Michael Dell
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MICHAEL DELL: Good afternoon, it's great to be back here at Oracle Open World. This is my sixth time to give a keynote address here. And it's been an incredibly busy year for the IT industry, and certainly it's been an incredibly busy year for Dell, too. So as the video showed, the world of IT has gotten pretty complex. A few examples, we'll start with users. Today 500,000 people come online every day for the very first time in their lives. By 2011, 2 billion people will be online, and more than 4 billion will be using mobile phones.

What you may not realize, though, is how many of these new users are coming from Asia. Every minute consumers in Asia purchase more mobile phones than the rest of the world combined. And they'll purchase nearly one-fourth of all the notebook computers shipped this year. These users have different needs, different perspectives, and they're going to have a huge impact on how all of us today do business.

Let's move to data. Now, analysts say that this year digital data will exceed the storage capacity available, and it's growing fast. In the last three years the average Fortune 1000 company has grown 413 percent. The average mid-sized company's data has grown 5,000 percent. And by 2011 the world's data will have grown six fold, to 1 trillion gigabytes.

Now, you wonder what's driving all of this storage. For one thing, every minute of every day 6 hours of video is uploaded to YouTube. Think about that for a second, it really starts to add up. Now, what happens if you, as a business, don't have adequate storage for your data? For starters, your e-mail doesn't work, you risk customer data, and you face business disruption. It's imperative that we have a good storage strategy in place, and we have it now.

Power is also an issue. Today's servers manage billions of transactions every day, in fact, the world spent $2 trillion in online transactions last year, and that number is only going to go up. So this puts an infinite demand on servers. And that will mean an infinite demand on energy, and this means we have to be smarter about power consumption, and a lot more conscious about the power our data centers require.

Speaking of which, data centers accounted 1.5 percent of all the power usage in the United States last year. And by 2011 Gartner says that 70 percent of businesses will experience disruptions due to power constraints. This is a big problem - we're talking about data center brown outs. Yet, most IT departments still devote 70 percent of their budget to maintaining the status quo, not to fixing the actual problem.

So these are all the things that we know are coming - and sooner rather than later. We're facing an enormous amount of complexity. So how do we prepare? How do we take advantage of the opportunities the future presents, and what should we consider our top priorities? Well, for Dell, our top priority is to tackle complexity head on. When I started Dell 23 years ago it was with a goal to make technology easier. And today we're applying those same principles to simplifying IT. We're simplifying your client infrastructure, we're simplifying your data center, and we're launching services to assess complexity and simplify your environment.

Simplifying IT is the best way that we can deliver value to our customers. And it guarantees that your future computing will be simple, virtual, more connected, and most importantly, it will be greener. So if you want to hear how you can do IT faster, better, and cheaper, just ask Oracle. I'd like to welcome Mark Sunday, Chief Information Officer of Oracle, to tell us what they've done at their Austin data center. Hi, Mark.

MARK SUNDAY: Hi, great to see you again.

MICHAEL DELL: Welcome, so we've got some video footage here, and I had the opportunity last year to visit the Austin data center. I've got to tell you, I was very impressed with what I saw there. Why don't you tell us a little bit about what you do there, and what all the users here can learn from that.

MARK SUNDAY: Sure. What you're looking at is roughly two acres of raised floor, and inside it more than 12,000 Dell servers. It's the primary data center for our development community, but it houses perhaps one of the largest Oracle application production environments in the world, not only supporting more than 70,000 Oracle employees, but nearly three-quarters of a million support and education users. It's also the home of the broadest portfolio of on-demand solutions in the world, from subscription applications all the way through fully manned service applications.

We've been honored by Network World to be selected as the data center of the year. Additionally we won the Green Power Leadership Award from the EPA, Department of Energy, as well as the Center for Resource Solutions. At Oracle, it's not only all about how do I resolve problems quickly, how do I provision servers, but how do I deliver entire new services, better, reliability, scalability, performance. It's been great working with Dell on that, and less cheaper -- how do I drive down total cost of ownership for all my stakeholders.

MICHAEL DELL: So you're able to do, basically, more with less?

MARK SUNDAY: That's the goal, and we do that by doing exactly what we tell our customers. Standardize, consolidate, automate, and virtualize wherever possible. Let me give you an example, with our business growth we had been growing in power and space consumption 35 percent, year on year. Several quarters ago we started working with Dell, installing Dell PowerEdge Energy Smart Servers. And we've been able to meet the expanding needs of our business, and essentially keep power flat.

