



## DELL HELPS CUSTOMERS ACHIEVE NEW LEVELS OF EFFICIENCY WITH ENHANCED SYSTEMS MANAGEMENT CAPABILITIES AND REFRESHED POWEREDGE SERVER PORTFOLIO

- Dell™ PowerEdge™ blade, rack and tower servers and Dell Precision™ workstations now feature Intel® Xeon® 5600 series processors for increased overall system performance over PowerEdge servers with Intel 5500 processor technology
- New features in Dell Lifecycle Controller and Dell Management Console (DMC) make it easy for customers to securely integrate, deploy and manage their IT assets
- New Dell PowerEdge R310 provides an ideal platform for small to midsize business networking, file-and-print, and shared internet access, web and edge-of-network applications

**BRACKNELL, United Kingdom, 16 March 2010** – Today Dell introduced new system management features as well as new Dell PowerEdge servers to address the evolving technology demands of large enterprises, small-to-medium-sized businesses and public organisations, providing them flexible and reliable solutions to help them grow and thrive. Dell is introducing nine PowerEdge blade, rack-mount and tower servers and three Dell Precision tower workstations updated with the new Intel Xeon 5600 “Westmere-EP” series of processors, as well as new enhancements to Dell Lifecycle Controller and Dell Management Console (DMC). These hardware and software solutions offer customers outstanding management capabilities while providing a robust IT platform for virtualisation, server consolidation, mission critical business and database applications.

Dell has designed and built its 11<sup>th</sup> generation of PowerEdge servers to be more responsive and “intelligent” with the inclusion of the industry’s only embedded system management, Lifecycle Controller. The new Lifecycle Controller 1.3, an embedded technology on the Dell server motherboard can help simplify and speed the most time-consuming IT tasks such as system deployment, system updates, workload migration hardware configuration and diagnostics from the desktop to the data centre. Independent tests show that with Dell embedded management that the Dell PowerEdge R710 delivered 58 percent faster pre-OS deployment than the HP ProLiant DL380 G6<sup>1</sup>.

Plus, every Dell PowerEdge server comes with the latest version of Dell Management Console (DMC), which provides IT administrators a unified view of their IT infrastructure. The latest release includes a new power monitoring feature that provides greater awareness of server power consumption, allowing more informed decisions which can lead to lower energy use and cost savings. It also provides “Out of Band” server BIOS and firmware updating that reduces administration time and improves flexibility. The

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<sup>1</sup> Source: Principled Technologies Test Report, Aug2009: “*Time Comparison for OS Deployment: Dell Unified Server Configurator version 1.1 vs. HP SmartStart version 8.25 x64*”. Full report from Principled Technologies available at: <http://www.principledtechnologies.com/clients/reports/Dell/DellUSCvsHPSmartStart.pdf>.

net result is these enhanced systems management capabilities can reduce or eliminate manual processes allowing customers to spend more time on strategic projects.

### **Something for Everyone—Nine Dell PowerEdge Servers Featuring Intel Xeon 5600 Processors**

Dell is offering the new Intel Xeon 5600 series processors across its entire line of two-socket PowerEdge servers, including two blade servers (M710, M610), four rack servers (R710, R610, R510, R410) and three tower servers (T710, T610, T410). With Intel Xeon 5600-based PowerEdge servers, customers can realise better overall system performance increases of up to 69 percent<sup>2</sup> and energy efficiency improvements of up to 47 percent<sup>3</sup> compared to Dell PowerEdge servers with Xeon 5500 processor technology.

In addition, customers can:

- Get more computing done with embedded virtualisation hypervisors, generous memory footprints and I/O capabilities on Dell PowerEdge 11<sup>th</sup> generation servers to consolidate the application workloads of several servers onto one.
- Help improve energy efficiency through Dell Energy Smart Design enhancements including power supply units right-sized for system requirements, enhanced system-level design efficiency, policy-driven power and thermal management and highly efficient, standards-based Energy Smart components. Energy Smart design focuses on maximising useful work performed per-watt consumed.
- Bolster system and data security with Intel Advanced Encryption Standard New Instructions (AES-NI) and Trusted Execution Technology (TXT) to help protect against emerging software attacks. AES-NI enables broader use of encryption throughout the data centre and can make the encryption and decryption process efficient for customers.

