



YOUR NEXT-GENERATION APPLIANCE SOLUTION

POWERED BY DELL™ POWEREDGE™ SERVERS

OEM Customer-Led **Innovation**

Exceptional System **Stability**

Top-Tier **Quality and Reliability**

A Simplified **Appliance Solution**

Green Technology and Operations



DELL.COM/Appliances

ORIGINS OF NEXT-GENERATION APPLIANCE PLATFORMS

“These next-generation Dell™ PowerEdge™ servers offer a complete platform to meet our unique needs of our appliance solution.”

DELL KNOWS APPLIANCES

Dell OEM can provide the products, services and support you need to offer a total appliance solution without getting into the hardware business yourself. For more than 10 years, Dell OEM has been helping software companies introduce their own appliance platforms across a broad spectrum of workloads such as networking, search, database, communications, PACS and storage.

APPLIANCE-INSPIRED DESIGN

Dell knows that not one server fits all. Dell continually listens to customer feedback and has engineered appliance-friendly changes into the latest line of Dell PowerEdge servers. Discover the difference:

ENHANCED CAPABILITIES

- Boot from any internal persistent storage (SD Flash and USB Flash)
- Chipset RAID support
- IPv6 support
- Enhanced LCD capabilities for greater programmability
- “Climate Savers” support

OEM-FRIENDLY HARDWARE UPGRADES

- Four NICs on the motherboard (LOM) for high-end servers
- Shorter chassis depth across the product line
- Removable rack ears for additional rack mounting options
- New platforms added to help fill gaps in your product lines



STABILITY

World-class system stability helps minimize change and reduce costs. Dell's new generation of Dell™ PowerEdge™ servers can offer OEM customers:

- Longer product transitions (two quarter transitions for like-to-like direct replacement products)
- PERC6 for the entire life of 11th-generation servers (no forced transition to 7G PERC)
- The latest Intel® Xeon® Processors
- Select CPUs have an Intel-embedded processor option on certain models to minimize qualifications and offer fewer BIOS revisions
- Longer lifecycles on certain models

Dell is one of the only major server vendors that allows customers to run the same standard software image across multiple server models. The Dell PowerEdge R710, R610 and T610 also share a common system image. Choose the right server for the job without the cost and complexity of maintaining and testing different software images.

QUALITY AND RELIABILITY

Top-tier quality can produce numerous benefits throughout your value chain. Better quality can help free up time and money related to repairing inventory and shipping and expediting costs, as well as help to improve overall customer satisfaction to maintain your brand promise.

WHAT IS DELL'S QUALITY ADVANTAGE?

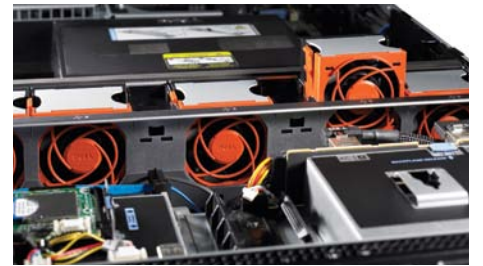
- Industry-standard platforms (versus single-use purpose-built) that are backed by over 100,000 man hours of testing, 10 previous generations of improvements and the consistency that comes with producing millions of units annually
- Rigorous Ongoing Reliability Testing (ORT) process to monitor and test critical components and sub assemblies from Dell's suppliers to help ensure that they function within current and future limits
- Leadership position of a global consortium called IPC—made up of several major IT suppliers—that establishes rigorous industry standards for these critical commodity suppliers
- 130,000 square-foot reliability testing facility in Austin, Texas, that boasts state-of-the-art test chambers and equipment that conducts real-world testing on all Dell products during the concept phase, pre-launch and post-launch

RELIABILITY DESIGN ENHANCEMENTS

NEW METAL HARD DRIVE CARRIERS



ROBUST FAN CAGE DESIGN WITH SINGLE-PULL FAN MODULE



IMPROVED BOARD LAYOUTS FOR BETTER AIRFLOW



“Cheap, white box platforms cost way more in the long run.”

A SIMPLIFIED APPLIANCE SOLUTION GO TO MARKET FASTER

“Dell can have your new appliance solution shipping out of their factory to your complete specifications in as little as two weeks. Unbelievable.”

YOU NEED TO GET TO MARKET FAST WITH A PLATFORM YOUR CUSTOMERS TRUST. HERE'S HOW DELL OEM CAN HELP:

STANDARDS-BASED HARDWARE

All hardware is not the same. 11th-generation Dell™ PowerEdge™ servers are designed with appliances in mind and are built to exceed industry standards.

