

Servers Rule

AN ILLUSTRATED
GUIDE TO MAKING
YOUR BUSINESS RUN
A LOT BETTER WITH
A SERVER

There are times when the only reason for doing something a certain way comes down to these words: "Because that's the way we've always done it." When you consider the full depth and breadth of the value proposition of running your business with a real server, this has to be the only explanation for not doing so. +The evidence is overwhelming. If you are running your business on a PC-based peer-to-peer network or some other 'pretend' server wannabe solution, you are hurting your business, hurting yourself, and hurting your employees. +As you'll see in the pages of this guide, a real server such as the Dell PowerEdge line powered by beefy Intel processors deliver more computing value for less money and far fewer headaches. Not only that, but servers offer small businesses a clearly defined, logical pathway to future growth. With a bunch of PC's cobbled together to imitate a real server, all you get is an increasingly unmanageable, unsecured, and costly mess. +By contrast, this guide is designed to illustrate how servers deliver the good in the most business-critical areas of computing for your organization, including:

Security, with built-in, highly automated features that stop attacks before they get embedded and keep unauthorized users out

Collaboration and Remote Access features that deliver all the required computing resources to users no matter where they are located

Manageability that includes capabilities for you to manage the entire computing resource from any remote location

Storage and data management features that automate data back up to keep your business up and running through thick and thin

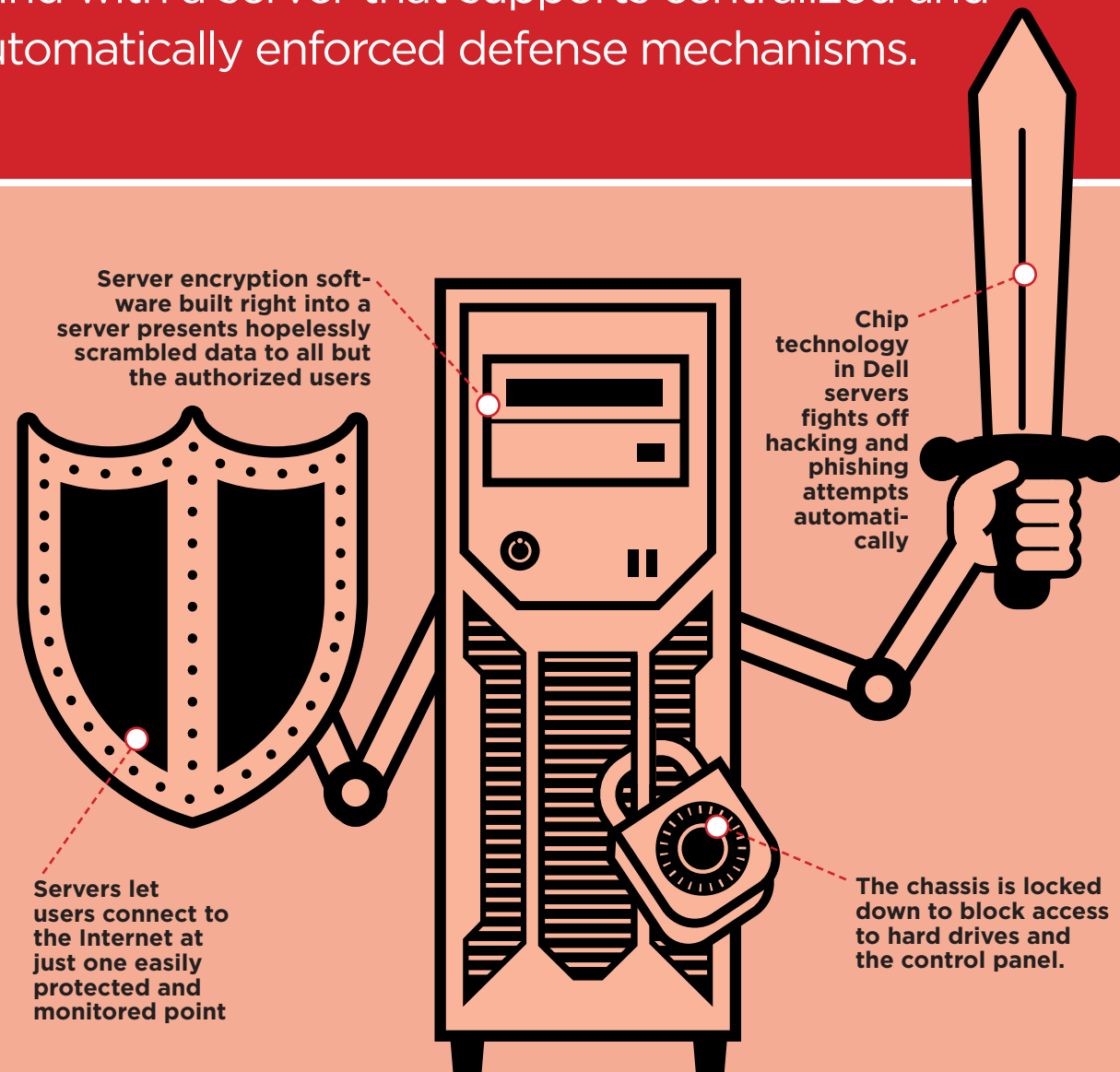
Dell Services service and support so you don't need to invest in in-house IT staff just to get the benefits of a real server

