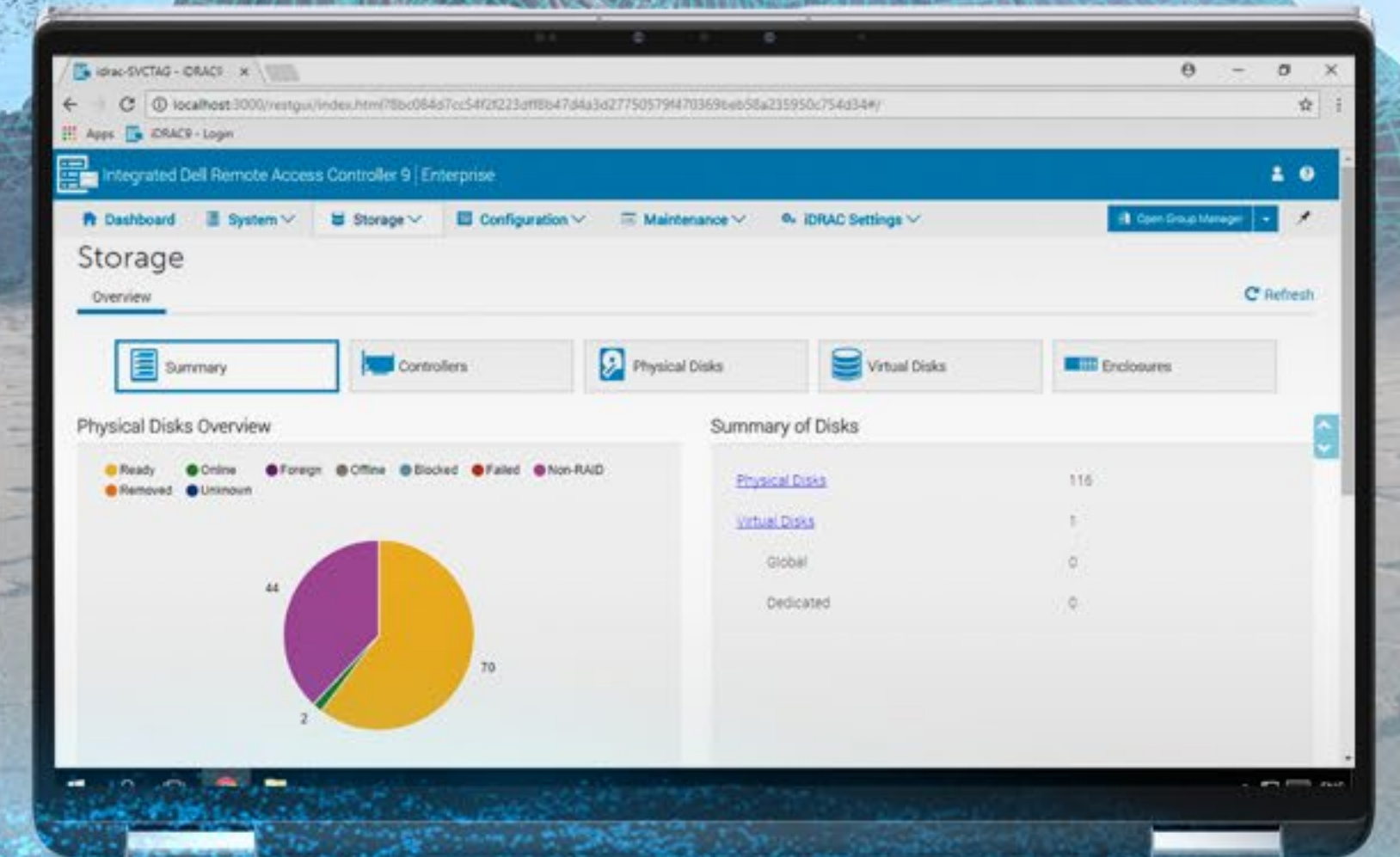POWEREDGE AND OPENMANAGE

INTELLIGENT COLLABORATION

Technology and solutions to help your customers innovate, adapt, and grow.

Sales Guide

DELL EMC

DELLTechnologies

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How to use this Sales Guide

Welcome to the PowerEdge and OpenManage Sales Guide.

The following pages contain everything you need to help you sell our advanced servers, including information about the key features and benefits of the latest PowerEdge portfolio, powered by Intel® technology.

Use this content to guide your conversations with prospects – from introduction through to qualification and follow-up.

We want you to help organizations modernize and optimize their IT operations – and to build your own business while you help customers drive innovation in theirs.

