# SIMPLIFYING IT

By reducing cost and complexity in your data center, you can devote more resources to making innovation a daily business practice. Central to IT simplification is streamlining maintenance and maximizing availability—and by running Microsoft® Windows Server® 2008 on Dell servers, you can do both.

## THE DELL DIFFERENCE

**SIMPLIFICATION IS IN OUR DNA**
We are dedicated to helping you reclaim time and resources through IT simplification.

**ONE SIZE DOES NOT FIT ALL**
We approach each customer differently, discovering the key concerns and determining the best approach to deploying a solution comprising of hardware, software, and services.

**FULLY INTEGRATED**
We partner with industry leaders such as Microsoft to help ensure that our solutions always work with the latest technologies.

**MORE THAN HARDWARE**
We complement our cutting-edge hardware with premier software and services for rapid deployment, increased manageability, and real business value.

## EVOLUTIONARY SERVERS, EVOLUTIONARY SERVICE

Windows Server® 2008 is ready to run the next generation of networks, applications, and Web services—and Dell can help you get the most out of it.

**FASTER:** We have ensured that our servers, both past and present, are ready for Windows Server 2008. Our migration services are also "right-sized" and tailored to your specific needs. You'll spend less time on deployment and configuration and more time on growing your business.

**BETTER:** The new features in Windows Server 2008 simplify power management and help improve energy efficiency. Combined with Dell's Power and Cooling hardware solutions, you'll get the industry's most comprehensive green data center strategy.

**SMARTER:** Our products, services, and use of industry-leading tools can help enable a seamless transition by creating a validated, repeatable migration process. With Dell, you can take advantage of the next-generation operating system...today.

SIMPLY PUT

## DELL OFFERS A COMPLETE PORTFOLIO OF SERVICES TO HELP SIMPLIFY ADOPTION OF WINDOWS SERVER 2008

**SIMPLIFY SERVERS AT DELL.COM/WS2008**

# THE NEW BENCHMARK

Windows Server 2008

Microsoft has launched the most advanced Windows Server operating system yet: Windows Server® 2008. Dell closely collaborated with Microsoft during development, gaining expertise in all aspects of its features and functionality. We created a validated, repeatable process designed to add reliability, lower risk, and drive quicker engagement for migration.

Thanks to this strong partnership and our hands-on experience, we can help simplify the adoption of Windows Server 2008. Our hardware is optimized for the new OS, outperforming competitive platforms, and our robust consulting services offer exceptional flexibility when upgrading or migrating.

## THE EVOLUTION OF SERVER TECHNOLOGY

**Windows Server 2008 is designed to provide increased reliability and control over your server infrastructure. New virtualization tools, Web technologies, and security enhancements help save time and reduce costs, and provide you with high availability and increased flexibility for your changing business needs.**

**Windows Server 2008 builds on the success and strengths of Windows Server 2003, but is much more than a refinement of the previous version. It delivers powerful new functionality that will add real value by simplifying your business operations and improving efficiency. Enhancements are in four key areas:**

### WEB

Deliver rich, Web-based experiences efficiently and effectively with the powerful Web Application and Services Platform. Internet Information Server 7.0 offers improved administration and diagnostics, better development and application tools, and lower infrastructure costs.

### SECURITY

Windows Server 2008 is the most secure Windows Server ever, providing security innovations such as Network Access Protection, Federated Rights Management, and Read-Only Domain Controller. Combined with the enhanced security features of Dell servers—Trusted Platform Modules, Network Interface Cards, Secure Socket Layer (SSL) adapters—you have unprecedented levels of protection for your data.

### VIRTUALIZATION

Server virtualization is often considered to be complex and time-consuming, but Dell has greatly simplified the process, making it a smart solution for companies of any size. And with Hyper-V technology built into Windows Server 2008, it's now even easier. Windows Server uses a 64-bit hypervisor-based platform for better reliability and scalability, and also provides high availability and increased security.

### BUSINESS WORKLOAD FOUNDATION

With features such as Server Core, PowerShell, Windows Deployment Services, and enhanced networking and clustering technologies, Windows Server 2008 offers a versatile and reliable platform for your workload and application requirements.

# TOP 10 REASONS TO MIGRATE TO WINDOWS SERVER® 2008

1. **WORLD-CLASS WEB AND APPLICATION PLATFORM**
   A secure, easy-to-manage platform for developing and reliably hosting applications and services.

2. **IMPROVED NETWORKING PERFORMANCE**
   Take full advantage of today's multi-gigabit networks, and completely secure and control the flow of network traffic.

3. **ENHANCED SECURITY AND COMPLIANCE**
   Developed from the ground up for security, helping you adhere to the strictest IT compliance standards. Plus, Network Access Protection helps ensure that any computer connecting to the network meets corporate policy for "healthy" requirements.

4. **MAXIMIZED OS CYCLE**
   By migrating to Windows Server 2008 now, you can maximize the operating system cycle and take full advantage of the financial and technical benefits of the new functionality.

