Up to 19 hours of battery life*. ExpressCharge™.
Energy Smart power management.

THE NEW LATITUDE™ E6400

1800 394 7482 | WWW.DELL.COM.SG/LATITUDE

* Preliminary battery life results based on Dell lab testing on a Dell Latitude E6400 with 500GB SATA drive, 4GB RAM, Microsoft Windows 7 Professional, 10 hours of continuous active wireless Internet use, and 10 hours of continuous media playback. Maximum battery capacity decreases with time and use.

BUSINESS AS USUAL IN TOUGH TIMES

Don’t let the economic climate affect your business growth. Or the way it operates. Making the right IT investments will contribute value to your business. Learn more about how Dell’s smart and cost-effective solutions can bring significant increase to your bottomline.

DEDICATED TO YOUR BUSINESS

MARCH – MAY 2009

SINGAPORE | IT SOLUTIONS FOR SMALL AND MEDIUM BUSINESSES
BEAT TOUGH TIMES.
SIMPLIFY AND SAVE.

Dell™ has always committed itself to simplifying IT by reducing costs and complexity. In light of the current economic climate, we’ve placed even more emphasis on listening to your needs. Offering solutions that will benefit your business exactly the way you want it.

You will be glad to know that small investments in smart and flexible resources can bring about significant savings in productivity and efficiency. For example, a new computer system may not be an option for your business right now. However extending the shelf life of your existing machines with simple, affordable upgrades can make a huge difference to your IT infrastructure. You can do that by increasing your hard disk space with external storage. Or adding additional RAM to boost your memory capabilities.

And if you are looking to better manage your cash flow, look no further. Dell’s leasing packages are designed to let you enjoy financial freedom. So that you can pass savings on to where your business needs it most. You can also visit the Dell™ Small Business 360 website for advice on better management of IT expenses from leading entrepreneurs and small business experts.

Make innovation a daily practice and watch your business grow faster, leaner and smarter. Rise above challenging times with Dell’s recession-proof solutions today.

Dell™ recommends Windows Vista™ Business

SECURITY

Protect your business with the new Latitude™

Whether it’s prevention or protection that concerns you most, we’ve got you covered. From robust security features to tailored services, Dell’s new Latitude™ has the answers. And with smart, distinctive colours, it also has the looks. More on Page 4.

NEW PRODUCTS

OptiPlex™ – 4 ways smarter

Building on the performance, manageability, reliability and energy-efficiency of the previous generation, new OptiPlex™ has been designed to take your business further. Find out how on Page 11.

SUCCESS STORY

No more hefty infrastructure costs and unnecessary energy consumption. See how Ciptadana achieved such stellar results with Dell™ PowerEdge™ M600 blade servers on Page 19.

PARTNERS - WORKING TOGETHER

Benefit from our partnership. Dell™ products, working together with Microsoft® Technology, give you great productivity.

TALK TO US

Got a comment? We would love to hear it. Drop us a note at feedback_SMBR_AP@dell.com and our editorial team will respond to you as soon as possible.
I WANT
A TOUGH LAPTOP

THE LATITUDE™ FAMILY HAS BEEN BEAUTIFULLY REDESIGNED. ALTHOUGH THE NEW COLOURS – BLUE AND RED – ADD AN UNDENIABLE TOUCH OF STYLE, IT’S REDESIGN IS NOT JUST FOR LOOKS. IT’S ABOUT DURABILITY, SECURITY AND SURVIVING A LONG DAY ON THE JOB.

Rugged and ready
• Sleeker and smarter, designed for improved portability, better thermals, and rugged durability with robust hinges and latches.
• Hard drives have StrikeZone™ shock absorbers. Or upgrade to Solid State or Free Fall Sensor hard drives, for increased data protection.
• Premium materials and long-lasting paint finishes create a laptop you’ll be proud to carry – whichever colour you choose.

Outstanding usability
• Precision-tuned backlit keyboards (optional) are designed to deliver accuracy, comfort, and outstanding feel.
• New Dell™ ControlPoint Software allows customised user settings and profiles for batteries, wireless, and security settings.

Thoughtful details
• Thinner profile for effortless portability.
• Environmentally friendly through enhanced energy efficiency.
• Sleeker, smaller docks and peripherals including new E-Port and E-View laptop stand that positions the height and angle for optimum comfort and productivity. For selected Latitude™ E-Family Laptops.
• New Advanced Port Replicator brings quick connection, enabling hot docking, undocking, support for serial, parallel or PS/2 ports, and investment protection for next-generation peripherals.

GET MORE FROM YOUR BATTERY AND YOUR LATITUDE™

WITH ENHANCED DATA SECURITY, SUPERIOR CONNECTIVITY, LIGHTWEIGHT DESIGN AND A HOST OF OTHER PRODUCTIVITY BOOSTING FEATURES, THESE NEW LATITUDE™ LAPTOPS ARE MORE THAN IMPRESSIVE.

With our newest and longest ever battery lasting 19-hours*, you can now go wherever work takes you.

That’s good news, whether you’re out on the road or responsible for IT support. To help you get the most from these extra hours, there’s a backlit keyboard for darker locations, and an energy-saving LED display. You’ll also find a smart card and contactless smart card reader so your data is always secure. There are eSATA ports to connect your laptop to all kinds of accessories, and Wi-Fi Catcher to access networks almost anywhere.

State-of-the-art data protection comes standard with Latitude™ laptops, ending the threat of business-critical information falling into the wrong hands.

