

SAP and Dell integrate hardware, software, and award-winning service to help enterprises optimize mission-critical business processes



Delivering tight integration to help lower TCO

To succeed in a fiercely competitive business world, enterprises require integrated state-of-the-art business software running on reliable, high-performance hardware. SAP and Dell have joined forces to deliver exactly that. Tight software integration provides visibility into business processes across the enterprise, enabling organizations to easily identify areas of waste and inefficiency. This transparency allows enterprises to leverage business software in ways that deliver measurable value quickly and cost-effectively to reduce total cost of ownership (TCO).

Select standards-based Dell™ PowerEdge™ servers are certified to run SAP® solutions and—together with Dell PowerConnect™ switches as well as Dell PowerVault™ and Dell/EMC® storage products—can enable a robust and cost-effective infrastructure. As an SAP Global Technology Partner, Dell is ideally positioned to supply products and services tailored to the needs of customers running the world's leading enterprise software. For instance, Dell now offers SAP Business One, an easy-to-use, affordable solution designed specifically to meet the enterprise management needs of small and midsize businesses, on Dell PowerEdge servers.

Joint development fulfills customer needs

The SAP and Dell partnership begins working for customers even before products arrive at the data center. Extensive joint development efforts enable customers to ensure that leading-edge SAP software is perfectly matched to Dell hardware. This tight integration helps SAP and Dell deliver better solution performance, ease of configuration, and lower TCO to joint customers.

“We value Dell as a Global Technology Partner because of its ongoing commitment to jointly develop solutions with SAP and take them quickly and efficiently to market,” says Karl-Heinz Hess, Extended Management Board, SAP AG. “This offers our customers compelling value propositions that turn vision into reality.”

Joint customers can benefit from the expertise SAP and Dell share at the Dell Centers of Excellence, located in the United States, Germany, and Japan. Qualified engineers at these facilities run quality-assurance testing, proof-of-concept testing, and architecture design support—all of which help deploy SAP applications in ways that best fulfill customer needs.



One such project involves the SAP NetWeaver™ Partner Initiative. This initiative enables SAP partners to contribute a wide range of products and services that enhance the interoperability of SAP NetWeaver and broaden the selection of choices available to customers.



Close collaboration means superior service

The close collaboration between SAP and Dell yields much more than performance engineering. Ease of procurement, quick time to deployment, and a high level of service and support help complete the picture.

The SAP and Dell Global Technology Partnership gives joint customers an exceptionally high level of service and support. The acclaimed Dell direct model has been a recipient of many accolades, including the 2002 SAP Pinnacle Award for Excellence in Customer Satisfaction and Support.

A core benefit of build-to-order delivery is that Dell helps streamline acquisition and deployment of SAP systems, thereby reducing overall project costs. Leveraging its deep competency in the technical infrastructure for SAP solutions, Dell can offer customers expert application validation, performance characterization, and configuration sizing. Such thorough support makes it easy to purchase and deploy the right products and equipment to meet specific organizational requirements.

Customers profit from strategic partnerships

The SAP and Dell partnership extends beyond the two companies to encompass partnerships with leading vendors such as Intel, Microsoft, EMC, Oracle, and Red Hat. SAP and Dell have worked jointly on several development initiatives that help bring value to customers seeking newer technologies. Dell provides support for SAP solutions running on the Linux® operating system, allowing customers to leverage their existing UNIX® know-how on Dell hardware. SAP, Dell, Intel, Oracle, and Red Hat also work together closely to leverage Oracle9i™ Real Application Clusters (RAC) technology to deliver optimized SAP applications running on Linux—significantly reducing the effort involved in installation and helping to reduce support issues.

Technical cooperation between SAP, Dell, and other technology partners ensures that software and hardware are geared toward real-world business requirements. And by running business-critical SAP applications on Dell servers, organizations can take advantage of the commoditization of industry-standard components, significantly reducing capital hardware investments as well as ongoing costs of maintenance and upgrades. The net result is a compelling combination of enterprise-class applications delivered on a reliable, cost-effective, and highly scalable infrastructure that maximizes business flexibility. **D**

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