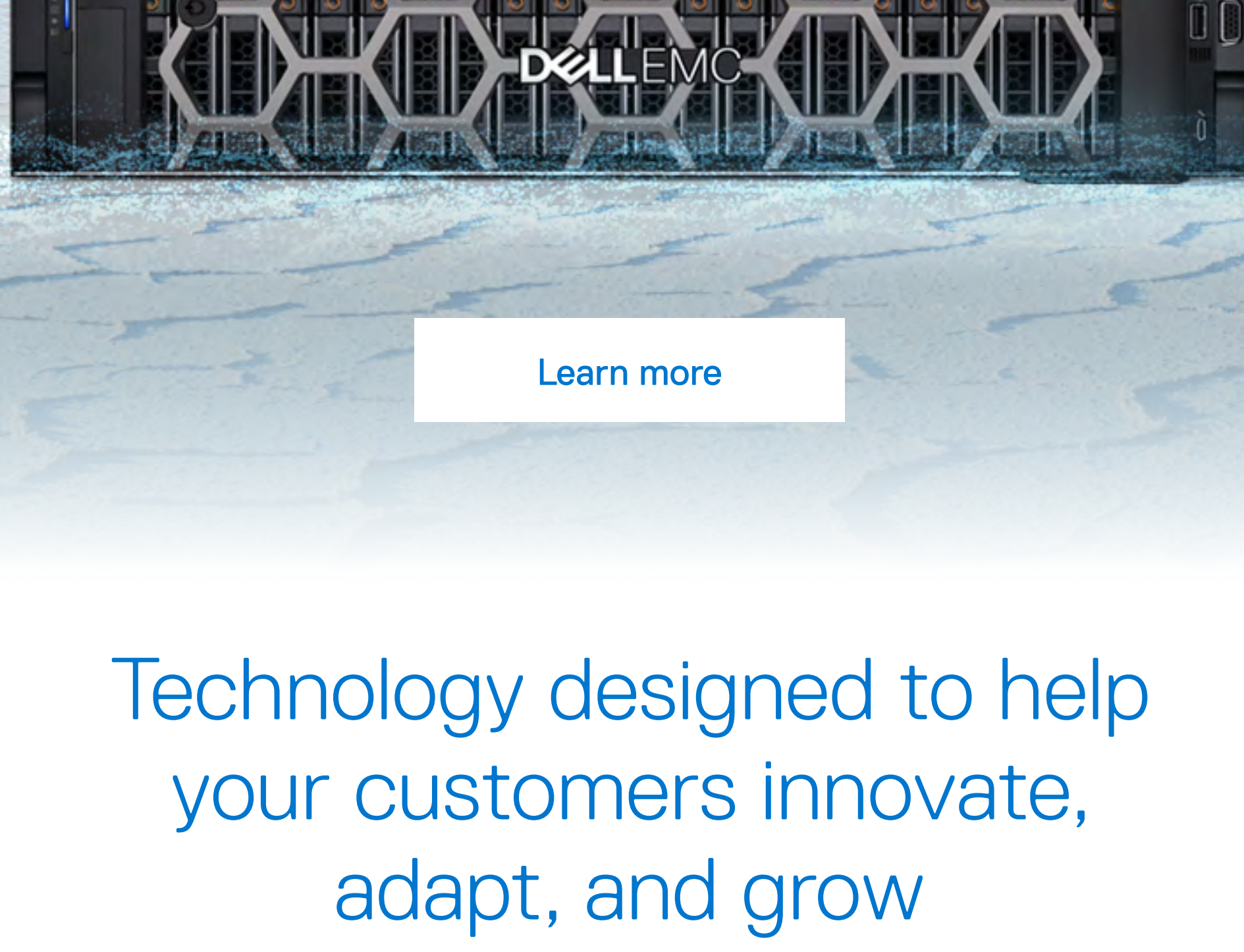


DELL EMC POWEREDGE AND OPENMANAGE

Unleash the innovation engine



[Learn more](#)

Technology designed to help your customers innovate, adapt, and grow

Use consistently strong market demand for Dell EMC PowerEdge servers with 3rd Generation Intel® Xeon® Scalable Processors to build your business – while helping customers to optimize theirs.

