DELL NEWS

DELL OFFERS SUN CUSTOMERS AN IMMEDIATE PATH FROM LEGACY DATACENTERS TO GREATER EFFICIENCIES AND INVESTMENT PROTECTION

- **Sun™ Customers Can Upgrade to New Dell™ Blade, Rack and Tower Servers Featuring Latest Intel® Xeon® 5500 Series Processors; Benefits From Virtualization Optimisation and Power and Cooling Lead Datacenter Efficiencies**
- **Dell PowerEdge™ Servers With Solaris Runs 14 Times Faster Than Sun Fire With Solaris for Database Applications[1]**

BRACKNELL, United Kingdom, 14 April 2009 – Dell is making it easy for customers to migrate from proprietary server platforms and outdated legacy datacenters to more open, flexible, standards-based based technology. Dell PowerEdge servers are an ideal platform for current Sun and other customers to help reduce costs for mission-critical applications while helping to increasing IT efficiency.

The News:
- **Services, Tools and Resources to Make Migration Simple:** Dell offers a comprehensive set of services, as well as tools, guidelines and other resources to help businesses effectively migrate from RISC-based systems:
  - From assessment, advice and planning to design, validation and deployment of the x86 infrastructure, Dell Global Infrastructure Consulting Services provides end-to-end project management and streamlined deployment, for more consistent IT performance in day-to-day business and a fast return on investment (ROI).
  - Dell calculators and online tools help customers assess their current IT environment and determine the ROI of implementing new technologies and platforms.
    - Dell's new Server Power and Space Savings Calculator provides businesses with detailed summaries of projected costs savings from migrating to new Dell PowerEdge servers.
  - Dell's step-by-step migration guides assist customers with their RISC migration projects.

- **Customers Can Upgrade to Servers Based on Intel Xeon 5500 Series Processors**: Sun customers can upgrade to Dell's 11th-generation PowerEdge servers based on the Intel Xeon 5500 series processors, and away from outdated Sun servers.
  - New Dell PowerEdge servers deliver power efficiency and leading virtualization performance.
    - The new systems come with Energy Smart technologies to reduce power consumption while increasing performance capacity. The Dell PowerEdge M710 server had a 42 percent performance per watt advantage over competitor's blade server and storage[2] ,
    - The new Dell PowerEdge R710 server has virtualization with the choice of hypervisors from VMware, Citrix and Microsoft, and up to 125 percent more memory and more integrated I/O than previous generation PowerEdge 2950 III.

- **Save Time and Money by Migrating From RISC:** Moving to an open x86 platform can reduce costs and complexity, enhance performance and improve overall management.
  - Sun customers can consolidate older servers by switching to x86 Dell PowerEdge servers. In an independent study, Principled Technologies migrated an Oracle database application to a Dell

PowerEdge R900 server with Intel Xeon processors, and away from a Sun Fire V440 with 4 Sun Ultra Sparc IIIi processors, and found the Dell system ran more than 14 times faster than the older system.[1]

Quotes:

"Sun customers now more than ever are demanding paths from inefficient and proprietary legacy datacenters, to simpler x86-based IT solutions. Dell technology and services are easing this migration, saving customers money and driving greater efficiencies through modernised datacenters with standards-based technology." -- **Steve Schuckenbrock, president of Dell's Large Enterprise Group.}**

"We use technology to automate discovery and deliver value in weeks instead of months. Rather than send in armies of costly consultants, Dell Global Services delivers better solutions, a quicker time to value and a lower TCO –freeing up IT resources that customers can invest in more strategic projects." – **Don Mann, vice president and general manager, Dell Global Services**

Additional Information:
Dell RISC Migration Solutions
Server Power and Space Savings Calculator
Solaris Sun Fire v440 to Linux R900 Migration Guide
Solaris Sun Fire v440 to Solaris R900 Migration Guide
Dell PowerEdge Servers with New Intel Xeon Processors
Dell PowerEdge Server Benchmarks
Dell Advisor for the Oracle 11g Database

About Dell
Dell (NASDAQ: DELL) is a leading technology provider to commercial enterprises around the world.

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[1] Based on Principled Technologies Test Report commissioned by Dell, measuring Oracle database performance on Sun and Dell servers running Solaris, September 2008, http://www.dell.com/downloads/global/products/pedge/en/server-poweredger900- Solarisv440-vs-Solaris-Oracle-Performance.pdf

[2] Source: Principled Technologies, Inc., "Virtualized OLTP Workload Performance Comparison of End-to-End Solutions: Dell PowerEdge M710 with Dell EqualLogic storage vs. HP ProLiant BL685c with HP StorageWorks EVA 4400 storage" a March 2009 report commissioned by Dell. (Virtualized Microsoft Exchange 2007 workload performance running on HP ProLiant BL685c server and HP StorageWorks EVA 4400)

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