It's all here in this convenient guide to a more productive, more efficient, and more capable business future, courtesy of a real server.



FIRST SERVER PLAYBOOK SECURITY

Many small business owners worry about the vulnerability of their data to cyber threats—and rightly so. There has been a sharp rise in viruses, worms and phishing attacks by criminals who want access to financial and customer information. Get some peace of mind with a server that supports centralized and automatically enforced defense mechanisms.



USING A DELL SERVER TO PROTECT AGAINST THREATS MEANS

- ◆ You won't be in the potentially business-crushing position of explaining to customers that their information was breached in an Internet attack. With a server, your business and its PCs connect to the Internet at just one point. You can monitor that with a firewall that protects the server by scanning network communications and blocking malicious intrusions.
- ◆ You avoid the risks that come with relying on users to maintain antivirus updates. Install antivirus software on the server, and master updates address everyone's systems.
- ◆ You can lock down specific users' access to sensitive files. And you can monitor log files to review access for suspicious activity.

DELL SERVERS SET THE STAGE FOR SECURE WIRELESS NETWORKING

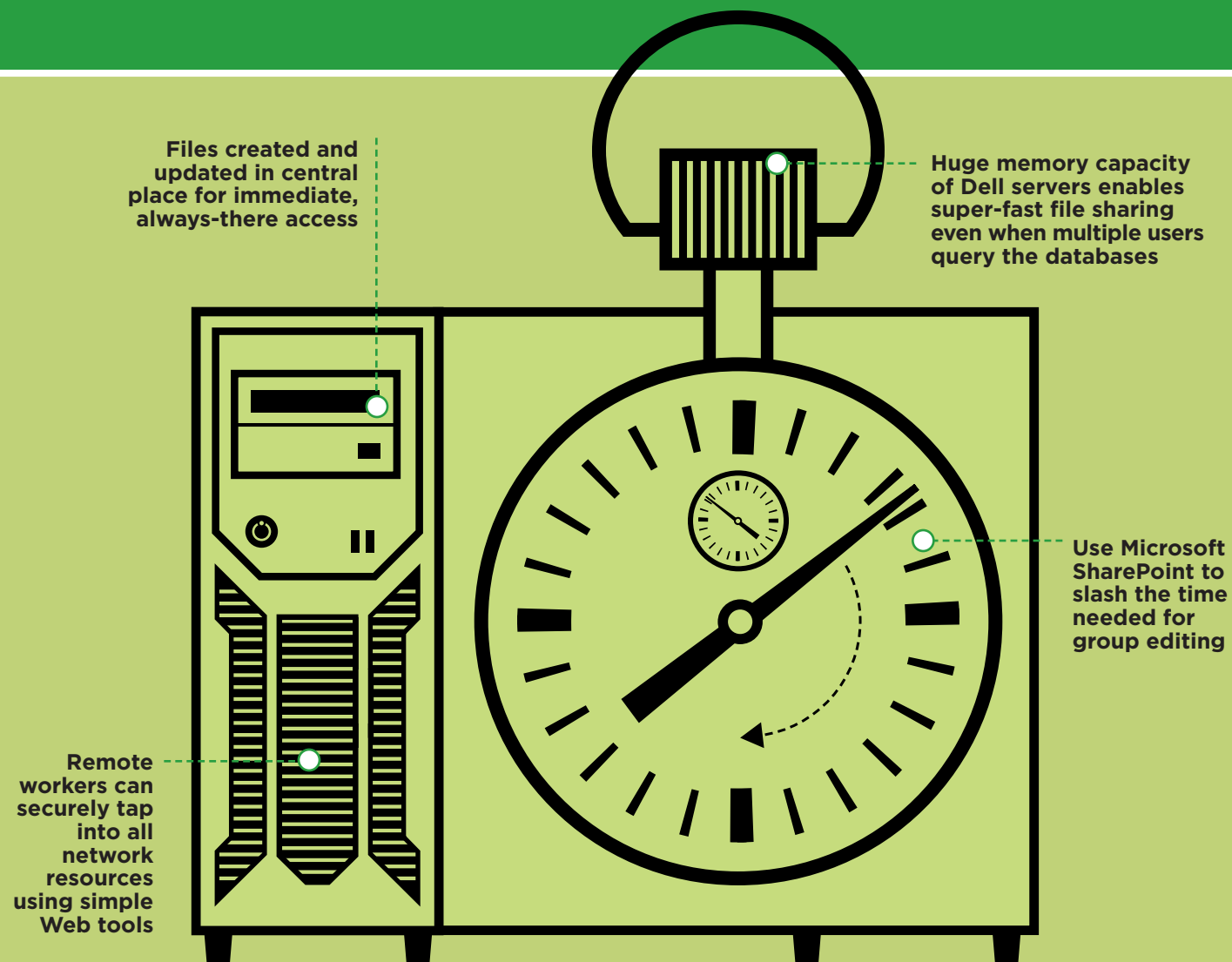
- ◆ Wireless networks let you do business when and where you need to, but you must protect data in transmission. Installing and regularly updating encryption software on a server scrambles data to all but authorized users.

