

The
Dell
Enterprise
Factbook

32 facts
you should know about Dell
servers, storage and services.

How did Dell become a worldwide leader in servers, storage and enterprise services? From investments in product design, engineering, manufacturing and testing. Through focusing on open innovation, infrastructure services and partnering with industry leaders. By delivering a standards-based vision for the datacenter of the future.

But that is just the beginning. Take a few minutes and discover 32 additional facts you should know about Dell in the Enterprise.

Dell is poised to become the world's leading x86 server vendor.

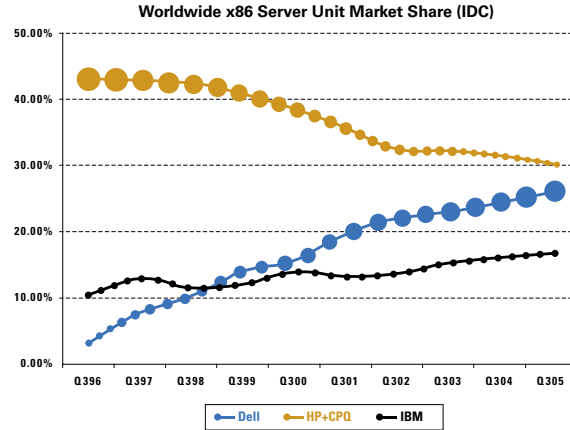
fact # 1

Over the last ten years, Dell has grown faster than any other major server vendor. In fact, Dell is currently the #1 x86 vendor in the U.S. and #2 in worldwide unit shipments in Q3 2005.*

Dell's worldwide leadership offers significant advantages, including:

- Global service and support.
- Products built with quality and reliability at low acquisition costs.
- Partnership with a trusted vendor.
- Global account management.

*Source: IDC Worldwide Quarterly Server Tracker, November 2005



Dell is focused on the standardization of enterprise computing.

fact # 2

Enterprise computing is evolving towards a modular, standards-based infrastructure, which is why Dell's PowerEdge™ servers are entirely x86-based, and Dell's storage products are optimized for Windows/Linux environments.

Dell holds leadership positions in major standards bodies such as the Distributed Management Task Force (DMTF) and the Storage Networking Industry Association (SNIA).

- Dell uses industry-standard server management capabilities through the Intelligent Platform Management Interface (IPMI) 1.5 specification in its PowerEdge servers.
- Dell provides image commonality across its most popular servers for ease of deployment and maintenance.
- Dell OpenManage™ server management tools integrate with industry-leading systems management products from Microsoft® and Altiris®.



DELL IS GLOBAL.

fact #3



With more than 63,000 employees, regional offices in 48 countries and distribution capabilities in more than 180 countries, Dell continues to change the way customers order, receive and support their IT infrastructure needs. This global commitment is reinforced by seven manufacturing plants located in Austin, TX; Nashville, TN; Winston-Salem, NC; Eldorado do Sul, Brazil; Limerick, Ireland; Xiamen, China; and Penang, Malaysia.

“We really have to give Dell credit. They delivered everything as a package. As a result, we got the right hardware, the right software, the right management tool and the right maintenance partner.”

– Mike Ryan, General Manager, i-Connect Dealer Services, Ford Canada, October 2004

DELL IS AN INNOVATOR.

fact #4

Dell customers define our product directions, and Dell innovates not only through internal investments, but also through collaboration with others in the industry. Rather than recovering that investment in proprietary solutions, Dell innovations are shared through standardization. This approach delivers superior value and flexibility for customers.

Dell is focused on product development and investments in key areas including reliability, ergonomics and emerging technologies. This focus delivers innovative infrastructure solutions in areas such as systems management, RAID protocols, next-generation optical discs and I/O technologies.



Dell is the fastest-growing storage vendor in the world.

Dell posted the fastest year-over-year revenue growth among top external disk storage systems vendors in Q3 2005, according to IDC.*

Dell's worldwide leadership in storage growth is supported by a complete portfolio of storage solutions that supports virtually all customer needs — from tape automation solutions to a single SAN array that supports up to 256 servers and a capacity of 74.2TB.

*Source: IDC Worldwide Quarterly Disk Storage Systems Tracker, December 2005

fact #5



Dell supports dual-core processors across its entire PowerEdge line.

Dell has a strategy to deliver a well-balanced solution for multi-core platforms. This strategy focuses on the complete holistic platform. As a result, Dell has been at the forefront of delivering industry-leading technology that helps set the pace for the rest of the industry.