#1 Dell Technologies is no.1 in x86 Server¹

is no.1 in x86 Server¹

The worldwide x86 Server market is worth

\$89.5 billion²

Expected to grow to

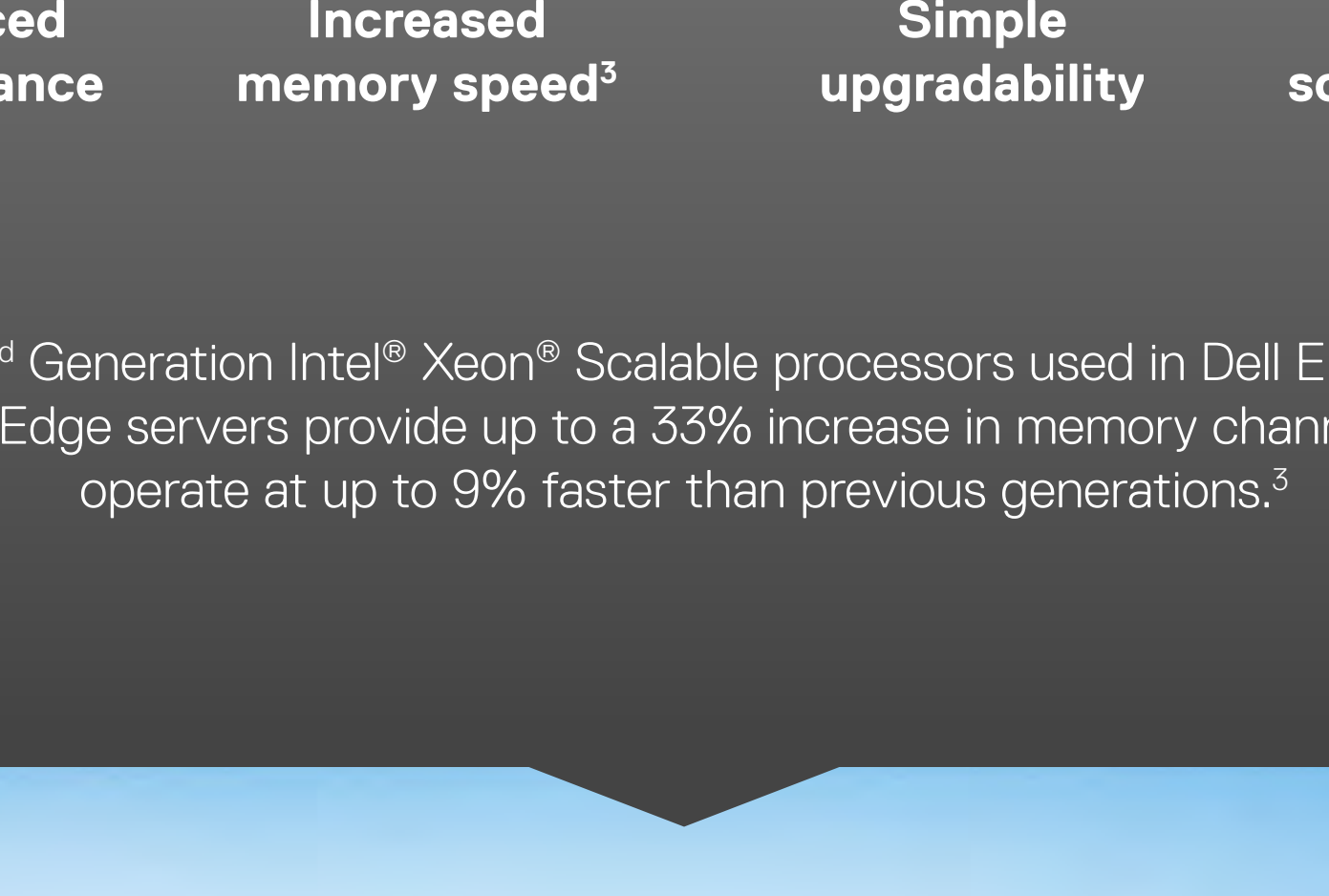
\$114.4 billion

total by 2024²

Deliver the difference with Dell EMC PowerEdge and Intel®

PowerEdge servers are built with a no-compromise approach to enable intelligent collaboration and drive innovation – everywhere.

For diverse, mission-critical, and data demanding workloads:



Enhanced performance



Increased memory speed³



Simple upgradability

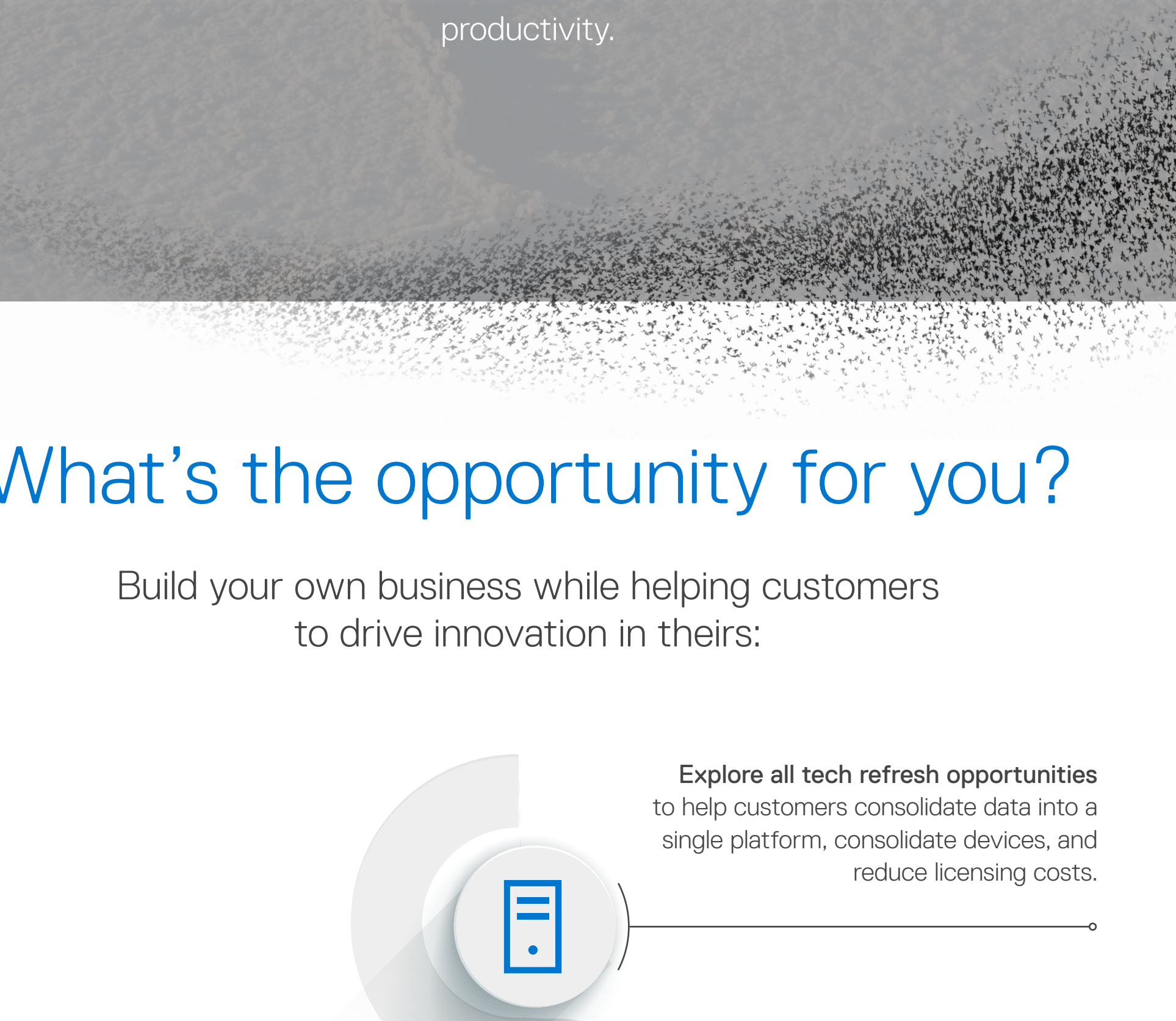


Easy scalability

3rd Generation Intel® Xeon® Scalable processors used in Dell EMC PowerEdge servers provide up to a 33% increase in memory channels that operate at up to 9% faster than previous generations.³

Help organizations meet the demands of digital transformation

Advanced PowerEdge technology delivers a secure infrastructure that supports diverse workloads and business objectives.

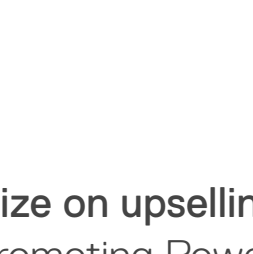


PowerEdge servers, with intrinsic security built in at every step and based on 3rd Generation Intel® Xeon® Scalable processors, are optimized to empower your customers' systems to work together and independently, so they can build connected experiences across the organization and with their own end customers.

Fully integrated across the PowerEdge portfolio, **OpenManage systems management solutions** tame the complexity of managing and securing this optimized IT infrastructure.

Key customer benefits

Use the latest PowerEdge technology to help customers drive innovations across their IT infrastructure and wider business operations with ultimate ease:



Adaptive Compute

Address evolving compute demands with purpose-built, Intel®-based technology for your customers' critical business requirements.



Autonomous Compute Infrastructure

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



Proactive Resilience

Enhance business resiliency with proactive capabilities that drive trusted interactions across your customers' businesses.

What's the opportunity for you?

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



Leverage two key routes to market

Server Refresh

Upgrade your server customers' older solutions to the latest PowerEdge technology to improve business performance and efficiency. 3rd Generation Intel® Xeon® Scalable Processors used in Dell EMC PowerEdge servers deliver up to 1.42x more cores than the previous generation.⁴

Net-New Customers

Promote the key benefits and business value of PowerEdge and OpenManage to prospects and users of other infrastructure solutions.

Your next steps

Marketing

It's time to drive demand

Learn more, access our range of pre-prepared marketing materials and activate your own PowerEdge portfolio campaign.

[Explore & Activate](#)

Sales

Start customer conversations

Explore the dedicated sales enablement resources available to support your server-led conversations with customers.

[Learn More](#)

1 Dell Technologies is #1 in x86 Server – units shipped, IDC Quarterly Server Tracker, Q3 2020.
2 IDC WW Server Forecast Update, 2020-2024, December 2020.
3 Based on Dell Technologies internal analysis, March 2021, comparing the 2933MT/s bandwidth of the previous generation to the 3200MT/s bandwidth of 3rd Generation Intel® Xeon® Scalable Processors.
4 Based on Dell Technologies internal analysis, March 2021, comparing 28 core CPUs of the previous generation to the 40 core processor available with 3rd Generation Intel® Xeon® Scalable Processors.