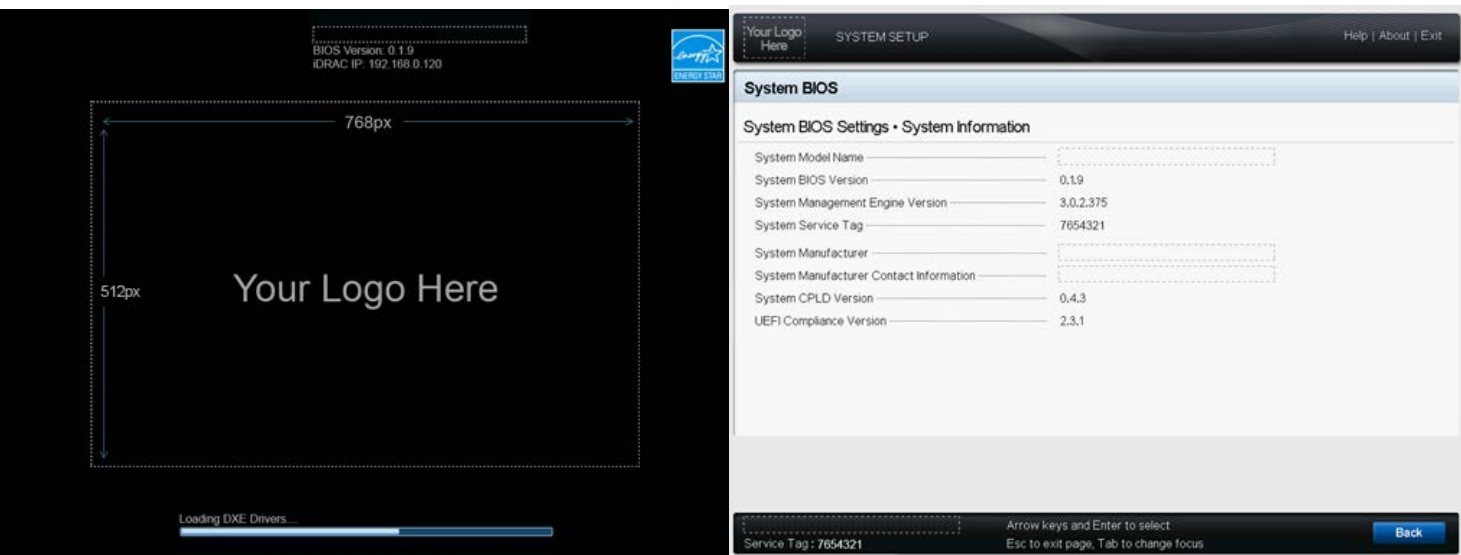


Dell OEM Identity Module Adds Value For Customers Through Customization

Deliver increased customization, upgradability and support.



Dell's OEM Solutions is enabling OEMs to increase rebranding opportunities while bringing new features and capabilities to their Dell servers. Dell is addressing evolving OEM demand for broader rebranding capabilities, increased server environment customization and faster time to market while making it easier for OEMs to serve end users through improved updates and management.

Executive Summary

Dell OEM Solutions is delivering enhanced branding, customization and configuration to OEMs by leveraging its OEM Identity module, which provides a simplified, more standardized "framework" approach to customization, as well as its LCD Access Control Panel, a control screen on the front of the server. Dell OEM Solutions' technologies augment Dell's supply chain, products, warranty and services to deliver a solid building block on which the OEM can develop its brand.

Dell OEM Solutions is meeting OEM demand for added branding and management capabilities without sacrificing support and reliability – critical for Dell OEMs. This framework approach enables OEMs to save time to customization while supporting a standard cadence of system upgrades, including BIOS, LC, iDRAC, network card and Dell RAID PowerEdge controller, to simplify support.

In addition to providing OEMs more options, the framework approach enables OEMs to expand their management capabilities as the end user's company grows, starting with simple local tools and growing into sophisticated, mature remote management technologies. It frees up OEMs' resources to invest in more individualized customization, positioning them to more effectively meet demand from end users. This core-level commonality is unique to

Dell versus rivals and better enables OEMs to leverage Dell's management and supply chain ecosystem to best fit their needs.

