



Designs on efficiency



What began life as, quite literally, a bulleted list of core publishing design tenets and the clean slate of a digital sketch pad has metamorphosed into the redesigned IT magazine you are holding in your hands, viewing online, or scanning from the frames of our Digital Edition.

Once we began designing, no pixel in our page layouts was left unscathed. The result is an end-to-end transformation of *Dell Power Solutions*, into what we hope you will find to be a **bold new visual design that is at the same time information-rich yet more open and accessible—so you can more efficiently zero in on the information you need both within and outside the borders of the magazine.**

Beyond the contemporary, Dell-standard Museo for Dell and Museo Sans for Dell typography throughout; fresh color palette; and rethought artwork accents layered upon the framework of a fresh editorial design system, we've also redesigned the logo on the front cover and included a tagline to reflect our core editorial mission: "Your guide to maximizing IT efficiency."

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In addition, the margins of our pages have been architected to be eminently scannable for links to online content and communities: **look for the gray iconographic signposts to instantly engage with related technology demos, videos, blogs, chats, peer-to-peer discussions, and more.** Of course, we think this is most efficiently accomplished from our Digital Edition at powersolutionsdigital.dell.com, accessible from any Web browser and from many mobile devices.

While our look has decidedly changed, the team behind the scenes has not: special thanks to managing editor Debra McDonald and art director David Chan for their tireless dedication to editorial and creative excellence while keeping us on a frenzied production schedule throughout the redesign process, aided by a gold-class supporting cast including Kathryn White, Jim Duncan, Dawn Davidson, Terrence O'Donnell, James Hurd, Amy J. Parker, Cissy Walker, Lalaine Gagni, Margie Preston, and Cynthia Webb.

Tom Kolnowski
Editor-in-chief and publisher
tom_kolnowski@dell.com
dell.com/powersolutions
powersolutionsdigital.dell.com

Editorial staff

Editor-in-chief and publisher Tom Kolnowski
Managing editor Debra McDonald
Features editor Kathryn White
Associate managing editor Jim Duncan
Senior editors Dawn Davidson, James Hurd, and Terrence O'Donnell
Editorial assistant Amy J. Parker
Art director and cover designer David Chan
Designers Jonathan Evans, Lalaine Gagni, Matthew Golden, Margie Preston, and Cynthia Webb
Business development manager Cissy Walker

Staff writers Romy Bauer, Jeanne Feldkamp, Julie Jervis, Greg Thomas, and Chris Young

Contributing writers Armando Acosta, Tony Anslay, Abhijit Aswath, Buck Avey, Roberto Ayala, Viswanathan Balakrishnan, Kay Benaroch, Dan Blankenship, Robert Bradfield, Brad Bunce, Charles Butler, Darin Camp, Eric Cannell, Mark Conway, Annette Cormier, Steven Croce, Jaime Delgado, Puneet Dhawan, Matthew Dieckman, Brandon Draeger, Sekhar Duggirala, Franklin Flint, Tom George, Bill Goins, Richard Graber, Scott Herold, Shane Jackson, Suresh Jasarasia, Sendhil Jayachandran, Brian Johnson, Fred Johnson, Bryan Jones, Mansour Karam, Ujjwal Rajbhandari, Todd Rodgers, Steve Rokov, Joyce Ruff, George Sadler, Dhiraj Sehgal, Renny Shen, Stanley L. Stevens, Patrick Sweeney, Srinivas Thodati, and Tad Walsh

Contributing photographers Tony Bolding, Bryan Kuntz, Adran Matte, Joey Pena, and Bryce Vickmark

Advertising sales

Sales director Kyle Walkenhorst (323-340-8585)
National sales manager Shaun Mehr (949-923-1660)
Western U.S. and South/Central America sales Melany Galley (949-481-1125)
Eastern U.S. sales Steve Branda (201-483-7871)
Canada, EMEA, and APJ sales Mark Makinney (805-709-4745)
Advertising assistant Scott Hallquist (323-254-0905)
Ad coordinator Kathy Hartlove

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