RUGGED AND READY

Sleeker and smarter, designed for improved portability, better thermals, and rugged durability with robust hinges and latches.

• Hard drives have StrikeZone™ shock absorbers. Or upgrade to Solid State or Free Fall Sensor hard drives, for increased data protection.

OUTSTANDING USABILITY

Precision-tuned backlit keyboards (optional) are designed to deliver accuracy, comfort, and outstanding feel.

THOUGHTFUL DETAILS

• Thinner profile for effortless portability.
• Environmentally friendly through enhanced energy efficiency.
• Sleeker, smaller docks and peripherals including new E-Port and E-View laptop stand that positions the height and angle for optimum comfort and productivity. For selected Latitude™ E-Family Laptops.
• New Advanced Port Replicator brings quick connection, enabling hot docking, undocking, support for serial, parallel or PS/2 ports, and investment protection for next-generation peripherals.

*Preliminary battery life results based on Dell™ lab testing in a Dell™ Latitude™ E6400 with SSD, using the 9-cell battery in combination with the Battery Slice.
NEW LATITUDE™ LAPTOPS. ULTIMATE BUSINESS DESIGN.

ACHIEVE MORE ON A SINGLE CHARGE
All Day Computing, All Day Battery Life.
Featuring up to 19 hours of battery life with a 9-cell battery on mainstream platforms.

DESIGN
Slim and stylish. Hallway or runway.
With a choice of chassis colours, these laptops reflect your personality. They also reflect quality and ease of use. So you’ll find thoughtful features such as Free-Fall Sensor to protect both hard drive and valuable data, plus docking solutions and monitor mounts to make a seamless transition between road and office.

MOBILITY SERVICES
You’ll never need to choose between protection and connection.
Your mobile workforce expects and deserves the best possible service wherever they are in the world. Let our new mobility services protect your laptops and their critical data. See more on Page 9.

TOTAL CONTROL OF OWNERSHIP
Works efficiently. Puts in the hours. Comes in under budget.
Managing your assets is a lot easier when they’re designed to be this co-operative. Among other advantages, Latitude™ also features hardware commonality for easier maintenance and reduced inventory. Plus image commonality for simplified management and administration – saving you time and money.

BENEFITS
Save, organise, manage.
Your new PC pre-installed with Microsoft® Office Small Business 2007 offers a complete suite of productivity and database software that will help you save time, stay organised, and effectively manage information.

IMPROVE YOUR CASH FLOW WITH LEASING.
Contact your dedicated Account Manager to find out more.

Dell recommends Windows Vista® Business

If you’re responsible for procuring your company’s laptops, take a bow. You’re partly responsible for our Latitude™. You inspired us to create laptops that combines with Microsoft® Office Small Business 2007 to deliver exactly what you want.

1800 394 7482 www.dell.com.sg/7482
With manageable monthly payments, you can afford to keep your IT ahead of the curve.

Talk to your dedicated Account Manager about low-cost financing.

New Latitude™

You Told Us What You Wanted

Purpose-built for your mobile workforce, our new Latitude™ delivers innovation and reliability in one stylish package thanks to superior Intel® Centrino® 2 Processor Technology. And with our newest and longest ever battery lasting 19-hours^, you can now go wherever work takes you.

I Want

Laptops That Are Rugged and Ready

And you can have it. Mobile computing that works as hard as you do. Whenever. Wherever.

The new Latitude™ has everything you need to keep your business on the move - advanced wireless technology to keep you connected and long lasting battery to make sure you stay productive.

We offer a range of world-class support services, such as Accidental Damage and Remote Data Recovery so you can protect your asset and your data in case anything goes wrong.

With a Dell® Latitude™, backed by Microsoft® Office 2007, you’ll save time and stay organised with advanced features that help you manage all your customer, contact and prospect information in one place.

Tough, reliable, affordable, good looking with performance to match - the new Latitude™ is all you want in a laptop.

Available colors

NEW Latitude™

E5400 & E5500

Proven technology for business-class computing. Now you can afford the flexibility of laptop computing with all the power of proven mobile technology for your essential business tasks.

NEW Latitude™

E6400 & E6500

Designed to simplify life for both end users and IT, these two new laptops are easy to own. With Intel® vPro™ technology for enhanced manageability and performance, you’re making the right choice now, and for the future.

NEW Latitude™

E4200 & E4300

The thinnest members of our new laptop family starting at 1kg with E4200. Dell™ Latitude™ Ultra-Portable laptops combine sleek looks, durability and advanced wireless connectivity.

Dell™ recommends Windows Vista® Business

DELL™ ProSupport Mobility Services

Choose DELL™ ProSupport Mobility Services. Complete Data Protection.

Detect and recover missing laptops quickly with Laptop Tracking and Recovery service. Or activate Remote Data Delete service to remotely erase data from your missing computer and prevent valuable information from falling into wrong hands. With Dell™ ProSupport Mobility Services, you can help protect your laptop from any threats, and from anywhere.

^Preliminary battery life results based on Dell lab testing on a Dell Latitude™ E6400 with 5600, varies by configuration, operating conditions and other factors. Maximum battery capacity decreases with time and use.

1800 394 7482 www.dell.com.sg/7482
MANUFACTURING SIMPLIFIED

"DELL’S SOLID REPUTATION IS WHAT MADE US GO WITH THEM. WE HAVE BEEN WORKING WITH DELL FOR SEVERAL YEARS, AND THEY HAVE ALWAYS PROACTIVELY ENSURED THAT OUR HARDWARE OPERATES WITH MAXIMUM UPTIME."

