

# Efficient Data Center Frequently Asked Questions



## What is the Efficient Data Center?

Dell has unveiled a new strategy and data center technology aimed at significantly reducing the complexity and cost of building and operating a data center. Efficient Data Center solutions are not only standards-based but that are modular, can be incrementally deployed and are designed to work in physical and virtual, multivendor environments seamlessly, so they can capitalize on the 'Virtual Era.' This is a clear, alternative approach to the closed, proprietary and 'optimized' stacks that are being provided by the competition.

## Why is Dell taking this new strategy approach and what does it mean for our customers?

For over 20 years customers have preferred open standards-based IT solutions that enable them to preserve choice and control, yet increasingly our competitors are delivering proprietary and fragmented products. Dell is committed to helping businesses and organizations preserve control and choice of their IT architectures and protect and optimize their current data center investments while realizing the benefits of new investments that will help them spend less on maintenance and more on innovation.

## How does Efficient Data Center relate to the Efficient Enterprise?

The Efficient Data Center is a supporting pillar of the overarching message of the Efficient Enterprise. The Efficient Enterprise is comprised of three fundamental areas: the Efficient Data Center, the Efficient Workforce and the Efficient Cloud.

## What are the main IT pain points businesses and organizations are facing that these solutions address?

More than ever, business and organizations are dealing with two major pain points: 1) managing and storing the explosion of data that is being generated by customers, partners and employees and 2) managing and operating the infrastructure and applications needed to run the business. Our technology solutions help to address these two key areas.

## What are the customer benefits of the new solutions?

These solutions specifically target large enterprises, leveraging the benefits of Dell's solutions expertise, the Perot Systems acquisition and Dell's industry-leading partner ecosystem. Dell will deliver these solutions to customers based on their specific delivery preference— whether they want to build them themselves or have them delivered to them as a service.

## What are the building blocks of the Efficient Data Center?

There are four key areas:

### Intelligent Data Management

- Automated data management of predictable, scalable & open data storage



### Simplified Infrastructure Management

- Virtual platform management for a new level of workload flexibility



### Streamlined Application and Workload Management

- Rapid delivery of strategic IT services with groundbreaking new capabilities



### Intelligent Infrastructure

- Virtual ready infrastructure for rapid deployment and optimized operations



## What is Intelligent Infrastructure?

Intelligent architecture includes servers, networking and fabric that is designed and purpose-built to reduce operating and capital costs. Dell is investing heavily in intelligent infrastructure with features including embedded software to enable network discovery for rapid deployment and internal monitoring to reduce maintenance and operational costs. Dell servers are purpose-built with balanced compute density, memory and I/O optimized for your applications. The goal is to reduce the number and types of devices to manage, to rack and cable once, to leverage the 10G Ethernet convergence and maintain the flexibility of a multi-vendor approach. Intelligent Infrastructure is the foundation for the Efficient Data Center.

## What is Simplified Infrastructure Management?

Imagine managing your servers, networks and storage as a common resource pool that can be rapidly redeployed to meet dynamically changing needs. Dell's Efficient Data Center consolidates, streamlines and automates the management of your data center resources to consolidate the tools needed to efficiently operate your data center. Bring virtual-like functionality to physical servers, eliminate unnecessary management consoles, and dynamically re-provision your servers. Dell offers advanced solutions to efficiently operate your heterogeneous data center including Dell Advanced Infrastructure Manager, Dell Management Console and Dell Lifecycle Controller.

## What is Streamlined Application and Workload Management?

Envision a data center where the business application developers can easily create images and self-provision their workload deployments, approval and deployment processes are automated and cataloged services are self-service and enabled for chargeback. In short, IT anyone can use. Dell's Efficient Data Center is moving well beyond the simplified infrastructure vision of others to design a revolutionary set of solutions to streamline your application and workload management with drag and drop image creation, self-service workload deployment by business users with automatic chargeback and application-aware workload and provide service monitoring with on-demand monitoring of underlying virtual and physical assets.

## What is Intelligent Data Management?

The Efficient Data Center recognizes the importance of maximizing your data's value AND controlling storage costs.

Dell's Efficient Data Center data management strategy provides predictable costs, almost limitless scalability and seamless management. Reduce cost up to 50% with policy-based de-duplication with automation that effortlessly and transparently moves and reduces data through storage tiers. Let Dell help you gain predictable, scalable, and open data storage that can lower costs and extract the maximum value from your data.



## How do I sell the Efficient Data Center story? How do I start an Efficient Data Center conversation with a customer?

The Efficient Data Center solution is a key component of the Efficient Enterprise message and will continue to be an integral component of our strategy. You can begin a conversation with a customer about their data center needs and leverage the strategy and solutions announced today as a key message to that conversation. Any customer considering Cisco UCS or HP blade Matrix is a candidate for Dell's Efficient Data Center Architecture.

## What makes this different than HP or Cisco?

Dell's strategy is very different than our peers in the industry. At the most basic level, we offer customers choice of industry-standard solutions based on open standards and best-in-breed technologies. Specifically we provide:

- The lowest TCO by delivering x86 based solutions and standards-based technologies.
- Choice and integrated solutions that include best-in-breed technologies by a trusted ecosystem of technology partners helping to best solve their individual business problems.
- The opportunity to optimize the data center the customer owns, not replace everything with an island of efficiency.
- The Efficient Data Center goes well beyond the HP and Cisco offerings and includes advanced self-service workload provisioning and intelligent data management.

Further, Dell is also well-positioned to enable customers to improve their IT operations through better processes and the right blend of managed services. Dell can deliver services in an alternative manner that is not encumbered by a legacy business model that is labor-intensive and dependent on long-term contracts.

## Does this work if I have legacy systems and applications?

Absolutely. The first step in the Efficient Enterprise strategy is to standardize the environment, which includes eventually migrating away from legacy and proprietary systems and applications. This is a multi-year journey that Dell itself completed as it moved away from RISC-based systems running UNIX to Dell x86 servers running Linux. Customers can benefit from Dell's own insights and best practices during this journey.

## Does Dell have any intellectual property and software that enable the Efficient Data Center?

Yes. While Dell does believe in choice and partnering with best-in-breed partners, Dell will continue to invest in IP in parts of the value chain that makes sense and share the IP it has developed in its own efforts to make Dell more efficient. Dell EqualLogic is an example of storage IP that Dell purchased because of the simplicity of the Dell EqualLogic solution as well as its particularly good pairing with virtualized servers. Dell's SaaS and IaaS offerings (DDM, RIM, EMS, and CMA) are other examples of software and cloud-based services where Dell has significant IP.