DELL SOLUTIONS ENSURE SECURITY THROUGH THE DATA LIFECYCLE

- ◆ A Trusted Platform Module microchip in Dell's PowerEdge servers prevents hacking attempts to capture encryption keys and digital certificates that could lead to data leaks.
- ◆ The chassis is locked down to block access to hard drives and the control panel. External USB ports can also be locked down.
- ◆ When a server drive malfunctions, a new Dell service destroys its data, certifies the act, and disposes of the disk for compliance with privacy requirements.

FIRST SERVER PLAYBOOK COLLABORATION AND REMOTE ACCESS

Investing in your first server is the first step to creating a more efficient, more productive and more growth-oriented 24/7 business. Why? A server makes it easy for teams to find and share documents; get work done without needless delays; and access applications, email and other office resources from anywhere at any time—which is exactly what users want.



MAKING A DELL SERVER YOUR ELECTRONIC FILING CABINET MEANS

- ◆ The days of wasting time figuring out which PCs host certain documents—perhaps the quarterly customer proposals your sales team has been working on—are over. Files can be created and updated in a central shared repository, where they're immediately and always accessible.
- ◆ Group editing of documents no longer has to be a tedious process of emailing files back and forth and consolidating everyone's changes. When files live on a server, small businesses can use software such as Microsoft SharePoint to make changes and track them (to support version control) in collaborative workspaces.

DELL SERVERS END FILE-SHARING DELAYS AND IMPROVE APPLICATION ACCESS WITH

- ◆ The large memory capacity and multi-core Xeon processors available in Dell PowerEdge servers, which help avoid the slowdowns that occur in peer-to-peer network file sharing. Accessing documents from other workers' PCs can be hampered by low memory issues or less powerful processors.
- ◆ High-performance components and expandability, which can become indispensable as your business grows and more users need to simultaneously access enterprise applications or query corporate databases.

