

THE CONTROL IT NEEDS THE PERFORMANCE END-USERS WANT

GUIDE TO FLEXIBLE COMPUTING SOLUTIONS



“WHAT USED TO TAKE FIVE WEEKS NOW TAKES JUST ONE DAY”

LEE STEINSDOERFER, TECHNOLOGY DIRECTOR AT ZION-BENTON TOWNSHIP HIGH SCHOOL”

Dell revolutionizes desktop computing with Flexible Computing Solutions. We simplify IT from the desktop to the data center by centralizing data and image control for IT without compromising the end-user experience.

Unlike our competitors who focus on IT at the cost of the end-user, Dell’s approach ensures the necessary flexibility to provide improved security, manageability, and reliability—with zero sacrifice to the end-user or business productivity.

We deliver an innovative and alternative means of computing built on standards-based, Dell-validated hardware, combined with software, services, and ongoing support. You get a complete solution, all from one source: Dell.

Do you have a large, distributed workforce?

Is managing, supporting and keeping up with computing needs more and more complex?

Are reliability and security a constant worry?

Do you want a better balance between centralized control of mission-critical data and end-user productivity?

If you answered “yes” to any of these questions, Dell has an alternative computing model to help you: **Flexible Computing Solutions.**

WHO COULD BENEFIT FROM DELL'S FLEXIBLE COMPUTING SOLUTIONS ON-DEMAND DESKTOP STREAMING?

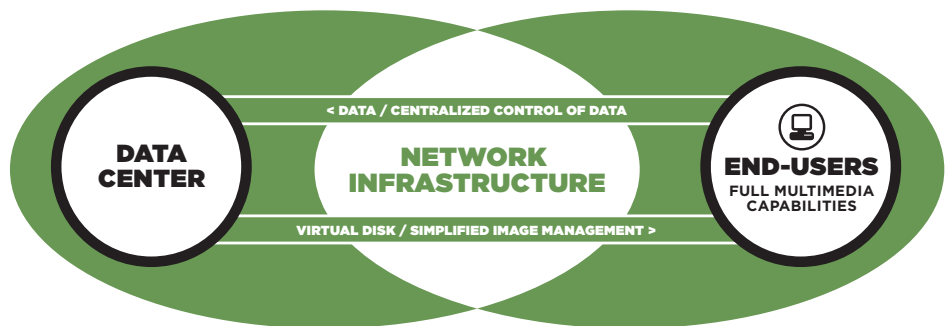
- Businesses with call centers or medium to large customer service needs
- Healthcare organizations
- Schools and educational institutions
- Civic organizations and government agencies
- Organizations currently working with alternative computing models that require a patchwork of multiple vendors, resulting in slow response times for help and armies of consultants to run

RUN IT BETTER WITH THE FLEXIBLE COMPUTING SOLUTION: ON-DEMAND DESKTOP STREAMING

When it comes to IT, there has always been a tenuous link between data center control and client flexibility. As computing power increases, so do the potentially crippling threats to security, productivity and financial stability. With Dell's initial Flexible Computing Solution, On-Demand Desktop Streaming, those issues can be resolved with a balance between security and usability, offering IT administrators centralized data control to help ensure security and compliance without affecting the way end-users work.

PROTECTING VALUABLE RESOURCES

IT departments work hard to achieve secure data control. The difficulty comes in maintaining that level of security without overextending your team through excessive desk-side visits and tedious issue resolution. There is also the constant struggle to provide individual users with the flexibility they need to be productive without granting permissions that increase risk. And, of course, all this needs to be done despite rising costs and shrinking budgets. With Dell's Flexible Computing Solution, On-Demand Desktop Streaming, data resides on the virtual disk server instead of local client hard drives. Complete data control and security is maintained within the data center, minimizing both exterior and interior threats.



