The new Dell™ OptiPlex™ family of desktop computers is designed to deliver high performance, flexibility, and reliability together with enterprise-class security and enhanced manageability in an environmentally conscious way—helping organizations to maximize employee productivity, simplify management, and lower total cost of ownership.

By David Schweighofer

BALANCING PERFORMANCE, FLEXIBILITY, AND STABILITY

Dell OptiPlex desktops are designed to deliver excellent performance and functionality in a variety of form factors. For example, the chassis of the OptiPlex 960—the flagship model in the family—is designed to be stronger, quieter, and faster to service than previous OptiPlex models. Based on Intel® Core™2 Duo and Core 2 Quad processors, the OptiPlex 960 features up to 8 GB of double data rate 2 (DDR2)–800 RAM and up to four simultaneous independent video displays. Optional solid-state drives help increase performance and reliability, while additional security options are designed to make the OptiPlex 960 more secure than previous generations of the same family. In addition, DisplayPort and optional internal wireless capabilities are available in mini-tower, desktop, and small form-factor chassis.

OptiPlex systems can enhance flexibility for the enterprise because they can be configured easily to help meet individual organizational and employee needs. Systems are built to order at the factory, and Dell Custom Factory Integration (CFI) services are available for advanced customization and individualization. Dell also offers ImageDirect, a Web-based service that enables organizations to securely create, test, manage, and deploy images.

OptiPlex desktops are designed to support Dell Flexible Computing Solutions such as the Dell On-Demand Desktop Streaming™ solution. OptiPlex 960 and OptiPlex 760 models are available in flexible diskless configurations for On-Demand Desktop
Streaming. In addition, the OptiPlex FX160 enables thin client usage models such as the Dell Virtual Remote Desktop solution. The OptiPlex FX160 thin client is designed specifically for flexible computing and can be used with either On-Demand Desktop Streaming or Virtual Remote Desktop.2

OptiPlex desktops are also designed for stability, including support for long life cycles of up to 36 months. In addition, Dell global standard platforms help simplify worldwide standardization of desktop configurations.

**Safeguarding Information with Multilayered Security**

To help protect sensitive enterprise data and networks, Dell OptiPlex desktops offer comprehensive security features. Starting at the system protection level, anti-chassis-intrusion features help protect internal components from theft. A Chassis Intrusion Switch can give the IT department automatic alerts about theft attempts, and I/O interface security features can flag potential breaches for IT administrators. Intel Trusted Execution Technology provides hardware-based mechanisms that help protect against software-based attacks. In addition, CFI asset tags and security labels can help IT departments track equipment easily.

At the data protection level, optional encrypted hard drives are available for the OptiPlex 960 model. Dell ProSupport offers hard drive data protection and recovery as well as data destruction services.

Some OptiPlex systems incorporate smart card and biometric readers to help prevent unauthorized users from accessing the system. The OptiPlex 960 model supports secure wireless networking and preboot authentication for enhanced security. As an additional safeguard layer, Dell ControlPoint software3 with Trusted Platform Module (TPM) 1.21 technology supports centralized management of security preferences and accessibility settings—helping enterprise IT managers maintain consistent security policies even in physically distributed environments.

**Providing Custom Manageability and Support**

Dell OptiPlex desktops feature a wide range of serviceability, manageability, and support options to help organizations simplify problem diagnosis and resolution, reduce the need for desk-side visits, and streamline deployment and management. Serviceability features include a chassis that does not require tools to access, Dell DirectDetect™ LEDs designed to facilitate efficient hardware diagnostics, an intuitive Dell client configuration utility, and Dell Client Manager™ software from Altiris.

Remote management capabilities also help simplify and automate maintenance tasks involving OptiPlex desktops. For example, the OptiPlex 760 features basic Intel Active Management Technology (AMT) 5.0 for remote management tasks. Going one step further, the OptiPlex 960—the most advanced member of the OptiPlex family—offers Intel vPro™ technology that helps provide robust hardware-based security and enhanced maintenance and management capabilities. Because these capabilities are built into the hardware, vPro technology enables OS-absent management and increased security even when the desktop is off, the OS is unresponsive, or software agents are disabled.

Microsoft® System Center Operations Manager (SCOM) software provides a simplified monitoring environment that helps IT departments track thousands of servers, applications, and clients to provide a comprehensive view of the health of an organization’s IT environment, including OptiPlex desktops. The Dell Management Pack for Microsoft System Center complements SCOM 2007 by extending its management capabilities to OptiPlex operating systems, applications, and other technology components.

