DELL UNVEILS OPEN SOLUTIONS FOR THE VIRTUAL ERA

- Dell defies industry trends by announcing open platforms that give customers an alternative to closed, proprietary stacks
- New strategy and solutions enable customers to devote more of their IT budgets to innovation and cut the costs of "keeping the lights on"
- New integrated, interoperable and modular platforms empower customers to build highly virtualized datacenters and cloud computing platforms

LONDON, U.K. 24 March 2010 – At a time when competitors are producing increasingly proprietary products, Dell today announced open, standards-based solutions that let customers of all sizes integrate new technologies without sacrificing performance or their existing IT investments. Dell's new solutions and flexible services free customers to capitalise on the 'Virtual Era' of the technology industry and realise new levels of efficiency, with a goal of reducing data management costs by up to 50 percent and making room in budgets for the strategic investments they need to make now.

"Enterprise innovation and efficiency depends on solutions that are open, capable and affordable," said Steve Schuckenbrock, President, Dell Large Enterprise. "Dell is uniquely open and un-tethered to legacy assets and proprietary approaches to deliver against these needs. The CIO agenda isn't about managing OPEX at the expense of CAPEX, or, innovation at the expense of open. It is about driving efficiency without compromise and reinvesting the savings toward innovation and returning shareholder value."

More than ever, customers are dealing with two fundamental pain points – storing and sorting the explosion of data, and managing and operating the infrastructure and applications needed to run the business. Dell today announced solutions targeted at these pain points through an innovative end-to-end approach that leverages new and existing technology assets, including the Perot Systems and KACE acquisitions, and Dell's industry-leading partner ecosystem. Dell will deliver these solutions to customers the way they want them – in business-ready configurations or via the cloud as a service.

The need for Dell's new approach is great, given the explosion of data companies face today. According to IDC, at nearly 500 exabytes – or 500 billion gigabytes – the "Digital Universe," if converted to pages of text and assembled into books, would stretch to Pluto and back 10 times. IDC estimates that the Digital Universe will double every 18 months.

Products & Solutions for the Virtual Era:

- Dell today announced **Intelligent Data Management** solutions that utilise the company's leadership in storage hardware, software and data management services to help customers facing unprecedented challenges storing and managing data to transform that information into a strategic asset, including:
    - **Next-Gen Object Storage** – The new Dell DX Object Storage Platform will use a self-managing peer-scaling architecture that enables customers to

access, store and distribute billions of files or other digital content, from archiving all the way to the cloud.

- o **Deduplication** – Dell's new deduplication offerings include the Dell/EMC DD Series and the PowerVault DL2100. Dell offers deduplication consulting services that can help customers leverage these technologies.
- o **Unified Storage** – Today Dell introduced Dell|EMC NS Series, an efficient platform for consolidating a wide array of environments and applications.
- o **Data Archiving Consulting** – Dell services reduce the cost and complexity associated with inefficient data management and help effectively align storage assets with business requirements. Precipitated by an explosion of digital data in healthcare created by Electronic Medical Records (EMRs), Picture Archiving Communications Systems (PACS), digital pathology and genomics and regulatory requirements dictating its management and archiving, hospitals around the world are facing mounting data-storage challenges.

- **A Comprehensive Approach to IT Operations from the Datacenter to the Cloud –** Dell's **Efficient Enterprise Architecture** utilises virtualization, application provisioning and automation to help reduce operational costs by delivering a flexible platform for the delivery of business services.

    - o Dell's Cloud Infrastructure Solutions utilise Dell's leadership in cloud infrastructure and years of experience and customer collaboration as the infrastructure partner of the world's largest cloud service providers and hyperscale environments. Dell is delivering new integrated solution stacks, services and hardware that simplify the deployment and management of computing environments:
        - o **New Solutions:** tested and supported cloud solution stacks made up of hardware, software and services, put customers on the fast track to efficient, easy-to-deploy and manage cloud computing environments.
        - o **New Certified Partners:** certified offerings, accompanied by blueprints, from leading cloud independent software vendors (ISVs) that help customers deploy infrastructure and data Clouds[1].
        - o **New Services:** consulting, deployment and support services that help customers plan, implement and manage cloud computing solutions[2].
        - o **New Systems:** the Dell PowerEdge C-Series servers are hyperscale-inspired and purpose-built for cloud computing, HPC, Web 2.0 and gaming environments, with features designed to offer high density compute power with reduced energy consumption and low operational cost[3].

- Last week Dell announced nine new PowerEdge blade, rack-mount and tower servers updated with Intel's new Xeon 5600 "Westmere-EP" series of processors. With these systems customers can realise better overall system performance increases of up to 69 percent[4] and

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[1] Not currently available in EMEA

[2] EMEA availability to be announced

[3] Dell PowerEdge C-Series servers are currently available in Belgium, France, Germany, Ireland, Italy, Netherlands, Norway, Spain, Switzerland and the UK

[4] 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 numbers will vary.

energy efficiency improvements of up to 47 percent[5] compared to Dell PowerEdge servers with Xeon 5500 processor technology. Dell will also be rolling out new high-performance, high-density PowerEdge solutions based on Intel "Nehalem EX" processors.

In addition, Dell today announced enhancements to its **Intelligent Infrastructure and Management** products and services to help customers build a solid foundation for the Efficient Datacenter.

- o **Intelligent Infrastructure** – Dell is driving intelligence into its server platforms with the inclusion of Lifecycle Controller, the industry's only embedded systems management, which provides IT administrators with the means to deploy and remediate servers quickly. Independent tests show that with Dell embedded management that the Dell PowerEdge R710 delivered up to 58% faster pre-OS deployment than the HP ProLiant DL380 G6[6].
- o **Simplified Infrastructure Management** – The latest release of the Dell Management Console includes a new power monitoring feature that provides greater awareness of server power consumption which can lead to lower energy use and cost savings.
- o **Remote Support Services** - Dell Remote Support services with Proactive Systems Management enables customers to make actionable, proactive decisions about their IT environment. Automated Diagnostic Capabilities allow for faster resolution of hardware issues. This Software-as-a-Service offering comes at no additional cost to current Dell support customers.
- o **Remote Management Services** - Dell Remote infrastructure Monitoring allows IT departments to monitor critical remote systems for hardware and software faults, performance degradation, missing patches and security vulnerabilities, and remotely remediate problems[7].

Additional information and links:

- Direct2Dell Blog
- Dell Enterprise Inside IT Blog
- Efficient Enterprise
- Follow the conversation about the #VirtualEra on Twitter
- Images of new Dell solutions for the Virtual Era can be found on Dell's Official Flickr Photostream

About Dell
Dell (NASDAQ: DELL) listens to its customers and uses that insight to make technology simpler and create innovative solutions that deliver reliable, long-term value. Learn more at www.dell.com.

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[5] 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. Actual performance and power consumption will vary.

[6] 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.

[7] EMEA availability to be announced