- RATNAM, GROUP IT MANAGER, CARSEM

Challenge
Faced with a legacy IT infrastructure that could not accommodate expanding manufacturing orders, Carsem wanted to consolidate its server environment. This would allow it to support robust growth, boost file serving throughput, and improve backup capabilities.

Solution
Through the Dell™ Longhorn Early Adopter Program (LEaP), Carsem replaced disparate servers with Dell™ PowerEdge® 2950 servers powering Windows Server® 2008. The company also deployed Dell OptiPlex™ 745 desktops and will upgrade from Microsoft® Exchange Server 5.5 to Microsoft® Exchange Server 2007.

Benefit
• Get IT Faster
  Carsem deployed the solution 25 percent faster with LEaP
• Run IT Better
  Virtualisation of standardised Dell™ hardware offers an easy-to-manage, consolidated IT environment; clustering of virtual machines accelerates data backup and improves recovery
• Grow IT Smarter
  Virtualised environment enables rapid testing and migration to applications and operating systems; Windows Server® 2008 with virtualisation increases flexibility when working with different operating systems

FROM THE WORLD’S #1 BUSINESS DESKTOP PROVIDER† - THE NEW OPTIPLEX™
NOW MORE SECURE THAN EVER

BACKED BY HIGHLY-CUSTOMISABLE DELL™ SERVICES AND BASED ON LONG LIFECYCLES, DELL™ OPTIPLEX™ DESKTOPS OFFER EXTENSIVE, FLEXIBLE CONFIGURATION OPTIONS. OPTIMISE YOUR SYSTEMS FOR PRODUCTIVITY, SECURITY, MANAGEABILITY, AND ENVIRONMENTAL CONSIDERATIONS. IT’S AN INVESTMENT THAT MAXIMISES RETURNS BY LEAPS AND BOUNDS.

New OptiPlex™ means business
OptiPlex™ is built on proven high-performance technologies to boost efficiency and productivity. Configure your desktops to meet your unique business needs. And expect platform stability from long product lifecycles.

New OptiPlex™ means security
A wide array of hardware and software security options, including biometrics, smartcard and encrypted hard drive options, protects your critical data.

New OptiPlex™ gets green
OptiPlex™ energy-efficient technologies are good for the environment and your bottomline. Designed with environmentally sustainable materials, OptiPlex™ is proof of our commitment to being the world’s greenest PC company.
NEW OPTIPLEX™ DESKTOPS
MORE SECURE THAN EVER

NOTHING SHOULD GET IN THE WAY OF BUSINESS. SO IN EVERY AREA – FROM PERFORMANCE TO SECURITY, RELIABILITY TO LIFECYCLE STABILITY, AND MANAGEABILITY TO SERVICEABILITY – ENERGY-EFFICIENT OPTIPLEX™ IS EASY TO CHOOSE AND OWN.

Covered by highly-customisable Dell™ Services, the OptiPlex™ 960 delivers outstanding business performance in a stylish new design and up to a 24-month lifecycle. With increased expandability in the new chassis, it enables peak productivity with advanced Intel® processors (such as the Intel® Core™2 Quad) featuring Intel® vPro™ technology, generous high-speed memory options (up to 8GB 800 DDR2), and support for up to four simultaneous video displays. A range of hardware and software security technologies allows you to create a unique security configuration. And the OptiPlex™ 960 focuses on systems management simplification with a range of technologies for system management, security, and energy efficiency, that makes it the most technologically advanced OptiPlex™.

NEW! OPTIPLEX™ 960
 Covered by highly-customisable Dell™ Services, the OptiPlex™ 960 delivers outstanding business performance in a stylish new design and up to a 24-month lifecycle. With increased expandability in the new chassis, it enables peak productivity with advanced Intel® processors (such as the Intel® Core™2 Quad) featuring Intel® vPro™ technology, generous high-speed memory options (up to 8GB 800 DDR2), and support for up to four simultaneous video displays. A range of hardware and software security technologies allows you to create a unique security configuration. And the OptiPlex™ 960 focuses on systems management simplification with a range of technologies for system management, security, and energy efficiency, that makes it the most technologically advanced OptiPlex™.

NEW! OPTIPLEX™ 360
 The OptiPlex™ 360 delivers reliable, cost-effective business productivity with Intel® processors (such as the Intel® Core™2 Duo), high-speed memory options (up to 4GB), and integrated video support. Realised by highly-customisable Dell™ Services, the flexible OptiPlex™ 360 allows you to define levels of security, manageability, and energy efficiency.

NEW! OPTIPLEX™ 760
 The OptiPlex™ 760 delivers mainstream, reliable business productivity, with proven technologies to support your business’s unique needs. The OptiPlex™ 760 delivers ample productivity with Intel® processors, generous high-speed memory options, and integrated support for dual video displays. Designed with the needs of mainstream businesses in mind, the OptiPlex™ 760 offers hardware and software security, system management and energy efficiency options, and is covered by highly-customisable Dell™ Services.

TALK TO YOUR ACCOUNT MANAGER ABOUT
MAXIMISING WORKFORCE PRODUCTIVITY WITH OPTIPLEX™ AND MICROSOFT® OFFICE 2007

Please visit www.dell.com.sg/optiplex to find in-depth information on Dell’s OptiPlex™ range

NEW!