Dell's OEM Identity Module and its LCD Access Control Panel save OEMs as well as end users time and money by providing a standard update cycle. OEM Identity Module and the LCD Access Control Panel deliver simplified deployment of software upgrades, better supporting both the OEM and the end user by reducing complexities. Consistent with this theme, timely updates help ensure the system is running to its maximum potential across its lifespan, and as a result deliver higher quality to the end user. OEMs can leverage this value proposition to drive sales.

What is Dell OEM Identity Module?

The Dell OEM Identity Module enables OEMs to rebrand and get their products to market faster, as well as better support end users

Dell's OEM Identity Module produces an underlying framework for simplifying how OEMs rebrand, customize and maintain the Dell servers built into their products. The module centralizes the control points of multiple server features, enabling OEM customers to save time and resources when customizing their servers. Furthermore, it provides OEMs with greater access to available upgrades by leveraging a standard platform for customization,

The Dell OEM Identity Module enables OEMs to rebrand and get their products to market faster, as well as better support end users.



resulting in higher reliability and greater end-user uptime.

By offering OEMs a menu of choices for rebranding and customization and coupling the menu with standard upgrades to customized components of the system Dell is adding value to OEMs from day one through the lifecycle of the OEM server. Ultimately, Dell is enabling OEM customers to better support their end users, positioning OEM vendors for increased repeat business.

The impact of the Dell OEM Identity Module on OEMs

Dell leverages the standard framework of the OEM Identity Module to help OEMs better rebrand and more quickly provision, build and deploy their unique solutions. Dell offers more opportunities for OEM branding, enabling OEMs to choose their points of customization, and then working with the OEM to adjust the framework to accommodate its specific needs. The customized areas are delivered in a digitally signed, compressed OEM Identity Module file, resulting in faster deployment and a shorter time to market, increasing the OEM's sales opportunities. This file is available only to Dell and the OEM, completely hidden from the end user.

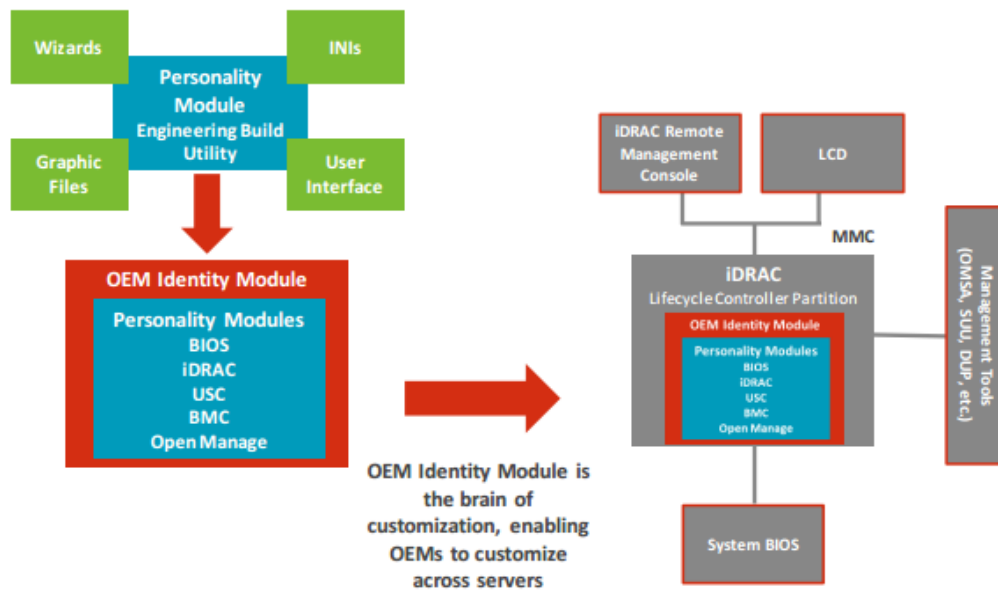
Dell's OEM Identity Module extends value from initial system setup through the server lifecycle. Because the Dell OEM Identity Module sits outside of the system BIOS, LC and iDRAC, OEMs are able to utilize standard software updates to ensure servers are current. Dell addresses commonly requested features with its standard upgrade capability while reducing the time OEMs have to wait for an upgrade tailored to meet their custom requirements. With a regular update cadence, Dell assures the Dell-based systems will continue to run optimally, better positioning OEM customers to deliver customized,