A great example I like drawing upon is last May my grid services team was out of capacity. Well, we replaced and put in 120 Dell PowerEdge Servers, with Oracle Enterprise Linux, now running Oracle VM, where we were running one instance per servers, we're now running 32, a 32-fold increase in capability per server.

MICHAEL DELL: So you've found the hidden data center inside there. We pride ourselves on being more than a supplier, we pride ourselves on having a great partnership.

MARK SUNDAY: Speaking of partners, while it's been great to procure products, we've worked together to provide better solutions for our customers in data warehousing, database, Linux support, recently Oracle secure backup. But the thing I'm really excited about is what we're doing to make data center operations better. We've integrated Dell's Open Management Environment with Oracle Enterprise Manager, to now have a single console for hardware and software.

I'm also really excited about the activity we've done recently to continue moving forward to leverage Dell technology with Oracle VM, where I can have an enterprise-wide ability to provision, monitor, and manage my virtual environments. Dell and Oracle working together, I believe we truly are simplifying IT.

MICHAEL DELL: That's fantastic. Thank you very much, Mark. We've got a great partnership and I think there's a lot we can do for our customers to build on it.

So while we're talking about the data center, I know some of you run Solaris on Dell PowerEdge Servers. And you've been looking for us to provide Solaris directly from Dell. Today I'm pleased to announce that we're going to do just that. We're going to increase customer choice. So whether you're running Windows Server, Red Hat Linux, SUSE Linux, Ubuntu, VMware, and now Solaris, you can get it all from Dell. Now, more users, more data, more devices requires a lot of computing power, that can mean more servers, more space, more energy, and more cooling, and that's why virtualization is the hottest thing going in IT today.

It's really great for customers, and so we're making virtualization easy to plan and deploy, with a set of servers that are optimized for virtualization, with storage that is virtualization ready, and VMware certified. And virtualization services for migration, design, deployment, and support. And on Monday, of course, Oracle announced Oracle VM, which is the only validated config Oracle has ever done that includes a hypervisor. So it's fully supported for Oracle database, apps, and middleware and today is the first time that you'll see a dynamic workload migration done on Oracle.

So to walk us through this I'd like to invite Dr. Kevin Kettler, our Chief Technology Officer, on stage to show us how this works. Hi, Kevin.

KEVIN KETTLER: We've got a number of pieces of equipment here, and I'm going to just walk through what the different pieces are. First thing I'd like to talk about our servers, where we're actually

running two of our R900, just announced, servers. These are our new four-way servers. Each of those is configured with four sockets, each of the sockets with four core processors in it. So a lot of horsepower on the processing side, 128 gigabytes of memory per machine.

We've placed the Oracle VM hypervisor on each of these machines, and then sitting on top of the Oracle VM hypervisor, on one of the machines, I'm running the Oracle Enterprise Linux guest OS, and then on top of that the Oracle 10G release two. So that's sitting on the machine. And then the back end of this is an Oracle clustered file system that's on our MD 3000i, which is our I-SCSI SAN box, that's being driven by both these boxes.

On the client side, then, what we need to do is create a client load, that's going to go and exercise this. What I'm going to show on the demo here is we're using a client load running on one of our PowerEdge 1950s and we're basically running Windows 2003, and the application is called Swing Bench, for those of you that use any of the Oracle databases, this is just a built-in way to look at the transactions per minute that you're using for your database.

So with that, let me go ahead and start this first, and get this started, and what you'll see is the transactions will begin to build up as the database is accessed back and forth. I'm going to then show two things. I'm going to bring up two scripts, each of these scripts represents a view into the two different R900 servers. So let me first show you, in the first one, what we've got, and what we're going to do is pull up XM List, and what you see is domain zero, which domain zero represents the VM hypervisor, the Oracle VM hypervisor, and then you see the RD BMS, which is the database itself.

So that's sitting on one of the machines. When I go over to the second machine and look at it, what I'm going to show you is basically it's domain zero, which is just the virtual machine-based, Oracle Virtual Machine. So now here's where the fun begins. We're going to go ahead and as the transactions are working, we're going to go ahead and migrate from one of those machines to the second machine.

MICHAEL DELL: How long is this going to take, Kevin?

KEVIN KETTLER: It will take about 35 seconds to move these two. So let me go ahead and execute that.

MICHAEL DELL: That's pretty quick.
KEVIN KETTLER: Okay. We're going to go ahead and that will begin migrating. The important thing to note here, as you're looking at the transactions per minute, this doesn't go to zero. This continues to operate as if there was no interruption to service to the end customers.