A DELL SERVER GIVES A BOOST TO ROAD WARRIORS BECAUSE

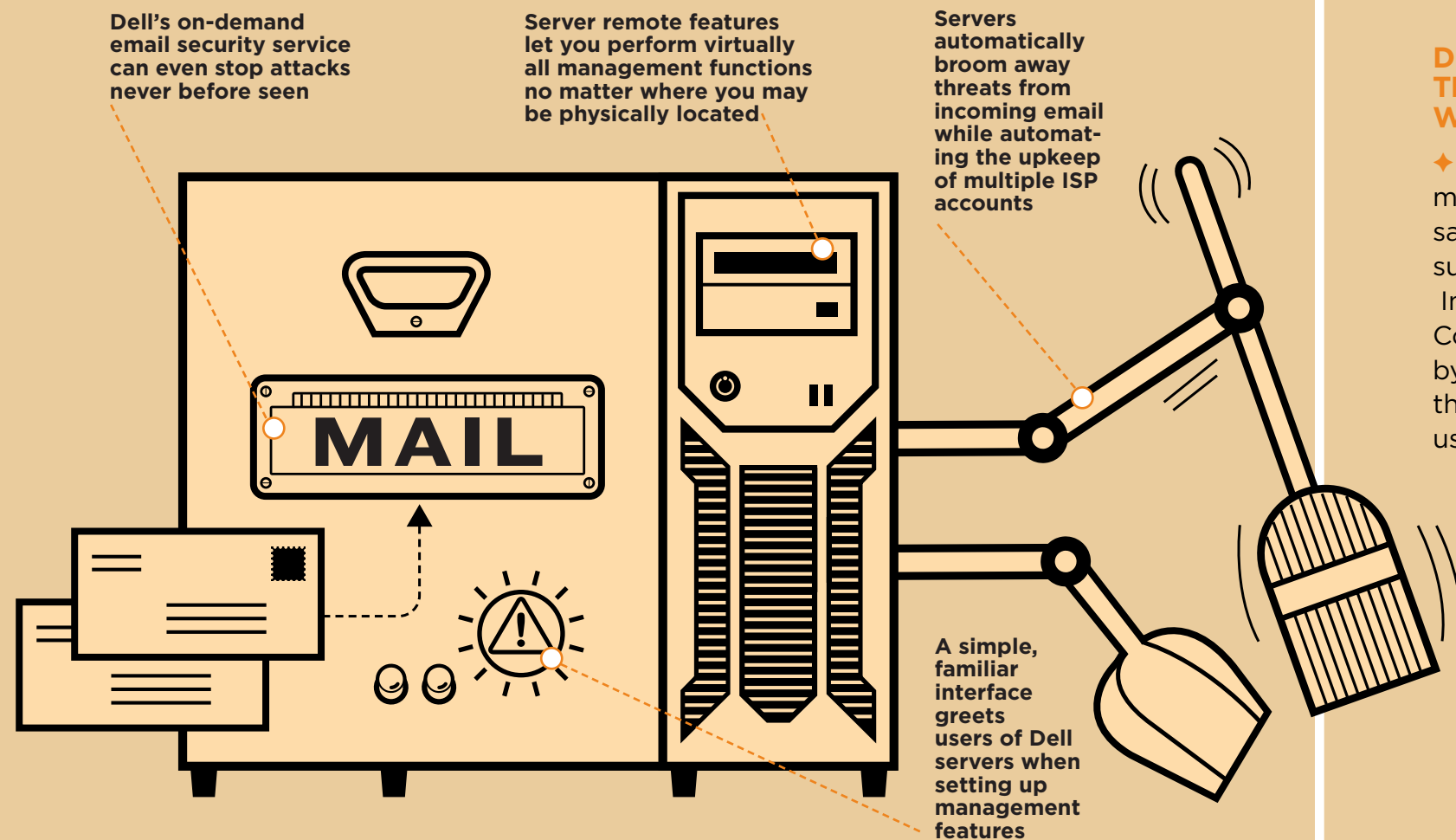
- ◆ Talk about Remote/Mobile/ and just normal workers who want to work from home occasionally can be as productive when they're outside the office as when they are in it. A server with software such as Microsoft Small Business Server 2008 Remote Web Workplace lets staffers securely tap into email, the company intranet, critical files and key business applications—all network resources, in fact—right over the Web, any time.

FIRST SERVER PLAYBOOK MANAGEABILITY

You need to spend your time managing your business, not worrying about your IT infrastructure. That's why it's important to choose a server from a vendor that emphasizes simplicity around the system's setup, monitoring and maintenance. It's equally important to consider what a vendor may offer for its servers that make it easier to manage your PCs, as well as core services such as email.

