

# Dell Networking product renaming

With the goal of coordinating the Dell Networking portfolio, Dell is phasing out the PowerConnect and Force10 product brand names. They will be replaced with the name Dell Networking. Model names and numbers will differentiate individual products.

Ordering and invoicing for existing PowerConnect and Force10 products will not be impacted by this change. Over time, you'll notice seamless changes in training, images and new products. If you have material that uses the PowerConnect or Force10 product names, please discontinue use as soon as possible and no later than September 30, 2013.

This packet includes answers to additional questions you may have about the renaming. You can also reach out to your Dell Channel Account Manager for more information.

## Frequently asked questions

### Q: What is happening?

Dell Networking is transitioning away from using product brands like PowerConnect and Force10 to describe its portfolio.

### Q: Why is Dell eliminating the PowerConnect and Force10 brands?

In order to focus on delivering a singular, coordinated solution set and message to customers, Dell will eliminate older brands to avoid conflicting messages. Dell will promote the networking business using Dell Networking as its name.

### Q: What is the new product brand replacing these brands?

Networking products introduced beginning in 2013 will no longer have a unique product brand. Products will be differentiated by their model names and numbers. (See portfolio slide for details.)

### Q: How will existing products change?

Existing PowerConnect and Force10 networking products will not change.

### Q: Will all products change?

There will be two exceptions to this plan. The Dell PowerConnect 2800 series of web-managed switches and the Dell PowerConnect 3500 series of 10/100 Fast Ethernet switches will not be affected by the change.

### Q: Will I still be able to get support for my purchase?

Yes, support for existing products will not change. The existing warranties will also remain in effect.

### Q: I noticed that PowerConnect and Force10 are no longer on Dell.com. Are older products still available?

Yes, Dell will transition away from using these brands in marketing and pre-sales collateral and media. However, the PowerConnect and Force10 portfolio is still available as usual.

### Q: Will Dell "end of life" the existing product lines?

Dell will continue to market and sell its existing product lines, subject to normal product transitions.

### Q: I resell Dell products today. Will I still be allowed to use the PowerConnect or Force10 product names?

Dell recommends that channel Partners also align with Dell on the new product positioning. Dell recognizes that this will take some time. Dell requests that Partner collateral, etc., transition away from these brands by September 30, 2013.



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## Comparison table

Remove	Replace
Dell PowerConnect 2800 web-managed switch	No change
Dell PowerConnect 3500 switch	No change
Dell PowerConnect 5500 switch	Dell Networking 5500 switch
Dell PowerConnect 6200 switch	Dell Networking 6200 switch
Dell PowerConnect 7000 switch	Dell Networking 7000 switch
Dell PowerConnect 8100 switch	Dell Networking 8100 switch
Dell PowerConnect W-series xxx	Dell Networking W-series xxx
Dell PowerConnect W-series ClearPass	Dell Networking W-series ClearPass
Dell Force10 S4810/S4820T switch	Dell Networking S4810/20T switch
Dell Force10 S25/50 V/N/P switch	Dell Networking S25/50 V/N/P switch
Dell Force10 Z9000 core switch	Dell Networking Z9000 core switch
Dell Force10 E600i/1200i chassis-based switch	Dell Networking E600i/1200i chassis switch
Dell Force10 C150/300 chassis-based switch	Dell Networking C150/300 chassis switch
Dell Force10 Operating System (FTOS)	Dell FTOS
Dell PowerConnect OS	Dell PCT OS
Brocade xxxx Fibre Channel switch	No change
Dell PowerConnect M8024-k	No change
Dell PowerConnect M8428-k	No change
Dell PowerConnect M6220/M6348/M5424	No change
Dell Force10 MXL	Dell Networking MXL blade switch
Dell Force10 Open Automation Framework	Dell Networking Open Automation Framework