NEW!

NEW!

Dell™ recommends Windows Vista® Business

Grow your business with easy finance.
Talk to your account manager about low cost financing.

1800 394 7482 www.dell.com.sg/7482
THE DELL PRECISION™ RANGE

PERFORMANCE THAT EXCEEDS EXPECTATIONS

IF THAT IS WHAT YOU ARE LOOKING FOR, OUR DELL PRECISION™ RANGE IS YOUR ANSWER. DESIGNED FOR PROFESSIONALS IN ENGINEERING, PRODUCT DESIGN, ANIMATION AND DIGITAL IMAGING, THEY ARE OUR HIGHEST PERFORMING AND MOST SCALABLE WORKSTATIONS.

EXPECT ONLY FASTEST PROCESSING POWER, OUTSTANDING APPLICATION PERFORMANCE AND INTENSE GRAPHICS OUTPUT. AFTER ALL, NINE CONSECUTIVE YEARS AS THE WORLD’S LEADING WORKSTATION VENDOR IS AN ACCOLADE WE UPHOLD WITH PRIDE.

DELL PRECISION™ R5400

This high performance dual socket graphics rack workstation comes in a 2U rack form factor with an optional device that provides network access from almost anywhere. Work remotely and collaborate on projects using a centralised data source and benefit from advanced features that provide better intellectual property protection.

What’s more, R5400 offers a low cost initial investment and a wide range of industry standard PCIe x16 graphics cards.

NEW DELL PRECISION™ M6400

It’s hard to single out the most impressive feature of the new Dell Precision™ M6400. At first glance, the wide aspect display and innovative design exude quality engineering. The keyboard is taut and responsive. Start it up, and its chief qualities shine. Power, power and more power. The latest Intel Core™2 Duo or Intel® Core™2 Extreme Edition processor technology, up to 16GB memory and 500GB HDD, is the perfect platform for outstanding workstation performance.

Add the optional 1GB nVidia Quadro next generation discrete graphics and wireless connectivity, and you’re ready for maximum productivity – to create, analyse and design anywhere.

For more information, CALL US TODAY or visit www.dell.com.sg/precision

DELL PRECISION™ SERVICES

Dell™ offers a complete range of business service solutions to fulfill your needs throughout the whole product lifecycle. From technology planning and design, to implementation and training, to support and disposal, Dell™ services help ensure you get the performance you need, when you need it.

As standard, Dell™ workstation systems are supported by:

• Dedicated workstation telephone support for speedy resolution of problems, should they occur. Includes liaison with ISVs, if necessary.
• 3-Year Next Business Day On-Site Service**, which also covers the monitor.

Optional extended services include:

• 4-Hour On-Site* Service, 5 days a week, 12 hours per day.

** A Dell-certified engineer will be despatched to your location the following business day after a hardware failure has been identified through telephone-based troubleshooting.

DELL recommends Windows Vista® Business

Expand your business with easy finance. Talk to your dedicated Account Manager about low-cost financing.
Leasing gives you the IT you need now and frees up cash for the future.

DELL PRECISION™ AND
WINDOWS VISTA® BUSINESS
FOR ULTIMATE PERFORMANCE

EVERY DELL PRECISION™ WORKSTATION IS BUILT FOR EXCELLENCE. COMBINED WITH WINDOWS VISTA® BUSINESS, THE PERFORMANCE IS SIMPLY EXCEPTIONAL. NO MATTER HOW DEMANDING YOUR BUSINESS ENVIRONMENT, YOU CAN ALWAYS RELY ON ADVANCED CAPABILITIES AND ABSOLUTE DATA SECURITY.

We focus on delivering reliability and dependability inside every Dell Precision™ workstation. From stringent design to ISV certification, our systems are designed to deliver the right solutions to optimise your IT. Backed by Windows Vista® Business and Dell™ ProSupport services, you can be sure of a world-class combination of reliability, security and performance behind your business.

DELL MAKES MORE
OF WINDOWS VISTA BUSINESS
If you want to get the most out of Windows Vista Business, get a Dell™ PC.

The combination of Dell’s quality and reliability together with the stunning and simple new user interface and powerful safety features of Windows Vista® Business empowers you to work more efficiently and securely.

Contact your account manager and get Windows Vista® working harder on your Dell™ PC.

We focus on delivering reliability and dependability inside every Dell Precision™ workstation. From stringent design to ISV certification, our systems are designed to deliver the right solutions to optimise your IT. Backed by Windows Vista® Business and Dell™ ProSupport services, you can be sure of a world-class combination of reliability, security and performance behind your business.

NEW DELL PRECISION™ MOBILE WORKSTATIONS
TALK TO YOUR ACCOUNT MANAGER ABOUT NEXT-GENERATION PERFORMANCE AND RELIABILITY

Please visit www.dell.com.sg/precision to find in-depth information on Dell’s Precision® range

DELL® recommends Windows Vista® Business

For your business, Dell™ recommends Windows Vista® Business – get the latest in business computing with our range of Windows Vista® Business certified workstations.

For information on Dell’s range of Windows Vista® Business workstations, please visit www.dell.com.sg/precision.

1For recommended configurations which feature a Dell Precision™ 490 or 690 workstation, system certification with this application vendor may not be completed due to the recent launch of these platforms. Please contact your ISV to determine the latest status of their application certification with Dell Precision™ platforms.