In recent benchmark testing performed by Dell, the dual-core, Intel® Xeon®-based PowerEdge 2850 outperformed the Opteron-based HP DL385. While emulating the typical workload of an online DVD store, the PowerEdge 2850 was 10% faster than the HP DL385.*

*Complete test results are available at www.dell.com/downloads/global/solutions/Performance_of_Enterprise_DB_on_Intel_Dual_Core_Servers.pdf



fact #6

In just four years, Dell has reduced the SAN entry price by 93%.

As recently as 2002, a Dell/EMC FC4500 with 1TB of storage cost nearly \$89,000 list (or \$89/GB). As of February 1, 2006, the AX100i costs \$6,098 list for 1TB (or \$6.10/GB). Driving down the costs of technology is often referred to as the “Dell Effect.”

fact #7



DELL IS EMC'S #1 STORAGE PARTNER.

fact #8



Dell's relationship with EMC is a multi-year partnership with benefits driven to the industry through Dell/EMC's joint development of innovative products such as the AX100i — the first customer-installable SAN solution under \$5,000.

Since the beginning of the partnership, Dell and EMC have helped thousands of customers deploy Dell/EMC storage systems with a focus on simplifying storage management through products like VisualSAN,[®] easing implementation with SAN wizards and lowering the TCO of storage.

“Dell and EMC are delivering enterprise-class networked storage technology to customers in a wide range of industries and markets. Our strategic partnership brings together key areas of our businesses, including product delivery, sales collaboration, service, training and manufacturing.”

– Joe Tucci, CEO, EMC, May 26, 2004

Dell's server image commonality can reduce image management time by more than 50%.

fact # **9**

Only Dell utilizes a common system design and software image for its three highest-volume servers, making the updating of software components a far simpler task and helping lower the cost of change management.

- Dell's total family of nine PowerEdge servers has only five system images.*
- HP and IBM have separate images for the majority of the two-socket servers they manufacture, resulting in 21 separate image changes for HP and 26 for IBM.*

Dell system commonality combined with Dell's integration services can reduce the hours needed for planning, validation/testing, development and maintenance by 27% to 56%, depending on the size of the deployment.

*As of December 1, 2005

Dell was the first to deliver on the promise of high-density blade computing.

fact # **10**

The PowerEdge 1855 blade offers complete server-class features, density and a price advantage over traditional rack servers.

Not surprisingly, the PowerEdge 1855 received positive reviews from customers, analysts and the media alike, including Gartner, Forrester, eWeek and InfoWorld.

“Using Dell PowerEdge blade servers, we are gaining optimal performance across the whole server environment.”

– Heimen Huisman, Head of IT, the City of Amersfoort, January 2006



Dell OpenManage provides full server management features.

fact # **11**

Dell OpenManage is a suite of easy-to-use, standards-based tools, services and partner-integrated capabilities that simplifies the management of client, server and storage hardware.

Dell's systems management architecture enables:

- Deployment, automation and replication of server installs.
- Automated and secure remote monitoring and alerting.
- Simplified change management for system software.

Through standardization and advanced features unavailable from other industry-leading management tools, OpenManage provides customers with robust server management capabilities.

To learn more, visit www.dell.com/openmanage.



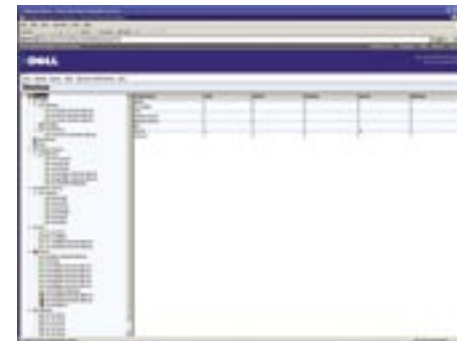
DELL IS LEADING THE STANDARDIZATION OF SYSTEMS MANAGEMENT.

fact # **12**

Organizations that already deploy a leading change management application should not be required to invest in additional management software to update Dell servers. That's why Dell continues to drive standardization into the change management process — and enables multiple management applications to support delivery of updates to Dell servers.

For example, Dell works directly with Microsoft and Altiris so that administrators can use the same console and process to update Dell server OS, applications, firmware and drivers. Dell OpenManage integrates with Microsoft Systems Management Server (SMS) 2003 and Altiris Patch Management Solution™.

These partner-developed products can inventory Dell server firmware and drivers, compare inventory results with the latest updates from the Dell website, alert administrators about available upgrades, and retrieve and install the updates.



Dell drives new server technologies into the mainstream.

fact # **13**



With dual-core 64-bit Intel Xeon processors, DDR-2 memory, PCI Express™ and a multitude of form factors with infinite configurations, Dell puts customers in control. Whether it is a tower for a remote location or the sales floor, a rack-dense server for the datacenter or an ultra-dense blade to help minimize floor space, award-winning Dell PowerEdge servers deliver the same great technology in a variety of ways to meet customer needs.