Please note: This is a pre-launch document. All existing links pertain to existing and current assets. These will be refreshed with the latest launch information on 17th March 2021
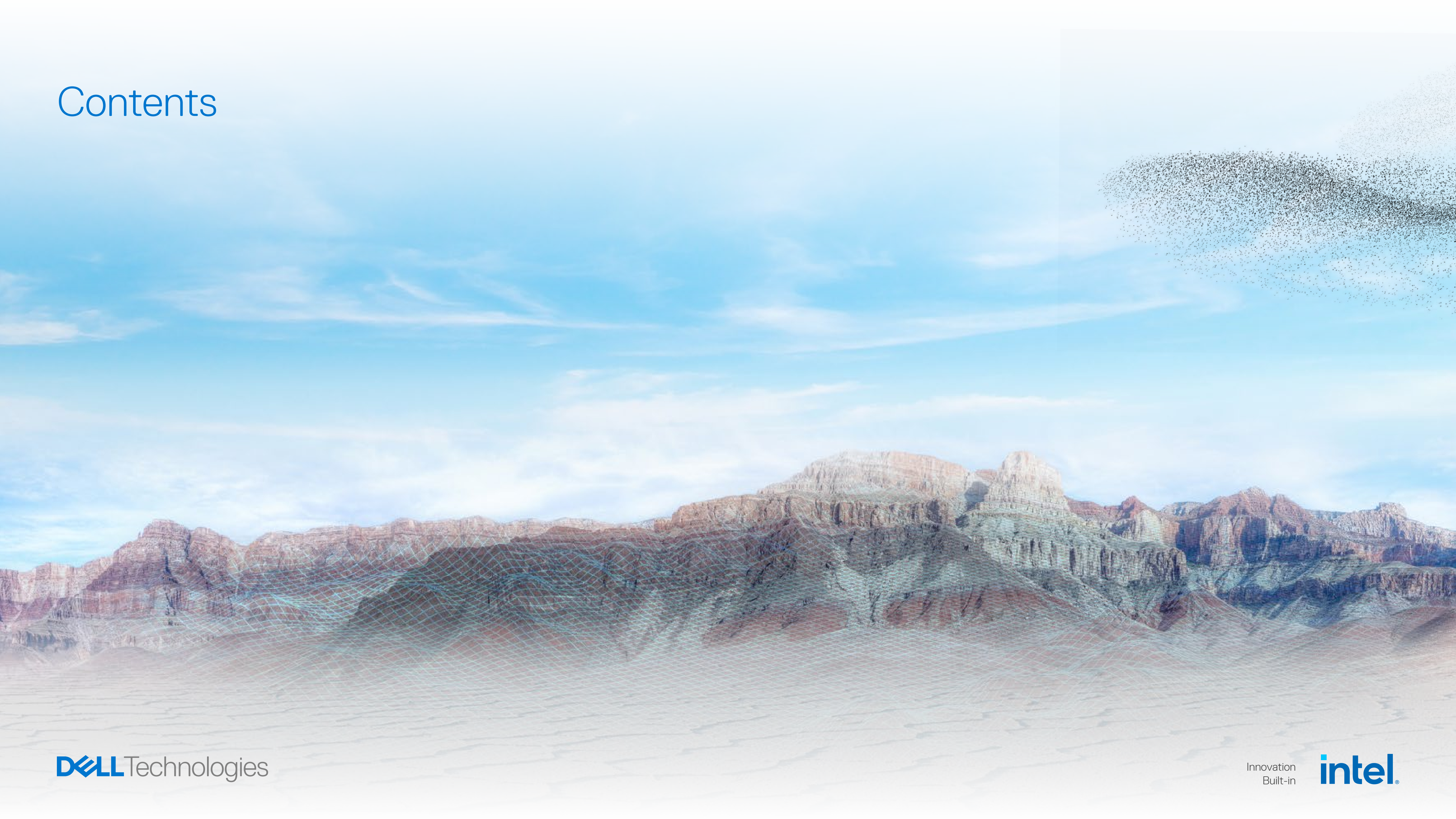
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Contents

The need for speed in today's digital world

Collaborate with your customers and help them take advantage of optimized servers and intelligent systems management technologies – so they can drive innovation everywhere.

As workloads become ever bigger, more business-critical, and more complex, organizations of all sizes need advanced and agile server technology they can rely on to give them the speed, capabilities, and security their business needs in today's fast-moving digital world.

As their trusted technology partner, you can show prospects and customers how they can harness the power of both Intel®-based server platforms and the modern workloads that benefit from them – to enable innovations that take them to a new level.

Deliver the PowerEdge difference – to give customers everything they're looking for and more – and they'll love you for it.

