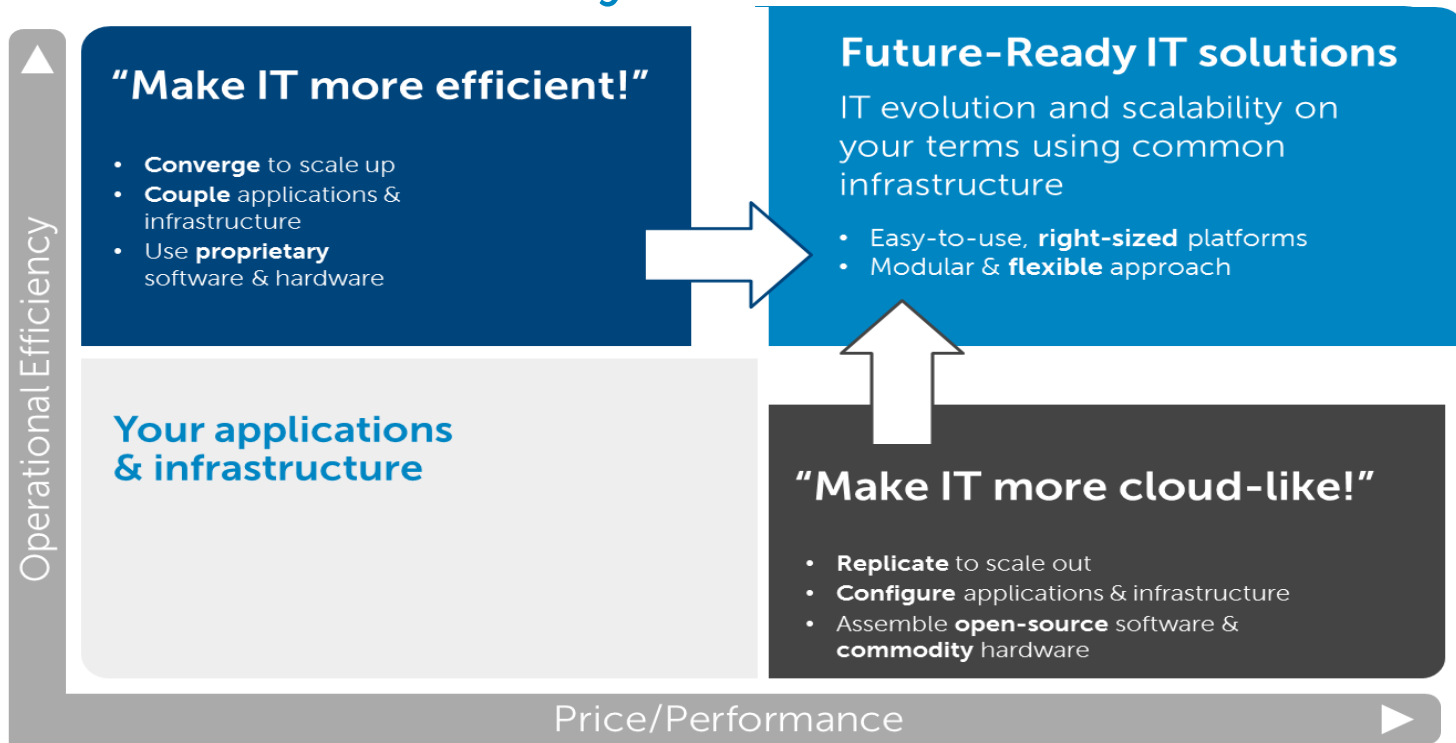


Nueva generación de servidores PowerEdge 13G

Innovación y eficiencia
para el negocio



Optimize your enterprise with Future-Ready IT solutions



Traditional server environments have many challenges...

- Rigid and inflexible platforms lead to “rip-and-replace” upgrades
- Time-consuming management processes lead to inefficiency
- Architectural limitations require overprovisioning to meet SLAs during peak activity

We know.

**One out of every
four servers**

is manufactured by Dell.



Server Industry Trends ...