For recommended configurations which feature Dell Precision™ 490 or 690 workstation, system certification with this application vendor may not be completed due to the recent launch of these platforms. Please contact your ISV to determine the latest status of their application certification with Dell Precision™ platforms.

*Based on configurations which feature a Dell Precision™ 490 or 690 workstation.
Dell™ recommends Windows Vista® Business

VIRTUAL SUCCESS

“WE KNOW WE CAN RELY ON DELL AND ITS SERVERS TO DELIVER THE PERFORMANCE AND RELIABILITY WE NEED, EVERY TIME.”

-CHANG FOO, CHIEF TECHNOLOGY OFFICER, BUMRUNGRAD INTERNATIONAL

Challenge
Bumrungrad International thrives on technology to drive its success. Following advancements in virtualisation technology, the hospital was looking for a stable server platform on which to migrate its applications and services to maximise resources and reduce its server footprint.

Solution
To facilitate a smooth transition to a virtualised environment, Bumrungrad International deployed VMware® ESX 3.5 on Dell™ PowerEdge™ 1950 servers. Dell services also provided assistance in configuring the hospital’s existing Dell/EMC SAN solution onto the virtualised servers.

Benefit

Get IT Faster
- Dell™ server reliability supports smooth migration

Run IT Better
- Remote server access helps simplify administration

Grow IT Smarter
- Virtualisation helps Bumrungrad to reduce its IT budget; compared to the previous solution, virtualisation helps save over 60 percent in total cost of ownership during a recent refresh; virtualisation helps reduce server footprint and reduce energy consumption by over 60 percent compared to the former solution

BLADES SHIFT BROKER INTO HIGH GEAR

Ciptadana
“ORIGINALLY, WE USED FOUR RACKS OF NON-BLADE SERVERS BUT WITH THIS SOLUTION, WE’VE REPLACED THEM WITH JUST TWO ENCLOSURES OF BLADE SERVERS. THAT’S ALMOST A 50 PERCENT SAVING IN SPACE AND NO NEW ENCLOSURES WERE NEEDED.”

- BENNY HARYANTO, PRESIDENT DIRECTOR, PT CIPTADANA CAPITAL

Challenge
Pt Ciptadana Capital needed to scale its existing blade server infrastructure to support the extension of its online trading services. With around 5000 customers connected to the Ciptadana trading application, the company needed a solution that would support further expansions and allow new users to connect to the trading application directly.

Solution
Ciptadana deployed Dell™ PowerEdge™ M600 blade servers to power its online trading and brokerage application.

Benefit

Run IT Better
- Ease of deployment helps to provide simple and efficient consolidation from rack servers to blade servers; centralised management console helps simplify server management; Dell™ Consulting helps provide faster server deployment and migration

Grow IT Smarter
- Dell™ blade servers help save on infrastructure costs and space; Dell™ PowerEdge™ M600 blade servers help reduce energy consumption

Find out how companies like yours reaped the benefits of Dell’s customised business solutions on our case study page at www.dell.com.sg/casestudies

1800 394 7482 www.dell.com.sg/7482
We’ve built the PowerEdge™ from ground up to be an efficient member of your business team. The built-in Quad-Core Intel® Xeon® processor easily handles day-to-day computing and file storage demands. Flexible and durable, it comes with quiet fans to prevent overheating. Not to mention, excellent performance and security features. And like all Dell™ solutions, the PowerEdge™ T100 can be configured to your exact specifications.

**COMPACT YET POWERFUL**

An economical choice for the first-time server buyer or small business owner, the PowerEdge™ T105 is easy to set up, manage and maintain. Versatile and effective, it can work as both a standalone local application server or a shared internet access application.

**HIGH PERFORMANCE OF A 1-SOCKET TOWER SERVER**

Our latest 2-socket tower server, the PowerEdge™ T605 delivers a combination of high availability and scalability features. With a small footprint and quiet acoustics, this server is ideal for an office environment - a robust balance of cost-effective storage, simplified management and Enterprise-class service. With the T605, your company can rely on control, flexibility and security backed by top-tier support.

**SUPERIOR SECURITY ESSENTIAL FOR REMOTE OFFICE PRODUCTIVITY.**

Here's a rack optimised 2U server that is perfect for handling network infrastructure applications such as web, messaging, database and file/print consolidation. With space-saving internal storage and high density, the energy-efficient PowerEdge™ 2950 delivers both the performance and the drive capacity demanded for growing applications.

**LOW POWER CONSUMPTION**

One of the most energy efficient and powerful blade server solutions on the market, the M600 features the latest Quad-Core Intel® Xeon processors and offers great density. This 16-blade chassis simplifies IT by delivering expanded management features, such as centralised chassis management with real-time Power/Thermal monitoring and dynamic power engagement to handle multiple applications with ease.

**POWErEDGE™ T300**

With high capacity memory scalability and high availability, the T300 delivers high performance to ignore your business. Dell™ security features – TPM, internal USB, Locking Bezel and Chassis Intrusion Switch – protect the hardware, while Dell™ ProSupport Professional Services, including remote management, protect your investment. To drive down costs, the low voltage processor provides outstanding energy efficiency.

**POWEREDGE™ T605**

Great for edge-of-network, infrastructure, SAN front-end, thin client server and High Performance Computing Clusters (HPCC) applications, this next generation server is specifically designed with increased commonality to help reduce complexity.

