POWEREDGE INNOVATION - Solving more pain points, sooner

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SUMMARY
Customers are making decisions today to enable their envisioned futures. They seek technology partners who are similarly visionary but also have a proven track record of innovating and delivering meaningful results.

DellEMC is a leading innovator and trusted partner, first to resolve customer IT challenges and push the technology envelope forward.

DellEMC innovation comprises three main categories:

• Raising the bar and sharing new technologies with all players in the industry, to lower costs for customers

• Partnering to accelerate adoption

• Driving superior products for competitive differentiation

PowerEdge innovation focuses not only on the server, but also on the usage model in which the server operates, including the specific workload or application. This results not only in technology leadership, it demonstrates our philosophy of serving the customer by solving more pain points, sooner.

Many studies through the years have shown that, in each industry vertical, companies that adopt new technologies ahead of their counterparts are more successful than those other companies. Early Adopters achieve competitive advantage, gain market share, and are more profitable than their competitors that implement the same technologies later. These visionary, strategically-driven and technologically-savvy Early Adopters are charting their futures several years forward. They are forming their technology decisions today, to intercept the envisioned future state.

To be successful in their pathways, these companies seek technology partners who are similarly visionary but also have a proven track record of successful execution in bringing new technologies and capabilities to market. Dell EMC has proven itself time and again to be a leading innovator and trusted partner, first to resolve customer pain points and push the technology envelope forward, ahead of other IT vendors. We serve the customer by solving more problems, sooner.

Raising the bar - to lower costs
In numerous instances DellEMC innovates not to monetize our intellectual property (IP) and gain direct advantage, but to raise the bar for the entire industry. Working to push innovation into industry standards available to all IT developers, we implement new solutions that move the technology envelope forward, and offer up that technology to the entire industry. Examples of this include not only contributions to open source communities, but also forming and leading an industry consortium to create the specifications for front-loadable 2.5" NVMe drives, and steering industry efforts to broaden the ecosystem of the Redfish management standards. This practice not only establishes and reinforces DellEMC as a leader in the industry standard space, it also has tangible benefits for users: By "floating all boats" among IT providers, DellEMC helps to drive volume, lower costs, enable cross-licensing of technologies, and by multi-sourcing suppliers, we help to protect product flow. It also prevents others from blocking technology advancement by establishing proprietary solutions as *de facto* standards.

Partnering to speed adoption
At other times, DellEMC accelerates adoption of new capabilities by innovating with technology partners in order to drive features and

capabilities across multiple component suppliers. By engaging with multiple vendors, whether the component be e.g. memory DIMMs, hard drives, networking adapters, or even operating systems and hypervisors, we help to deliver the capabilities to all users, more rapidly than if we were to use a single supplier or if we were to offer the capability as a DellEMC exclusive.

The benefits of this go far beyond those of previous years, when such activity promoted compatibility of components and software in a server, and ensured the reliable operation of the server. In the industry standard space, innovation from multiple parties is better than when it comes from one party alone. When DellEMC drives innovation into the market, competitive server vendors need to step up to keep pace. This broadens adoption and also accelerates the ability of customers to gain the benefits of the new technologies and capabilities. Had DellEMC not driven memory partners to increase DIMM speed higher than that specified in the Intel x86 standard, for example, users would not have gained the benefits of higher performance memory, e.g. faster application response times, more transactions performed, and faster insights into time-critical information.

Creating superior products – for competitive differentiation
A third area of DellEMC innovation concerns developing superior product and capabilities, and bringing them to market as competitive differentiators that set PowerEdge servers apart from alternative offerings. As mentioned above, our innovation occurs within the realm of industry standards. Thus users can run their workloads and applications on non-DellEMC servers if they choose. However, workloads and applications can run better by running on PowerEdge, taking advantage of design enhancements for e.g. performance, power efficiency and security. Whether the focus is driving higher and faster performance or helping users contain OpEx by simplifying and automating systems management, PowerEdge development has a track record of solving customer pain points better, and sooner, than other vendors.

DellEMC's Fresh Air initiative is another example of PowerEdge differentiation. Fresh Air, now in its 2.0 implementation, allows specific configurations of PowerEdge servers to run consistently and reliably at temperatures up to 104°F (40°C), with excursions up to 113°F (45°C). This capability helps users attain significant CapEx and OpEx savings as well as a reduction in carbon emissions which can help companies meet efficiency goals and regulatory requirements.

Conclusion
Benefits such as these are delivered to users by DellEMC's focus on not just the server, but on the usage model in which the server operates, including the specific workload or application. These usage models include not only traditional and well-understood computing scenarios but also burgeoning fields including web tech, infrastructure scale-out and hyperconverged infrastructure, and nascent fields including Machine Learning, Deep Learning, IoT and Industry 4.0.

DellEMC innovation not only results in our technology leadership, it demonstrates our philosophy of serving the customer by solving more pain points, sooner. This engenders trust on the part of Early Adopters that Dell EMC is a technology partner that can be relied upon to drive toward their envisioned future states.

For more information about PowerEdge servers, please visit: dell.com/poweredge

For more information about OpenManage systems management solutions, go to: dell.com/openmanage

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