MANAGING A DELL SERVER MEANS

- ◆ You don't have to worry about whether you can find the CD with the drivers you need when you're preparing to set up—or update—your server with the appropriate operating system and configuration. Dell builds systems management features into its PowerEdge hardware, so all you need do is work your way through a simple interface. Plus Dell servers provide the option to come preinstalled with popular operating systems, such as Windows Server 2008 R2 Foundation.
- ◆ From wherever you are, you can access a Web tool to: securely view server stats such as current performance levels, diagnose problems; and even restart the server if necessary.



DELL SOLUTIONS CONSIDER THE IT ECOSYSTEM AS A WHOLE ...

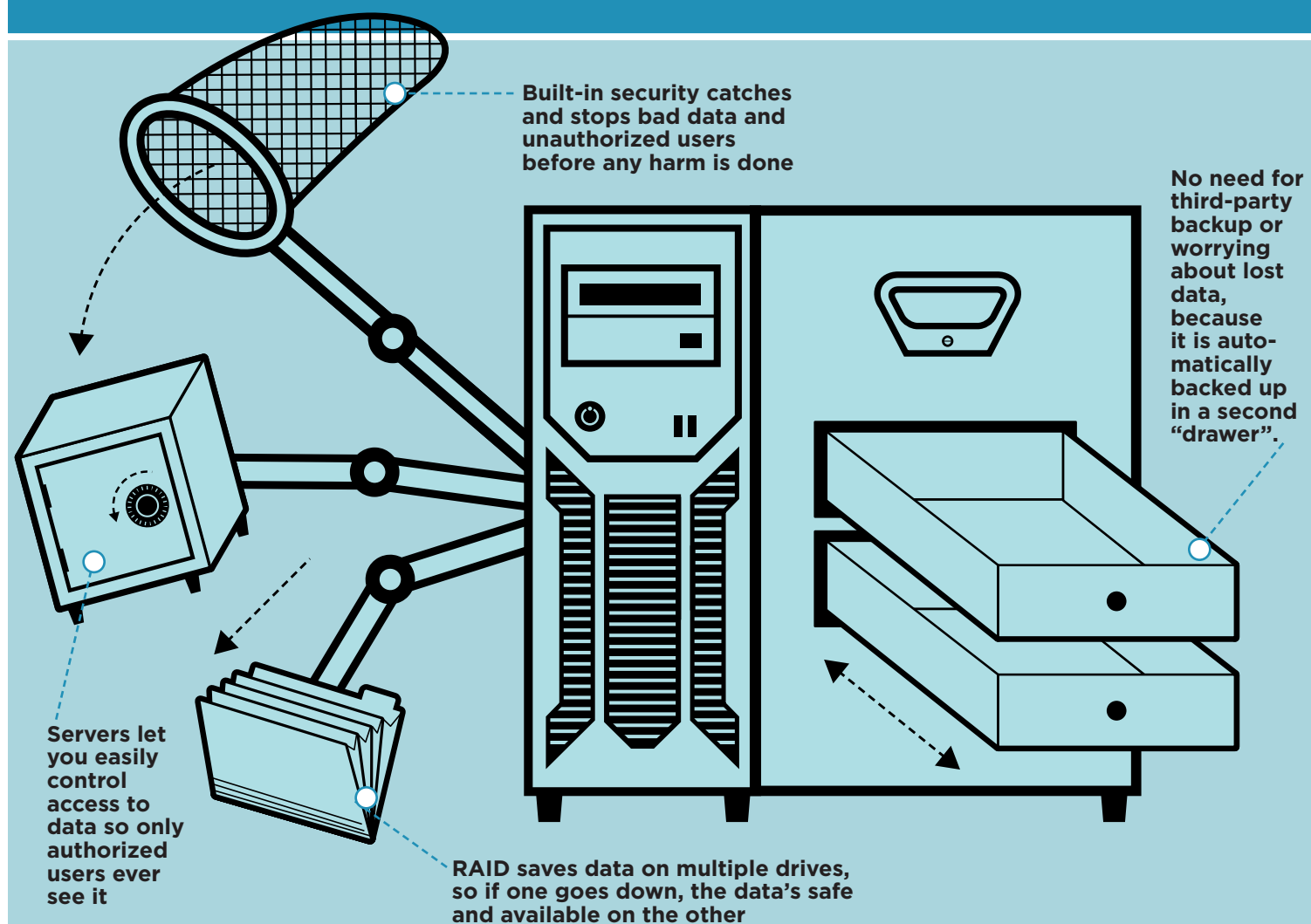
- ◆ The ability to do basic PC management from a single server saves a lot of time on routine tasks such as configuration updates. In addition, the Dell Management Console helps avoid problems by providing alerts that certain thresholds (e.g., PC memory usage) have been reached.