**POWEREDGE™ ES 1950 III**

Here's a rack optimised 2U server that is perfect for handling network infrastructure applications such as web, messaging, database and file/print consolidation. With space-saving internal storage and high density, the energy-efficient PowerEdge™ 2950 delivers both the performance and the drive capacity demanded for growing applications.

**POWEREDGE™ 2950**

One of the most energy efficient and powerful blade server solutions on the market, the M600 features the latest Quad-Core Intel® Xeon processors and offers great density. This 16-blade chassis simplifies IT by delivering expanded management features, such as centralised chassis management with real-time Power/Thermal monitoring and dynamic power engagement to handle multiple applications with ease.

**Dell™ recommends Windows Vista® Business**

**POWErEDGE™ ES 1950 iii**

Great for edge-of-network, infrastructure, SAN front-end, thin client server and High Performance Computing Clusters (HPCC) applications, this next generation server is specifically designed with increased commonality to help reduce complexity.

**POWEREDGE™ M600**

One of the most energy efficient and powerful blade server solutions on the market, the M600 features the latest Quad-Core Intel® Xeon processors and offers great density. This 16-blade chassis simplifies IT by delivering expanded management features, such as centralised chassis management with real-time Power/Thermal monitoring and dynamic power engagement to handle multiple applications with ease.

**DELL™ RECOMMENDS MISSION CRITICAL SERVICE FOR YOUR SERVERS**

Basic support
- All Dell™ server and storage systems come standard with Basic warranty, which includes Next Business Day.
- On-Site service where our certified technicians come to you, wherever you are.

Upgrade to Dell™ ProSupport services
- 24/7 access to Dell Expert Center support.
- Access for Level 2 technicians - get your issue solved faster.
- Ensure you are fully covered for as long as you own your critical data on a storage bay, you can not afford downtime - Mission Critical is the right choice for you.

It gives you the following benefits
- Includessclettes
- Problem replication
- Emergency dispatch with phone and onsite troubleshooting systems

Proactive Maintenance
- Proactively maximizes infrastructure availability and stability - detailed assessment and implementation of driver, firmware updates, upgrades.

Please visit
www.dell.com.sg/enterprise
to find in-depth information on Dell’s server range
THE RIGHT DATA CURE
FOR YOUR BUSINESS PAINS

STORING, MANAGING, AND PROTECTING YOUR MOST IMPORTANT ASSET CAN BE A CHALLENGE. HERE, WE SHOW YOU HOW OUR STORAGE PRODUCTS AND SERVICES ADDRESS THE MOST COMMON PAIN POINTS.

RISK OF DATA LOSS OR CORRUPTION
You rely on your IT infrastructure more than ever these days. Yet a hard drive failure or employee error can cause crippling downtime. Furthermore, neglecting data backup can lead to disastrous consequences.

EXPLOSIVE DATA GROWTH
Increasing use of e-mail, the importance of videos and flash technologies on company websites, and the need to retain sensitive customer data for compliance and legal reasons can place a significant burden on your infrastructure.

INFORMATION IS INCREASINGLY HARD TO FIND
Regulatory compliance laws require all businesses to keep data longer. But that data is probably on all company hard drives, flash keys, and tapes. If you can’t quickly access information, you run the risk of driving your customers to your competition.

HOW CAN DELL™ HELP?
By dealing with your most pressing storage issues, we can help you simplify your IT and free up resources to focus on other aspects of the business.

As a trusted adviser to more small and medium businesses than most other leading storage vendors, Dell™ is uniquely qualified to deliver tailor-made solutions to even the smallest organization.

Dell™ storage products are focused on delivering simple, capable, and affordable solutions that are easier to deploy, manage, and scale.

BACKUP SOLUTIONS
With the launch of the new Data Protection (DP) family of backup solutions, Dell™ removes the guesswork from deploying hardware and software through an integrated solution. The new PowerVault™ DP family continuously captures data changes, providing an easy-to-manage and robust disk/tape data protection solution and near zero data loss for Microsoft® environments.

SIMPLE STORAGE CONSOLIDATION
The Dell™ Storage Area Network portfolio eases deployment and management and supports both high capacity (SATA) hard drives and high performance (SAS) hard drives within a single enclosure. Now you can manage future storage expansion while providing greater levels of performance and security in a single solution.

NETWORK-ATTACHED STORAGE
The PowerVault™ NF family of network-attached storage enables files to be shared across your entire network and offers simplified management and deployment flexibility. It is the simplest file sharing solution in the industry, and can be deployed in just 15 minutes.

STORAGE | 23
STORAGE YOU CAN DEPEND ON

THE MORE YOU GROW, THE MORE STORAGE YOU NEED. BUT THERE’S SOMETHING JUST AS IMPORTANT AS CAPACITY, AND THAT’S RELIABILITY.

Here’s just one example of how Dell™ goes the extra mile to understand your concerns and to meet your needs. We help deliver critical hard drive firmware updates without downtime. There’s no need to take anything offline, reducing the risk of data loss or reduced productivity. We offer affordable storage and backup solutions in a variety of formats, from Direct Attached Storage connected to a maximum of 4 servers to shared network storage available for up to 256 server hosts. And to make sure that your data is well protected, Dell™ PowerVault™ backup solutions deliver reliable automated backup regardless the number of servers.

POWERVAULT™ RD1000

With support to rugged, removable disk media up to 300G*, the PowerVault™ RD1000 is designed* to cost effectively match or surpass the advantages of traditional tape storage while providing the backup and restore performance of a hard drive, for an incredibly low cost per gigabyte of data backup.

