The Next Generation of PowerEdge servers
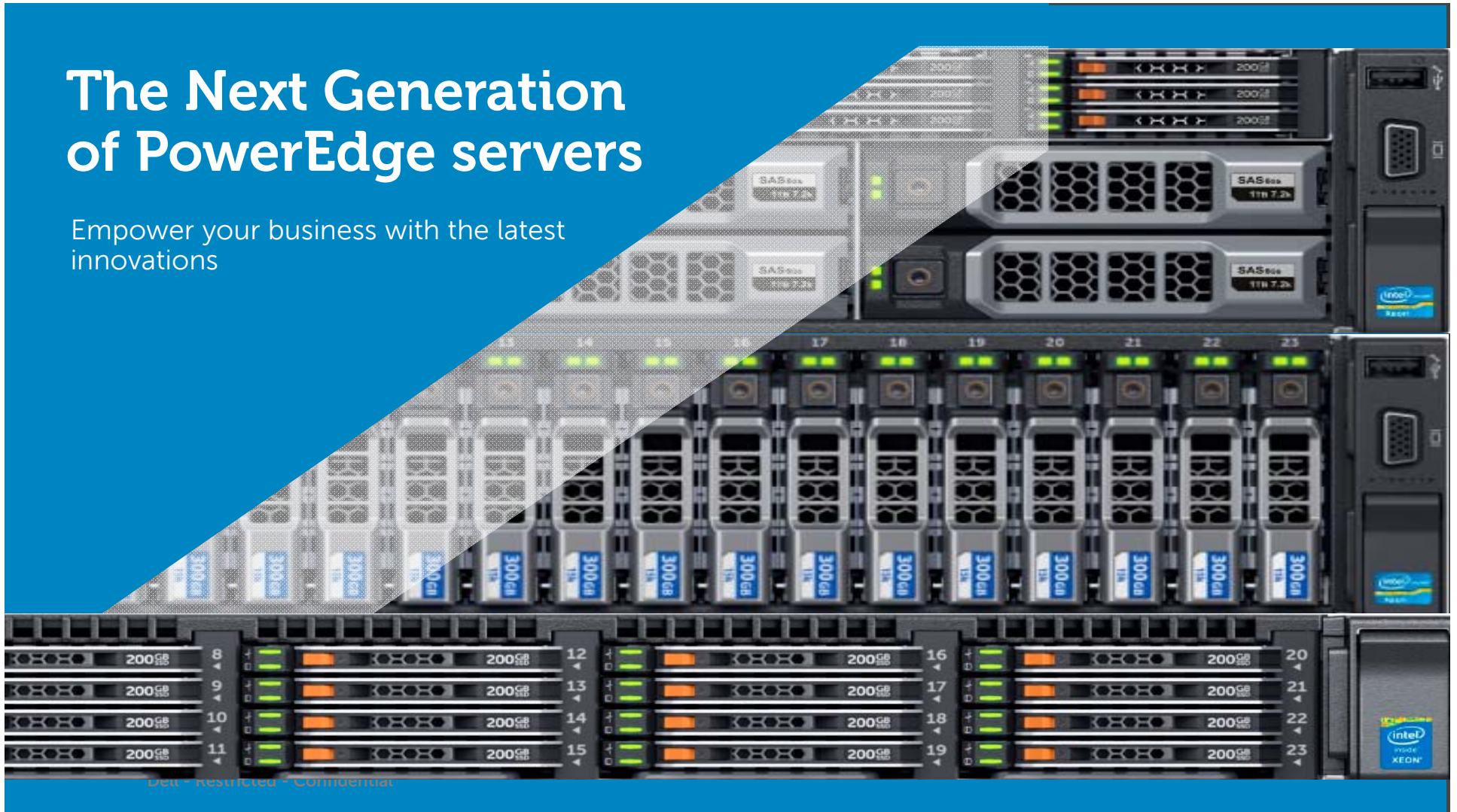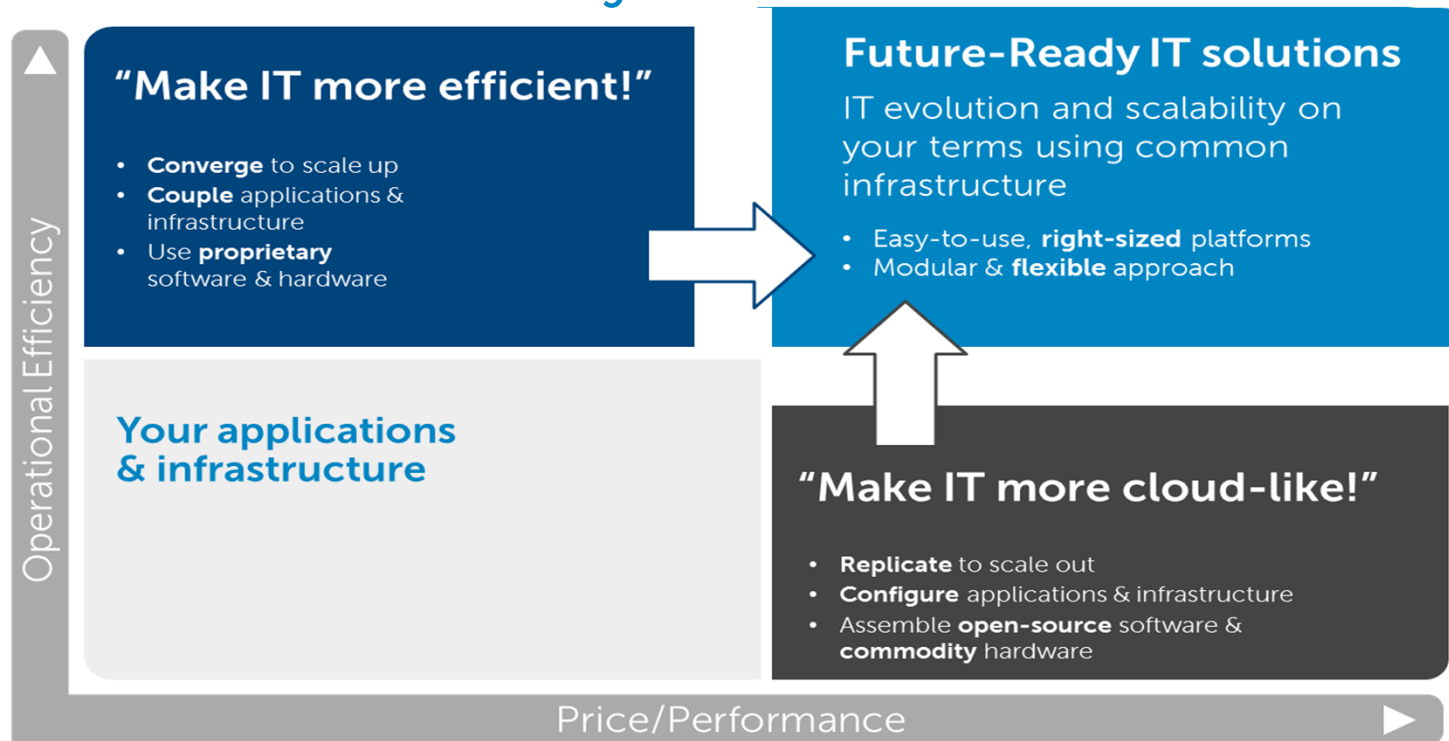