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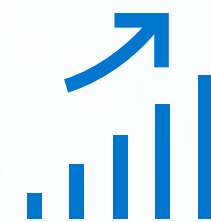**intel.**

Introducing PowerEdge

The Dell EMC PowerEdge server portfolio is designed to drive innovation through intelligent collaboration – everywhere. It offers advanced technology and solutions, Intel® Xeon® Scalable Processors, plus accelerated business potential to help your customers innovate, adapt, and grow.
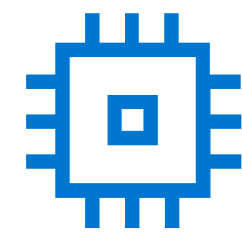
Advanced technology

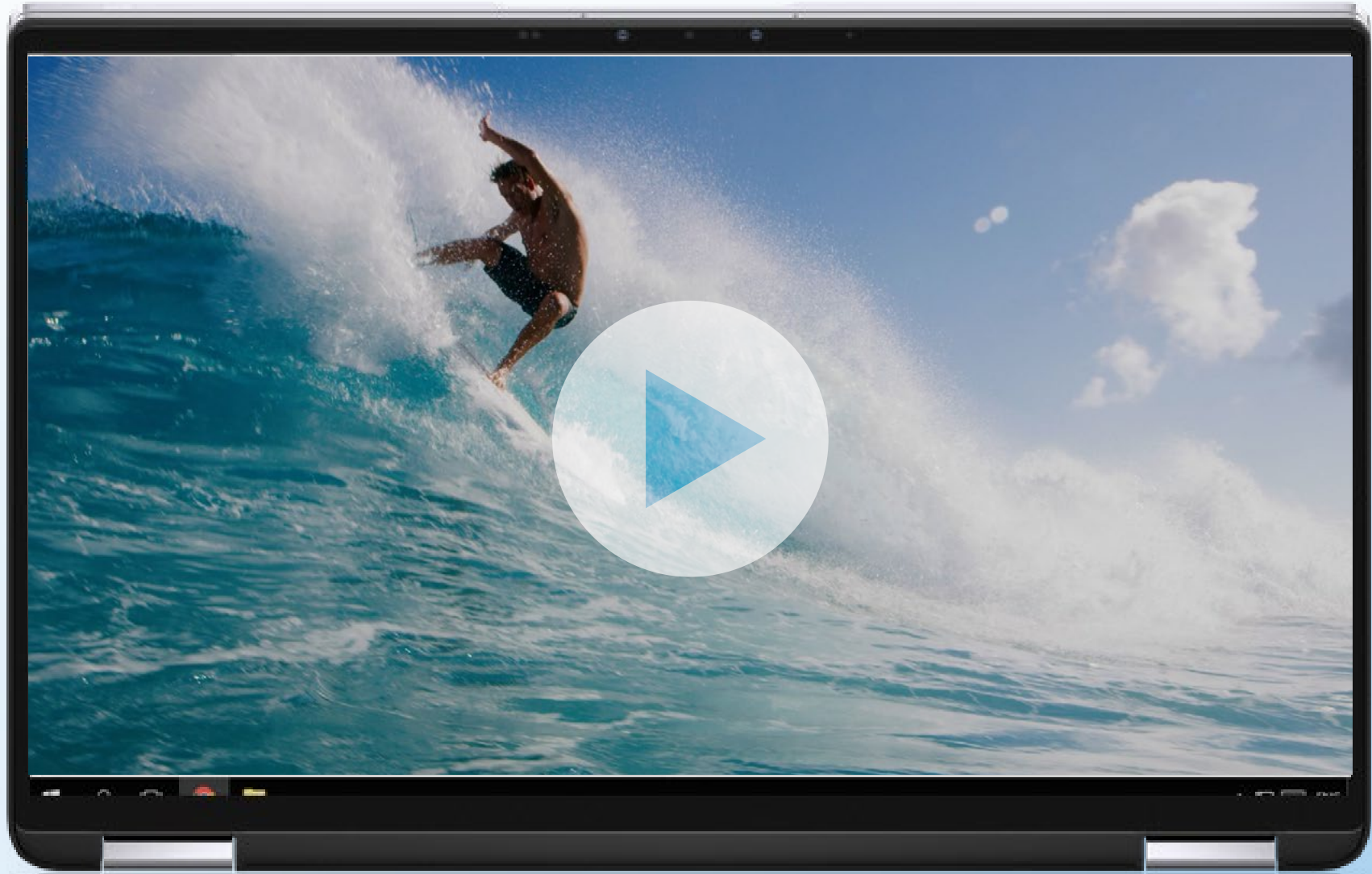**Accelerated business**

Profitable growth

Dell Technologies is one of the **world's leading**[1] server providers.

1 Dell Technologies is #1 in x86 Server – units shipped, IDC Quarterly Server Tracker, Q3 2020.

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Deliver the difference with PowerEdge

Drive innovation and improved business outcomes in organizations of all sizes.