MICHAEL DELL: So what are the benefits for Oracle users of Oracle OEM running on a Dell platform like this?

KEVIN KETTLER: Well, let's say you have these two servers, let's say you wanted to take one of the servers, increase the memory capacity, or add some new capabilities in the server, rather than taking it down, and halting customer usage for a period of time, you can go ahead and do this translation, do the maintenance, schedule maintenance you'd like to do, or you can do software patches, anything that would require a normal downtime, you're able to do that now by transitioning your workload very seamlessly back and forth between machines.

MICHAEL DELL: Fantastic, so where is it now in this process?

KEVIN KETTLER: Well, I think it's already migrated over, and let me just -- just so we can make everybody a believer out there, when we look at the second machine, you see the domain zero is the VM hypervisor, Oracle VM hypervisor, and then RD BMS is in the second machine, and I'll go back and look at the first machine, as well, just to make sure we've got that, and it's just domain zero.

MICHAEL DELL: Perfect, thank you very much. Now, virtualization holds a lot of promise, better utilization, power and cooling, smaller footprint. I can't help but think every time I walk into a data center that if we were to add all these new efficient technologies, how many hidden data centers would we be able to find. So I'm talking about deploying energy smart servers, implementing the best practices for power and cooling, using virtualization to consolidate and increase utilization, and as you scale we want you to be able to find those hidden data centers that are inside your infrastructure, like Mark showed you in his example. So we've actually set up a little Web site if you want to learn more about this, go to Dell.com/hiddendatacenter.

Now, we know that Oracle Open World is all about the enterprise, right, but the enterprise is making some pretty fantastic things possible on the client side, too. Indeed, our future will be connected, and it will be built on a strong infrastructure. When we talk about being connected, we often think about mobile devices like notebooks, and phones, but we've got a new mobile device coming, our convertible notebook, the Latitude XT. All right. So here we have what looks like a normal notebook, flip this around, all of a sudden we have a tablet.

Now, this tablet has some pretty interesting things about it. It's the industry's thinnest 12.1-inch convertible tablet. It's got a screen that is 25 percent brighter than the next nearest screen in the industry. It's among the lightest in the industry, and delivers the best touch technology. In fact, we've got some pretty interesting things we've done with this that have never been done before, and this is going to be available in a couple of months. So, Kevin, tell us a little bit about what new technology is in this new tablet?

KEVIN KETTLER: Well, one of the technologies that we've been working in the lab with this is, as Michael described, it has the single touch, which is often common, with the finger, or with a stylus, but one of the things that we were working on is how do you actually make multi-touch come to life. So what I'm going to do is I have a tablet here that we brought from the lab, and I'm going to show you a

demonstration, as I described, with the single touch, what the application is that you see on the screen, this just shows whenever I'm touching the screen, where I'm touching it.

So as you can see I've put one finger down to show movement across the screen, this is a debug utility we use. With the new multi-touch technology that we're working on, you can see now I've grabbed -- I put five fingers down on the screen, I'm recognizing all five of those fingers, simultaneously, concurrently, on the screen. So you begin to say, well, that's neat, but --

MICHAEL DELL: Yes, what would you do with that?

KEVIN KETTLER: Well, let me just show you one or two things you can do with it. So let me first -- I'm going to pull up a simple draw application, and get a -- bring that up full screen. Again, I'm going to take my hands, all fingers, and as you can see, I can begin to draw on the screen, just one multiple points of touch, and it's a very simple drawing application, but I think its shows the capability of what you can get out of the application.

Let me show you a little bit different example. This one is a little bit more concrete versus something your kids might do. So let me show you a photo application, and how you might use multi-touch to manage photos. So I've got four different photos, I'm going to first take one finger, I'm going to grab the tiger picture, move that around, I'm going to use my second finger to move the second one, now I'm going to take the first one, I'm taking two fingers on the corners of that picture, I'm resizing, I'm rotating, now I can manage, move around as you can see, with my hands. So I think there is -- the creativity of how to use this multi-touch technology is still untapped, in terms of how people might use this, and I think it's going to be a great avenue for some real creative applications to be developed around it.

MICHAEL DELL: Super, so multi-touch enabled tablet, developers can go wild with that, and lots of creativity can be applied.

KEVIN KETTLER: Absolutely.