“MANAGEMENT IS EASIER BECAUSE THE SERVERS, CLIENTS AND SOFTWARE STACKS ARE DELL-CERTIFIED”

LEE STEINSDOERFER, TECHNOLOGY DIRECTOR AT ZION-BENTON TOWNSHIP HIGH SCHOOL**

TOTAL CENTRALIZED CONTROL FOR IT OVER:

- Images
- Data
- Applications
- Upgrades and patches
- Security

ZERO COMPROMISE FOR END-USERS TO:

- Maintain productivity even with the most demanding workloads
- Get full multimedia capabilities
- Get full application compatibility and functionality
- Get faster IT issue resolutions and response times
- Work with less downtime and fewer IT desk-side visits
- In the future, access information from any device, virtually anywhere

BOOSTING EFFICIENCY

On-Demand Desktop Streaming also creates a significant boost in IT efficiency. Overall image management becomes simpler since image updates are completed on the virtual disk server and rolled out automatically to the diskless client at reboot. The end result: No more individual client image updates, fewer IT desk-side visits and potentially lower total cost of ownership. That all adds up to giving your team time for more important tasks.

Simply put, Dell's On-Demand Desktop Streaming helps simplify your most time consuming tasks — from installing updates to hundreds of employee PCs, to cycling through PC images, to eliminating spyware and viruses and preventing employee PC misuse to help you achieve more cost-effective and time-efficient IT resource allocation.

After all, your team's bandwidth should be spent on the innovation that keeps your organization moving.

DELL ADDRESSES CUSTOMER CHALLENGES BY PROVIDING:

- One source for all computing needs
- Optimized hardware and reliability assurance
- Tailored solutions: Assessment, design and deployment services
- Single point of contact, ongoing support
- Maximized use of budget upfront and over time
- Centrally controlled and improved data security, manageability and reliability
- Flexibility for IT and end-user

SERVICES & SUPPORT

PRE-SALES SIZING

1-2 day pre-sales effort to size, scope, and produce high-level design of solution

FLEXIBLE COMPUTING ASSESSMENT

On-site assessment to help customers make informed decisions about investing in a Flexible End-User Computing infrastructure

DEPLOYMENT SERVICES

- Hardware setup and installation
- Imaging: software setup, configuration and testing
- Knowledge transfer
- Advanced options: high availability, multiple servers

COMPLETE SOLUTION SUPPORT

Ongoing Single Support Contact for Complete Solution

- Highly trained Flexible Computing support specialists available 24 hours a day
- Single toll-free number for full solution support
- On-Demand Desktop Streaming specialists take you from call to resolution

A SINGLE POINT OF CONTACT

Most alternative computing solutions typically overload IT with a wide array of hardware and software components and a complex web of contracts for service and support. Dell's Flexible Computing Solutions however, simplifies all that with an end-to-end answer that gives customers what they need from assessment, design and deployment all the way through to ongoing support.

It's a difference you'll see right from the start with our understanding that not all computing environments are the same—especially when it comes to environments that require alternative instead of traditional computing solutions.

Rather than try to sell you a one-size-fits-all solution (which usually serves no one but an army of consultants), Dell offers an initial assessment to give you the information you need to make an educated decision, followed up with a comprehensive architecture design and deployment plan. As a part of deployment, Dell tests all hardware, software and networking in your environment to help ensure optimal functionality. Once the infrastructure is in place, Dell is your single point of contact for complete support via a single toll-free number.

It's a complete solution that helps reduce cost and complexity for both IT and end-users, making set-up easy and unifying support like no one else. And that means IT is freed up to work on projects that really matter to your organization.

A BALANCE THAT WORKS FOR IT AND END-USERS

With On-Demand Desktop Streaming, data resides on a virtual disk server that streams OS, applications and image to up to 100 end-user systems on-demand—providing performance, simplifying management and maintaining security.