Combine our industry-leading[1] Intel®-based PowerEdge portfolio solutions with your own trusted expertise, and you can help customers take advantage of impressive server agility and performance – while also enabling them to invest in a secure, automated, scalable, agile, and optimized IT infrastructure that they can rely on for years to come.
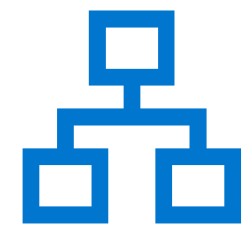
Explore the opportunity - visit the

Partner Demand Generation Center

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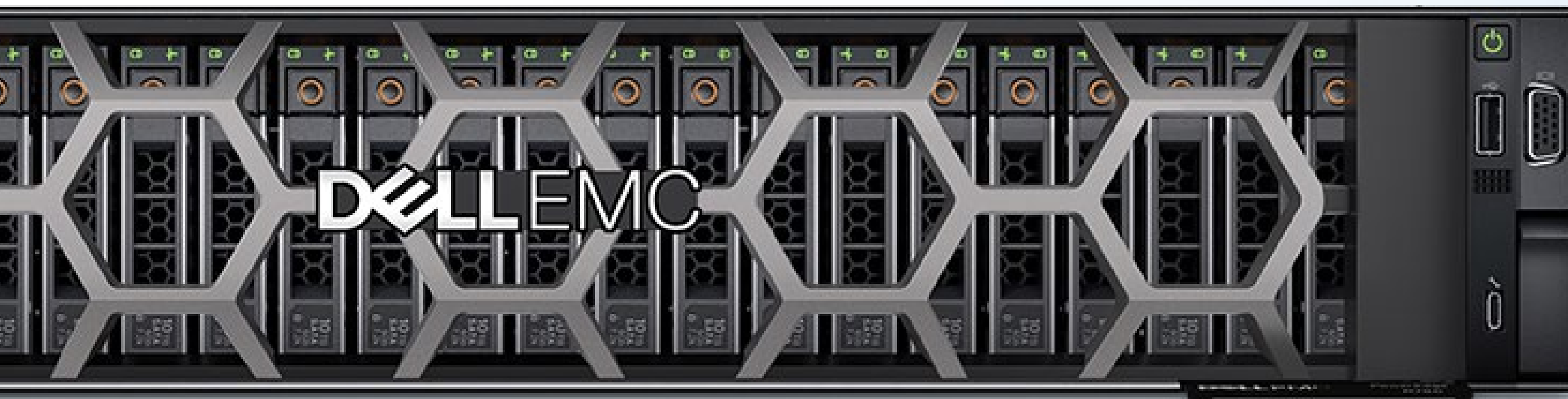
A powerful proposition –
for you and your customers

Explore all the advantages and business benefits of promoting the PowerEdge server portfolio:
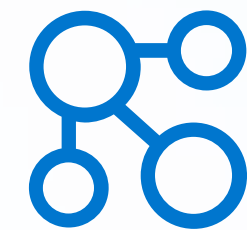
Make life easier with a single supplier solution: just one point of contact for everything your customers need.

Easily access expert sales & marketing collateral and leverage your earned MDF to help you promote and sell PowerEdge servers

Take advantage of our dedicated Partner Program.

Offer your customers flexible consumption models through Flex on Demand.
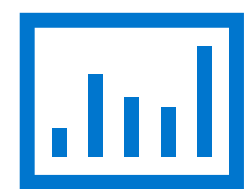
Increase profitability by attaching end-to-end Dell Technologies Services to your server opportunities.

Visit the

Partner Demand Generation Center

to explore more

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Capitalize on PowerEdge business opportunities

Promoting the latest PowerEdge servers, based on Intel® Xeon® Scalable Processors, helps you open up new opportunities and realize significant benefits for your business:

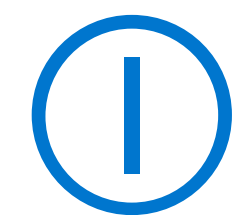Earn trusted technology provider status and be the go-to partner for helping customers manage their server requirements and data growth, while protecting their long-term investment.

Build a recurring business and revenue stream by providing customers with an agile server architecture that can scale seamlessly.

Show customers how they can cut the complexity of data storage by consolidating their IT architecture across data center, public cloud, and edge.
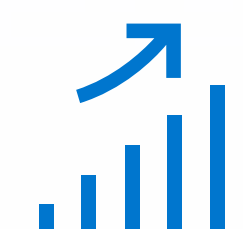
Capitalize on upselling opportunities by promoting PowerEdge alongside other software, storage, and networking technology.

Explore all available tech refresh opportunities – to help customers consolidate data into a single platform, eliminate data siloes, consolidate devices, and reduce licensing costs.

Accelerate your customers' adoption of their new technology and increase your business rewards when you resell complementary Services.

Realize even greater profit potential when you co-deliver deployment services.
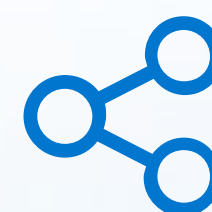
Extend the deployment and manageability of our servers into your own Services offerings.

