

IGNITING INNOVATION WITH POWEREDGE SERVER SOLUTIONS

In this digital economy, organizations are looking to technology as a competitive differentiator in driving higher engagement with customers, enabling new business models and staying ahead of the competition. CIOs are at the core of the transformation agenda, balancing between operational efficiency and forward-thinking projects. In both instances, servers are the bedrock of the modern software-defined data center and the key to building a flexible, efficient and cloud-enabled infrastructure. Dell EMC PowerEdge servers deliver a worry-free infrastructure that is secure and scalable, with no compromises.



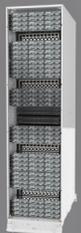
TOWER



RACK



MODULAR



EXTREME SCALE INFRASTRUCTURE

Dell EMC PowerEdge server portfolio

Dell EMC PowerEdge servers provide a scalable business architecture, intelligent automation and integrated security for your workloads from traditional applications and virtualization to cloud-native workloads. The Dell EMC PowerEdge difference is that we deliver the same user experience, and the same integrated management experience across all of our servers, so you have one way to patch, manage, update, refresh and retire servers across the entire data center. PowerEdge servers also incorporate the embedded efficiencies of OpenManage systems management that enable IT pros to focus more time on strategic business objectives and spend less time on routine IT tasks. With open standards-based, x86 platforms, the PowerEdge portfolio of rack, tower and modular server infrastructure can help you quickly scale from the data center to the cloud.

“Researchers can ask questions about their data they couldn’t before, with workloads accelerated by up to 1,000 percent by Dell EMC servers.”

- Niall Gaffney, Director of Data Intensive Computing, Texas Advanced Computing Center



Dell EMC advantage

Dell and EMC bring together industry-leading expertise in system design, storage and virtualization into a common platform to help you transform your data center with an unrivaled solution stack and unified support. Whether you are modernizing with analytics, cloud, converged or flash, Dell EMC PowerEdge is designed to be a common platform for all your solutions.

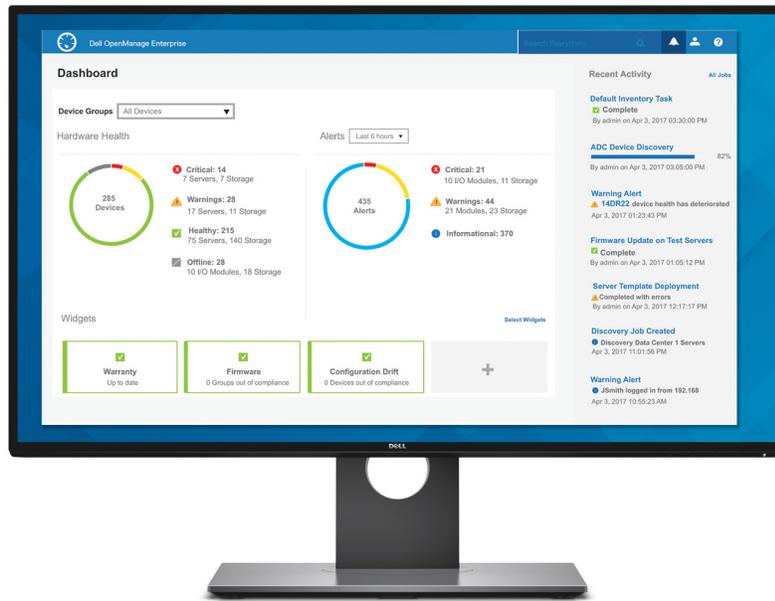
Dell EMC pioneered kinetic infrastructure with its release of the PowerEdge MX. Kinetic infrastructure defines true composability as it instantly responds, adapts and evolves with shifting needs. Stranded resources, like storage, equal potential energy – and potential energy does nothing for the business when it is stranded.

Dell EMC can deliver PowerEdge technology at any level of integration – from a best-in-breed platform, to a pre-integrated fully turnkey hybrid cloud implementation or any step in-between. Combining PowerEdge server infrastructure with Dell Services and Financial Solutions allows you to transform your data center faster, more affordably and with less risk.