1. Accelerating business demands are driving the evolution of workloads, requiring greater infrastructure flexibility
2. Growth in non-traditional and cloud deployment models
3. Virtualization is pervasive
4. Continued challenges with operational and capital cost containment
5. Increasing user expectations driven by "always on, instant access" devices

**...creating opportunities
for customer inspired innovation**





Address the widest range of applications with versatile configurations

"The PowerEdge portfolio provides customers with a wide range of choices that reflects the needs of their specific computing environments. Customers shouldn't have to work to fit the computer to their environment – we've done that for them."

Dell Server strategy

- 1 Maximize**
operational effectiveness
- 2 Optimize**
flexibility at any scale
- 3 Ensure**
worry-free computing

Superior customer benefit

- **Greater IT efficiency**
 - **Superior IT agility**
 - **Better IT reliability**
- ... delivering results from
your scale to hyperscale



Maximize operational effectiveness

by reducing the complexities of infrastructure management and optimizing resource consumption

1

Optimize on-premises or cloud-enabled IT by controlling operating costs and resource utilization



Automation

Increase productivity with replicable processes that use fewer manual steps to perform essential tasks in less time

- iDRAC8 with Lifecycle Controller technology
- Zero touch deployment



Simplification

Deliver maximum uptime and functionality using fewer tools that leverage embedded, agent-free management

- OpenManage Mobile
- iDRAC Quick Sync
- iDRAC Direct



Resource Optimization

Improve resource utilization dramatically with enhanced density, energy and time- saving advantages for unparalleled TCO

- Fresh Air 2.0
- In-system power characterization

Optimize flexibility at any scale

by providing versatile solutions tailored to deliver maximum performance for your environments and workloads

2

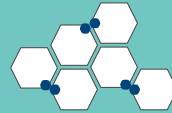
Scale to meet today's "always on, instant access" demands simply and economically



Components

Customize your IT environment for specific workloads with selectable and upgradeable elements

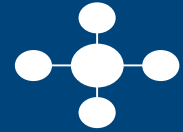
- Flash/Hybrid local storage
- Select Network Adapters
- Express Flash 2.0 SSDs



Infrastructure

Deploy and grow at the precise pace your needs dictate with adaptable, scalable infrastructures

- M-Series Blades
- PowerEdge VRTX
- Data Center Solutions



Management

Manage your systems using the tools that best fit your individual environment

- OpenManage Essentials
- Integration Suites
- Connections

Ensure worry-free computing

3

by delivering robust, highly-available platforms designed for your specific needs

Maximize your uptime to deliver critical results the instant they are needed



Resiliency

Get assured uptime for confident computing operations

- Optimized airflow
- Fault Resilient Memory
- Pre-failure notification



Redundancy

Ensure hardware remains on-line and available to better support your critical workloads