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PowerEdge and OpenManage – Your Innovation Engine

The latest PowerEdge servers, powered by Intel®, help businesses meet the demands of digital transformation by delivering a secure infrastructure that supports diverse workloads and business objectives.

The PowerEdge advantage

Dell EMC PowerEdge servers are optimized to empower your customers' systems to work together and independently, so they can build connected experiences across the organization and with their own end customers – with intrinsic security enhanced by Intel® and built in at every step.

Fully integrated across the PowerEdge portfolio, **Dell EMC OpenManage systems management technology** tames the complexity of managing and securing this optimized IT infrastructure.

The PowerEdge server portfolio delivers technology and solutions to help your customers innovate, adapt, and grow while OpenManage acts as the key to the innovation engine, unlocking intelligent systems management tools and automation that help your customers scale, manage, and protect their technology environment.

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The PowerEdge portfolio

Build your own business while helping customers to drive innovation in theirs.

Purposefully designed to drive innovation everywhere, the end-to-end PowerEdge server portfolio is now powered by Intel® Xeon® Scalable Processors and 3rd Generation AMD EPYC™ processors – to take your customers to the next level.

Every PowerEdge server will be refreshed and enhanced in 2021 – and will be powered by a high-performance processor, as well as the latest OpenManage Enterprise advancements.

With the PowerEdge server portfolio, you can drive profitable growth in your business by promoting solutions from one of the world's leading server providers[1] and help deliver the end-to-end, fully flexible technology that customers crave as they innovate, adapt, and grow in today's fast-moving and relentlessly competitive markets.

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PowerEdge servers powered by Intel® processors

Intel® Xeon® Scalable processors provide the foundation for a powerful data center platform that creates an evolutionary leap in agility and scalability.[1]

Q1 availability
Powered by Intel®
PowerEdge R750
PowerEdge R750xa
PowerEdge R650
PowerEdge C6520
PowerEdge MX750c

Q2 availability
Powered by Intel®
PowerEdge XR11
PowerEdge XR12
PowerEdge R650xs
PowerEdge R750xs
PowerEdge R550
PowerEdge R450

1. Requires platform-to-platform comparison between Intel® Xeon® Processor Scalable Family and Intel® Xeon® E5 V1/V2. Up to 2.27x claim based on LINPACK*: 1-Node, 2 x Intel® Xeon® Processor E5-2699 v4 on Grantley-EP (Wellsburg) with 64 GB Total Memory on Red Hat Enterprise Linux* 7.0 kernel 3.10.0-123 using MP_LINPACK 11.3.1 (Composer XE2016 U1). Data Source: Request Number: 1636, Benchmark: Intel® Distribution of LINPACK, Score: 1446.4 Higher is better vs. 1-Node, 2 x Intel® Xeon® Platinum 8180 Processor on Wolf Pass SKX with 384 GB Total Memory on Red Hat Enterprise Linux*7.3 using mp_linpack_2017.1.013. Data Source: Request Number: 3753, Benchmark: Intel® Distribution of LINPACK, Score: 3295.57 Higher is better.

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PowerEdge servers powered by AMD processors

3rd Generation AMD EPYC™ processors are the new standard for the modern data center, driving faster results for better decisions.

| Q1 availability |
| --- |
| Powered by AMD |
| PowerEdge XE8545 |
| PowerEdge R7515 |
| PowerEdge R6515 |
| PowerEdge R6525 |
| PowerEdge R7525 |
| PowerEdge C6525 |

How to position PowerEdge

Designed to drive innovation through intelligent collaboration – everywhere.

PowerEdge servers are built with **a no-compromise approach** from one of the leading[1] global server providers.

Powered by Intel® processors, plus the latest OpenManage Enterprise systems management technology, the refreshed PowerEdge server portfolio delivers:

Enhanced performance
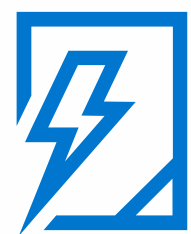
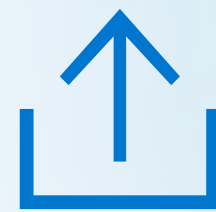Memory speed

Easy scalability

Upgradability

Collaborate with your customers and help organizations of all sizes leverage these optimized servers and intelligent systems management technologies to drive innovation and improve business outcomes.

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1 Dell Technologies #1 in Worldwide x86 Server – revenue share. IDC WW Quarterly Server Tracker, Q3 2020.

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Key customer benefits

With the PowerEdge server portfolio, your customers can leverage the platform they already know and love – to quickly and easily gain the additional speed and agility they need to tackle modern workloads demands.