efficient and reliable offerings to end users.

A menu of customizable options in the Dell OEM Identity Module enables OEMs to create differentiated products with a Dell backbone

Dell leverages its OEM Identity Module to help OEMs cater to the specific needs of their end users while simultaneously assuring support and reliability of Dell products.

Dell Identity Module allows for centralized control of multiple points



Integrated Dell Remote Access

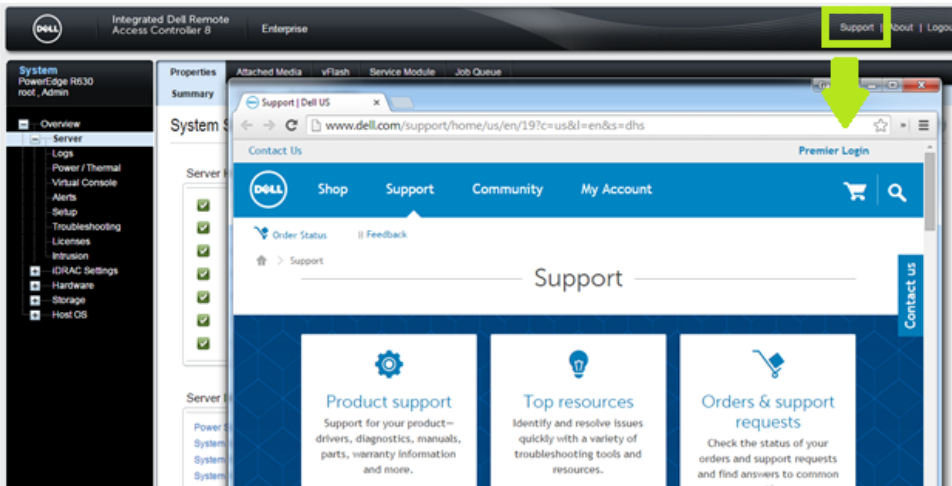
Controller (iDRAC): Dell leverages its iDRAC hardware and software systems management system to enable OEMs to build their own management paradigms and access Tier 1-quality management tools. The system offers remote monitoring and control, crashed system recovery and power control functionality. It integrates a System-on-Chip microprocessor on the motherboard of the server. While the server operating system executes applications, the iDRAC is utilized to



monitor and manage the environment and state outside of the server's operating system. In addition to providing OEMs with customizable access to the management tools, Dell enables OEM customers to tailor the support path of iDRAC as an addition to complete rebranding iDRAC login screens, main page and logos. Normally, iDRAC support generally links OEMs directly to Dell's support site. The OEM Identity Module enables OEMs to replace this launch line with a different site or instructions to contact the service provider.

users while still meeting customization requirements. Many of the low-level BIOS structures can be rebranded, enabling OEMs to have highly visible aspects of software to take on their brand and model name and logos.

