Intel IT Center

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# Vendor Spotlight

# Dell Talks about Solving Business Problems

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## Ganesh Padmanabhan from Dell describes how IT provides a competitive edge for businesses and how the Intel® Xeon® processor E5 family helps Dell deliver results through its end-to-end solutions in key areas of the data center.

IT is today's factory, a critical asset that affects both the top and bottom line of the business. With organizations looking to do more with less, IT also becomes a critical tool that can further business goals and increase profits. Yet IT faces significant challenges—demands for agility, speed, and responsiveness; escalating operating costs with limited budgets; and the need to mitigate risk for the long term.

In that context, customers need a comprehensive cloud services strategy to help them launch new applications, move mission-critical workloads to more efficient and resilient architectures, service requests faster, and in general, manage change. They need networking and storage solutions, systems management, and tools to help them simplify complexity in the data center and reduce operating expenses.

How can customers invest in the right platforms, infrastructure, and solutions to solve business problems while optimizing their IT resources for the long run?

## Solving Business Problems with Dell's End-to-End Solutions

Dell has focused its offerings around a solution mind-set, with the goal of solving actual business problems rather than developing technology for its own sake. We look at IT from a business owner's and a CIO's perspective and ask ourselves, "Will this solution help me be more agile? Will it help increase efficiency or lower risk?"

To that end, we are building powerful x86 servers, Dell* Fluid Data* architectures for storage with Dell Compellent* and Dell EqualLogic*, and data center networking using Force10* technology—all with the same focus on building solutions that accelerate our customers' businesses.

We're also offering innovation through software such as Dell Virtual Integrated System (VIS), which can address operational pain points and manage virtualization, as well as end-to-end cloud solutions. For example, with Dell vStart* we bring our experience working with thousands of customers in a variety of workload environments together to provide a reliable, rapid path to virtualization and private clouds.

*How do customers invest in the right platforms, infrastructure, and solutions that can solve business problems and enable them to optimize their resources for the long run?*

## Greater Problem Solving Capabilities with the Intel Xeon Processor E5 Family

The Intel® Xeon® processor E5 family is very exciting to us—and to our customers. We have put the new processor to work in our twelfth generation of Dell PowerEdge* servers, taking advantage of up to 80 percent[1, 2] increase in performance, up to 70 percent[3] better performance per watt, and up to 40 percent[4] better server density. We are employing advanced power management features using Intel Node Manager and Dell's OpenManage* power center. Plus, the Intel Xeon E5 has some new security features that we are really excited about that help us enable security in the hardware layer on trusted computing platforms.

We're also refreshing our vStart end-to-end solutions to exploit processor innovations around increased memory density, workload-specific optimizations, and power efficiency. At its core, vStart is about enabling businesses and organizations to accelerate application and IT service delivery through integrated IT solutions or integrated IT infrastructure. The launch of vStart for Dell Private Cloud using VIS cloud management software can provide an extremely efficient way to deploy and manage private clouds and virtual workloads.

## A Comprehensive Approach to the Data Center

At Dell, our ultimate goal is to make our customers more successful, whether it is a containerboard packaging manufacturer producing boxes or a scientific company conducting medical research. Dell's partnership with Intel is very important to us in this regard. Together we are building best-of-breed servers and end-point devices, and we're collaborating heavily in other areas, too.

For example, Dell is part of the Intel Cloud Builders initiative to provide customers with end-to-end solutions and reference architectures around OpenStack*, Hadoop*, and big data architecures. Our vStart solutions enable customers to deploy massive cloud architectures, and Dell VIS simplifies cloud management. At the end of the day, we want our customers to be able to focus on the strategic initiatives of their business rather than worrying about IT.

To learn more about Dell's offerings, please visit dell.com/convergedinfrastructure and dell.com/vstart.

## Share with Colleagues

1 Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests such as SYSmark* and MobileMark* are measured using specific computer systems, components, software, operations, and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products.

2 Source: Performance comparison using best publications of SPECfp*_rate_base2006 benchmark available as of March 6, 2012. Score of 271 published on prior-generation 2S Intel Xeon processor X5690–based platform. Score of 488 published on new 2S Intel Xeon processor E5-2690-based platform. For additional details, please visit spec.org.

3 Source: Performance comparison between processors at the same TDP (130 W) using best publications of SPECfp_rate_base2006 benchmark available as of March 6, 2012. Score of 271 published on prior-generation 2S Intel Xeon processor X5690 (130W)–based platform. Score of 466 published on new 2S Intel Xeon processor E5-2680 (130W)–based platform. For additional details, please visit spec.org.

4 Source: Forty percent increase in density per published proof of concept: communities.intel.com/docs/DOC-4212



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