- Power & cooling
- PERC9 RAID
- Failsafe Virtualization



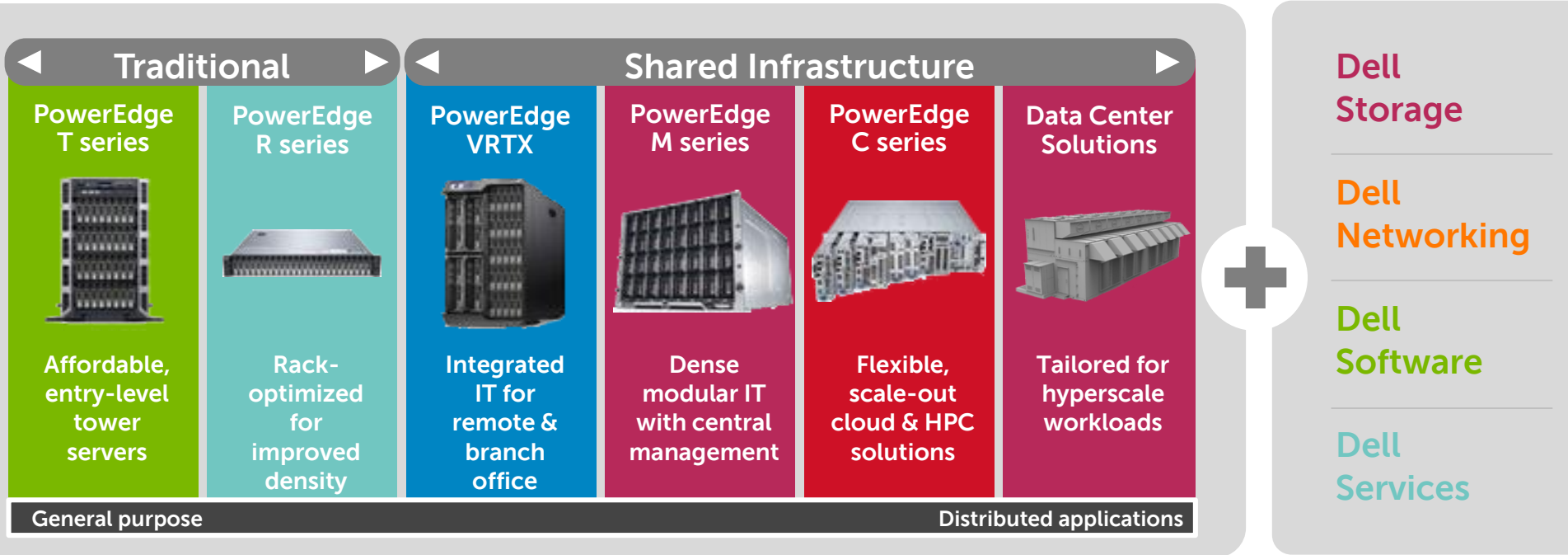
Recoverability

Speed your return to productivity with quick and easy interaction

- SupportAssist
- Tech Support Report
- Auto parts replacement

The Dell Enterprise Server Solutions Portfolio

Workload-optimized solutions for any size enterprise



PowerEdge FX: the future of convergence

PowerEdge FX2



A converged enclosure sharing power, cooling, management and PCI connectivity capable of integrating a mix of server, storage and networking.

All in just 2U of rack space.