CLIENTS

Diskless
Dell™ OptiPlex™
745 and 755*
desktops

SERVERS

Dell™
PowerEdge™
2950

STORAGE

Dell™
PowerEdge™
2900 NAS

SOFTWARE

Citrix®
Provisioning Server
for desktops,
server-based
software

NETWORK SWITCH

Dell™
PowerConnect™
Gigabit Switch

SERVICES

Dell™
Professional
Assessment,
Design and
Deployment

SUPPORT

Single point of
contact, via single
toll-free number,
for complete
solution support

Meanwhile, the local client maintains CPU and graphics processing power that allows on-demand streaming for application processing at the desktop without overloading the network. There is virtually no impact on the end-user's viewing experience or application performance: They have full multimedia capabilities. It's full application reliability, access and functionality for uninterrupted productivity.

*The OptiPlex 755 with EasyConnect™ technology—for easier deployment allowing unattended boot to image server and providing pre-loaded software license—will be available for On-Demand Desktop Streaming as of mid-November 2007.

**Customer experiences and individual results will vary.

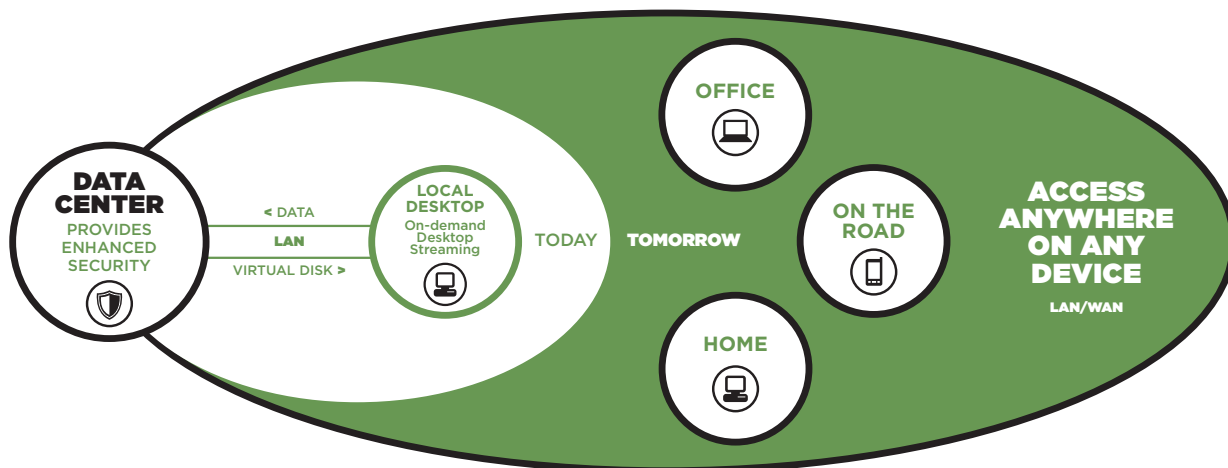
A STANDARDS-BASED SOLUTION THAT WORKS TODAY – AND TOMORROW

Nothing is more frustrating than investing in components and technologies that solve a problem today only to cause more headaches tomorrow.

Dell's Flexible Computing Solutions ends that by delivering a practical standards-based infrastructure. It's an approach that can give you significant cost/performance/security advantages with the reassurance that you will be able to support and accommodate users on any device in the future.

In other words, Flexible Computing Solutions offers endless scalability when you need it most—tomorrow.

Provide IT with the ability to control all end-user data and personalized images (digital identity) while still enabling the end-user the flexibility to work from a broad range of compute models.



Dell, the Dell logo, OptiPlex, PowerEdge, and PowerConnect are trademarks of Dell Inc. Other trademarks and trade names may be used in this document to refer to other entities claiming the marks and names of their products. Dell disclaims proprietary interest in the names and marks of others. Dell is a trademark of Dell Inc. ©2007 Dell Inc. All rights reserved. Reproduction or distribution in any manner whatsoever without the express written permission of Dell Inc. is strictly forbidden. 07DPC106_0807



SIMPLIFY PRODUCTIVITY AT DELL.COM/FlexibleComputing