Dell's line of PowerEdge servers offers large enterprises, public organisations and small-to-medium sized businesses reliable, high-value IT solutions that help them grow and thrive. Dell PowerEdge servers powered by Intel Xeon 5600 processing technology are globally available through Dell and its PartnerDirect channel partners from 23<sup>rd</sup> March 2010.

### **New Rack Server for Small to Midsize Customers**

Dell is also introducing the PowerEdge R310 in early April, a new high-performance, 1-socket 1U rack server with the right combination of scalable computing power, value and enterprise-class features to

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<sup>2</sup> Source: Performance improvement based on PowerEdge R710 LINPACK score of 85.35 Gflops on the Intel Xeon X5570 as compared to PowerEdge R710 LINPACK score of 144.5 Gflops on the Intel Xeon X5680, Testing by Dell Labs, February 2010. Actual performance will numbers will vary.

<sup>3</sup> Source: Energy efficiency improvement based on SPECpower\_ssj2008 results of 1,918 ssj\_ops/watt measured on the PowerEdge R710 using the Intel Xeon L5530 as compared to 2,814 ssj\_ops/watt on the PowerEdge R710 using the Intel Xeon X5670 processor, Testing by Dell Labs, February 2010. SPEC and the benchmark name SPECpower\_ssj are trademarks of the Standard Performance Evaluation Corporation. For the latest SPECpower\_ssj2008 benchmark results, visit [http://www.spec.org/power\\_ssj2008/results/power\\_ssj2008.html](http://www.spec.org/power_ssj2008/results/power_ssj2008.html). Actual performance and power consumption will vary.

meet the diverse needs of small businesses and larger enterprises alike. The compact, energy efficient PowerEdge R310 with the Intel Xeon 3400 series processors is ideal for applications such as Microsoft Windows Small Business Server, Business Center Essentials, SQL Workgroup/Standard, Oracle 11g Standard, VMware, Active Directory and SharePoint. Like all 11<sup>th</sup> generation PowerEdge servers, the R310 takes advantage of simplified systems management via Dell's embedded Lifecycle Controller along with state-of-the-art serviceability and diagnostics with optional interactive LCD. Other features include:

- RAID configurations to help increase data reliability and/or increase I/O;
- Flexible choices in operating systems for flexibility for diverse computing workloads. Choose from Microsoft Windows, Red Hat, Novell SUSE, VMware XenServer and Solaris; and,
- Energy-optimised technologies, including lower wattage power supplies.

### **Dell Precision Tower Workstations featuring the Intel® Xeon® 5600 Processors**

In addition to introducing nine new Dell PowerEdge servers based on Intel Xeon 5600 series processors, the company is making available three new workstations in the coming weeks—the Dell Precision T7500, T5500 and T3500 models. Tailored and optimised for 3D design and animation, engineering, oil and gas exploration, scientific visualisation and defense professionals who are seeking standards-based solutions that enable greater flexibility, improved performance and the ability to help their business thrive.

#### **Quotes:**

“Intel has focused on three key areas when developing our latest Xeon 5600 series processors—security, virtualisation and energy efficient performance,” said Kirk Skaugen, vice president and general manager of Intel's Data Centre Group. “Dell has chosen to use the Xeon 5600 across its entire 2-socket portfolio, using unique-to-Intel features such more cores and cache, and new security features, making these servers an ideal cornerstone for any enterprise, capable of meeting the computing demands of businesses of all sizes.”

“IT organisations are under increasing pressure to improve business productivity while prioritising technology spend within decreasing budgets. Dell's 11<sup>th</sup> generation Dell PowerEdge servers help customers spend more time on creating business value and less on planning, deploying and maintaining IT with customer inspired design and advanced systems management,” said Brad Anderson, senior vice president, Dell's Business Product Group. “With massive performance gains from greater memory and processing power in our updated servers and built in reliability to minimise single points of failure, Dell is helping companies achieve better business results.”

#### **Additional Information:**

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[Dell Virtualisation](#)

[Dell Precision Workstations](#)

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