Empower your business with the latest innovations
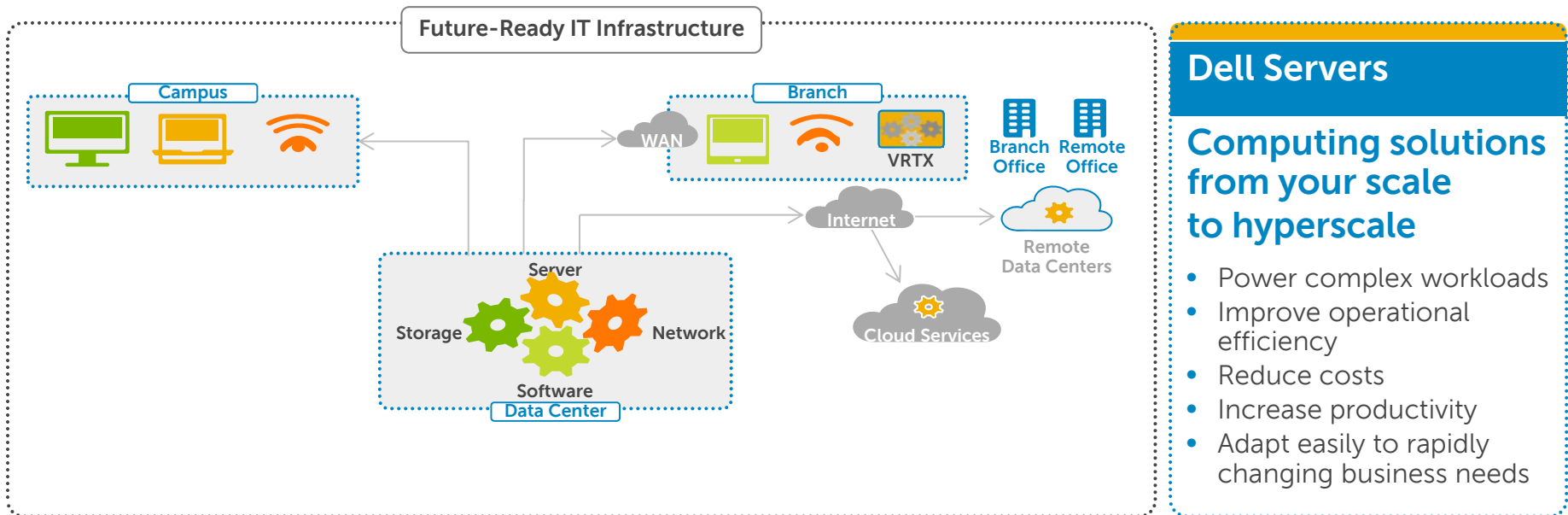
Optimize your enterprise
with Future-Ready IT solutions

