DELL NEWS

DELL HELPS CUSTOMERS EFFICIENTLY DEPLOY, UPDATE AND MONITOR IT RESOURCES FOR ENTERPRISES USING MICROSOFT SYSTEM CENTER

- Dell's new OpenManage™ Integration Suite for Microsoft® System Center provides IT administrators with a portfolio of software tools designed to simplify and automate essential IT tasks including server provisioning and BIOS driver and firmware updates at no charge
- Dell services help customers such as Super Group and Betfair make the most of their Windows and Exchange environments by offering end-to-end solutions with a single point of contact for hardware, software, services and on-going support
- Dell PowerEdge R510 can increase storage capacity to help customers build their own standards-based Microsoft Exchange Server 2010 bundle without the cost or complexity of a legacy solution[1]

BRACKNELL, United Kingdom, 16 February 2010 – Dell today introduced OpenManage Integration Suite for Microsoft System Center, a portfolio of software tools designed to help customers efficiently , securely, and cost-effectively utilise and manage standards-based IT resources. Available at no charge to Dell customers with Microsoft System Center, these software tools enable large enterprises, public organisations and mid-size companies to gain visibility, control, and flexibility of their Windows-based IT environments.

Dell's OpenManage Integration Suite for Microsoft System Center helps customers get IT assets up and running quickly by streamlining the most time consuming administrative tasks such as bare metal deployments, server provisioning, and BIOS driver and firmware updates. In addition, these tools give businesses added flexibility in scheduling non-disruptive IT maintenance tasks and help IT staff allocate resources to projects that support business objectives.

"IT professionals continue to look for solutions that help them more easily manage their PCs using standardised tools," said Bob O'Donnell, vice president for IDC. "Delivering an open, end-to-end solution makes it easier for customers to integrate, deploy, and manage their IT assets. An approach like this is very pragmatic and helps minimise software migration issues while making adoption of Microsoft computing architectures more accessible."

The News
Dell is making available to its customers, at no charge, a comprehensive set of software tools that deliver hardware management functionality integrated with Microsoft System Center applications. With Dell's approach, IT administrators can select and download the management tools they need, helping optimise resource utilisation for their business. Additionally, Dell has increased the storage capacity of its PowerEdge R510 server to offer an ideal platform for Microsoft Exchange Server 2010 and other data-intensive applications.

Faster Deployment and Provisioning
Through the integration of Dell Lifecycle Controller with Microsoft System Center Configuration Manager and the utilisation of Dell Server Deployment Pack, customers can increase productivity and operational cost savings through efficient, simple, and secure remote deployment and provisioning of servers. This solution helps reduce time and expenses required to send IT personnel to remote sites for server install and deployments. Additionally, the operating system deployment process is designed to install the correct drivers in the appropriate directory – saving time associated with preparing update packages.

End-to-End Management for Physical and Virtual IT Environments

Dell provides integration tools for Microsoft System Center Management applications that cover a large spectrum of Dell hardware devices including Dell PowerEdge™ blade, rack and tower servers, MD-series and EqualLogic™ storage products, business clients (Dell Precision™ workstations, Latitude laptops and OptiPlex™ desktops) and network printers. As a result, customers can efficiently and cost-effectively manage their heterogeneous computing environment with solutions that support flexibility, choice and value.

Hardware Optimisation for Microsoft Exchange 2010 Environments

Dell continually optimises performance across its PowerEdge server line to help ensure customers the most productivity out of the business applications they rely on most. Recent tests conducted by the research firm Principled Technologies determined that two PowerEdge R510 servers with eight hard drives and Microsoft Exchange Server 2010 can support up to 10 times the mailbox size while delivering Exchange Mail Server performance equivalent to two legacy HP ProLiant DL385 servers with Microsoft Exchange Server 2003[1]. Migrating to Microsoft Exchange 2010 on a Dell PowerEdge R510 solution can also save up to $24,000 in total cost of ownership (TCO) in a year over that same HP system[1].

In addition, the PowerEdge R510 now supports 24 terabytes of internal storage, making it an ideal server solution for growing Microsoft Exchange Server 2010 or other application data sets. In this configuration, large enterprise, mid-size and public sector customers can quickly and efficiently begin taking advantage of new Microsoft Exchange Server 2010 features, including support for 10GB mailboxes, reduced disk I/O, enhanced mobility, greater fault-tolerance and enhanced voicemail and email integration. For customers that require additional capacity, new Dell PowerVault™ MD1200 and MD1220 storage arrays provide an ideal direct-attached storage platform with the performance of up to 6 Gb/sec SAS hard drives.

Customer Migration Services

In continued support of Dell's collaboration with Microsoft, Dell offers consulting services to simplify the adoption process for Microsoft System Center, helping to minimise risk and disruption to a customer's daily operations. The services include Dell ProConsult Technology Introduction, which offers expert guidance to rapidly explore the features and functionality of Microsoft Systems Center in a proof-of-concept environment, and the Dell ProConsult FastTrack service for Microsoft System Center, which offers expert assistance with an assessment, design and pilot testing and implementation.[2]

Dell ProSupport and ProConsult services continue to help companies make the transition to the latest Microsoft software platforms such as Exchange Server 2010, Windows® 7 and Windows Server® 2008 R2 with Hyper-V™ virtualization technology[2]. Recent success stories from companies like Super Group, a leading supply-chain management firm, and Betfair, one of the world's biggest betting communities, are using Dell PowerEdge servers and Microsoft Windows Server 2008 Hyper-V for virtualization to improve productivity, and reduce costs.

Quotes

"Dell is delivering expansive and seamless hardware management integration with Microsoft System Center, helping companies maximise their existing technology investments. Dell's offerings extend control and flexibility over data center resources allowing IT administrators to effectively manage resources across the enterprise."— Garth Fort, general manager, System Center marketing, Microsoft Corp.

"With Dell's OpenManage Integration Suite for Microsoft System Center, we're offering a comprehensive solution that assists organisations with the management of their Microsoft-based IT environments, all at no charge to our customers. This solution gives our customers the tools they need to become more

efficient and to achieve exceptional performance from their Microsoft environments." — Sally Stevens, vice president of Platform Marketing, Dell.

Additional Information:
[Dell OpenManage Suite for Microsoft Systems Center](#)
[Dell PowerEdge Servers](#)
[Dell PowerVault Storage](#)
[Dell ProConsult and ProManage Services](#)

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

Contacts/Informations			
Hugo Trac	Cohn&Wolfe	01 49 70 43 08	hugo.trac@cohnwolfe.com
Cécile Gérondeau	Cohn&Wolfe	01 49 70 43 66	cecile.gerondeau@cohnwolfe.com

# # #

[1] Source: Principled Technologies whitepaper commissioned by Dell entitled, "Exchange 2010 migration: HP ProLiant DL 385 to Dell PowerEdge R510" (Nov. 2009). For more information, see http://www.principledtechnologies.com/clients/reports/Dell/R510-Exchange-ROI.pdf.

[2] Availability and terms of Dell Services vary by region. For more information, visit www.dell.com/servicedescriptions.