DELL 12TH GENERATION SERVER OEM LCD ACCESS CONTROL PANEL ADDS VALUE FOR CUSTOMERS THROUGH CUSTOMIZATION

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DELL OEM SOLUTIONS' 12TH GENERATION SERVERS DELIVER INCREASED CUSTOMIZATION, UPGRADABILITY AND SUPPORT

Executive Summary

Dell 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.

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, USC, iDRAC, network card and Dell RAID PowerEdge controller, to simplify support.

In addition to providing OEMs more options, the framework approach enables them 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 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 and 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, supporting both the OEM and the end user by reducing complexities. Consistent with this theme, timely updates help ensure that the system is running to its maximum potential across its lifespan, delivering higher quality to the end user. OEMs can leverage this value proposition to drive sales.

What is the Dell LCD Access Control Panel?

Dell positions its LCD Access Control Panel as a powerful tool in simplifying user interface customization, increasing branding opportunity while saving OEMs time and money

Dell's OEM Solutions is leveraging its LCD Access Control Panel, a display available on the front of each OEM-customized twelfth-generation PowerEdge server, to increase customization for OEMs. Leveraging a software development kit supplied by Dell OEM Solutions, OEMs can create their server LCD screen's messages (including adding their brand name and logo), screen color and create custom on-screen menu selection, to do anything they want including server setup and management.

Dell LCD Access Control Panel delivers end users a simplified user

LCD Access Control Panel enables OEMs to customize the LCD panel and turn control over to

This customization capability provides increased opportunity for OEM rebranding while allowing OEM Solutions customers to write their own, end user-specific protocols, such as server setup, to save end users time and cut costs associated with managing their server environments.

The LCD Access Control Panel platform allows Dell's OEM customers to tailor Dell servers to the unique needs of their end users. The panel enables end users to make changes to their servers directly on the machine as well as to provide a range of alerts. This enables OEMs to tout the value proposition of reduced management costs associated with ongoing maintenance.

The panel's software development kit (SDK) enables OEMs to freely write a range of applications to make changes and enhancements to the OEM's Dell server. OEMs can easily alter what is displayed on the controller, allowing for server customization according to the end user's specific needs without increasing complexity. The panel's

drive is open-sourced, available only for Linux but can be ported to Windows and BSD, enabling compatibility across a diversity of datacenter environments.

The applications are used mainly for alerting, server status and IP setup. The LCD panel bypasses the integrated Dell Remote Access Controller (iDRAC) to become the client interface. This eliminates the need for login while only allowing end users to perform specified functions, providing faster access but also enhanced security.

A potential use case for the LCD Access Control Panel is in security appliances. OEMs can leverage the controller to provide end users notifications of a security breach or other malfunction, and can enable the controller to flash or provide another alert of the threat.

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-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 Unified Server Configurator, a part of the OEM Identity Module, to deploy updates from a simple screen on the front of the server box. Furthermore, Dell ensures that customized systems are reliable and able to be efficiently updated, resulting in added value for end users.