Dell enables OEM customization of their support launch page

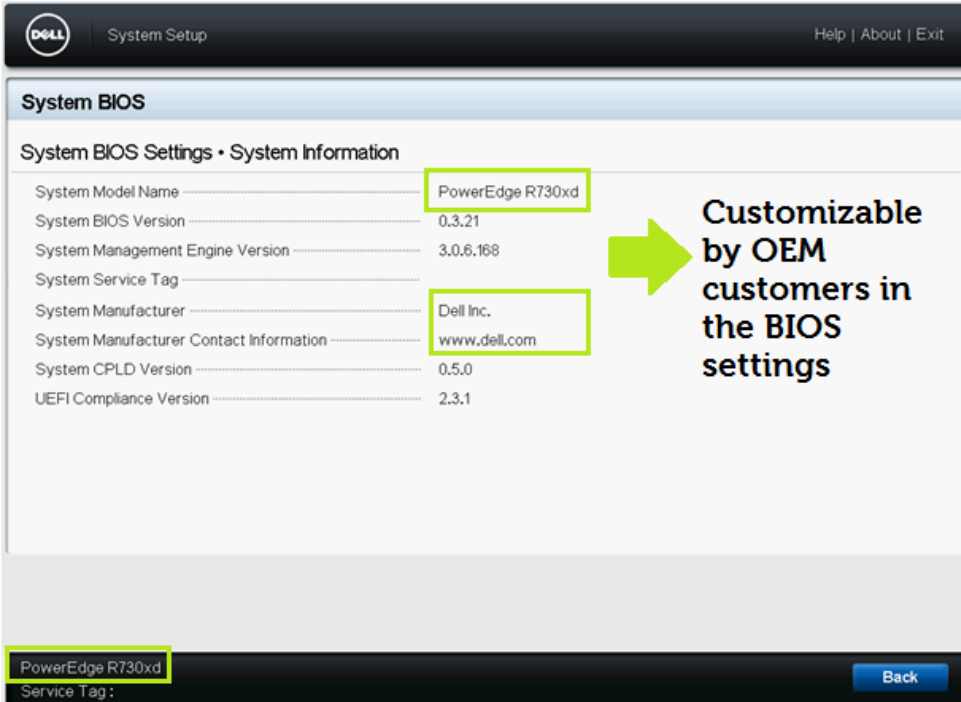


Basic Input/Output System (BIOS): Dell leverages standardized BIOS delivery and installation to maintain rebranding while accelerating the process of allowing OEMs to install a new BIOS and reduce lag times in updates. This allows updates to be delivered to Dell OEM customers the same day they are released, ensuring timeliness for the OEM and the end user alike.

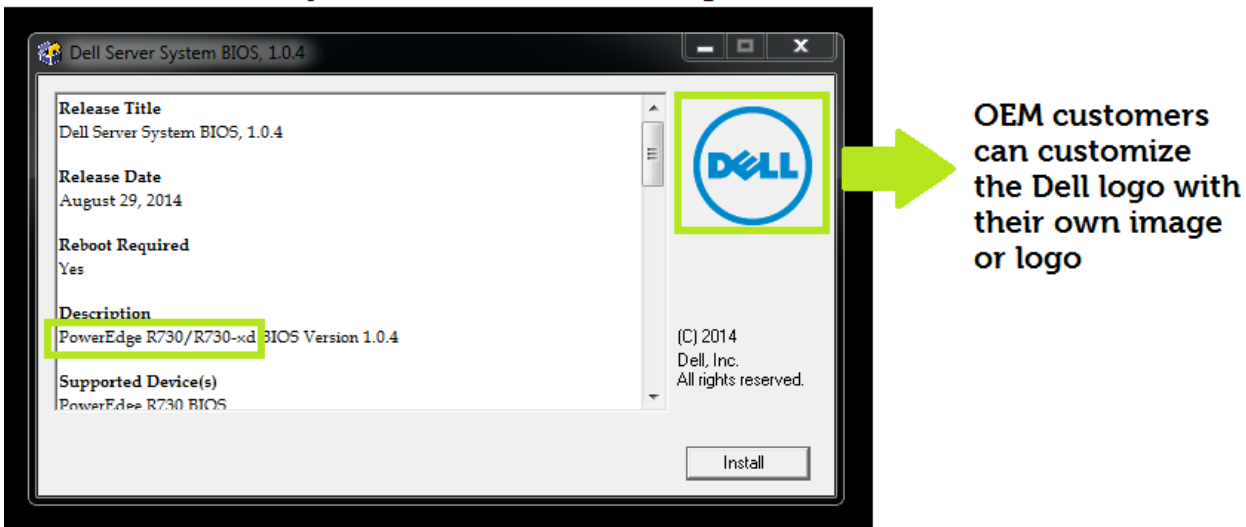
Dell will still maintain its custom BIOS delivery but asserts this option will meet the needs of 90% to 95% of its OEMs, enabling Dell OEM customers to deliver a stronger value proposition to their end