“Dell’s consistent reliability and standards-based products make Dell PowerEdge servers a highly predictable and stable hardware platform — exactly what we need.”

– Bob Neuberger, Server, Storage and Database Manager, National Semiconductor, March 2005

Dell builds every server and storage system to your exact specifications.

fact # **14**

By building every system to order, Dell can introduce the latest, relevant technology more quickly than companies with indirect distribution channels.

- Dell designs, builds and tests all systems before they are shipped, increasing product quality, reducing failure rates and simplifying deployment tasks.
- Dell’s “one-box solution” eliminates the need to assemble parts or wait for multiple shipments.



With Custom Factory Integration, Dell will lower your overall TCO.

CFI loads your specific hardware and/or software image onto your system right in the factory. Your servers arrive ready to plug in. Instead of installing hardware or loading software on each new system, your IT staff can concentrate on the more pressing challenges.

Options available during the initial server build include:

- **Software Integration:** custom configuration and installation of software.
- **Image Management Services:** providing a complete image deployment solution.
- **Hardware Integration:** installation of industry-standard hardware components that support upgrades and transitions to new software.

fact # **15**

DELL IS FOCUSED ON QUALITY AND RELIABILITY.

fact # **16**

In addition to a 130,000 sq. ft. reliability test facility focusing exclusively on delivering the most reliable PowerEdge servers possible, Dell can adjust procurement and manufacturing to help resolve issues, if necessary. A direct relationship with customers also means Dell can proactively contact customers about potential product concerns. This enables Dell to work with customers on their schedule, minimizing potential downtime.



fact # **17**

Dell is ranked #1 in IT infrastructure services.¹

Dell focuses on IT infrastructure services such as installation, migration, deployment and support.

Dell's services execution is consistently recognized by independent third parties:

- #1 in Corporate IT Service and Support Customer Satisfaction in 20 of the last 21 quarters for which TBR has conducted the study.¹
- 2005 STAR Award for Mission-Critical Support.²

“Dell's Services' satisfaction positions have been most consistent from one calendar quarter to the next.”³

¹Technology Business Research, U.S. Buying Behavior Surveys Q305, November 2005

²Service & Support Professionals Association, October 12, 2005

³Technology Business Research, “Q3 2005 Corporate IT Service and Support Customer Satisfaction Study,” December 2005



Dell provides 24x7x365 mission-critical support.

fact # **18**

With five Enterprise Command Centers (ECC) around the globe — including centers in North America, China, Japan, Europe and Latin America — Dell can help meet your critical IT needs by delivering prompt, comprehensive resolutions. Based on the best practices of crisis centers such as 911, the ECC uses industry-leading, real-time technologies to speed problem resolution, efficiently route spare parts and direct expert technicians to a customer's site. Even during a natural disaster, Dell's ECC experts are committed to getting your critical systems up and running — and keeping them there — using the latest crisis management resources, including:

- Live news and weather feeds.
- Mapping programs.
- Real-time tracking.
- Critical situation procedures.
- A critical management team that includes Dell experts and experts from Microsoft®, Oracle®, Symantec®, Red Hat®, EMC and others.



Dell is the undisputed leader in Microsoft SQL Server 2005 price/performance and manageability. fact # 19

- Dell holds the record-breaking #1 TPC-C benchmark position on Microsoft SQL Server 2005, including the first-ever sub-\$1.00 transactions per minute.*
- Dell is the only major systems vendor selected by Microsoft for OEM SQL 2005, easing purchasing and support for customers.
- Dell is the only server vendor with an integrated systems management solution for SQL 2005, helping customers to update their server, operating system and SQL software from a single management console.

*www.tpc.org (as of February 1, 2006)



Dell is the two-time winner (2005 and 2004) of the *SQL Server Magazine Readers' Choice Award* for best server hardware.

Dell is Oracle's #1 reseller in North America.

fact # 20

Dell has hundreds of separate validated Oracle on Dell configurations with more than 100,000 installations worldwide as of December 1, 2005.

Dell's Database and Application Solutions Engineering Group focuses on creating predefined, pretested and integrated configurations tailored for specific customer requirements of being able to get up and running quickly.

“The confidence that we have in the Dell and Oracle relationship for an Oracle grid computing infrastructure provided us with the assurance we needed to select Dell to become our sole hardware supplier.”