The decision to base your appliance solutions on top-tier hardware is clear: Don't reinvent, get Dell.

DEDICATED ACCOUNT TEAM

Now you can leverage Dell's experience with hundreds of other appliance customers including Google,™ IronPort® and Symantec.® With Dell, you can get complete ownership of the appliance go-to-market process in one place.

Your account team will lead you through the entire design, development, manufacturing, logistics and support processes. When the time comes, they will also help to transition you onto new platforms.

CUSTOMIZED TO YOUR SPECIFICATIONS

The 11th-generation Dell PowerEdge server design adds branding flexibility:

- Paint and skin your own bezel, taking advantage of many design options
- Initiate your solution cost effectively without base fees
- Acquire OEM-ready unbranded servers at no extra charge on Dell's most popular appliance server platforms
- Use no-cost self-design kits to create your own server BIOS, splash screen and custom bezels
- Modify the BIOS to suit your unique requirements
- Have labels produced and applied according to your specifications
- Apply box labels as defined by marketing and branding teams
- Get generic documentation or the original documentation source for custom documentation



OFF-THE-SHELF APPLIANCE BRANDING

DELL BADGE



GENERIC BADGE



CUSTOM BADGE



OEM-CUSTOM APPLIANCE SERVICES

PAINTED BEZEL



SKINNED BEZEL



CUSTOM BEZEL



SEE HOW GOOGLE™ SIMPLIFIED THEIR HARDWARE APPLIANCE OPERATIONS WITH DELL OEM

Customized solution for Google:

- Custom branding
- Custom server specifications
- BIOS and splash screen
- Product information guide and box
- Custom factory installation of software
- Drop ship to end user
- Google t-shirt shipped with every server



A SIMPLIFIED APPLIANCE SOLUTION RUN YOUR OPERATIONS BETTER

“Dell can take care of all of the operational details and enable you to shift resources to more critical areas of your business.”

DELL WANTS TO HELP FREE YOU FROM BASIC CHORES THAT DRAIN TIME AND MONEY FROM YOUR OPERATIONAL PROCESSES.

MANAGED SUPPLY CHAIN

Dell controls and coordinates a multitude of IT suppliers behind each system they manufacture.

OUTSOURCED ADVANCED LOGISTICS

Dell can handle many custom logistics needs behind your appliance platform. Services like custom packaging, rack-and-stack, inventory management and drop shipping are all available to help simplify your operations.

CUSTOM FULFILLMENT SERVICE

Dell performs custom integration for your appliance in its own factory and fulfillment center to help save you time and money while maintaining superb quality control.

REGULATORY APPROVALS

You want to get products into as many countries as possible, quickly. Dell OEM systems include the regulatory marks that let you ship systems around the globe at no cost. Dell will also help keep systems in compliance as regulations change.

RELIABILITY AND QUALITY

Poorly built systems have effects beyond unsatisfied customers. They can also add cost to your services organization and your reverse logistics process. Help avoid quality and reliability problems from the start by choosing Dell for your top-tier platform.

WARRANTY EXTENSION

90-day warranty extension is available on most OEM-class Dell™ PowerEdge™ models.



SAMPLE GLOBAL REGULATORY APPROVALS



CUSTOM ORDER FULFILLMENT

Dell can custom package your appliance and can include manuals, data sheets and cross-promotional materials with your shipment. Custom staging, consolidation and multi-pack services are also available.



GLOBAL SHIPPING

By piggybacking on the acceptance Dell products already have on international shipping, you can save time and get low-cost regulatory approval.

FLEXIBLE DELIVERY

Flexible delivery options mean Dell can quickly ship built-to-order models to global locations.

HOLD LESS INVENTORY

Dell's built-to-order model frees you up to order what you need when you need it. Maximize efficiency with no order minimums and no need to hold stale hardware in inventory while waiting for orders to come in. Your Dell-powered appliance will come off the line with all other servers and be customized in the factory.

EASY OUT-OF-BOX EXPERIENCE

With Dell, processors, memory and hard drives are ready to go from box to rack after fast, easy unpacking.

A SIMPLIFIED APPLIANCE SOLUTION GROW YOUR BUSINESS SMARTER

“On a Dell platform, you should be able to expand across the world with the confidence of knowing that Dell’s services organization is behind all of your customers.”

ADOPT DELL SERVICES AS YOUR OWN

Dell offers OEM-class ProSupport that allows you to define the speed of response, protection and proactive support you need to service your customers. Many OEMs handle the initial customer call and then initiate a soft handoff to Dell for additional support levels.