Future Ready IT Server Solutions

Future-Ready IT Infrastructure

Campus

Branch

WAN

VRTX

Branch Office   Remote Office

Internet

Remote Data Centers

Server

Storage

Network

Software

Data Center

Cloud Services

Dell Servers

Computing solutions from your scale to hyperscale

- Power complex workloads
- Improve operational efficiency
- Reduce costs
- Increase productivity
- Adapt easily to rapidly changing business needs

We stand on the cusp of the next technological revolution. The forces of cloud, big data, mobile and security are changing the way people live, businesses operate and the world works, just as the PC did. **Now it's time to do what Dell does best—make these innovations simpler, more affordable and more accessible**, putting more power into the hands of more people than ever before.

Michael Dell
September 2013

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.

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

Dell continues to evolve server infrastructures based on feedback from you...

Enhanced manageability

- **Improve operations and recover lost time by utilizing pervasive automation and embedded capabilities**
- **Maximize uptime with simplified interactions and enhanced serviceability**

Improved efficiency

- **Reduce resource consumption and enhance performance per watt**
- **Deploy versatile performance using scalable and agile platforms optimized for specific workloads**

General purpose — **Distributed applications**

Scale

| Design philosophy | • Consistent
• Versatile | • Reliable
• Workload-focused | • Scalable
• Virtualization-optimized |

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

DELL

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

2

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

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

Components

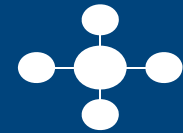Customize your IT environment for specific workloads with selectable and upgradeable elements

- 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
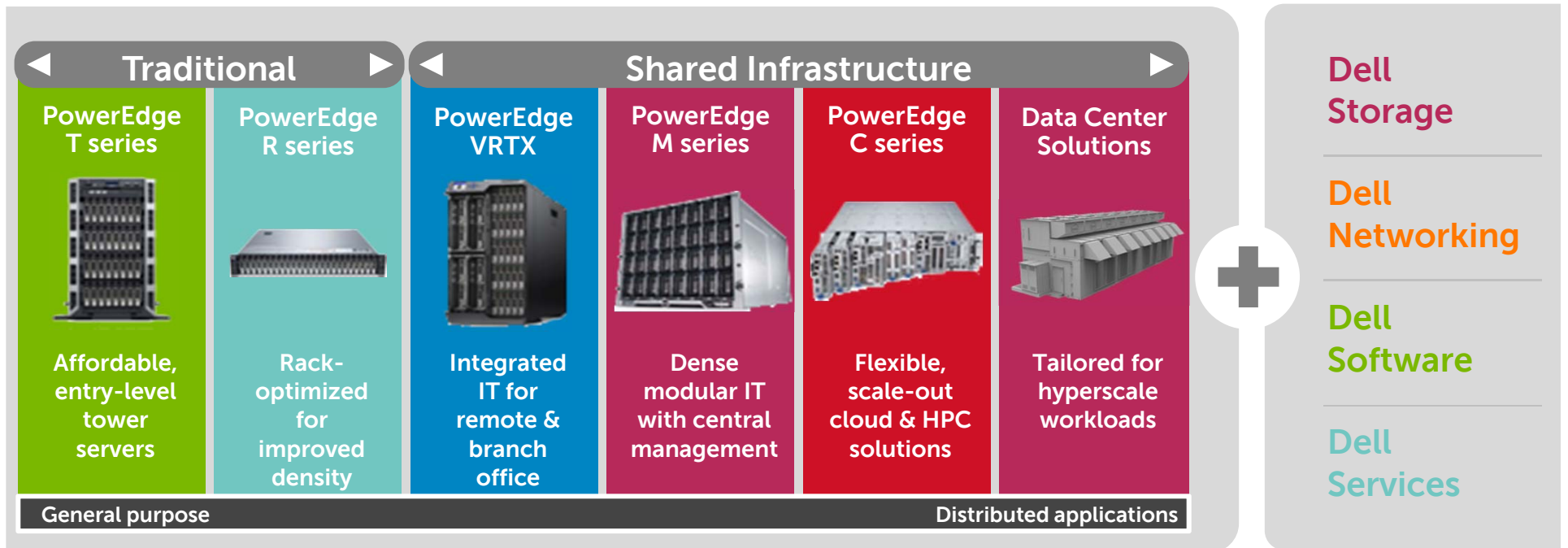- PERC9 RAID
- Failsafe Virtualization

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

◄ Traditional ►

PowerEdge T series

Affordable, entry-level tower servers

PowerEdge R series

Rack-optimized for improved density

◄ Shared Infrastructure ►

PowerEdge VRTX

Integrated IT for remote & branch office

PowerEdge M series

Dense modular IT with central management

PowerEdge C series

Flexible, scale-out cloud & HPC solutions

Data Center Solutions

Tailored for hyperscale workloads

General purpose — Distributed applications

+

Dell Storage

Dell Networking

Dell Software

Dell Services

Dell Solutions Tour 2014

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

Dell Solutions Tour 2014

Let's get started

Meet with Dell subject matter experts at the expo

Learn more by attending future events and workshops. Search www.dell.com/events   for upcoming events in your area.

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

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