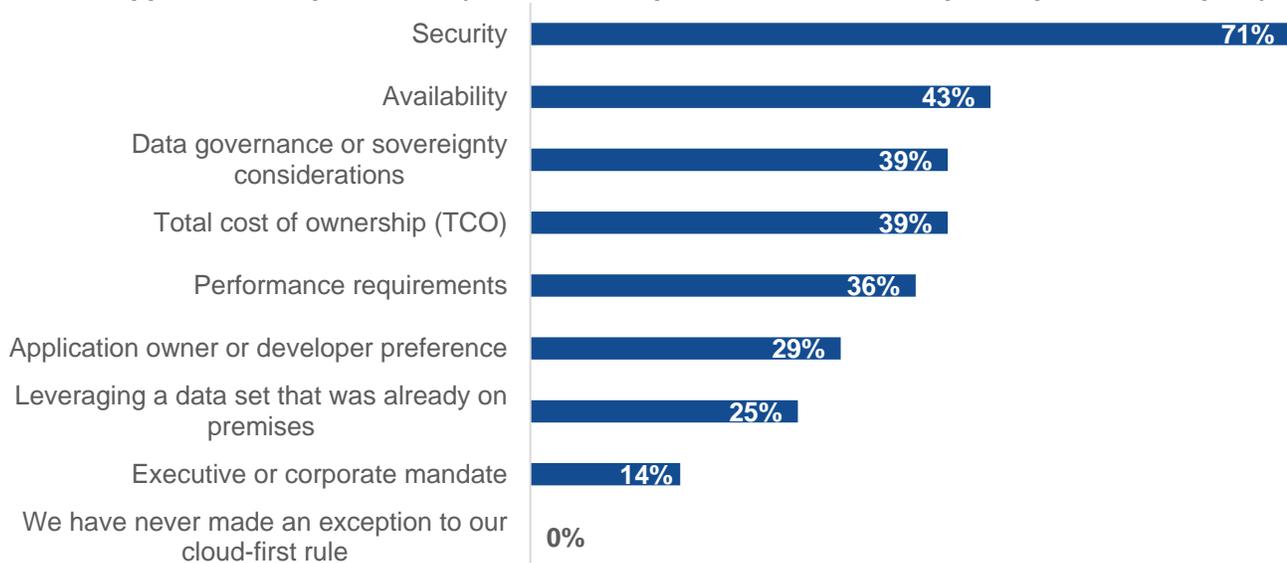
As emerging organizations mature in regard to hybrid cloud adoption, however, they get a clearer sense of the value of on-premises infrastructure. For example:

- 66% of survey respondents said they view on-premises workload deployments more favorably today than they did five years ago.
- 77% said they prefer to keep their most business-critical workloads on premises.
- 71% have moved at least one workload from a public cloud service to on-premises infrastructure.

Enterprise Strategy Group asked emerging organizations that identified as being "cloud first" to highlight why they are still deploying certain workloads on premises. The most commonly cited response, by a wide margin, pertained to security, followed by factors related to data availability, data governance, and total cost of ownership (see Figure 1).

Figure 1. Improved Security, Availability Drive Emerging Organizations to Leverage On-premises Infrastructure
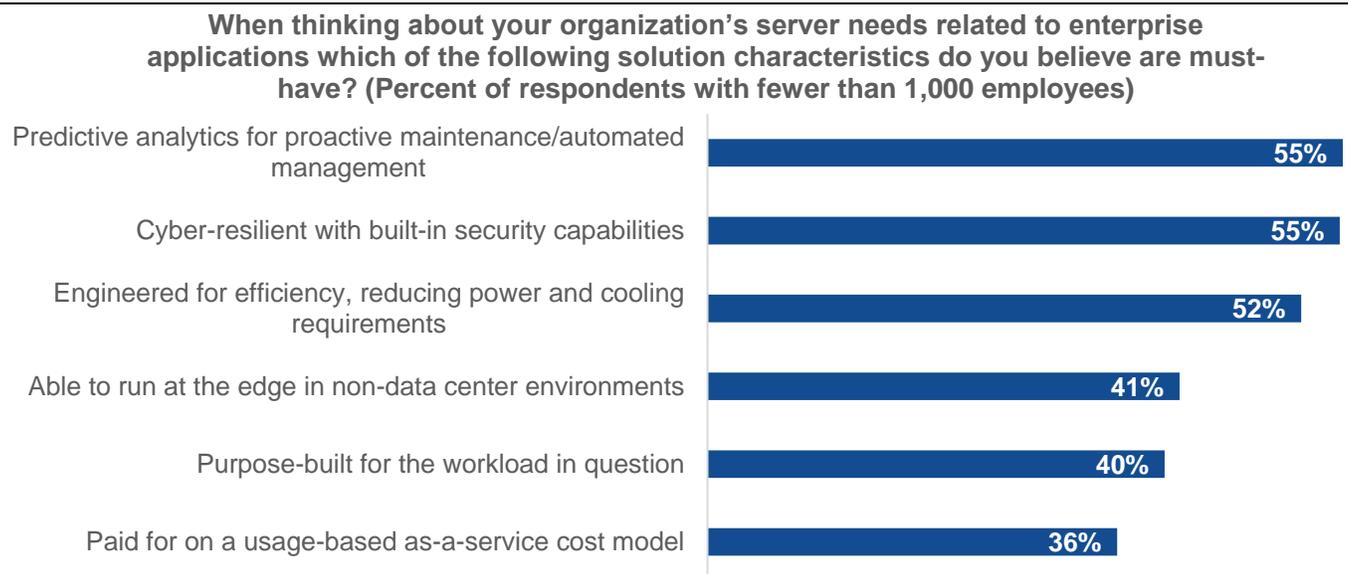
You indicated your organization has a cloud-first application deployment strategy. Have any of the following factors created an exception that led your company to deploy a net-new application on premises? (Percent of respondents, N=28, multiple responses accepted)