MICHAEL DELL: Fantastic. So, being connected isn't just about the device. It's also about the infrastructure supporting those devices, making data and applications available as needed, any time, anywhere. For this reason, on-demand is everywhere. Software as a service is among Gartner's top 10 strategic technologies for 2008, because of the flexibility and cost-savings that it brings to customers. But, software as a service isn't just something that you can get from software companies. At Dell we're using software as a service to simplify what could be a pretty tedious process for administrators, and that's image management. So, Kevin, why don't you tell us what we've got here?

KEVIN KETTLER: What I'm going to show next is, this is a Web application tool that we've developed in-house, it's called Image Direct. And as you described, image management has been a critical issue for years and years with our customers, always managing a multitude of images, patches, updates, unique images, not only for their individual users, but also oftentimes across platforms.

MICHAEL DELL: So if you only had one or two images you probably wouldn't use this, but if you had tens, or hundreds and you were doing this all over the world, this would be a great tool for you?

KEVIN KETTLER: Great tool. I would even recommend it for just a couple of images, as well, a great tool, especially for many images. So effectively, you work with Dell, you go through and get a login to our Image Direct account, which is what I'm showing here. I'm going to go ahead and login. Once you're into the account, the nice part about this is, there's several different ways you could approach this. One way you can approach this is, we have a lot of our customers that are already developing their own images, custom images, and they would just like a tool that allows them to go ahead and put that -- upload that, and implement that directly into our factories. So any of our 10 factories worldwide, they're able to take their image, upload drive it out to a product, have the product delivered on their doorstep with the image already embedded in it.

Historically, we had a thing called custom factory integration that helped do this, but there were oftentimes touches that happened in-between, where Dell would be contacted, customers would work with Dell back and forth. This is seamless, on the Web, Web-driven. So I'm going to show you the first case of that is if we just go into the import section, and this is not really -- there's not really a whole lot here, other than just leading in, you basically fill out a set of templates around what it is you would want to upload, you upload it, it gets tagged, and then it effectively can be loaded into our factories.

MICHAEL DELL: So you upload your ghost files, and you get any number of these.

KEVIN KETTLER: Any number of these that you'd like to put out there. We can do a lot. More machines you want to buy with different images, we'd love to have you do that.

So let me look at the next area, which is really around if you decide you don't want to necessarily create your own images, from a standpoint of at your own location, Dell also provides some great utilities, where we've already got certain packages, applications, OSes, already pre-certified to work together. So what we'll do is let you go in and select in some pull-down menus, some very easy things, and this is what I'm showing here in the image details. I'm not going to go through creating an image here, but it just allows you to go pick applications, OSes, other things, match those together, then create a separate image for that.

MICHAEL DELL: Fantastic.

KEVIN KETTLER: Then the third area I wanted to point out is, when you manage these, whenever you're ready to then go deploy these to the factory, you just basically have a list here, which I'm showing in the manage section, and you just go ahead and tag those, send those out to the factory. There's a couple of benefits here, two probably worth mentioning.

One is, we have -- with this new tool we allow significant cross-platform reuse of images. So you don't need to be worrying about which platform you're going to deploy the image on. You create it, you go

ahead and deploy it, this tool allows it to be provisioned across a multitude of Dell machines. And that's not just our current machines, but also historical machines that you might be using in your infrastructure.

MICHAEL DELL: So once I put my image in Image Direct, I can seamlessly migrate to any old Dell platform over the last four years, or any future new Dell platform, making the transition to new platforms really, really easy.

KEVIN KETTLER: Exactly, the other big benefit is, some of you might be familiar with things like patches and updates.

MICHAEL DELL: Yes, how does that work?

KEVIN KETTLER: Well, using this tool it really automates how those patches and updates can be managed, because as patches and updates come in if you catalogue this with Dell what we'll do is, if you would like us to go ahead and manage the patch update, so any time you grab your image you know you're getting the latest and greatest image, with all the updates included, we'll go ahead and do that for you as a service, as part of this.

MICHAEL DELL: That's fantastic. Now, Kevin, I think the holidays are coming up. It looks like you've been getting ready for some shopping, what are these -- this is supposed to be an enterprise show here, what do we have here?

KEVIN KETTLER: This laptop I'm doing this on, this is our XPS M1330, which is an excellent box, it's been very popular. I think that would be a great Christmas gift for the family. The kids would, I'm sure, love one of these in each of their rooms. This looks like a TV to me. It's got a little remote there. We're running a Blu-ray disk here. But, actually I think - I'm not quite sure how it got up here, but I think there's more to this machine. Let me see what we've got here. This machine actually --

MICHAEL DELL: Okay.