Dell ProSupport helps further simplify management of OptiPlex infrastructures with customizable support and service offerings. Asset and data protection services can help guard against losses, while support options such as same-day response

2For more information on Dell ControlPoint software, see “Mobility Redefined,” by Jeanne Feldkamp, Daniel Bounds, Terry Myers, and Tom Kolnowski, in Dell Power Solutions, August 2008, DELL.COM/Downloads/Global/Power/ps3q08-20080138-CoverStory.pdf.
and on-site service allow enterprise IT departments to address critical issues with minimal disruption to the business.

**DELLING ECO-FRIENDLY ENERGY EFFICIENCY**

In addition to delivering high performance, outstanding security, and simplified manageability, Dell OptiPlex desktops are engineered to be environmentally friendly. With an energy-efficient processor design, power supplies designed to be up to 88 percent efficient, thermally efficient Balanced Technology Extended (BTX) chassis, and a range of Dell Energy Smart options, the OptiPlex family can play a role in reducing power consumption in day-to-day operations, helping to conserve energy and reduce total cost of ownership. Remote power-settings management enables administrators to implement energy-saving measures across the enterprise. In addition, Dell is planning Energy Star® and Electronic Product Environmental Assessment Tool (EPEAT)-certified configurations.

OptiPlex desktops also feature environmentally friendly chassis, packaging, and services. The OptiPlex 960 chassis are designed to incorporate 10 percent post-consumer recycled content and to be brominated flame retardant (BFR) and polyvinyl chloride (PVC) free. Dell packaging is designed to be up to 89 percent recyclable. Dell also enforces strict compliance with worldwide Restriction of Hazardous Substances (RoHS) guidelines, which restrict the use of certain hazardous substances (such as lead and mercury) in electrical and electronic equipment. In addition, optional eco-delivery and asset recovery services are available.

**POWERING BUSINESS PRODUCTIVITY**

The new Dell OptiPlex family of desktop computers is designed to meet the myriad IT management challenges of enterprise desktop infrastructures. Combining high performance, flexibility, and reliability with an energy-efficient and environmentally friendly design, these desktops can help maximize employee productivity, simplify management, and lower total cost of ownership.

David Schweighofer is the worldwide outbound marketing manager for Dell client solutions on the Dell Global Relationship Marketing team. He has a degree in Marketing and Organization as well as an M.B.A. from the HEC Lausanne business school.

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**BUILT FOR BUSINESS: DELL OPTIPLEX DESKTOPS AT A GLANCE**

Designed to optimize performance, flexibility, and reliability while providing outstanding security and enhanced manageability—all in an eco-friendly way—the Dell OptiPlex family of desktop computers offers a range of models that can help enterprises enhance employee productivity, streamline administration tasks, and reduce total cost of ownership.

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<thead>
<tr>
<th>Features</th>
<th>Suitability to task</th>
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<tbody>
<tr>
<td>OptiPlex FX160</td>
<td>Intel Atom™ processor; up to 4 GB of RAM; optional 80 GB hard drive; up to 2 GB of flash storage; native VGA and Digital Visual Interface (DVI) support; Altiris® Deployment Solution™ management software</td>
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<tr>
<td>OptiPlex 360</td>
<td>Intel Celeron® up to Intel Core 2 Duo processor; up to 4 GB of RAM; support for two drives in mini-tower chassis; native VGA, optional DVI, and PCI Express (PCIe) x16 add-in card; Dell Client Manager software</td>
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<tr>
<td>OptiPlex 760</td>
<td>Intel Pentium® D or Intel Core 2 Duo processors; up to 8 GB of RAM; support for two drives in mini-tower chassis; native VGA and DisplayPort support and optional DVI and PCIe x16 add-in card; Dell Client Manager software; basic Intel AMT 5.0 technology</td>
</tr>
<tr>
<td>OptiPlex 960</td>
<td>Intel Core 2 Duo or Core 2 Quad processors; up to 8 GB of RAM; support for two drives in mini-tower, desktop, and small form-factor chassis; native VGA and DisplayPort support and optional DVI and PCIe x16 add-in card; Dell Client Manager software; Intel vPro technology</td>
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**QUICK LINKS**

- Dell OptiPlex: DELL.COM/OptiPlex
- Dell Energy Smart: DELL.COM/EnergySmart
- Dell ImageDirect: DELL.COM/ImageDirect
- Dell OptiPlex Serious Business: DELL.COM/SeriousBusiness