PowerEdge FC630



A 2 socket node with the performance and scalability to handle virtually any workload.

PowerEdge FC430



An ultra compact node for distributed environments requiring greater resource economy.

PowerEdge FM120x4



Four micro-servers in each module provides a dense, economical solution ideal for web hosting.

PowerEdge FC830



A powerful and scalable 4-socket node, perfect for the core applications in any data center.

PowerEdge FD332



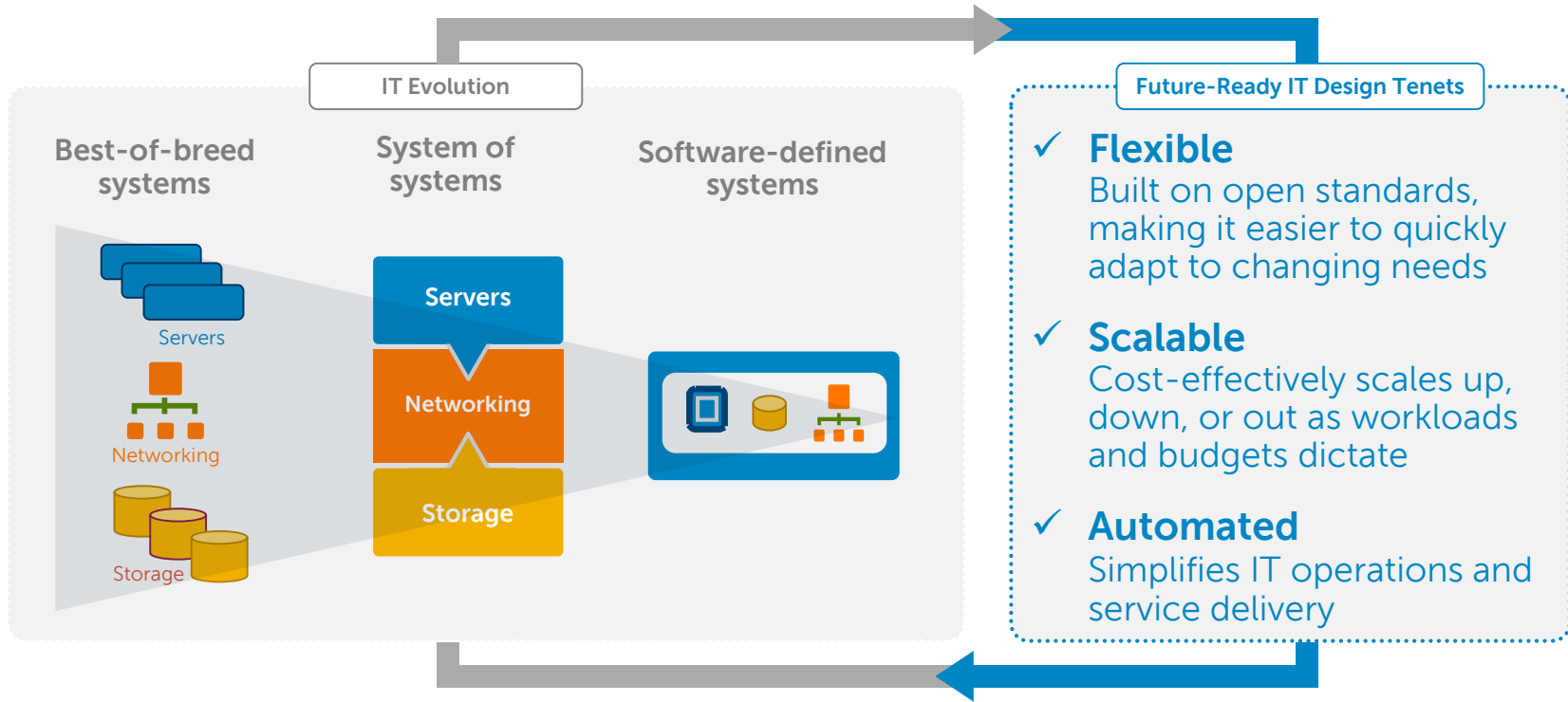
Adds up to 16 direct attach SFF storage devices for highly flexible, scale out solutions.

