



Platform for Success

As small businesses seek out IT solutions, Dell PowerEdge VRTX surfaces as a powerful option.

Cost is a crucial concern for small businesses, often propelling them to embrace a mishmash of technology with hopes of finding cohesiveness. Unfortunately, the result is usually far from the goal. This paper discusses how Dell PowerEdge VRTX alleviates this issue by serving as a consolidation or convergence IT platform for small business.

Exploring Today's Environment

As small businesses jockey for position in today's increasingly global environment, the focus should be on one thing—constantly leveraging core competencies in order to provide highly competitive products and services.

Of course, doing so often means having the technology in place that serves as a platform for continued growth. Unfortunately, as many small business leaders know from experience, accomplishing that goal is often easier said than done. Sizing workload reference architectures, and trying to figure out management complexities across multiple vendors in order to set up a single business process or application, are extremely time-consuming exercises, especially when limited resources are the norm. Multiply that by several processes and you have a recipe for small business cost overruns due to unforeseen growth implications, management complexity and an IT architecture that has risk built into the model.

"It all comes down to the fact that every small business has crucial applications it depends on to remain competitive and relevant. Yet, very few have IT expertise, and as a result they have no idea what system configurations would yield the best results," says Tony Logan, director, global enterprise strategists for Dell. "They are often looking for some kind of advice

on whether or not their mission-critical applications will run on a specific configuration, and unfortunately, they tend to hear conflicting stories from each component vendor and in some cases the software provider."

Understandably, cost is an ongoing concern for small businesses. However, focusing only on up-front costs can lead a business down a dangerous path. While taking a cost-first approach in sourcing components can lead to a reduced up-front cost, it can also result in increased operational complexities as well as significant integration challenges, explains Logan.

"Without experienced in-house IT staff or the capabilities to implement diverse and disparate solutions including extensive cabling, networking and all the underlying components, most businesses usually have to hire someone to handle the assembly, which ultimately increases the overall cost," he says. "In addition, purchasing disparate components can lead to costly troubleshooting and root cause analysis issues over time if—or when—one of the components fails."

Seeking Solutions

Finding an appropriate solution should not be an overwhelming task.

The goal should be to embrace risk-averse solutions with built-in scalability and manageability. A complete workload refer-





ence architecture of server, storage and networking in a 5U chassis, the Dell PowerEdge VRTX is surfacing as a perfect solution for small businesses.

Risk aversion. When buying PowerEdge VRTX there is only one vendor supporting sizing and availability, which removes a lot of the risk. "Risk aversion is important to these [small business] professionals. IT professionals are cautious about matching the right infrastructure necessary to make their applications run as a seamless tool. This adds latency to a timetable that a few years ago was acceptable at nine to 12 months. Now the timetable from concept to implementation is six to nine months, so there is pressure to get it done right, but done right quickly," he says. "We have reference architectures designed to help small businesses achieve success. This allows us to take the guesswork out, and ultimately helps small business owners avoid making the costly mistake of buying something that is under-configured and fails to meet the needs of their most important applications."

Scalability. The system's ability to grow with the organization is one of the most important criteria to consider in a platform built for the future. While PowerEdge VRTX offers more than enough technology for the vast majority of small businesses, it's designed with built-in flexibility as well. As such, PowerEdge VRTX enables companies to

start with a minimal configuration (one server) and grow over time (up to four), or scale into multiple PowerEdge VRTX environments. The same scalability exists with storage options. What's more, the ability to buy only what is needed today helps small businesses keep costs down.

Manageability. As a truly cost-conscious system designed for easy deployment, the PowerEdge VRTX is capable of fresh-air cooling, and requires minimal space and air—meaning businesses can run it in a small, open-air environment, in a back room or inside a closet. Dell also offers remote support from its help desk to assist companies in deploying applications throughout the lifecycle of PowerEdge VRTX, from deployment to management and alerts of predictive failure, and on-site service and support. For small businesses, an easy-to-deploy and operate system means there is no need to hire an IT consultant, which ultimately reduces the total cost of ownership.

Bottom line: In a world where businesses need to remain focused on revenue-producing activities, it's important to strip out the guesswork commonly associated with deploying new technology. "It can be a nightmare when you are buying all of your components from various vendors," says Logan. "However, with PowerEdge VRTX you get everything you need in a single package, without the hassle of finger pointing."

Dell PowerEdge VRTX Snapshot View

The pace of technology today requires that many organizations have the power of a data center, but the cost, size and manageability of a desktop. With Dell PowerEdge VRTX, it's never been simpler to standardize, deploy, optimize and manage IT.

Powerful: High performing and virtualization ready, PowerEdge VRTX incorporates the best ideas and efficiencies from large data centers.

Compact: At only 12"W X 19"H, PowerEdge VRTX is optimized, secure and all with desktop acoustics for use in a regular office without special power or cooling. And at about 175 lbs./79 kg, it can be shipped and moved just about anywhere.

Converged: Every PowerEdge VRTX includes high-performance PowerEdge server nodes, integrated storage, simplified integrated networking and enterprise-class manageability. PowerEdge VRTX offers rack or stand-alone installation options, eight external PCIe slots and eight NIC ports, and runs off 100V–240V AC power.

Scalable: PowerEdge VRTX can house up to four server nodes and 48TB of storage. This makes for a scalable solution that can easily grow with the evolving needs of the business, effectively future-proofing the investment.

Manageable: PowerEdge VRTX features simple built-in monitoring and management, including integrated console with full enterprise-class tools for on-site or remote management.

[Click here](#) to learn more about the Dell PowerEdge VRTX and how the scalable, easy-to-deploy system can seamlessly fit into your daily environment.