The latest Intel®-based PowerEdge servers deliver impressive performance in three key areas – enabling you to help customers drive innovation across their IT infrastructure and wider business operations with ultimate ease:

Adaptive Compute

Address **evolving compute demands** with purpose-built technology for your customers' critical business requirements.
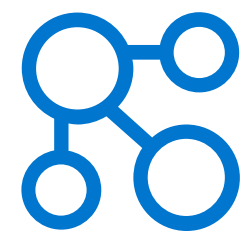
Platform engineered to optimize technology advancements across processors, memory, networking, storage, and accelerators.
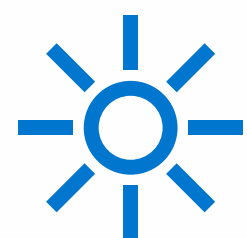
Deliver seamless innovation and predictable, profitable outcomes.

Autonomous Compute Infrastructure

Respond rapidly to platform requirements with intelligent tools that integrate information and processes – to enable digital transformation and productivity.

Intelligent systems that work together and independently, delivering to the parameters that your customers set.
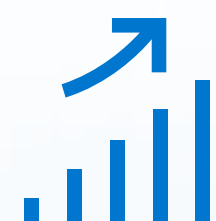
Help customers respond rapidly to business opportunities and maximize productivity.

Proactive Resilience

Enhance **business resiliency** with proactive capabilities that drive **trusted interactions** across your customers' businesses.
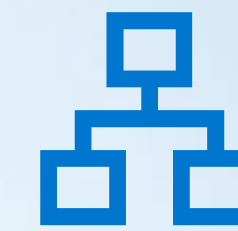
Infrastructure designed for secure interactions and the capability to anticipate potential threats.

Embed trust into your customers' digital transformations.

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Key talking points (and additional customer benefits)

Whether customers choose to invest in the latest and greatest PowerEdge platforms for advanced, emerging, high-performance workloads or need the time to qualify new technologies for their environment while deploying existing, trusted server technologies, your partnership with Dell Technologies has them covered.

Single supplier solution for complete peace of mind

Make life easier with a single supplier solution – just one point of contact for everything your customers need.

With PowerEdge, you can offer your customers complete peace of mind with a very compelling end-to-end single supplier service – backed by comprehensive support throughout the IT lifecycle.

Our single, fully integrated server platform offers a full range of scalable, flexible product designs specifically developed to create a foundation of consistency across data centers of all sizes.

Taking advantage of flexible consumption models

With Flex on Demand, you can help customers transform how they consume technology, so they can focus on strategic objectives.

The IT market is increasingly moving towards 'as-a-Service' and 'pay-per-use' models.

Help customers to get even more from their server refresh investment by only paying for the technology they need, as they need it – and boost your own business at the same time.

The business benefits of regular server refresh

Stress the importance of regular server refresh as a key driver for investing in innovative infrastructure.

Steer conversations around your prospects' specific workload needs and help uncover the potential of new projects. Help customers clearly understand the operational, cost, and commercial benefits of having fast, secure, reliable, capable, energy- and cost-efficient servers running their core business applications.

The Intel® Xeon® Scalable platform brings disruptive levels of compute performance, coupled with memory and I/O advances, to compute-hungry and latency-sensitive applications.[1]

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Key talking points (continued)

Optimized IT for high-performance workloads

Designed to deliver scalability, automation, and agility to meet the needs of high-performance workloads.

PowerEdge servers are built to adapt to and meet your customers' rapidly changing business demands – today and well into the future.

They provide the enhanced performance and memory speed required for automated processes and data-intensive workloads like SAP, SQL, AI, and data analytics – key drivers of business growth.

A fast and simple path to hybrid cloud

Tight integration with VMware helps make moving to hybrid cloud simple for your customers.

Wherever your customers are on their journey to hybrid cloud, selling PowerEdge servers with VMware licensing presents a trusted 'one team' approach.

This makes implementing their software-defined data center (SDDC) simple, efficient, cost-effective, and secure – with Dell Technologies Cloud infrastructure and support on tap via a single point of contact for ultimate ease and peace of mind.

Optimally efficient and streamlined solutions

Our well-established relationships with Intel®, AMD, and Microsoft enable optimally efficient and streamlined solutions.

Dell Technologies has well-established and solid partnerships with Intel®, AMD, and Microsoft, embedding many of their latest products within our own solutions.

This ensures the PowerEdge portfolio not only provides a fully integrated server platform but that it also leverages the capability and investment of these leading vendors.

