UNLOCK PRODUCTIVITY.
The new Dell PowerEdge Servers

DELL™
DEIGNED BY DELL. POWERED BY INTEL.
LOCKED UP IN COMPLICATIONS
Dell and Intel understand that your business feels the bind and that your already stretched information technology resources struggle against:
· Increasing data-center and systems management complexity
· Real-time, full-time data availability and service needs of “always on” businesses
· Increasing application performance requirements
· Demands for higher system availability and reliability
· Inflexible proprietary technologies
· Complex and time-consuming systems management
· Climbing power consumption and costs
· Requirements to optimise data-center ROI and real estate
· High total cost of ownership

As you turn to newer technologies to lighten the load (96% of IT decision makers surveyed are implementing planning or investigating server virtualisation.)* too often the technology itself introduces even more complications. Almost as much productivity is lost as is gained.

A DIRECT WAY OUT
Throughout our enterprise offering, Dell answers your need for simplified operations, the best—and least complicated—way there is: directly. Our uncomplicated enterprise approach includes:
· Scalable enterprise strategy that easily facilitates growth and change
· Servers that leverage the simplicity of industry standards
· Storage designed for optimal performance and reliability with PowerEdge servers
· Comprehensive product and service solutions including virtualisation, ESX, Server, Oracle, and Exchange Server
· Services that are created in response to specific customer challenges in mind
· Dell™ OpenManage™ software that integrates comprehensive deployment, monitoring, and change management tools

SETTING PRODUCTIVITY FREE:
THE NEW DELL POWEREDGE SERVERS
Dell proudly presents the latest answer for simplifying your enterprise operations—the all-new Dell PowerEdge™ server family. We have specifically designed these high-performance, next-generation enterprise servers to reduce complexity more than ever before, and further than anyone else, featuring:
· Enhanced commonality
· Latest high performance technology
· Innovative design features

Powered by Dual-Core Intel® Xeon® processors based on the new state-of-the-art Intel Core™ microarchitecture, Dell PowerEdge servers are designed to provide industry-leading performance and power efficiency.

Escape Complexity

*Source: Results of Ziff Davis Server Virtualisation Survey conducted by the Strategy Group, May 2006. Survey sponsored by Dell.
UNLOCKING THE FULL POWER OF INTEL

Accessing Intel’s unique and advanced dual-core technology, the new PowerEdge servers deliver energy-efficient performance, powerful data storage, enhanced performance and intuitive platforms for virtualization. Your IT staff can become more efficient, responsive and productive through:

- Better efficiency for reduced operating costs.
- Increased performance (up to 152%)
- Reduced power consumption (up to 25%)
- Increased performance per watt (up to 196%)

Three keys to increasing productivity

The new Dell™ PowerEdge™ servers powered by Dual-Core Intel® Xeon® processors have been specifically designed to help reduce complexity, increase value, minimize total cost of ownership and maximize server uptime for your business.

Through direct feedback from our customers, Dell’s engineers and industrial design experts have designed the new PowerEdge line to deliver these key items, making enterprise technology easier on operations and costs.

Enhanced commonality

Dell’s unique, industry-leading software commonality helps drive down the complexity and cost of server and software management, updates and upgrades. A mere five system images can manage all new PowerEdge servers—with the PowerEdge 1950, 2950 and 2900 servers all sharing the same image.

Innovative design features

Through direct feedback from our customers, our engineers have innovated design enhancements that make the new PowerEdge servers incomparable and more interactive to support, with features including:

- Highly visible, programmable LCD display
- New cover latch for easy tool-less opening
- Common hard drive carriers with metal rails and labels
- Power cord retention mechanism to prevent cords from sagging while removing server from rack

In addition, Dell has “Behavioral Specifications” (guidelines for designing PowerEdge servers) providing consistency across current and future server generations, reducing the learning curve for new products and helping drive down the cost of multi-generational total cost of ownership.

Maximized uptime

The new PowerEdge servers leverage Dell’s Enterprise Support Services to maximize performance and availability, with:

- Proactive service enhancements for taking corrective action to help reduce incidents
- Rapid-response and resolution to minimize system downtime
- Task offload to edge support level with customer priority
- Every server platform is designed, built and tested before it is shipped, helping to increase product quality, reduce failure rates and simplify deployment tasks

Strong dependability for maintaining business continuity.

- Proactively protects data and helps improve security
- Maintains high server availability
- Delivers confidence in deploying new capabilities

Open Up New Advantages

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Intel® Xeon® processors and high-performance technologies bring the new PowerEdge servers performance and efficiency advantages that are designed to let enterprise scale infrastructure while increasing power input or thermal output through:

- Increased performance (up to 152%)
- Reduce power consumption (up to 25%)
- Increase performance per watt (up to 196%)

**Based on testing performed by Dell Labs in May 2006 using the SPECjbb2005 benchmark test.**
Dealing completely is internal to the Dell direct model and built into our entire enterprise offering, from our systems to our software and support.

**Dell OpenManage®**
- Provides a comprehensive set of deployment, monitoring, and change management tools
- OpenManage provides greater flexibility and security for managing Dell PowerEdge servers.
- The first fully integrated deployment and change management solution that has continued to expand its strategic partner base to include Microsoft, Altiris, and Net-Next!

**Dell Enterprise Support Services:**
- A modular site of four bundles which combine alternative levels of technical phone support, on-site service*, and account management features designed to address increasing levels of system uptime.
- Platinum Plus Enterprise Support: Dell’s most comprehensive level of support which combines rapid response and resolution for critical issues with customised account planning and reporting to proactively improve uptime. Platinum Plus Enterprise Support has been significantly upgraded with patent-pending methodologies to provide customers an unprecedented level of visibility and responsiveness to a wide range of global operations.
- SAN Preventive Maintenance: Reduce the chance of unscheduled downtime of your Storage Area Network (SAN) with SAN Preventive Maintenance. This proactive maintenance includes periodic health checks and installations of software updates as required.

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**Dell OpenManage® & Enterprise Support Services:**
- The integrated set of people, processes, tools and infrastructure, which are the foundation for Dell Enterprise Support Services.
- Dell Enterprise Command Centers (ECC), a global “service control” centre, serves as the heartbeat of the Dell Enterprise support operations utilizing automated delivery tools and more than 400 depot centres worldwide.

**Services Innovation Lab:** A group of intellectual resources that create innovative processes and tools designed to enable a premier customer support experience.

**Services Specialist Network:** A close-knit group of specialists located around the world to ensure responsiveness to a wide range of global operations.

**“Execute” Service Engagement**
- The culmination of best practices developed through thousands of engagements and institutionalised as the Dell way. These proven techniques and methods are designed to drive our operations teams to deliver services with reduced variance in execution.