KEVIN KETTLER: It's actually a PC, not a TV, and it looks like it's an all-in-one machine, which I think this is going to be announced next week. Is that right?

MICHAEL DELL: Well, we probably shouldn't say any more about that. We'll go on with the rest of the --

KEVIN KETTLER: Okay. We'll let that alone there.

MICHAEL DELL: So we've got some pretty cool things out there. So you just got a glimpse of some of the next generation of home systems. Let's talk about now the next generation of client systems in the enterprise. On demand desktop streaming is an alternative to traditional clients, and thin clients.

It's a great solution for those who want the cost, security, and maintenance benefits of a thin client, and the performance of a modern client system.

So you can manage all your clients centrally, you can push patches, upgrades new versions instantly across your entire environment. It provides tighter data security, because the client doesn't have a hard drive, and it provides a great user experience. Each client features its own CPU, and its own graphics processor. So it's an ideal solution for desk-based environments like schools, labs, call centers, and sales force. So let's check it out.

KEVIN KETTLER: Well, Michael, what we have on stage is actually three distinct setups here. The first setup is what we'd call a thin client, using a Wyse system, which Dell sells as part of our product offerings. The second system is the full featured desktop, this happens to be an OptiPlex 755 running Vista. And on this one you'd have all the things -- traditional things you would find in a desktop, things like a hard disk, all the graphics, processing power all local. Then the third machine, which is the one I'm going to talk about last is the on-demand desktop streaming machine and this is basically the same machine as the middle machine, only it does not contain a disk.

MICHAEL DELL: So the disk sits in a storage area network?

KEVIN KETTLER: Yes, that's correct. When we booted the machine it actually boots off the servers over here. The image is brought down local, and each time you boot that's what happens. But, what I thought I'd talk through is each of these actually plays a role. We're not prescribing one versus the other, because depending on environments you might actually want a thin client, or you might want on-demand desktop streaming, or a traditional client.

So when you look across these, what I thought I'd show is just the cases where you might want one or the other. If you're doing something like a simple text-based application, or sales order entry, a thin client might work just fine. But, what I'm going to show is where thin clients have a little bit of trouble operating. I'm just running a very simple application here, this is just going to be a video playback, and what you'll see is some distinct performance differences between these two machines. We'll get them started at the same time.

So as you can see the standard client is already up and running, is running in full motion video. The thin client has a little bit of trouble running something requiring this much processing power. So this leads into obviously our last part, which is how does on-demand desktop streaming play a role here? Well on-demand desktop streaming gives you the benefits of both of these. One is, you end up with security, reliability, and manageability of the thin client, and also some cost effectiveness at the same time the processing power of a more traditional desktop configuration. So let me restart the two here, and I'll show you then the performance between these two.

As you can see, the performance is very close between the two systems. And, again, this is being served up, the image is served up, and then it's operating. When you're finished using this machine you merely log off. You no longer have state here. Security is great. Your state, your data --

MICHAEL DELL: That's still on the SAN?

KEVIN KETTLER: SAN, centrally located.

MICHAEL DELL: And all the desk-side visits go away?

KEVIN KETTLER: Yes, the other thing that's a great, great point is, before, if you were doing things like patch management out at the clients, a lot of times you might be doing desk-side visits to thousands of clients, that's an old way to do it, or even pushing it out to thousands of clients. Now you just update one image, and that's the image in the server. And that can be sent out to thousands of clients to be used as their desktop image.

MICHAEL DELL: That's great. So this is a great way to simplify your IT management. So desktop streaming offers the benefits of a thin client, with the performance of a full client experience. So no matter what you choose, Dell has the solution for you.

So today we've shown you how to virtualize your enterprise. We've shown you the next cool thing in mobile systems. We've shown you some great client solutions, and overall, some great ways to simplify IT in your organization. But, there's another important element to discuss, and that is what I talked about before in these power constraints, and Gartner's warnings of power disruptions, data center brownouts.

In fact, Gartner is predicting that the future is brown. That's not too exciting. In fact, it's absolutely unacceptable. The way I see it the future must be green. From the technology itself, to the way we manage it we must do better. To help you get there, you'll see us introduce a reference architecture in the next year that not only helps you determine how green you are today, but also helps you create a plan for making your organization more green going forward. We call it your green print. Stay tuned to hear more about that soon.

Our next generation of blades will make some pretty great strides toward making your data center greener. So Kevin, tell us a little about the new 10th generation PowerEdge blade architecture.