POWERVAULT™ MD3000i

The PowerVault™ MD3000i is the entry point for customers deploying a storage consolidation solution. Ideal for small and medium customers looking to move from direct attach or internal storage, or for enterprise customers looking for a cost effective and expandable workgroup, departmental or remote office consolidation solution.

SYMANTEC BACKUP EXEC SYSTEM RECOVERY

Imagine having your server crash and you need new hardware. Company productivity would be seriously compromised. Without a powerful and fast system recovery application, you could be losing hours or even days restoring your IT systems (repairing hardware and reinstalling the OS, drivers, patches, user rights, etc.).

Symantec Backup Exec System Recovery can restore your systems in minutes, even to dissimilar hardware, virtual environments or remote locations.

Coupled with Symantec Backup Exec System Recovery, the Dell™ PowerVault™ 110T LTO-3-L tape drive helps provide business continuity and disaster recovery for midrange and enterprise server environments using Dell™ PowerEdge™ servers, offering you an exceptional value for an ideal and fully tested storage and system recovery solution.

STORAGE | 25

SYMANTEC BACKUP EXEC SYSTEM RECOVERY 8

The ultimate system recovery application, enabling system restoration in minutes even to dissimilar hardware or virtual environments and featuring flexible offline protection, integration with Symantec™ security and systems management solutions, and support for Windows Server® 2008.

Features and Benefits

• Business Continuity
  Brings customer-facing resources back online fast, for user confidence and loyalty
  • Faster Recoveries
  Automated and fast. Every recovery saves hours to days of user productivity
  • Flexibility
  Recover or migrate single small messages or files with a single tool when using the Granular Recovery Option
  • Broad Disaster Protection
  Offsite backups, security integration, and granular recovery address multiple disaster scenarios
  • Operational Efficiency
  Single interface protection across Windows environments helps organisations keep efficiency levels high

WHY DELL™ WIDESCREEN FLAT PANELS?

GIVE YOUR DOCUMENTS A NEW LEASE OF LIFE WITH DELL™ COLOUR PRINTING. VIBRANT, SHARP AND STUNNING, THEY’RE JUST WHAT YOU NEED TO MAKE THAT LASTING IMPRESSION ON YOUR CLIENTS AND BUSINESS PARTNERS ALIKE. PLUS, YOU CAN ACHIEVE ALL THAT IN A BLINK OF AN EYE WITH ITS BUILT-IN ULTRA-FAST PRINTING CAPABILITIES.

However most importantly, widescreen simply means greater viewing comfort. For example, you can carry out research on one window and write notes on another. All without having to toggle between windows. Dell™ flat panels are designed to do just that, helping you increase productivity levels. For a more comfortable working experience, selected Dell™ Flat Panel Monitors have been fitted with adjustability functions so that you can view them at different angles. And you’ll be glad to know all of Dell’s system and widescreen displays have undergone compatibility testing to ensure seamless operation.

DELL™ 19" WIDE SCREEN FLAT PANEL MONITOR (E1909W)

For business users who want a large, yet affordable widescreen monitor, the Dell™ E1909W offers:
• Generous screen space
• Multiple connectivity options
• High levels of energy efficiency
• Maximum Resolution: 1440 x 900

DELL™ 20" WIDESCREEN FLAT PANEL MONITOR (E2009W)

With its adjustable-angle 20" screen, high image contrast and fast response time, the E2009W monitor can:
• Help increase productivity
• Deliver an excellent multimedia experience
• Provide comfortable viewing
• Maximum Resolution: 1680 x 1050

DELL™ 22" WIDESCREEN FLAT PANEL MONITOR (E2209W)

Ideal for business users or graphic professionals who want a large widescreen monitor for day-to-day use, the E2209W offers:
• Outstanding performance
• An excellent multimedia, video and graphic experience
• Comfort, convenience and energy efficiency
• Maximum Resolution: 1680 x 1050

DELL™ 24" WIDE SCREEN FLAT PANEL MONITOR (E248WFP)

Dell™ 24" Widescreen Flat Panel Monitor (E248WFP) delivers an affordable solution for users who want a basic HD widescreen monitor for overall productivity and multimedia usage.
• 1920 x 1200 native resolution offers stunning detail and more viewable real estate without compromising desk space.
• 5 millisecond response time helps reduce ghosting and motion blur when gaming or watching movies.
• 1000:1 contrast ratio produces darker blacks for sharper images, crisp text, better colour saturation and greater detail for HD entertainment.
• High Definition (HD). Everything looks better in HD.
• Dell TrueColor Technology presents richer, life-like imagery that has accurate colour representation, better tones and hues. Reds, greens and blues are deeper and more vibrant.

DELL™ recommends Windows Vista® Business

1800 394 7482 www.dell.com.sg/7482
Dell® recommends Windows Vista® Business

SAy MOre WITh THE
BRILLIANCE OF COLOUR

BRING FAST VIVID, COlOUR PRINTING TO YOUR HOME AND OFFICE WITH A COMPACT AND VERSATILE LASER PRINTEr THAT HAS FAST AND BRILLIANT PERFORMANCE AND GREAT VALUE.