Dell OEM Identity Module Customizable BIOS Settings



Dell OEM Identity Module Customizable Logos



Dell Lifecycle Controller: Dell has developed new settings for its Lifecycle Controller to enable OEMs to utilize the Dell management ecosystem in a mix-and-match manner that best suits their specific requirements. OEM

customers can add or delete platform features as needed. For example, an

OEM delivering a locked-down security appliance could remove platform updates to heighten security. Additionally, the LC can automatically populate drivers to enable OEMs to cut costs.

Dell Lifecycle Controller provides embedded and unified, cradle-to-grave

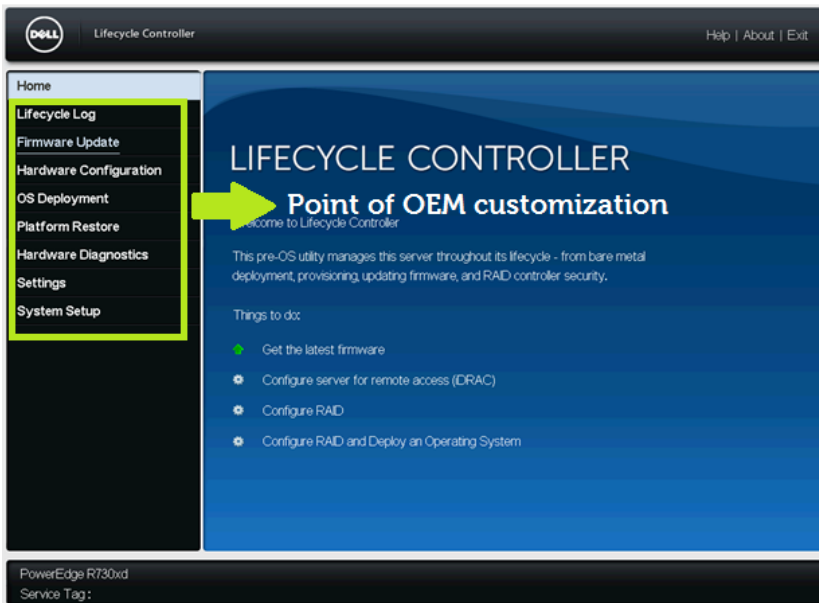


systems management from server deployment to decommission. It is integrated in Dell's iDRAC Express card and embedded Unified Extensible Firmware Interface (UEFI) applications. The iDRAC works with the UEFI firmware to access and manage all hardware aspects, including component and subsystem management that is beyond the traditional Baseboard Management Controller (BMC) capabilities.

user upgrade cycles from weeks to days. Additionally, it meets the specific needs of its OEM customers and their end users while affording increased flexibility to invest resources in individualized customization as opposed to ongoing maintenance.

The OEM Identity Module and LCD Access Control Panel provide a more efficient way to update server software as well as a standard update cadence. This simplifies life for both the OEM and the end user. OEMs can more rapidly deliver updates, and end users can utilize the Lifecycle Controller, a part of the OEM Identity Module, to deploy updates from a simple screen on the front of the server box. Furthermore, Dell ensures customized systems are reliable and able to be efficiently updated, resulting in added value for end users.

Dell OEM Identity Module enables customization of LC to meet their end-user needs



Conclusion

Dell OEM Solutions' Identity Module and LCD Access Control Panel technologies are key levers to enabling Dell's OEM customers to turn Dell-based servers into their own fully branded and customized solution. The standardized approach to customization Dell has adopted saves OEMs time while ensuring end users have access to the latest server updates. Ultimately, Dell OEM's Identity Module reduces end-