KEVIN KETTLER: Well, I just happen to have one of those here on stage.

MICHAEL DELL: Very nice.

KEVIN KETTLER: What I thought I'd do is, before I get to the green part, let me just talk a little bit about what we have. This is our next generation blade system. It's basically 10U in height, 16 blades

per chassis. We'll be supporting a number of different types of blades, both AMD, and Intel quad core blades in it. Greater memory capacity than what our previous generation box had. You have the blades up front that you can pull in and out. I'll just pull one of those out.

They fit into a mid-plane, just to give you some sense on the capacity of this mid-plane that then feeds the I/O in the back. We're looking at a mid-plane that exceeds over 5 terabits per second bandwidth through this box, so some pretty astronomical performance moving through the box.

Then to the backend, let me see if I can turn this around. What we've got on the backend is our controller functions across the top. We've got some very unique zoned fan design and this helps with our cooling and power efficiency. A number of different I/O modules fit in, as well as our redundant power supplies across the bottom.

MICHAEL DELL: So you've got Cisco and Brocade switching devices in here?

KEVIN KETTLER: Yes.

MICHAEL DELL: Integrated?

KEVIN KETTLER: We'll have those available when we launch the product. So the part about the green message, let me just talk a little bit about that, because this machine will be the most power-efficient machine in the industry when we deliver this to market. We've benchmarked this against a few competitors out there, namely HP and IBM, and we're on the order of 23 percent more power efficient than they are, using a similarly configured device. We've basically done that through some of the air flow efficiencies, as well as just the thinking green about the design from the ground up.

The other interesting feature, too, is we allow real time power management of this entire bladed system. So you can look at these individual blades, look at the power consumption, manage those from a centralized console using our management software.

MICHAEL DELL: So the 10U, you could put four of these in one standard sized rack?

KEVIN KETTLER: Correct.

MICHAEL DELL: Fantastic, and when is this available?

KEVIN KETTLER: Well, it's coming through soon. I was going to point out two other things, Michael. One is, we've been very much focused on lead-free design with this machine, and then the other thing, which was an odd thing that happened, we decided when we were doing that benchmarking, we went ahead and ordered one of our competitor's machines, we ordered an HP box, to bring it into the lab, and we were quite surprised, 78 boxes arrived in our incoming dock, to put together the same configuration we have here.

MICHAEL DELL: Is that like a UPS truck and a half?

KEVIN KETTLER: It was something like that, but the interesting thing is we'll deliver that same box to your doorstep using two boxes. So I think there's a little bit of cost savings, as well as saving a few trees in the boxes.

MICHAEL DELL: Fantastic. Thank you, Kevin. So 23 percent more power efficient. That's a tangible decrease in power consumption. And we know the IT industry is incredibly competitive. What better arena for us to compete in than power efficiency and performance per watt. In the end, we all win, the customer, the industry, and the planet. And this really goes beyond products. Dell will be carbon neutral by the end of 2008, through design, energy smart products, Plant a Forest for Me, and worldwide free consumer recycling.

Dell has made green a priority.

But, it's not really enough that Dell, or any company, is an environmental leader. I'm challenging every company to join us in this commitment. It's the right thing to do for the earth that we all share.

So there you go. We've given you a glimpse of where we're going, and a few ideas for things that you can do now, simplify your IT environment, and consider the impact that green technologies can have on your ROI and on our planet.

Before I wrap up on green, I want to share a video that our team crated. You all are part of a movement, whether you realize it or not. You're not just IT people, you're actually part of the re-generation. It's a really cool idea. Take a look. [*video segment*]

Please be sure and visit our green booth at the top of the escalators, and tell us what the regeneration means to you. We're listening.

Simplifying IT is a real revolution for an industry that's known for its complexity. And we think Dell is in a perfect position to lead this revolution. We ship more than one computer per second every day around the world. We're the leading partner to all these industry leaders. And we sell more of these products to businesses than anyone else in the world. We plan to triple our services business by 2011. And we have more than 1 billion interactions with customers every year, on Dell.com, on IdeaStorm, in blogs, in the world's leading languages, and countless customer meetings and calls.

The point is, we have more relationships with more customers, and more industry leaders, and we listened and we learn from these partnerships. 2007 has been an extremely busy year. And we've accomplished a lot as an industry, but we've barely scratched the surface of what we can do together.

We look forward to your ideas on how we can make things better. Bring us your best ideas. We're listening, and please stop by our booth and pick up the little black book on IT Simplification by Dell. Thanks very much, and we'll see you next year.

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