The Intel® Xeon® Scalable® processor family is a performance workhorse designed for deploying highly efficient, virtualized infrastructures for compute, storage, and networking.[1]

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PowerEdge delivers clear performance benefits

The PowerEdge server portfolio delivers several technology innovations and wider operational benefits to address your customers' requirements and business priorities. These include:
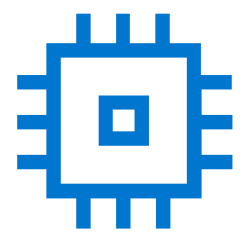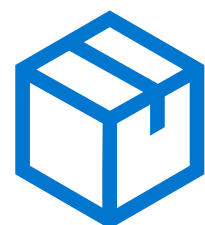
Denser core counts and higher clock speeds

On a per socket basis, to deliver higher levels of performance for your customers' workloads and applications.
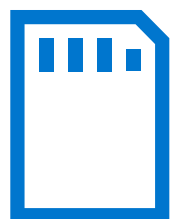
Greater IO bandwidth and decreased latency

Via PCIe Gen 4 and DDR 4-, 6-, or 8-channel memory (depending on CPU) @ 3200 MT/s, to address the demands of your customers' most demanding applications.

Larger memory footprint

Available on 2-socket server platforms, to support customers' in-memory database applications and large monolithic, stateful applications (32 DIMMs vs. 24 DIMMs).

Increased storage IOPs, throughput, and resiliency

Including HW NVMe RAID, these features are available on the latest PERC Storage controller family.

Hot-plug capability

The PowerEdge Boot Optimized Storage System (BOSS) card now to ensure high availability for your customers, as well as easy access and servicing.

New cooling technologies

To address heat emissions from high-performance components while minimizing impacts to form-factor.

Secure, seamless experience

IT teams can use the intuitive end-to-end tools within PowerEdge and OpenManage to reduce process and information silos to enable and support a core focus on growing the business.

Greater cost efficiency

When combined with iDRAC 9 & 10 (Integrated Dell Remote Access Controller), the PowerEdge OpenManage Suite provides significant value to customers by optimizing the ongoing Opex of maintaining their fleet of high-performance servers.

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Designed to drive high-performance workloads

Which data-centric workloads benefit from specific PowerEdge technology innovations?
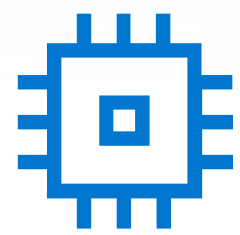
Dense core counts
- Hybrid Cloud/IaaS/PaaS (VMWare 7 with VCF and Tanzu)
- VDI
- SAP
- Oracle

PCIe Gen 4
- VDI
- AI
- ML
- DL
- Data analytics

Higher clock speeds
- HPC
- Traditional monolithic single threaded vertical applications

Large memory capacity
- VDI
- Dense virtualization
- SQL
- Oracle
- SAP
- Vertical business applications

All customers applications/ workloads benefit from the other technology enhancements available with the refreshed PowerEdge portfolio.

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Explore the market opportunity

Dell Technologies' strong market presence[1] is a key differentiator for PowerEdge servers – and for your own business.

Customers are asking for PowerEdge products – so there's strong market demand for you to leverage and build your business on.

Covers multiple server systems:

- Blade
- Custom multimode
- Custom rack optimized
- Large system
- Standard multimode
- Standard rack optimized
- Tower

Worldwide, Dell Technologies continues to lead the way[1] in x86 Servers:

- Units shipped
- Vendor revenue

We have an absolute focus on our server platform, as well as our industry-leading storage[3], HCI[4], and cloud[5] offerings.

The channel opportunity for Dell Technologies partners is already significant – and there's plenty of scope for further growth.

The worldwide x86 Server market is worth
US$89.5 billion[2]

Expected to grow to
US$114.1 billion
billion total by 2024[2]

1 Dell Technologies is #1 in x86 Server – units shipped and revenue share, IDC Quarterly Server Tracker, Q3 2020.
2 IDC WW Server Forecast Update, 2020-2024, December 2020.
3 Dell Technologies is #1 in Purpose-Built Backup Appliance with a 48.7% revenue share – vendor revenue. IDC WW Quarterly Purpose-Built Back Appliance Tracker, Q3 2020.
4 Dell Technologies is #1 in Hyperconverged Systems with a 33.2% revenue share – vendor revenue. IDC WW Quarterly Converged Systems Tracker, Q3 2020.
5 Dell Technologies is #1 in Public & Private Cloud IT Infrastructure with a 13.2% revenue share
(highest share of named vendors) – vendor revenue. IDC WW Quarterly Cloud It Infrastructure Tracker, Q2 2020.

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The benefits of regular server refresh

In today's fast-moving and rapidly evolving business world, keeping up with the pace of change can be a real challenge. But it's increasingly critical for continued business success.

In a recent survey, Forrester[1] found companies that refresh servers every three years are better able to support both current and emerging workloads – and also gained a raft of significant business and technical benefits:

39%
saw improved application performance.

47%
saw higher systems reliability.

42%
saw increased employee productivity.

41%
saw better data center security.