... AND HELP WITH ADMINISTERING KEY SERVICES, TOO

- ◆ When you move email to your own server, you get immediate management advantages. This includes eliminating upkeep for multiple employee ISP accounts and gaining the ability to sweep incoming messages for threats.
- ◆ Dell takes things further with an on-demand service for email security that boasts "auto-learning technology" to stop never-before-seen attacks, while also taking care of everyday maintenance. If you need to adhere to policies around archiving emails for e-Discovery requirements, or ensure that messages aren't lost during an email server outage, Dell has services to help out there as well.

FIRST SERVER PLAYBOOK STORAGE AND DATA MANAGEMENT

Your business rides on your data. As your company grows, that means a lot more is riding on your ability to protect that information. As business data becomes more complex and more critical to track, you need to invest in a server so that you have a central storage location for consolidating the company information spread across the desktops and laptops of your employees.



CENTRALIZING FILES ON A DELL SERVER'S BUILT-IN STORAGE MEANS

- ◆ Your business doesn't crash when an employee's laptop hard drive does. The valuable data that was once stored only there—say, the list of all his new sales prospects—is now saved on the server, where it can be immediately retrieved.
- ◆ You won't have to pay a service to try to recover the most recent data from users' failed hard drives (unfortunately, end users aren't always meticulous about daily system backups).
- ◆ With just one set of files to back up from one central server, daily data backup is better assured. With the Dell PowerVault RD1000 removable disk drive, backup tasks can be accomplished quickly using media that can be taken off-site for protection against on-site disruptions.

DELL SERVERS ADD EXTRA PROTECTION FOR YOUR DATA BECAUSE

- ◆ You get built-in redundancy: Software RAID (Redundant Array of Independent Disks) saves copies of your files across two or more drives in a single system. Your data remains intact and accessible even if a drive goes down.
- ◆ In combination with an operating system such as Microsoft Windows Small Business Server, you can more easily control access to certain data through the access control list. You can also monitor the server to discover unauthorized reads or changes to files. These could be important tools in supporting compliance requirements.

DELL SOLUTIONS GIVE YOUR BUSINESS "ROOM TO GROW"

