



**Make some waves
in your industry
with Dell's next
wave of servers.**

Do more with **Dell Efficient OEM Solutions.**

Dell OEM Solutions' new line of 12th Generation
PowerEdge™ servers will launch in early 2012.



The power to do more

Dell 12th Generation PowerEdge™ servers, coming in early 2012.

You told us what you want in a server and we listened. Dell OEM Solutions designed our new line of PowerEdge servers to meet our OEM customers' most common requests and requirements. They're built to increase the performance and expandability of your solutions, and incorporate features that are specific to OEMs.

Performance features include:

- New CPU architecture—driven by a new level of processing power
- Faster I/O—allows application start-up time to be twice as fast
- Next generation RAID—offering increased throughput and uptime

Expandability features include:

- More storage capacity
- More PCI and networking options
- High performance GPU support

Our unique features for OEM include:

- Identity module—which simplifies custom BIOS projects
- Accessible LCD control panel takeover
- Branding programs—to customise the server to look like you designed it
- Stability programs—offering consistency to components

To make the transition go smoothly, Dell will be there every step of the way.

We know big advancements like transitioning your unique solutions to our new 12G servers can appear daunting at first. That's why we've set up a transition team to make the process simple and painless. We'll work with you to understand your needs and help you make the right decisions. To ease transition we've developed an OEM XL Program, and we'll help plan, deliver and support your solution in the field through its entire lifecycle. OEM XL offers:

- **Stability** by not changing high impact components, controlled change on moderate impact components, and managed change on low impact components
- **Visibility** by providing accurate and reliable updates on changes during the lifecycle, in addition to the excellent processors available to OEM customers
- **Support** by ensuring installations are available and running for the desired production life of the platform, with field warranty contracts of 5+ years
- **Longevity** by giving you up to 12 months after the launch of a new platform for activation, development and testing of the servers

OEM Solutions' Comprehensive Services

Dell's Efficient OEM Services range from design, manufacturing and fulfillment, to global support. Through the power of Dell, Efficient OEM Solutions provides you with the means to focus on innovation, get to market faster, and be more agile.



The new Dell 12th Generation PowerEdge™ Server runs on the newest generation Intel Xeon Processor E5 Family.



Transform your business with Dell 12th Generation PowerEdge servers.

Let Dell set up your transition plan now.

Visit dell.co.uk/oem or call your OEM Solutions Account Manager today.



The power to do more