SOLID SOLUTIONS BUILT FOR BUSINESS

Award-winning Design
Energy Smart Technology
Industry-Only Embedded Management
Stronger Storage Portfolio
Flexible Lifecycle Services
Welcome to the industry’s only enterprise portfolio with embedded systems management — a lineup inspired by customer feedback and designed to dramatically enhance reliability and efficiency while reducing complexity. Today’s economic challenges are severely pressuring corporate revenues and thus IT budgets. You need to reduce cost, yet still deliver technology based on clear, quantifiable benefits and ROI. Dell’s new server solutions reflect our commitment to meet these needs: embedded systems management and diagnostics, scalable storage, flexible services, and simplified networking. Now you can make smart, cost-effective investments in your IT infrastructure that deliver long-term value.

We listened to our customers and partners and delivered solutions based on ideal platforms that boost data center effectiveness. With our focus on simplicity and value, we can help you drive down total cost of ownership while enhancing performance through advanced server, storage, networking, and services offerings. In fact, Dell’s unique modular approach to support and services allows you to customize your system management as your environment changes. The goal of every new Dell™ server and storage solution is to help create a predictable, scalable enterprise with no surprises.
THE DELL DIFFERENCE

RELIABILITY
Dell is raising reliability to the next level with the Dell™ EqualLogic™ storage product line. With EqualLogic, you can now continually upgrade your Storage Area Networks (SANs) with new generations of hardware with no downtime or disruption to IT services.

At our 130,000-square-foot manufacturing facility, every Dell server is tested (and re-tested) before it leaves the factory. Our “one-touch” process is designed to ensure one person is responsible for the entire server build, resulting in the highest level of quality control. Dell provides solutions right out of the box, ready to deploy in your environment.

STABILITY
Dell’s focus on common system design means that businesses operating on one Dell system already have the knowledge required to manage Dell’s entire next generation of servers.

Logical layout, Dell’s Tool-less Chassis, and reduced cabling within every PowerEdge server enhances usability, which can lead to less downtime. With Dell, you can achieve increased stability with only one common image across multiple platforms. With only one image for multiple platforms, maintenance is simplified and streamlined, freeing you to work on more value-add activities.

INTEGRATION
Dell PowerEdge servers are designed for simplified management and the power to choose.

With the introduction of Dell Management Console (DMC), powered by Altiris™ from Symantec™, we offer you the ability to protect, and even extend, your existing systems management investments. Services-enabled connector solutions allow DMC to easily share information with other leading management solutions.

SCALABILITY
Enjoy greater memory capacity and I/O, both increasing by a factor of 225%. In addition, our new energy-tuned systems help you save on power consumption while building a highly adaptable IT foundation that delivers outstanding performance.

The virtualized architecture of the EqualLogic PS Series allows you immense flexibility to implement and change your storage infrastructure, while maintaining a consolidation strategy. With Dell EqualLogic storage products, IT managers can deploy and redeploy physical storage arrays and shift workloads (data volumes) between pools or tiers of storage without downtime to applications.
DESIGNED WITH YOU IN MIND

INNOVATIVE DESIGN FEATURES
By listening to and focusing on your feedback, we have married operating simplicity with a new level of superior industrial design. Each PowerEdge™ server is designed to reduce tasks from hours of multiple steps to a fast, single-step solution, creating the ideal framework for automated operations.

- Increased memory capacity and new higher-efficiency Intel® processors
- Accelerated system access with components that include quick-release rack latching and robust fan cages
- A multi-layer LCD display positioned for easy, bezel on access to monitor and maintain system-level interactions and service information

The functionality and design of SAN HeadQuarters (SAN HQ) — Dell’s new monitoring tool for performance and events for EqualLogic storage — was directly guided with input from some of the hundreds of early beta testers. The result for administrators: a simplified view across multiple SANs with easy access to the most meaningful data, backed up with rich, historical performance trending for deeper analysis.

DELL ENERGY SMART TECHNOLOGIES — HIGHEST PERFORMANCE PER WATT
Dell is intensely focused on driving energy efficiency through our latest generation of servers. Based on user input and our Corporate Green IT Initiative, we challenged our engineers to produce the industry’s most efficient servers. And they delivered. With the highest performance per watt, IT departments can balance performance and consumption without armies of consultants and costly retooling, through:

ENERGY SMART POWER SUPPLIES
Engineered to achieve the highest efficiencies in the industry, Energy Smart Power Supply Units (PSUs) include options for right-sized or dynamically provisioned power supplies in the case of blades. “Right-sizing” means taking unneeded overhead out of the server power envelope.

EFFICIENT SYSTEM DESIGN STANDARDS
By leveraging high-efficiency voltage regulators, greater venting and airflow, Dell Low-Flow fan technology, and improved resource management, every Dell PowerEdge server comes ready to maximize performance per watt.