5. **CONTROL OVER YOUR REMOTE INFRASTRUCTURE**
   Streamline the management of your remote infrastructure with enhancements to Active Directory, including Read-Only Domain Controllers and administrative role separation.

6. **SIMPLIFIED SERVER MANAGEMENT**
   The Server Management Console provides a single, unified tool for managing your server's configuration, displaying status, and managing roles.

7. **SUPERIOR SCRIPTING AND TASK AUTOMATION**
   Automate common tasks and easily control system administration.

8. **PRESENTATION VIRTUALIZATION**
   Secure access to internal applications through firewall-friendly ports.

9. **WINDOWS SERVER 2008 WITH HYPER-V**
   Hyper-V virtualization technology helps you increase system availability for production server consolidation, disaster recovery, and end-to-end management of dynamic data centers. You can also run a legacy OS, such as Windows 2000, on the latest platforms as a virtual instance to avoid compatibility issues.
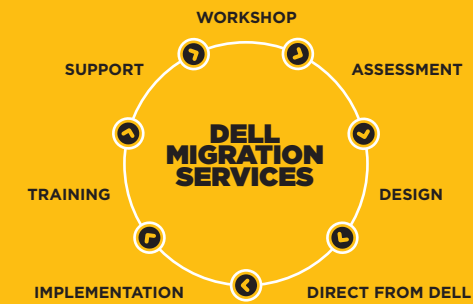
10. **THE POWER OF WINDOWS VISTA®**
    Windows Server 2008 and Windows Vista share a number of technologies across networking, storage, security, and management.

## MIGRATING THE DELL WAY

Windows Server® 2008 can revolutionize your data center, but migrating to a new OS can be complicated and risky without the proper planning. You may have concerns about data migration, hardware limitations, integration of existing applications, and licensing issues.

That's where Dell comes in. We have conducted extensive engineering around Windows Server 2008 to minimize the amount of work for your IT department. We will create a roadmap that is customized to your needs, ensuring that your migration is fast and reliable, with no interruption to your day-to-day business. Here's how:

- Windows Server 2008 is tested and validated on Dell servers to ensure it will work in your environment.
- Dell's Readiness Advisor tool scans your network to determine which Dell servers are ready for Windows Server 2008, saving you time and money.
- Unmatched speed and security. We pre-install Microsoft security updates in every server we sell, enabling secure integration and speeding up deployment time.
- We worked with customers in a variety of industries and, as part of our Early Adopter Program, have devoted thousands of hours to developing our field readiness and expertise around Windows Server 2008. Now we can pass our best practices on to you.

## GLOBAL INFRASTRUCTURE CONSULTING SERVICES



Dell Global Infrastructure Consulting Services is working with customers worldwide to deliver smooth Windows Server 2008 migrations. We provide technology workshops, a comprehensive Readiness Assessment, and a structured design to ensure a solution built around your specific needs. Select the services you require; scale up or down as needed. No hassle, no army of consultants, just a solution that delivers results.

**DELL MIGRATION SERVICES:** WORKSHOP, ASSESSMENT, DESIGN, DIRECT FROM DELL, IMPLEMENTATION, TRAINING, SUPPORT

## WHY DELL + WINDOWS SERVER 2008?

| ISSUE | SOLUTION |
|---|---|
| The energy costs, space limitations, and management complexity that come from server sprawl | Virtualization. Windows Server with Hyper-V uses a 64-bit hypervisor-based platform, and when run on Dell™ PowerEdge™ servers, you can see lower energy consumption and increased availability, accessibility, and control—without taking up additional space in your data center. |
| Currently run Windows Server 2000 or 2003 | To continue to receive server support, and take advantage of the latest IT advances, a transition to 2008 is necessary. Windows Server 2003 users can upgrade to Windows Server 2008, but Windows Server 2000 users must back up data and install Windows Server 2008 from scratch. Dell's Global Infrastructure Consulting Services will advise you on best practices for this process to ensure a successful migration. |
| The accessibility and management issues that come from a decentralized workforce | With work conducted outside the confines of the office, security and productivity are critical concerns. Features such as remote infrastructure administration, BitLocker, SharePoint, and Network Access Protection (NAP) can all help simplify your operations. |
| Security threats such as viruses, spam, unauthorized access; and federal mandates | Dell's new generation PowerEdge servers are the most secure we've ever produced, and are designed to help ensure the confidentiality, integrity, and availability of your data. Dell pre-installs Microsoft security updates on every server, which also features Trusted Platform Modules (TPM), Network Interface Cards (NIC), and Secure Socket Layer (SSL) adapters for enhanced security. |
| Complex IT infrastructure management | Dell's OpenManage 5.3 supports Windows Server 2008 and delivers a set of server tools that help simplify everything from deployment to monitoring to change management. |
| Concerns about the timing or risks of migration | As a result of our field expertise, Dell services can help speed deployment time and ensure a seamless Windows Server 2008 transition by creating a validated, repeatable migration process. |