

NewsBriefs

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Dell PowerEdge 2850 earns PC Magazine Editors' Choice Award

The Dell™ PowerEdge™ 2850 delivers performance, manageability, and high availability—qualities that helped win it the Editors' Choice selection when *PC Magazine* evaluated dual-processor servers. According to *PC Magazine* editors, "With its raw performance and unmatched manageability features, the Dell PowerEdge 2850 made our decision quite simple... Dell's manageability was more than just a neck ahead of the competition too. Combining an innovative remote access card, a full LCD status panel, and Dell OpenManage™ software, the 2850 will likely be praised by any tech or administrator who works with it."

The *PC Magazine* Editors' Choice award in leading technology categories are granted to products picked as the best from the hundreds tested in PC Magazine Labs.

Dell receives *Oracle Magazine's* "Consultants of the Year 2004" Award

Each year, the editors of *Oracle Magazine* bestow special recognition to a select number of individuals from every region of the world working with or managing Oracle® technology today. Ibrahim Fashho, senior manager of Dell Database and Application Solutions Engineering Group, was honored with the title of "Consultants of the Year 2004." According to the *Oracle Magazine* editorial team, "Selecting only a handful of Oracle technologists, administrators, and leaders from around the world to receive an award is a bittersweet exercise. All of the individual and group nominees that we considered are truly remarkable in some way—each committed to improving business processes through technology and pushing the limits of that technology—yet the nature of awards is such that they go to 'the best.'" The editors continue, "Although you might not think of Dell's Database and Application Solutions Engineering Group as a consulting organization, it is, in effect, functioning like one—creating a solution to fit the specific requirements of each customer."

"In a similar approach to how Dell changed the way PCs were sold, its approach to consulting is different from a traditional consultant's. By focusing on creating predefined, pre-integrated, and pre-tested configurations of industry-standard building blocks such as Dell servers, operating system (OS) software, Oracle software, storage devices, and interconnects, Dell's Database and Application Solutions Engineering Group created a way for Dell to sell solutions tailored for specific customer requirements while ensuring that the solutions work well together and that the customers can get them up and running quickly. These solution-stack configurations, which go through a rigorous test cycle before they are delivered to the field, also include internally developed deployment CDs, deployment guides, and solution deliverable lists to ensure successful deployment."

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 - Systems engineer/technical consultant
 - Systems analyst
 - System administrator
 - Network administrator
 - Project manager
 - Marketing/sales
 - Other
- How large is your company, in terms of annual sales volume?**
 - Less than \$5 million
 - \$5–\$9 million
 - \$10–\$49 million
 - \$50–\$99 million
 - Greater than \$100 million
 - Greater than \$1 billion
- How large is your company, in terms of employees?**
 - Less than 200
 - 200–500
 - 500–1,000
 - 1,000–5,000
 - Greater than 5,000
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 - Government and military
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 - Hospitality
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 - Manufacturing
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 - Other
- What Dell products does your company use?**
 - Desktops or notebooks
 - Servers or storage
 - All of the above
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- What operating systems does your company use?**
 - Windows
 - Novell
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 - Mixed
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Dell and Novell expand partnership to provide customers with certified SUSE LINUX platforms and services

Dell and Novell have expanded their relationship and will offer Novell SUSE LINUX Enterprise Server 9 certified on select Dell PowerEdge servers worldwide.

This agreement provides Dell and Novell customers with more choices for fully supported enterprise Linux® platform deployments, and at the best value in the industry. Dell provides a single point of contact for customers' support needs; Dell Professional Services will also assist customers throughout the life cycle of their deployments.

Dell customers will be able to purchase Novell SUSE LINUX Enterprise Server 9 with their single- and dual-processor PowerEdge servers. The agreement reinforces Dell and Novell's long-standing collaboration to provide customers with superior standards-based computing platforms, and extends this value and expertise to customers deploying SUSE LINUX for their business applications.

Dell and Microsoft form strategic development partnership to simplify enterprise management

Dell and Microsoft have formed a strategic development partnership to improve the way customers manage systems across the enterprise. As part of the partnership, the companies are simplifying the way customers update hundreds to thousands of Dell servers in the enterprise by providing the first unified change management solution that leverages existing OS management applications for hardware updates.



The companies are integrating Dell OpenManage 4 systems management software with Microsoft® Systems Management Server 2003 to unify the tools needed to update system software, operating systems, and applications—enabling customers to apply updates with a single mouse click, versus the multiple steps previously required or currently still required on competitors' systems. By providing one interface for managing both hardware and software, Dell and Microsoft are integrating core disciplines to help customers simplify operations and enable a scalable enterprise.

Addressing the cost and complexity of change management is the first deliverable from the expanded partnership, in which the companies will jointly develop, market, and sell systems management software. The development partnership will focus on providing customers with integrated systems management solutions that improve productivity by minimizing the demands placed on IT resources.



Dell opens China Enterprise Command Center

Business customers in China will benefit from the availability of more efficient enterprise service delivery provided by a Dell Enterprise Command Center (ECC) recently opened in Xiamen, China.

The Dell China ECC, like its counterpart opened in the United States in 2003, provides high-level, around-the-clock support for server and storage customers. Plans to open similar service centers in Europe and Asia also are underway. The European ECC will be located in Limerick, Ireland. The new centers enhance Dell's credibility in the enterprise services market. The Enterprise Command Center concept is based on best practices of crisis management centers to provide real-time tracking of customer issues, technicians, and service parts.

The opening of Dell's newest ECC in Xiamen will provide business customers with better and timelier integration of service delivery than previously available. By monitoring weather and traffic patterns and other planned or unplanned events, teams of trained problem solvers can make parts and service delivery more efficient. In the United States, the ECC has helped Dell achieve nearly 25 percent improvement in resolving initial customer issues since it opened.¹

¹ Based on Dell internal data, August 2004.