DELL ACTIVE POWER CONTROLLER (DAPC)
Dell’s exclusive DAPC can save you money by lowering the system-level power draw at times of low utilization.

ENERGY SMART MANAGEMENT
Incorporating an 8x increase in functionality over previous generations, Dell Energy Smart Management includes features such as Power Capping, enhanced Power Policies, Power Scheduling, and device disablement.

HIGH-EFFICIENCY PROCESSORS AND MEMORY
Dell incorporates the latest processor and memory technologies to yield the highest performance per watt for industry-standard servers.
SYSTEMS MANAGEMENT — SIMPLIFIED, ACCELERATED, CONNECTED
Depending on the complexity of your management requirements and your IT staff capabilities, Dell has a solution that can meet your needs while making your IT management easier and more cost-effective. Our next generation of Dell OpenManage™ offers more efficient delivery and a more flexible foundation to help you reduce complexity.

Key management enhancements include embedded management systems, which deliver “Instant-On,” integrated manageability through a media-less single access point. Embedded Management houses the tools and enablement pieces directly on the server, allowing administrators to perform critical functions such as operating system deployment, hardware configuration, system update, and diagnostics more efficiently.

Completing the new inventory of systems management features is the Dell Management Console (DMC). The new Dell Management Console is a systems management solution providing a single view into the deployment, inventory, monitoring, and updating of your IT infrastructure. Built as a foundation for more advanced management functionality, the DMC allows you to add functionality as you need it without adding more infrastructure. This helps you gain the efficiencies and productivity you need, while freeing up money and resources.

CUSTOM SERVERS SCALED TO FIT YOU
The new PowerEdge T610, R610, R710, M610, and M710 servers are designed to give your IT environment a foundation that offers easy-to-manage solutions to grow your enterprise. Utilizing the latest Intel® Turbo Boost Technology, the next generation of PowerEdge servers can increase performance during peak usage periods, providing extra processing power when you need it. And when you don’t need the added power, you can reduce operating costs and energy usage with Intel® Intelligent Power Technology, which proactively puts your server into lower-power states when demand decreases. To further ensure outstanding performance and reliability, every Dell server is tested (and re-tested) before it leaves the factory.
POWEREDGE T610: UNPRECEDENTED EFFICIENCY
The Dell™ PowerEdge™ T610 server is a key building block for IT professionals seeking the highest level of performance, availability, and expandability in a two-socket server. This mainstream two-socket Intel Xeon tower server includes a rack-mount option and supports applications and data processing important to your business. Built for reliability, this server is ideally suited for small and medium businesses and remote office customers, helping deliver peace of mind at an excellent value.

POWEREDGE R610: HIGH PERFORMANCE AND AVAILABILITY
Engineered to simplify operations, improve energy efficiency, and lower total cost of ownership, the PowerEdge R610 server is built for space-constrained IT environments that are running mainstream business applications. This Intel Xeon, two-socket 1U server is ideal for larger server rooms or data centers and remote sites that require a dense, highly available single- or dual-processor server that can help you better manage your system.

POWEREDGE R710: CORE BUSINESS RACK SERVER
The PowerEdge R710 server is designed to be the cornerstone of today’s current business environment. Engineered in response to IT professionals’ input, it is the next-generation 2U rack server created to efficiently address key business applications.

The successor to the PowerEdge 2950 III, the R710 is powered by the Intel Xeon 5500 Series Processor and is the most versatile rack server that features energy-tuned technologies optimized to balance performance with unprecedented efficiency.

POWEREDGE M610 AND M710: TOTAL BUSINESS-CLASS SOLUTIONS
When combined with Dell’s best-in-class storage, management, and support offerings, the Dell PowerEdge M-Series blade servers create a total server solution to help you simplify and save costs. With 50% more memory capacity than its predecessor, the PowerEdge M610 is a two-socket Intel Xeon half-height blade server built for front-end mainstream business applications and virtualized environments that demand the utmost in performance per watt. By contrast, the PowerEdge M710 is a two-socket Intel Xeon full-height blade server featuring full-fabric redundancy (on all three fabrics) for exceptional I/O capacity, 18 DIMMs slots, and up to 144GB of total RAM. The M610 and M710 Blade Servers allow quick virtualization with software from leading industry vendors using an SD card or internal USB for embedded hypervisors.
A COMPLETE FOUNDATION FOR YOUR BUSINESS

THE STORAGE EDGE
Dell knows how important your business’ data is to your success. It’s your competitive advantage. And it’s why we simplify technology to make storage products more accessible to businesses of all sizes. With one of the broadest and most affordable storage lineups on the market, we can help you protect and store your data with confidence.

With Dell PowerVault™, Dell EqualLogic™, and Dell/EMC, we have created a comprehensive and innovative storage portfolio that is easy to deploy, manage, and grow. Whether you use NAS, DAS, iSCSI, or fibre channel SAN, Dell has a solution that can meet your business’ needs and reduce the cost and complexity of storage.