NEW!
Dell® COLOUR LASER PRINTER 1320C
- Superb quality colour printouts that command attention
- Economic toner

Dell® Printers at a Glance

Dell® All in One Printer Dell® Colour Laser

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<th>Model</th>
<th>V3205</th>
<th>V320W</th>
<th>948w</th>
<th>948w/480</th>
<th>948w/1320C</th>
<th>948w/1320Cn</th>
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<td>High Yield Ink/Toner Available</td>
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DEll® 948 WiResLess
ALL-IN-ONE PRINTER
- Prints up to 28 ppm in black and white and 25 ppm in colour
- Multi-page scanning, faxing and copying with 25 page auto document feeder
- Print photos direct from memory cards or a digital camera
- USB 2.0: High speed supported, internal wireless 802.11g adapter

DEll® Projectors Giving You a Better Image for Your Business

DEll® Projector 1409x
- 2503 ANSI Lumens Brightness
- 1280 x 800 WXGA Resolution
- DLP® and brilliantColor™ Technology: Precise, life-like images and superb color accuracy.
- Large projection size

DEll® Projector 1609wx
- 2503 ANSI Lumens Brightness
- 1280 x 800 WxGa Resolution: Deliver native 16:10 widescreen format in high-quality WXGA resolution.
- 1900:1 Contrast Ratio: Vivid colours, sharp image quality and easy-to-read text.
- Maximum Projection Size: 302.8 inches diagonal maximum projection size lets you present your big ideas on a grand stage.
- Ultra-Portable: At only 118 kg (2.6 lbs), this lightweight projector easily goes wherever business takes you.

WHAT TO LOOK FOR IN A PROJECTOR

Brightness
Light intensity is measured in lumens. Hence the more lumens a projector emits, the brighter it will be. The brightness of your projection depends on where your presentation is held. Smaller well-lit rooms require a projection of about 1,000 lumens while larger rooms require at least 1,500 lumens to ensure optimum brightness.

Resolution
The more pixels present, the better a presentation will look. Most projectors come in 800x600 or 1024x768 resolution. Ensure the resolution on your computer matches the one on your projector. Should your organisation use more than one computer with the projector, choose a projector with a resolution that matches the computer with the highest resolution.

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- Ultra-Portable: At only 118 kg (2.6 lbs), this lightweight projector easily goes wherever business takes you.

DEll® UltraPortable Projector M209x
- 2000 Lumens (Max) Brightness
- 1024 x 768 XGA Resolution: Enhance your image with 1024 x 768 resolution and native 4:3 aspect ratio that also supports 16:9 wide format input
- 1800:1 Contrast Ratio: Vivid colours, sharp image quality and easy-to-read text.
- Maximum Projection Size: 102.8 inches diagonal maximum projection size lets you present your big ideas on a grand stage.
- Ultra-Portable: At only 118 kg (2.6 lbs), this lightweight projector easily goes wherever business takes you.

Leasing gives you the IT you need now, and frees up cash for the future.

1800 394 7482 www.dell.com.sg/7482
We’ll support you with services to meet your needs

Dell started life as a small business. So we understand the problems and pressures you face when you’re trying to manage technology as well as manage your organisation. That’s why we’ve created a portfolio of services – from accidental damage cover, through extended warranty and expert support to low-cost finance options.

“I need reliable advice. Where can I turn?”
• Dell sales representatives and technical support experts are specially trained as ‘trusted advisers’ for business customers.

“I can’t afford to wait if a problem come up.”
• That’s why we offer a Next Business Day On-Site* service after remote diagnosis. You’ll soon be back up and running.

“We can’t afford an in-house help-desk, but that’s really what we want.”
• Dell ProSupport goes beyond the hardware support benefits of your basic limited hardware warranty, by offering support to you, the business user. That means speed of response, asset and data protection and proactive support options to fit your technology needs.

Dell ProSupport - collaborative support
• Works directly with over 75 top industry vendors to coordinate your issue resolution and provide a single point of contact.

“I’ve dropped my laptop. Now what?”
• You can’t foresee everything, but with CompleteCover™ Accidental Damage cover, you’ll be prepared for the unexpected.

Building your Dell™ ProSupport solution

Dell ProSupport breaks the “one size fits all” model – you choose exactly what you organisation needs. First, select your service model: Dell ProSupport for IT or Dell ProSupport for End-Users

Dell™ ProSupport for IT

Your IT staff faces a wide range of challenges each day. Some require expert tech-to-tech support while others just need the fastest possible parts despatch. With Dell ProSupport for IT, you are treated like the expert you are. We help you to resolve issues quickly, freeing you to focus on more strategic projects.

Dell™ ProSupport for IT provides:
• 24 x 7 phone access to Dell Expert Centers.
• Opportunity to become certified for Dell Fast-Track Despatch, which enables you to bypass scripted phone troubleshooting and instantly dispatch parts or labour.
• Single point of contact for escalation management with customer defines severity levels.
• Global Command Centers to manage critical situations, monitor all mission-critical onsite dispatches, and provide proactive crisis, management during event like natural disasters.
• Online technical training and certification for hardware repair.
• Collaborative support for select third-party hardware and software vendors.
• Next Business Day On-Site* Service after Remote Diagnosis.

Service & Support

Some Genuine Windows Vista® features – like the new Aero Interface – are only available in premium editions of Genuine Windows Vista® and require advanced or additional hardware (e.g., monitors). Check our website for details.

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Dell’s Services and Support Award Winning, Proven

“One of our major objectives was maximum uptime. We were delighted to find that Dell offered a Dell Support Service option with four-hour response time.”
– Marc Adler, President Fathom Studios