



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
- Bezel customization and image load services
- Global support infrastructure
- 90-day warranty extension

Origins of Next-Generation Appliance Platforms

These next-generation 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 12 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 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 life cycles 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 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 Software

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 or Skinned Bezel



Custom Bezel



Full Customization



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 Factory Integration

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. It can also add cost to your services organization and your reverse logistics process. Avoid any quality and reliability problems from the start by choosing Dell for your top-tier platform.

Warranty Extension

90-day warranty extension is available exclusively on OEM-ready models at no additional cost.



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.

Rack & Stack

Rack and Stack provides a consistent, high quality and repeatable solution for delivering fully configured Racks to your or your customer's site, ready for deployment. Beginning with a mutually agreed design that is used as a blueprint, we will consolidate all hardware in our fulfillment center. Racks, Servers, Switches and Power are all merged along with third party components or customer consigned stock ready for the building of the Rack. Qualified and experienced engineers run the end to end process and once all components are racked, the system can be powered on, tested and configured to your specification.



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 Support Services As Your Own

Dell™ ProSupport for OEM is specifically designed for the unique needs of OEM customers that resell Dell hardware and is available on our OEM-ready hardware.

ProSupport for OEM provides:

- 3-month warranty extension, at no additional cost
- Asset and Data Protection Services
- Technical Training and Certification
- Direct Access to Dell Experts
- 24x7x365 Phone Support
- Collaborative Hardware Support
- Global Command Center Management and Monitoring
- Dell Online Self Dispatch
- Optional Enterprise-Wide Contract with dedicated Service Delivery Manager

Dell™ ProSupport for OEM allows you to select the speed of response, level of protection, and amount of proactive support required for you to service your customers.

Determine your Speed of Response:

- Mission Critical (2, 4, 8 hr)
- Same Day (4 or 8 hr)
- Next-Business Day Response on-site as standard

Acquire Proactive Support:

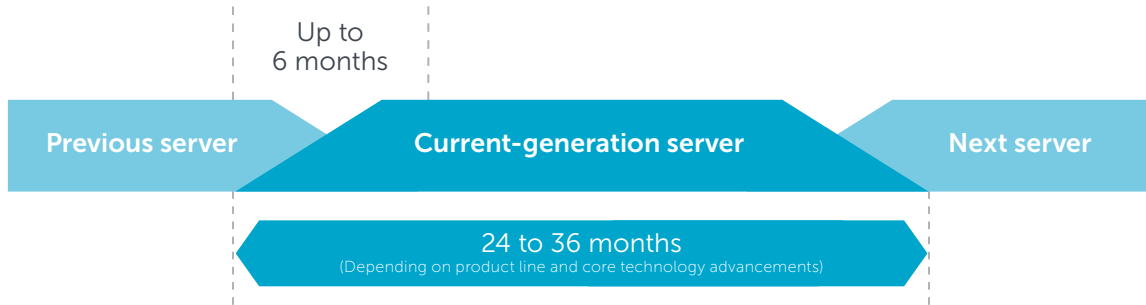
- Proactive Maintenance
- Remote Advisory Services



OEM-Ready Life Cycle Management and Engineering Support

Dell offers fixed configurations to minimize platform changes. New servers offer longer life cycles 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 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



- Global Command Centers
- Regional Manufacturing
- Expert Technical Support Centers



OEM-Ready Hardware For Your Appliance



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.

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 x 4 Gen 2 or 1x16 + 2 x4 PCIe Gen 2
HDD	6 x 3.5" or 8 x 2.5" Hot Plug
iDRAC	iDRAC6 Enterprise optional
Power Supply	Hot Plug, Redundant
Cooling	Hot Plug, Redundant



PowerEdge R610

2-Socket, 1U Rack Server
High Performance and Availability

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

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	iDRAC6 Enterprise optional
Power Supply	Hot Plug, Redundant
Cooling	Redundant



PowerEdge R410

Built with a purposeful design and energy-optimized technology, the 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.

PowerEdge R410	
Processor	Intel Xeon 5500 Series
Memory Slots	8 x DDR3
Expansion Slots	1 PCIe x 16 (True x16, Gen2), 1 Proprietary for SAS 6/iR Modular card only
Power Supply	Non-Redundant, 480W (80+ BRONZE) Optional Redundant, 500W (80+ GOLD)



PowerEdge T710

The 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.



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	Power Supply 2 Hot Plug, Redundant PSUs – 1100W



PowerEdge R210

Delivering high-quality, affordable performance in a customizable 1U platform, the Dell OEM 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.

PowerEdge R210	
Processor	Intel® Pentium® G6950, Intel® Core™ or Intel® Xeon® 3400 series
Memory Slots	4 x DDR3
Expansion Slot	1 PCIe x16 G2 slot
Hard Drives	Up to two 2.5"/ 3.5" SAS, SATA or SSD drives
iDRAC	iDRAC6 Enterprise optional
Power Supply	Single cabled power supply (250W)

¹ This 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:

PowerEdge R310



PowerVault™ MD1000



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 as the Greenest company in Americas, as a result of the company's supply chain, operations, products and solutions. 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 life cycle 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.

¹ Based on a comparison of Dell PowerEdge 2950 III versus 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.

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

W Dell has the first certified family of servers in the Energy Star Program.² **//**

Discover the Dell Appliance Advantage at:
www.dell.com/appliances