Modernize your data center with a scalable business architecture

A scalable business architecture will help you adapt to your changing business realities and can be fine-tuned to address your specific workloads from traditional infrastructure to software defined, cloud-enabled data centers. As the compute and storage engine for leading solutions like ScaleIO, Microsoft® Azure™, VMware® vSAN™, Nutanix™ and Microsoft Storage Spaces Direct, PowerEdge provides a proven platform for your new technology requirements.

With innovative performance enhancements and new technologies,* the latest PowerEdge servers offer Multi-Vector Cooling, enhanced memory speeds, and larger, faster NVMe storage options that all act to increase data center density, performance, and power optimization. Further refinements such as BIOS tuning to match specific workloads provide additional performance gains where every second counts. Additionally, for the first time, PowerEdge now offers a state of the art liquid cooling system available in select platforms.



OpenManage Enterprise Systems Management

Empower IT with simplicity and intelligent automation

Fast data access, rapid remediation and evolving customer demands require smarter and easier methods to automate repetitive IT management tasks. The OpenManage systems management portfolio simplifies and automates server lifecycle management, assisting your IT staff in building a highly efficient and reliable infrastructure. The agent-free integrated Dell Remote Access Controller (iDRAC), embedded within each PowerEdge server, automates server deployment, configuration, updates and maintenance procedures while the Chassis Management Controller (CMC) efficiently manages servers, storage and networking within PowerEdge modular infrastructure. OpenManage Enterprise, our next-generation console, and the OpenManage Essentials console provide comprehensive management for tower, rack and modular infrastructure in environments of any size.

By adding OpenManage Mobile, you'll have at-the-server control and anytime, anywhere access to monitor and manage PowerEdge servers using Android and iOS handheld devices. The simplicity and intelligent automation capabilities of OpenManage are also employed in our integrations for Microsoft System Center and VMware vCenter®. ProSupport Plus and SupportAssist, our embedded, automated proactive and predictive support technology, allows you to resolve issues with up to 72% less IT effort.¹

Safeguard data with a cyber-resilient architecture

Integrating security across hardware and firmware helps minimize potential vulnerabilities and prevent data loss. With a built-in chain of trust to help ensure that only properly signed firmware updates are applied as well as support for secure management protocols such as the iDRAC RESTful API, security is embedded into every PowerEdge server. Once in use, System Lockdown can protect system configuration and firmware from malicious attacks or unauthorized changes. To perform approved updates, OpenManage tools first check file dependencies and sequences, then deploy the correct system updates to help ensure ongoing server availability and integrity. When a PowerEdge server is retired or redeployed, System Erase can ensure data is safely erased from local storage devices (HDD, SSD, NVMe drives).

¹ Based on June 2018 Principled Technologies Report commissioned by Dell EMC, "Save time and IT effort resolving server hardware issues with ProSupport Plus and SupportAssist". Actual results will vary.



"With iDRAC, an engineer from ProSupport will install the hardware at our data center and we do the rest remotely, saving us time and money."

Gareth Evans, Head of Infrastructure, Anana

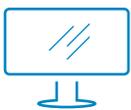
Expert Advice On-hand

A modern infrastructure requires reliable IT support and lifecycle services to ensure new technologies are quickly deployed and optimized continuously. Dell EMC can help accelerate your IT and business transformation with our world-class cloud, big data, and technology expertise and services. Our 60,000+ Dell EMC Services and partner professionals, in more than 165 countries around the world, stand ready to serve you.

ProSupport Plus improves the performance and stability of critical systems and workloads with automated technology. You can count on ProDeploy Enterprise Suite and Residency experts to lead deployments from basic hardware installations through planning, configuration and complex integrations.

Build your modern data center foundation today with Dell EMC PowerEdge

Whether you are operating a global organization or midsized or small company, Dell EMC helps you adjust your solution to deliver the compute, storage and network performance needed to accelerate traditional, software-defined, and cloud workloads in your data center. Talk to your Dell EMC representative about igniting innovation in your data center with PowerEdge servers today.



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*Not all features are available on all platforms. For a comprehensive list, visit dell.com/servers

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