Dell ProSupport for OEMs is specifically designed for the unique needs of OEM customers that resell Dell hardware.

DETERMINE YOUR SPEED OF RESPONSE

- Mission critical
- Same day
- Next-business day

ACQUIRE PROACTIVE SUPPORT

- Proactive maintenance
- Remote advisory service
- Enterprise-wide contract featuring a service delivery manager

ADDITIONAL SERVICES DESIGNED FOR OEM APPLIANCE CUSTOMERS

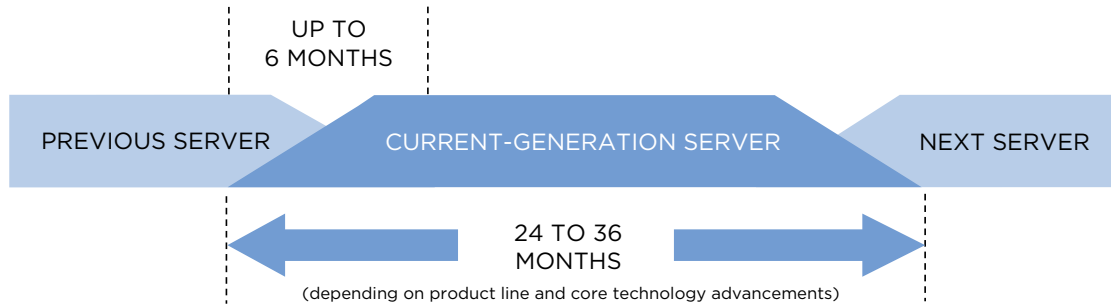
- Technical training and certification
- Fast-track dispatch
- Direct access to Dell experts
- 24x7x365 phone support
- Collaborative hardware and phone support
- Global command center management and monitoring
- Custom help desks
- Warranty parts dispatch



OEM-CLASS LIFECYCLE MANAGEMENT AND ENGINEERING SUPPORT

Dell offers fixed configurations to minimize platform changes. New servers offer longer lifecycles and longer platform overlaps than ever before. OEM consultants provide long-range, component-level road maps, vertical specialization and access to Dell engineering and technical escalations to help you easily and cost-effectively manage change.

Starting with the 11th-generation Dell™ PowerEdge™ servers, OEM customers can get up to six months of overlap between old and new servers.



BUILD AS YOU GROW

Your Dell-powered appliance program lets you focus on building your business at your own pace. Dell offers no order minimums with our OEM-ready program and low minimums on custom offerings. Dell's logistics and in-field services are globally scalable to grow with your business worldwide.

DELL QUALITY GLOBAL SERVICE AND SUPPORT

- Comprehensive Dell ProSupport services
- Presence in 180 countries
- Five global command centers
- 60 expert technical support centers
- 15,000 certified field technicians
- 500 parts depots
- More than 500 Dell platforms supported
- Warranty parts direct



- Headquarters
- Design Centers
- Manufacturing and Distribution

OEM-CLASS HARDWARE FOR YOUR APPLIANCE

DELL™ POWEREDGE™ R710

2-SOCKET, 2U SERVER

CORE BUSINESS RACK SERVER

A versatile rack server for all business applications featuring energy-tuned technologies optimized to balance performance with unprecedented efficiency.



DELL POWEREDGE R610

2-SOCKET, 1U RACK SERVER

HIGH PERFORMANCE AND AVAILABILITY

Perfect for environments where space is a problem, the Dell PowerEdge R610 runs mainstream business applications. Energy-optimized configurations are also available.



DELL POWEREDGE R410

Built with a purposeful design and energy-optimized technology, the Dell PowerEdge R410 features an available "open" HPCC software stack, excellent diagnostics with interactive LCD and a 24" chassis depth for space-constrained data centers and HPCC environments.



Dell PowerEdge R710	
Processor	Intel® Xeon® 5500 Series
Memory Slots	18 x DDR3
DIMM Sizes	1, 2, 4, 8GB
Expansion Slots	2 PCIe x8 + 2 PCIe x4 Gen 2 or 1 x16 + 2 x4 PCIe Gen 2
HDD	6 x 3.5" or 8 x 2.5" Hot Plug
IDRAC	iDRAC 6 Enterprise optional
Power Supply	Hot Plug, Redundant
Cooling	Hot Plug, Redundant

