

# Rise to the challenge

Next-generation Dell OptiPlex GX280 and SX280 desktops help maximize productivity while minimizing total cost of ownership



Dell OptiPlex SX280

## IT challenges are on the rise, not only in the data center but throughout the enterprise.

On every desktop sits a PC with the potential to enable—or disable—productivity. In many organizations, aging desktop technology and space constraints already hinder user activity on a regular basis, while configuration complexity keeps IT resources needlessly overburdened.

It's time for a technology refresh—and Dell offers a solution to suit a variety of business needs. The Dell™ OptiPlex™ GX280 and SX280 next-generation mainstream enterprise desktops are designed to provide a stable platform that delivers relevant technology, helping to provide solid investment protection and minimize total cost of ownership (TCO).

Cutting-edge chassis options help satisfy a broad range of users in many corporate and institutional environments. The GX280 family comprises three highly serviceable chassis designs—small form factor (SF), small desktop (SD), and small mini-tower (SMT)—each providing ease of access. The SX280 is Dell's ultra-small desktop, offering an innovative all-in-one integrated flat-panel design that rests the system chassis in the monitor stand. With its tiny footprint, the SX280 brings powerful performance to space-constrained settings.

## Next-generation performance

The GX280 and SX280 raise desktop computing to another level with support for a next-generation Intel® Pentium® 4 processor with an 800 MHz frontside bus (FSB) and 1 MB level 2 (L2) cache for optimal system performance—more than a fivefold performance

advantage over Y2K legacy Dell systems.<sup>1</sup> The desktops are also available with an Intel Celeron® D processor with a 533 MHz FSB and 256 KB L2 cache. A Dell-designed system board based on the Intel 915G Express chip set is designed to support Intel Graphics Media Accelerator 900 (Intel GMA 900), for an excellent visual experience, and Intel Hyper-Threading Technology, which can provide high system performance for multitasking. Dual-channel double data rate 2 (DDR2) shared<sup>2</sup> memory keeps up with fast processors, providing optimal throughput.

Dell GX280 and SX280 desktops are designed with the future in mind, incorporating high-speed Serial ATA (SATA) hard drives and an integrated single-channel SATA controller with 150 MB/sec maximum bandwidth. Based on Peripheral Component Interconnect Express (PCI Express) architecture, serial technology is designed to supply the high bandwidth that today's high-performance desktop and enterprise applications demand.

Dell offers a choice of factory-installed operating systems for the GX280 and SX280. Organizations can select either Microsoft® Windows® XP Professional, Windows XP Home, or Windows 2000 (via factory download).

## Stability and ease of management

Like all Dell OptiPlex desktops, past and present, the GX280 and SX280 are optimized for ease of management and reliability. Ready-to-use diagnostics reside on a small utility partition on the hard drive and can be launched from the F12 key upon boot. Designed to detect specific hardware components and run troubleshooting tests, these diagnostics can help minimize

downtime by enabling quick identification of hardware and driver issues.

Dell is an industry leader in platform stability, with programs specially designed for corporate and institutional customers who standardize on a single hard drive image. A stable image can help minimize the costs associated with image transition and deployment. Under Dell's new Stability Image Assurance program, Dell is committed to providing a 15-month minimum stable image life cycle for the GX280 and SX280. If a forced image change<sup>3</sup> is initiated on the integrated components of the OptiPlex GX280 or SX280, the image will be updated via Dell's Image Deployment Services.<sup>4</sup> Other Dell programs and product management features also contribute to image stability, help ease image migration, and enhance system deployment efficiency for the Dell OptiPlex GX280 and SX280—helping organizations gain maximum productivity with minimum effort.

## For more information:

In U.S.: [www.dell.com/optiplex](http://www.dell.com/optiplex)

In Europe: [www.euro.dell.com](http://www.euro.dell.com)

In Asia: [www.dell.com/ap](http://www.dell.com/ap)

<sup>1</sup> Based on the Sysmark® Office Productivity and Ziff Davis® Content Creation 2004 benchmark tests performed by Dell Labs in April 2004 on the OptiPlex GX280 with an Intel Pentium 4 at 3.2 GHz, 512 MB, 120 GB SATA hard disk drive (HDD), and Windows XP as compared with the OptiPlex GX110 configured with an Intel Pentium 3 at 700 MHz, 128 MB, 40 GB ATA66 HDD, and Windows XP. Actual performance will vary based on configuration, usage, and manufacturing variability.

<sup>2</sup> Up to 128 MB of system memory may be allocated to support graphics, depending on system memory size and other factors.

<sup>3</sup> A forced image change is a change to the hard drive image that is required for the system to operate effectively and requires user intervention and/or a new driver. It applies only to integrated components and does not include software changes.

<sup>4</sup> Program is available to Americas OptiPlex GX280 and SX280 customers who deploy their systems through a services agreement with Custom Factory Integration (CFI) Image Deployment Services.