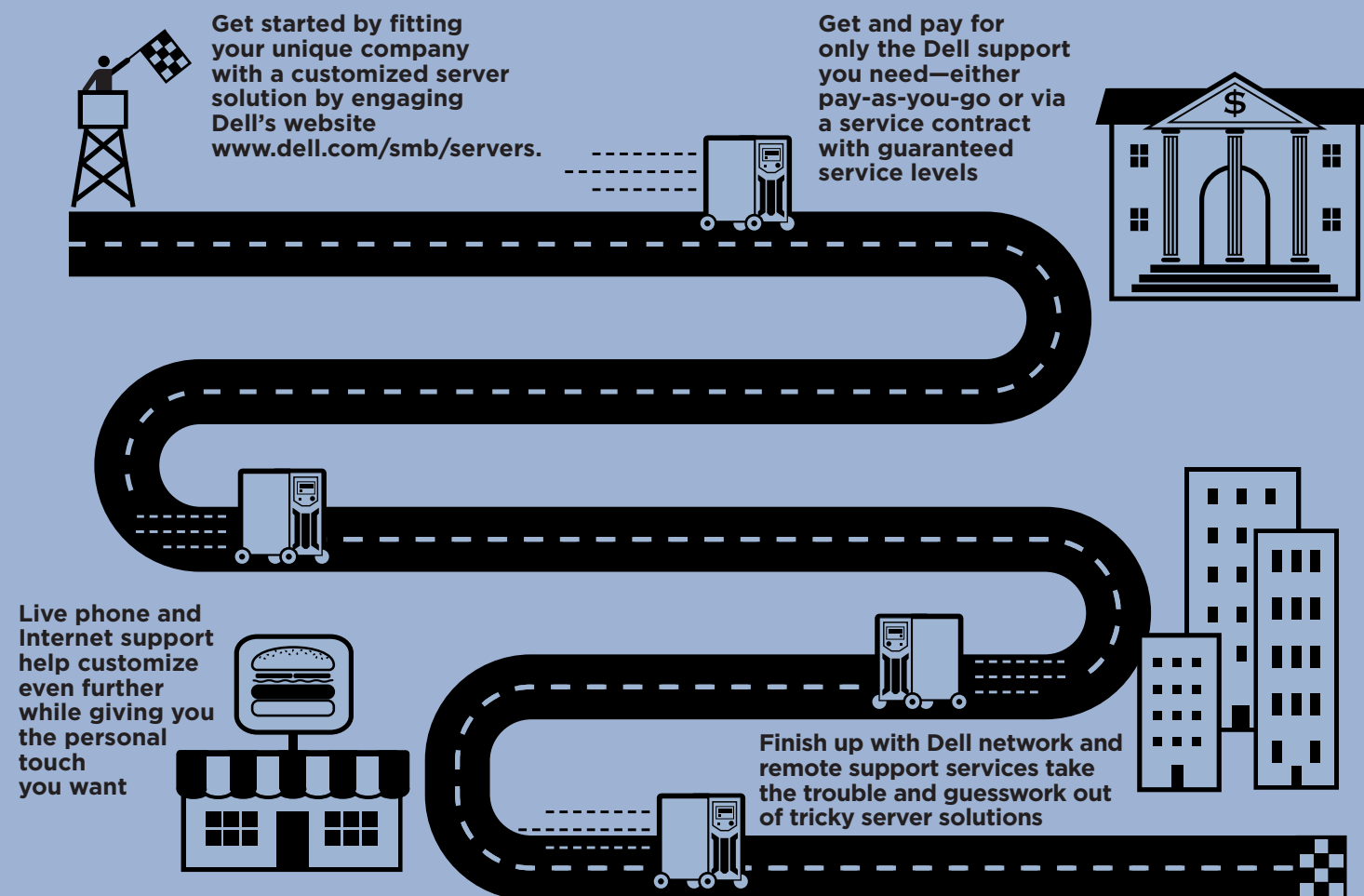
- ◆ You can upgrade your Dell server from using built-in storage to using PowerVault NX network-attached storage (NAS) devices for storing and serving up data files. The server itself can then focus on processing business applications instead of data files, which can enhance the user experience.
- ◆ You can reuse your existing server hard drives in your NAS to save money, and add more capacity as needed into this expandable storage space.

FIRST SERVER PLAYBOOK DELL SERVICES

When you're ready to buy your first server, you want to understand the unique technology advantages a vendor offers. But you should also consider whether the vendor can deliver the advice and services that contribute to a successful first-time server purchase—and long-term business benefits.

DELL'S FOCUS ON THE SMALL BUSINESS MARKET MEANS

- ◆ You don't have to spend hours researching options to discover what systems may be best for you. Dell's website features server solution bundles that map to your business requirements, such as the number of employees you support, your company's tolerance for downtime, and even your space constraints. You also can have live Internet chats with sales experts to address any additional questions.
- ◆ First-class support starts right away. Scheduled phone chats with Dell experts to assist in configuring your server operating system help your setup experience go smoothly.



DELL KNOWS THAT EVERY SMALL BUSINESS IS DIFFERENT

- ◆ Some small businesses have an IT-savvy person on staff; some don't. Some prefer to access and pay for support only when they can't solve a server problem on their own; others want managed services contracts to proactively monitor systems and remotely fix issues. Dell's multiple support options guarantee the service you want the way you want it.

DELL TAKES SUPPORT TO THE NEXT LEVEL BY

- ◆ Offering *real* support for small businesses—support that goes beyond keeping servers up and running. In addition to its strong portfolio of maintenance, troubleshooting, and data recovery, security and rapid response services, Dell offers innovations such as:

Remote Advisory Services for advanced requirements, such as best practices for virtual server environments.

Network Assessment Services to help you determine your needs for a new network, or perhaps a wireless network.

Services to help you get more out of the applications and databases that run on servers, and recycle systems as they reach end-of-life.