Regular server refresh is now an essential IT requirement

Upgrading to the latest PowerEdge servers, powered by Intel® technology, delivers the enhanced performance, automation, scalability, and security that organizations of all sizes need.
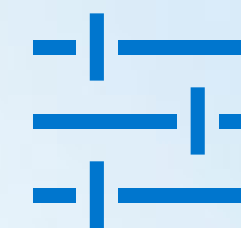
Increase agility

Improve efficiency

Reduce operational expenses

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1 Forrester Consulting study, commissioned by Dell EMC, 'Why Faster Refresh Cycles And Modern Infrastructure Management Are Critical To Business Success', May 2019. Results from a survey of 508 IT infrastructure technology decision makers. Full study: https://www.dellemc.com/en-us/servers/index.htm#overlay=/collaterals/unauth/analyst-reports/solutions/forrester-why-faster-refresh-cycles-and-modern-infrastructure-management-are-critical-to-business-success.pdf

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Additional programs and services to improve your sales offering

Promote and upsell expert Dell Technologies Services with every PowerEdge server deal.

Deliver the dedicated expertise that helps customers build a modern infrastructure that minimizes IT challenges, meets high-performance workload needs, delivers improved business outcomes, and drives innovation – everywhere.

Explore every opportunity to attach our expert Dell Technologies Services – and accelerate time to value for your customers.

Services

Complement the services you provide by co-delivering or reselling Dell Technologies Services, including ProDeploy and ProSupport, to increase customer 'stickiness' and support your customer's entire IT lifecycle.

ProSupport Plus & ProSupport Enterprise

Help keep your customers' businesses running with 24x7 support. For critical systems that need constant availability with minimal hands-on time, ProSupport Plus proactively improves performance and stability through automated support, analytics, and experts who are here to help you.

ProDeploy for Enterprise

Accelerate deployment of new data center technology – with little impact on IT staff. ProDeploy enables customers to minimize implementation risk, get more performance from fully enabled hardware and software, and bridge efficiently to technical support with lower risk of downtime.

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Offer customers the flexibility of Flex on Demand

Help customers get even more from their server refresh investment by only paying for the technology they need, as they need it – and boost your own business at the same time.

The IT market is moving towards 'as-a-Service' and 'pay-per-use' models.
Many customers are now looking for all-in-one, pay-per-use bundles that include equipment, software, services, and maintenance.

15% of new deployments of on-prem computing will involve pay-per-use pricing by 2022 – up from less than 1% in 2019.[8]

What is Flex on Demand?

Flex on Demand is a Dell Technologies metered payment solution, enabled by Dell Financial Services, for Dell EMC products, including storage, data protection, hyperconverged infrastructure, servers, Dell Technologies Cloud Platform, and Dell professional services.

It provides customers with a monthly invoice that reflects their actual use of committed and buffer capacity during their contract term. They can scale up and down within the available buffer capacity and easily manage unpredictable growth, workload bursts, and temporary changes in IT infrastructure requirements.

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Power up your sales opportunities

Dell Technologies has created a raft of dedicated PowerEdge sales resources specially designed to lead your customers and prospects through the sales process.

1	Identify your prospect customer list and activate your engagement plan to introduce them to the PowerEdge proposition.
2	Identify install base customers and demonstrate how PowerEdge can support their traditional and modern workloads.
3	Share and utilize our dedicated sales resources and enablement tools to help close your deals.

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Sales enablement tools

Leverage these sales enablement assets and other supporting content to ensure each step on the campaign trail puts your best foot forward.

Klue

Klue is the enablement platform built to collect, curate, and deliver competitive and market intelligence across every department of every business.

Live Optics

Collect, visualize, and share data about an organization's IT environment and workloads to help you understand your customer's workload performance.

Microsoft Azure Stack HCI Sizer Tool

This tool can assist you in the design of an Azure Stack HCI on-premises cluster. You can choose scale nodes, and drive configuration and resiliency to easily see an overview of the cluster along with its associated usable storage capacity.

Training and Competencies

The right knowledge can propel your sales into new territories and Dell Technologies wants to help get you there.

Online Demos

Demo Center is a highly scalable, multi-cloud-based service that provides 24x7 self-service access to virtual labs, hardware labs, and interactive product simulations.

Other tools

Virtual Rack Tool

EI Planning Tool

Fabric Design Center

Dell Technologies HPC & AI Innovation Lab

Dell Technologies HPC Engineering

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Sales enablement tools (Continued)

Leverage these sales enablement assets and other supporting content to ensure each step on the campaign trail puts your best foot forward.

PowerEdge and OpenManage **Portfolio** Success Pack

POWEREDGE AND OPENMANAGE

PORTFOLIO SUCCESS PACK

PowerEdge 4S Workloads Success Pack

PowerEdge MX Success Pack

Distributor Guide Success Pack

Extreme & Emerging Workloads Success Pack

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SEIZE THE POWEREDGE ADVANTAGE

Additional sales resources and tools are available
in the Partner Demand Generation Center

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