PowerEdge FN IOA



Simplified network deployment and improved "east/west" communication.

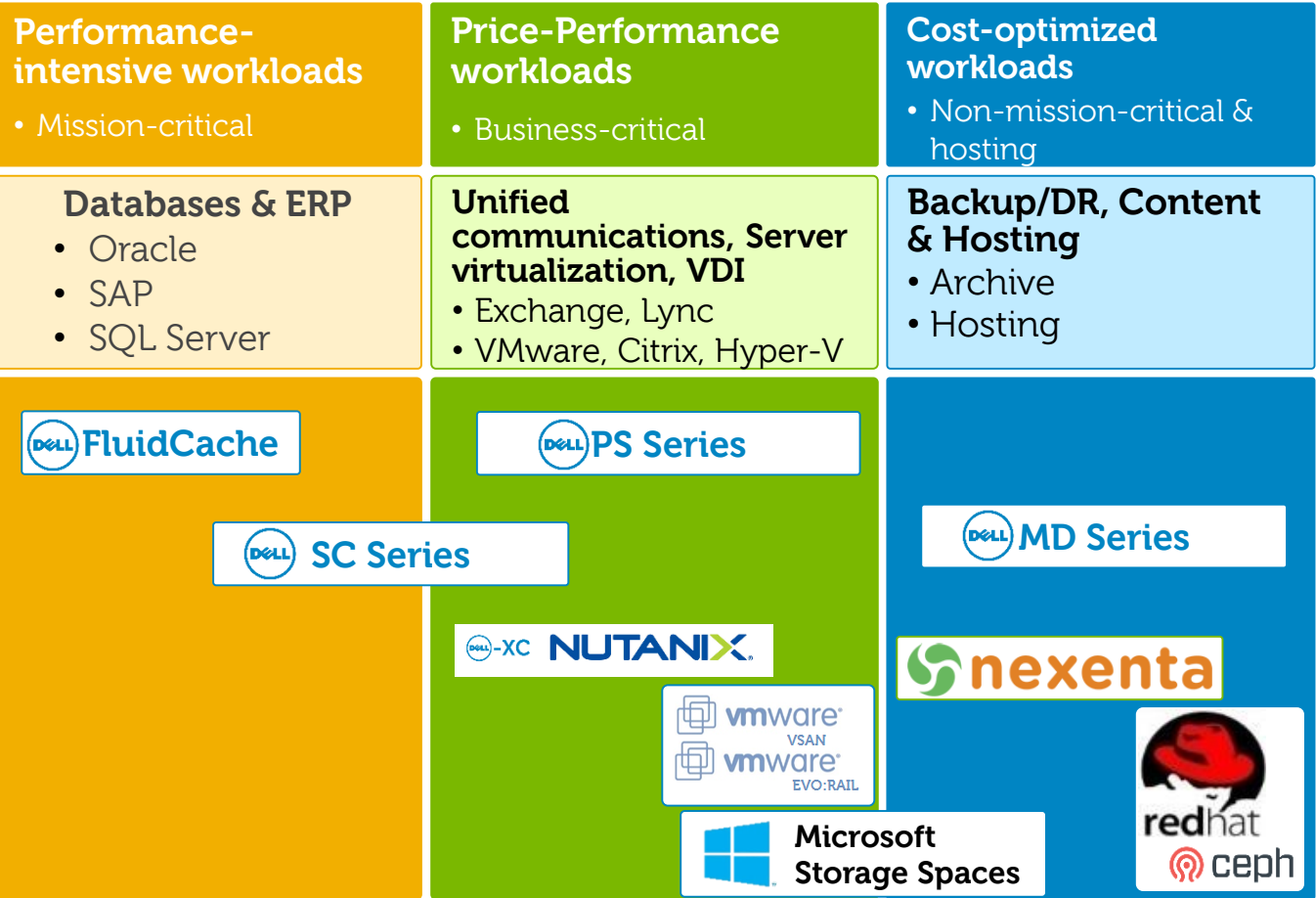
The Software Defined Enterprise



Software-defined | Hardware-accelerated | Standards-driven



Value Proposition of SDS varies by business objective



Evolutionary

- Investment protection
- Mature technology
- Pervasive IT skillset
- Ease of deployment
- Dedicated performance
- Capacity efficiency

Revolutionary

- Deployment flexibility
- Acquisition cost
- Scale-out scalability
- OpenSource
- Hyperconverged simplicity
- New service model

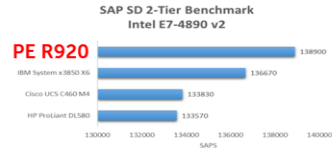
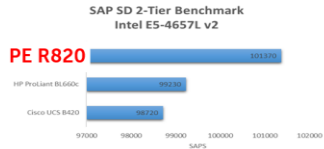
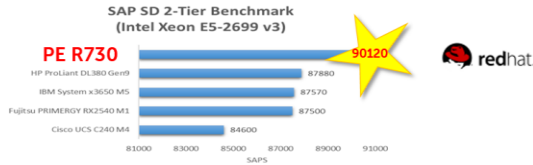
Why Dell....

For SAP?

For Oracle?



World record performance in all 2 and 4 processor Intel categories!



Oracle **validated** configurations
Streamlined **support** resolution
High **availability** by design
Deployment guidance & automation
Plug-in for **Oracle Enterprise Manager v12c**
Shareplex -Zero Impact migration services

Optimized platforms for SAP
Tested with Dell servers, networking and storage
SAP & **SAP HANA** certified appliance configurations



Why Dell for Hadoop? delivers innovative **best-in-class** Apache Hadoop Solutions

Dell QuickStart for Cloudera Hadoop

- Easy
- Affordable
- Fully supported Hadoop proof of concept

Dell | Cloudera Apache Hadoop Solution

- Tested and validated Reference Architectures
- Build with Cloudera and Intel

Dell In-Memory Appliance for Cloudera Enterprise

- First Spark appliance
- Blends stream and in-memory processing with analytics
- One tool simplify



cloudera®



Dell Prosupport Plus: Critical enterprise systems deserve more

Intelligence

- › Proactive recommendations
- › Health checks
- › System maintenance

Customer benefits

- Confidence to adopt complex technologies by relying on our elite experts
- Improve performance and stability with proactive, personalized recommendations.
- Maximize workload availability with automated support enabled by Support Assist

Technology

- › Support Assist
- › Intelligence Engine

**Performance
& stability**

Expertise

- › Dedicated TAM
- › Elite Prosupport Plus engineers



Compute from your scale to hyperscale

Dell
PowerEdge
Servers



- ✓ Deliver the precise levels of computational power needed for your complex workloads
- ✓ Improve operational efficiency with agent-free, embedded systems management
- ✓ Reduce costs with the world's leading energy efficient platforms
- ✓ Increase productivity with industry-leading virtualization
- ✓ Adapt to evolving workloads and rapidly changing business needs simply and economically

Let's get started

Meet with Dell subject matter experts at the expo

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Schedule a post-event Whiteboard Session to address your specific requirements. Contact your account team for details.

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