Dell PowerEdge R610	
Processor	Intel Xeon 5500 Series
Memory Slots	12 x DDR3
DIMM Sizes	1, 2, 4, 8GB
Expansion Slots	2 PCIe x8 Gen 2
HDD	6 x 2.5" Hot Plug
IDRAC	iDRAC 6 Enterprise optional
Power Supply	Hot Plug, Redundant
Cooling	Redundant

Dell PowerEdge R410	
Processor	Intel Xeon 5500 Series
Memory Slots	8 x DDR3
Expansion Slots	1 PCIe x16 (True x16, Gen 2), 1 Proprietary for SAS 6/iR Modular card only
Power Supply	Non-Redundant, 480W (80+ BRONZE) Optional Redundant, 500W (80+ GOLD)

**DELL™
POWEREDGE™ T710**

The Dell PowerEdge T710 provides outstanding performance, availability and value in a 2S tower server. Features include the performance of Intel® Xeon® 5500 Series Processors, the availability of up to 16 hard drive disks, DDR3 memory, excellent I/O capacity and available redundant power.



Dell PowerEdge T710	
Processor	Intel® Xeon® 5500 Series
Expansion Slots	1 PCIe x16 + 4 PCIe x8 + 1 PCIe x4 (all G2)
Memory Slots	18 x DDR3
DIMM Slots	(18 DIMM slots): 1GB/2GB/4GB/8GB DDR3 800MHz, 1066MHz or 1333MHz
HDD	16 x 2.5" Hard Drive Option or 8 x 3.5" Hard Drive Option
iDRAC	iDRAC6, Optional iDRAC6 Enterprise
Power Supply	2 Hot Plug, Redundant PSUs - 1100W

DELL CR100 SERVER

Delivering high-quality, affordable performance in a customizable 1U platform, the Dell CR100 server is specifically designed to meet the needs of OEMs and their hardware appliances. Backed by the extensive support services of Dell OEM's turnkey Appliance Program, this system helps to simplify your operations and enable first-rate customer service.



Dell CR100 Server	
Processor	Single Intel Core Duo E4300 Processor Single Intel Pentium® Dual-Core E2160 Processor Intel Celeron® Processor
I/O Slots	Three total: 2 Gigabit ¹ embedded NICs plus one riser with a PCI Express slot (1 x8 lane)
Memory	512MB/8GB DDR2
Hard Drives	3.5" SATA (7.2K rpm): 160GB, 250GB
Power Supply	345W

¹This term does not connote an actual operating speed of 1 Gb/sec. For high speed transmission, connection to a Gigabit Ethernet server and network infrastructure is required.

DELL ALSO PROVIDES TURNKEY BRANDING SUPPORT ON THE FOLLOWING PLATFORMS:

DELL POWEREDGE R200



DELL POWERVAULT™ MD1000



DELL OPTIPLEX™ XE





YOUR GREEN APPLIANCE SOLUTION

BASING YOUR APPLIANCE SOLUTION ON A DELL PLATFORM MEANS PARTNERING WITH A COMPANY COMMITTED TO BEING ONE OF THE GREENEST TECHNOLOGY SUPPLIERS ON THE PLANET.

GREEN OPERATIONAL PRACTICES

Dell strives to minimize factory energy use, air emissions, water use and solid wastes. Dell's headquarters are 100% powered by green energy and they are ranked Number 3 in the latest EPA Fortune 500 Green Power Challenge. Additionally, Dell is the only major computer manufacturer committed to being carbon neutral.

ACCOUNTABILITY THROUGHOUT THE SUPPLY CHAIN

Dell requires each company in the supply chain to adhere to Dell's energy-efficient and green practices. Dell leads by example by requiring suppliers to design and build products to Dell's energy standards. You can choose Dell with confidence knowing your appliance was built to comply with best practices for green manufacturing.

ENERGY-EFFICIENT DESIGN

Dell™ PowerEdge™ servers with Energy Smart design architecture can save up to 48 watts in energy consumption and \$200 in energy costs over the product lifecycle compared to previous server generations.¹ Energy Smart technologies help reduce power consumption while increasing performance capacity with efficient power supply units, improved system-level design efficiency and policy-driven power and thermal management.

¹Based on a comparison of Dell PowerEdge 2950 III versus Dell PowerEdge R710 power consumption over four years, assuming average energy costs of .12 per kW. Actual performance will vary based on configuration, usage and manufacturing variability.

²Based on the United States Energy Star certifications:
http://www.energystar.gov/ia/products/prod_lists/enterprise_servers_families_prod_list.xls



“Dell has the first certified family of servers in the Energy Star program.”²

▶ DISCOVER THE DELL
APPLIANCE ADVANTAGE AT:
DELL.COM/Appliances