– Kenton Ho, Managing Director, IT Perfit Computer Systems Group, December 2005

ORACLE®



DELL IS THE LEADER IN SAP CUSTOMER SATISFACTION.



fact #21

Dell operates SAP® Competency Centers on three continents to provide application validation, performance characterization and sizing configurations for the technical enablement of SAP on Dell. So it's no surprise that Dell was awarded the SAP Pinnacle Award for Excellence in Customer Satisfaction and Support in 2005 for the second year in a row. This award is given to the top SAP Technology and Software Partner recognized through a survey of SAP customers worldwide. Dell was one of more than 1,000 partners that were considered for the award.

“As our product lines and manufacturing facilities multiply in the coming years, the SAP system is going to allow us to put our finger on the pulse of the business and make better decisions faster.”

– Jim Sloane, Corporate Vice President of IT, Mannington Mills, March 2005

DELL IS A LEADER IN UNIX TO LINUX MIGRATIONS.

fact #22

Dell can simplify UNIX® migrations. We have helped thousands of customers reduce costs, without sacrificing performance or availability. For example, the majority of Oracle on Dell deployments in 2005 were migrations from UNIX to Linux on Dell PowerEdge servers.

- Dell has a dedicated Linux Development team that qualifies and validates Red Hat Enterprise Linux and SUSE® Linux Enterprise Server operating systems on Dell PowerEdge servers.
- According to IDC, Dell is ranked #2 worldwide for x86 servers shipped with Linux in Q3 2005.*

“Dell-Linux platforms give us a better ability to develop new applications faster, adopt new third-party solutions, integrate with other applications within Cox and partner companies, and reuse hardware across our datacenter.”

– Scott Hatfield, CIO of Cox Communications, December 2005

*IDC Worldwide Quarterly Server Tracker, November 2005



Dell holds three top Microsoft Exchange benchmark results.

fact # **23**

When it comes to performance, services and value, Dell provides real advantages to Microsoft Exchange customers.

- **Exchange performance.** The PowerEdge 1855 blade server and the PowerEdge 1850 two-socket, 1U server rank as the #1 and #2 four-node clustered Exchange Servers. Both the PowerEdge 2850 and the PowerEdge 6850 servers rank in the top ten at delivering the MMB3 Exchange benchmark performance.*
- **Exchange services.** Aside from providing customers with prepackaged services with a fixed-time/ fixed-cost commitment, Dell also has Microsoft Rangers (Microsoft's top-tier consultants for Exchange Server planning and deployment) on staff.
- **Exchange value.** Dell's Microsoft Exchange Server 2003 Sizing Tool can help customers lower the number of servers needed to support their messaging infrastructure.

*As of February 1, 2006. See Microsoft MMB3 Benchmark Results for Exchange Server 2003 running on Windows Server 2003, Enterprise Edition for dual-processor rack-based systems at www.microsoft.com/exchange/evaluation/performance/default.asp.

Dell delivers integrated virtualization solutions.

fact # **24**



Microsoft



Dell and VMware® provide customers with benefits not available on single, larger SMP system-based VMware deployments, including risk mitigation, operational flexibility and improved price/performance.

For example, Dell's engineers have developed a way to integrate Dell OpenManage with VMware VirtualCenter. Through this integration, VMotion™ technology can "live migrate" virtual server hosts from one physical machine to another with little impact to the end user.

Dell continues to explore and offer other virtualization solutions as well, such as Microsoft's Virtual Server application and Xen virtualization technology available for the Linux kernel.

THE 5th FASTEST SUPERCOMPUTER IN THE WORLD IS POWERED BY DELL.¹

fact #25

Dell is a worldwide leader in High Performance Computing Clusters:

- #1 worldwide in Linux Cluster shipments for HPC.²
- Editors' and Readers' Choice Awards for Best Hardware Price/Performance Solution.³
- Partners with leading High Performance Computing Clusters technology leaders, such as Red Hat, Platform Computing, IBRIX and Topspin.

In fact, the 5th fastest supercomputer in the world is a Dell cluster at Sandia National Laboratories. The Sandia Thunderbird cluster, ranked as the fastest Intel Xeon-based cluster, is also the fastest Infiniband®-only cluster.

“ [Dell] has spent a lot of time and effort making it easy for its customers to design, deploy and manage their HPCC environments. Dell was the first major computer maker to create packaged HPC bundles.”