The Dell EqualLogic PS Series was designed to help simplify the entire storage experience: purchasing, deployment, management, growth, security, application integration, and support. This means that with the addition of a PS6000S, you can have the same architecture as preceding PS Series arrays seamlessly scaled in a single SAN (that can be upgraded to the same latest feature set).

CISCO AND DELL:
A STORAGE PARTNERSHIP FOR YOU
In addition to these new levels of storage, Dell and Cisco have an exciting new development for IT professionals seeking greater performance and scalability in their data centers. Cisco networking switches combined with Dell’s PowerEdge Servers and EqualLogic storage achieves a unified fabric data center solution that provides:

• Alignment with current data center environment and best practices
• Up to 10Gb Ethernet server access
• Virtual applications
• Flexible and unified infrastructure

To ensure a seamless transition of storage, Dell provides Data Center Optimization Services. Through tailored IT capacity planning, you can meet the needs of increasing processing demand and data storage. Data Center Optimization Services include best practice advice, gap analysis, tool-based power and cooling analysis, and design recommendations and implementation.
DELL SERVICES: THE PERFECT COMPLEMENT TO YOUR OWN IT STAFF

Dell offers a broad, customizable portfolio of services to help simplify the assessment, design, implementation, management, and maintenance of your IT environment, and to help you transition from platform to platform. Depending on your business requirements and the level of service you want, we can provide factory, on-site, remote, modular, and specialized services to fit your needs and budget.

TRANSITION MANAGEMENT

Transitioning from an existing technology, whether a Dell platform or a competitive platform, brings myriad challenges. As a partner who understands your business, we design our hardware, software, and services with a single solution in mind — yours. By integrating our products and services, we can minimize your transition time and costs and improve your business productivity.

Our new PowerEdge™ servers come with embedded diagnostics and the Unified Server Configurator powered by Lifecycle Controller that helps speed up problem isolation and recovery in the event of a failure — sometimes before you realize an issue exists. And during the transition to a new platform or operating system, the embedded technology directs the transition of your OS/server images.

We can also help you virtualize and consolidate your server and storage environments — expanding your IT capacity without building new facilities. We can deliver workshops designed to bring your staff up to speed on new technology, and conduct an assessment of your data center — or your readiness for transition. Then, in conjunction with your own IT resources, we can design and implement a plan that specifically meets your needs. Now you can experience a lower overall TCO and greater control over the execution of your strategic IT plans.

SYSTEMS MANAGEMENT CONSULTING FOR DMC

Dell also provides systems management consulting to improve your data center operations. Whether your need is server provisioning and maintenance, availability monitoring, or asset retirement, our tailored consulting services can help you implement efficient systems management for simplified IT operations.

DELL PROMANAGE: IMAGEDIRECT™ SERVER

ImageDirect Server allows you to develop a single master image and apply that across new Dell™ server platforms and user groups. This can vastly simplify image management from traditional methods.
THE RIGHT LEVEL OF SUPPORT
Dell ProSupport for IT is a 100% configurable suite of comprehensive professional services designed to simplify and optimize your IT environment. Let us deal with the everyday challenges so your IT staff is freed up to focus on your business. From tech-to-tech support to collaborative support for select third-party hardware and software vendors, we’re ready to help you. Dell ProSupport for IT also includes 24x7 phone access to Dell Expert Centers, plus Next Business Day On-Site Service After Remote Diagnosis.*

To personalize ProSupport, a single point of contact is designated to your environment — with severity levels defined by you.

You will also have access to Dell’s Global Command Centers for help with managing critical situations. These experts can monitor all mission-critical on-site dispatches and conduct proactive crisis management during events like natural disasters.

We understand all businesses are different and that a “one-size-fits all” IT solution just doesn’t work for everyone. This is why Dell offers tailored services that let you scale your service level to fit the needs of your business. In addition to Dell ProSupport, you can also choose the Dell Enterprise-Wide Contract option, which provides custom reporting for your server and storage environments.

We also provide you with access to Dell’s Global Command Centers for help with managing critical situations. These experts can monitor all mission-critical on-site dispatches, and conduct proactive crisis management during events like natural disasters.
SIMPLY PUT

The latest Efficient Enterprise portfolio solution creates an ideal platform for data center effectiveness, especially with its stunning new array of storage, services, systems management, and server features. Now you can deliver true innovation where you need it most - growing your business.

LEARN MORE ABOUT DELL’S EFFICIENT ENTERPRISE PORTFOLIO AT DELL.COM/SWITCH

*On-Site Service After Remote Diagnosis: Determination by online/phone technician of cause of issue; may involve customer access to inside of system and multiple or extended sessions. If issue is covered by Limited Hardware Warranty and not resolved remotely, technician and/or part will be dispatched, usually within 1 business day following completion of Remote Diagnosis. Availability varies. Other conditions apply.

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