Security	71%
Availability	43%
Data governance or sovereignty considerations	39%
Total cost of ownership (TCO)	39%
Performance requirements	36%
Application owner or developer preference	29%
Leveraging a data set that was already on premises	25%
Executive or corporate mandate	14%
We have never made an exception to our cloud-first rule	0%

Source: Enterprise Strategy Group, now part of Omdia

Additionally, when Enterprise Strategy Group asked emerging organizations to identify their must-have priorities when they make on-premises server investments, more than half of the respondents said they needed predictive insights, cyber resilience, and power/cooling efficiency (see Figure 2).[3] These findings emphasize how great the need is for on-premises servers that are equipped with cyber resilience, intelligent automation, and efficiency.

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[3] Source: Enterprise Strategy Group custom research for Dell Technologies, *Small and Midsize Organizations Modernize for Productivity and Security, While Embracing an AI Future*, February 2025.

Figure 2. Emerging Organizations Top Server Priorities for Enterprise Workloads

When thinking about your organization's server needs related to enterprise applications which of the following solution characteristics do you believe are must-have? (Percent of respondents with fewer than 1,000 employees)

Predictive analytics for proactive maintenance/automated management	55%
Cyber-resilient with built-in security capabilities	55%
Engineered for efficiency, reducing power and cooling requirements	52%
Able to run at the edge in non-data center environments	41%
Purpose-built for the workload in question	40%
Paid for on a usage-based as-a-service cost model	36%

Source: Enterprise Strategy Group, now part of Omdia

Again, server modernization is not a tactical decision; it is strategic. That is why emerging organizations need to prioritize selecting a server infrastructure that:

- Enhances both performance and performance efficiency to help control the number of physical systems as the environment scales.

- Strengthens the organization's cyber resilience posture and reduces risks and complexities associated with adhering to current and future regulatory requirements.

- Helps to minimize power- and cooling-related costs.

- Simplifies management and maintenance across sites.

- Comes with support from a trusted services partner that can offer guidance and architectural insights.

Simply investing in more servers is not a sustainable strategy. Modernization requires the right partner—one that comes with a blend of innovative hardware and software solutions and services that can help organizations get the job done.

Dell Technologies PowerEdge

Dell Technologies, a leader in the IT infrastructure space, boasts an extensive PowerEdge server portfolio. These are servers that Dell describes as being able to "fit your purpose" because they are right-sized to meet the needs of any business's unique data and workloads.

One of Dell's missions is to deliver these purpose-built, intelligent, cyber-resilient server infrastructures to emerging organizations. Specifically, Dell offers numerous strategic innovations to modernize emerging organizations compute environments. For example, several cyber-resilience enhancements provide an in-depth level of protection:

- Based on a zero-trust framework, Dell's PowerEdge portfolio leverages its Integrated Dell Remote Access Controller (iDRAC) technology to improve an organization's threat detection and response capabilities. Integrated iDRAC leverages telemetry data for continuous, real-time analysis and monitoring of security events, such as unauthorized access attempts or anomalous login activity.

- iDRAC also offers secure boot mechanisms and remote management to quickly detect malware and restore systems to a secure state, minimizing downtime during cyberattacks.

- Using Dell PowerEdge also helps ensure a secure supply chain. This advantage is increasingly important in regard to meeting cyber-resilience regulations such as the Digital Operational Resilience Act. Dell Secured Component Verification verifies that the hardware components in the systems remain unchanged from the time of manufacture to delivery.

In terms of intelligent management, enhancements span system, site, and global locales to improve operational efficiency along with power and cooling. At a system level, iDRAC offers agent-free, local remote management via APIs, robust integrations of scripting tools, and telemetry streaming. Across locations, Dell offers:

- OpenManage Enterprise for organizations to centralize server management and infrastructure automation across Dell's infrastructure portfolio, including servers, networking, storage, and third-party devices.

- Dell APEX AIOps for AI-driven, software-as-a-service observability, automation, and monitoring. Dell APEX AIOps helps to optimize the health, security, and sustainability of IT infrastructure and applications. Organizations can integrate it with OpenManage Enterprise Power Manager to gain real-time energy reporting and, thereby, achieve optimization.

- A combined ability to deliver advanced infrastructure along with advisory services.

Conclusion

Dell Technologies is a superior strategic advisor and infrastructure partner for any emerging organization interested in modernizing its on-premises server infrastructure and changing its mindset from "on premises versus cloud" to "let's make sure it all works together optimally." Dell delivers more than just the latest in server hardware and security innovations. Dell offers the right product, with the right capabilities, at the right price.

But importantly, Dell can also provide management and automation to support an emerging organization's server needs as it scales over time, while minimizing the in-person resources that are required to manage and maintain the environment.

Dell knows what it's like to have multiple tools in a tool belt. It's important to maximize use of all of them. Modernizing is a key part of that effort. For organizations expanding or growing their operations and those just getting started, working with a partner such as Dell—which not only has great tools for the data center but also has technologies that span locations—is an ideal strategy, considering that every organization is going to be hybrid for the foreseeable future. It all amounts to a lot of pluses.

Learn more:

Management tools versus VendorK
Management tools versus HPE infographic
Dell Management tools versus Supermicro infographic

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contact@esg-global.com
www.esg-global.com