– Summit Strategies QuickTake: “Dell’s High Performance Computing Clusters” (August 2005)

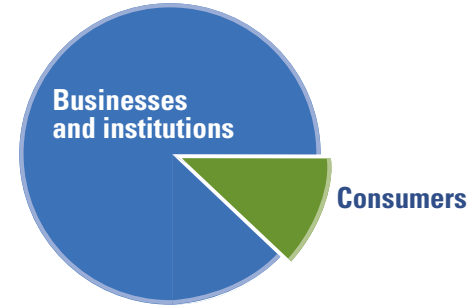
¹www.top500.org (as of December 1, 2005)

²IDC High Performance Technical Computer QView, Q305, November 2005

³HPCwire 2005 Readers' and Editors' Choice Awards: hpcwire.com, November 15, 2005

Dell customers are global businesses and institutions.

fact #26



Dell provides hardware, software, services and solutions to all types and sizes of organizations. In fact, over 80% of Dell's revenue comes from businesses and institutions. Dell is uniquely positioned to understand the complicated and demanding technology needs our customers face every day and knows how to help customers meet them.

Dell is the consistent leader in enterprise customer satisfaction.

fact #27

Dell has been ranked #1 in Intel-based server satisfaction for 29 of the past 32 quarters in the customer satisfaction survey conducted by Technology Business Research.

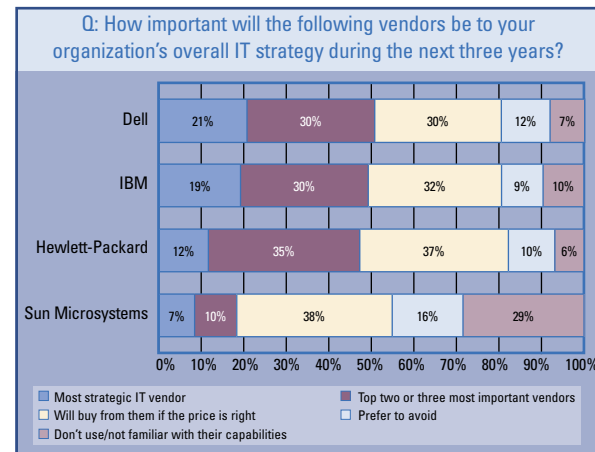
“Dell’s leadership position had most consistently been defined by a combination of a strong value proposition with an efficient delivery mechanism, at times including its replacement parts availability delivery efficiencies as well.”

– Technology Business Research, “Q2 2005 x86-Based Server Corporate IT Buying Behavior & Customer Satisfaction Study,” August 2005



CUSTOMERS VIEW DELL AS ONE OF THEIR MOST STRATEGIC ENTERPRISE VENDORS. fact #28

According to Summit Strategies’ annual systems vendor report card on dynamic computing, Dell “clearly understands what its customers want and how to deliver on its unique value proposition.”



“[T]he industry and the market are indeed — as Dell always claimed they would — migrating towards Dell’s approach of using ever more tightly linked clusters of continually higher-performance, industry-standard servers and operating systems to perform jobs that were traditionally reserved to large-scale SMP boxes running proprietary versions of UNIX.”

– Summit Strategies’ Dynamic Computing Industry Report Card: Systems Vendors, March 2005

DELL RUNS ON DELL.

fact #29

Dell is a leading e-business presence with key supply chain and logistics competencies, a large-scale services provider and a consumer electronics channel. So who does Dell rely on to deliver their enterprise technology? Dell chooses Dell. Today, Dell technology runs:

- **www.dell.com** — the world's largest e-business infrastructure, managing 2.5 billion page requests every 90 days.
- **Dell's EMEA order management system** — supporting more than 12,000 concurrent sessions.
- **Dell's Data Warehouse** — storing more than 300TB.

Dell's strategy is "The Scalable Enterprise."

fact #30



The Scalable Enterprise is about standardizing the core elements of IT infrastructure to deliver superior value. It is focused on enabling customers to:

- Simplify operations through integrated, automated systems management and common server images.
- Improve utilization through consolidation, virtualization and uptime.
- Scale effectively through a modular, standards-based infrastructure.

Dell is driving industry standards to create relevant products, adding value through strategic alliances and providing complete infrastructure services needed to enable rapid deployment and rapid resolution.

THE DELL MODEL DELIVERS.

fact #31

At the core of Dell's success in the enterprise is the Dell Direct Model. This efficient path to the customer provides a single point of accountability and built-to-order, standards-based products — all while defining superior value. Through the Dell model, Dell:

- Delivers first-to-market technologies while driving down costs.
- Ships fully assembled, configured and tested products directly to the customer.
- Provides a dedicated account team focused on understanding your business and its challenges.



DELL WANTS TO BE YOUR ENTERPRISE PARTNER.

In fact, we'd like to get started today. Contact your Dell Account Executive to learn how you can put the power of Dell Enterprise to work for you.

fact #32



After the Fact(s)

To learn even more, call your Dell representative at **1-800-BUY-DELL**.

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