# Next-Gen Infrastructure for the AI Era

Resilient solutions built to drive customer success

**Infrastructure Solutions Portfolio**

DELL Technologies
PARTNER PROGRAM

Microsoft

# Why Dell?

At Dell Technologies, storage, server and networking capabilities are integrated into a unified, future-ready ISG portfolio that supports modernization at scale. With accelerating shifts toward AI, multicloud deployments, distributed IT, telecom modernization and data-centric operations, Dell provides the architectural stability and technical depth needed to advance with purpose.

## Leadership positions in ISG in 2025

# #1

- External RAID 22.5% share[1]
- High End External RAID 30.4% share[1]
- Storage External RAID 22.4% share[1]
- All-Flash Array External RAID 23.7% share[1]
- Total Server 7.7% share[2]
- Mainstream Core Server 30.8% share[2]

[1]IDC WW Quarterly Enterprise Storage Systems Tracker, CY25Q2, based on revenue. High End refers to systems with ASP >$250k. Storage refers to systems with ASP between $25k and $250k;
[2]IDC WW Quarterly Server Tracker, CY25Q2 based on revenue, Mainstream Core Server is x86, non-accelerated, OEM vendors and includes Large System, Standard Rack, Rackscale, Blade, and Tower.

**Microsoft**

# Table of **Contents**

**DELL**Technologies
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Dell Technologies PARTNER PROGRAM

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# Broadest portfolio supporting datacenter to cloud*

—

From first pilot to full production —
Dell Technologies has the infrastructure you need

**PowerEdge R-Series**

**PowerEdge XE-Series**

**PowerEdge XR-Series**

**PowerEdge T-Series**

**PowerEdge M-series**

**PowerSwitch Z-Series**

**PowerProtect Series**

**PowerScale OneFS**

*Based on Dell analysis, July 2024. Dell Technologies offers hardware solutions engineered with AI-powered features and solutions to support AI workloads, from AI PCs and Workstations to Servers for High-performance Computing, Data Storage, Cloud Native Software-Defined Infrastructure, Networking Switches, Data Protection, HCI and Services.

Dell Technologies PARTNER PROGRAM

Microsoft

# Consolidate to drive more efficiency

## Improve data center efficiency

**7:1** **Consolidation Advantage**
The latest Dell PowerEdge server delivers the performance of up to **7 legacy servers.**[1]

**72%** **Less power & cooling**[2]

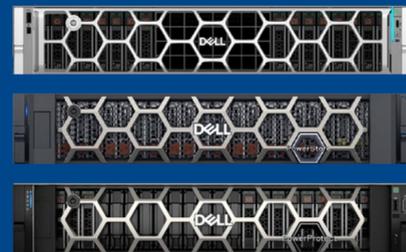**5:1** **Capacity**
data reduction guarantee[3] (storage)

**55:1** **Capacity**
dedup guarantee[4] (cyber resilience)

## Built-in intelligent automation software to manage infrastructure

**Dell AIOps**
Define/resolve issues

**OME Power Manager**
Power/energy management

**Dell software innovation**
Lifecycle management

**PowerEdge**

**PowerStore, PowerScale, PowerMax, PowerFlex**

**PowerProtect**

**A single vendor for server, storage and cyber resilience delivers a Consistent, Predictable, Reliable customer experience**

### Get efficient assessment

Understand the efficiency gains you can get with Dell systems

[1]Based on Dell analysis comparing the SPECint and SPECFP scores of the AMD EPYC 5th Gen 9755 in a Dell R7725 (2620 and 2270) with the same scores for a top of the line 28 core CPU in a Lenovo ThinkSystem SD650
[2]Information shown is based on real Dell customer data. Actual results will vary.
[3]5:1 average rate guaranteed across customer applications for reducible data. Rates for individual applications may vary. See terms and conditions for details.
[4]Data Protection Deduplication Guarantee: Requires customer acknowledgement and purchase of services as indicated in the Terms and Conditions. Applicable products include Data Protection products only.

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Microsoft Azure

## Accelerate AI adoption

**91%** face challenges building a multicloud strategy to support innovation*

## Dell AX System for Azure Local

Cloud region

Distributed location

Dell AX System for Azure Local

# Optimize your customers' multicloud with Azure Local
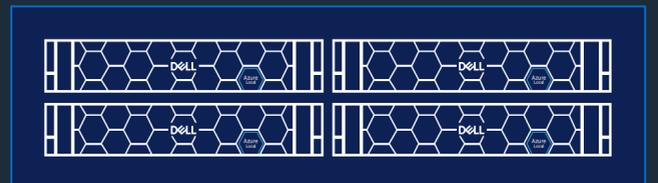
**Accelerate AI adoption**

**Improve data center efficiency**

**Modernize application platforms**

**Optimize multicloud & edge**

**Strengthen cyber resilience**

### Storage & Data Protection

### Server

### Networking

**01 Premier solution**
First partner to deliver a Microsoft Premier Solution[1]

**02 Flexibly scale**
Dell PowerFlex delivers predictable near linear performance at scale[2]

**03 Streamlined support**
97% ProSupport Infrastructure Suite customers are highly satisfied[3]

[1] Based on internal analysis, August 2023
[2] Based on internal testing performed by Dell PowerFlex engineering. Testing was performed using an eight node PowerFlex cluster and scaling the cluster up to 128 bides. IO sizes consisted of 4K read/writes and 256k read/writes. March 2021.
[3] Based on an internal analysis from Dell Technologies Feb 2023
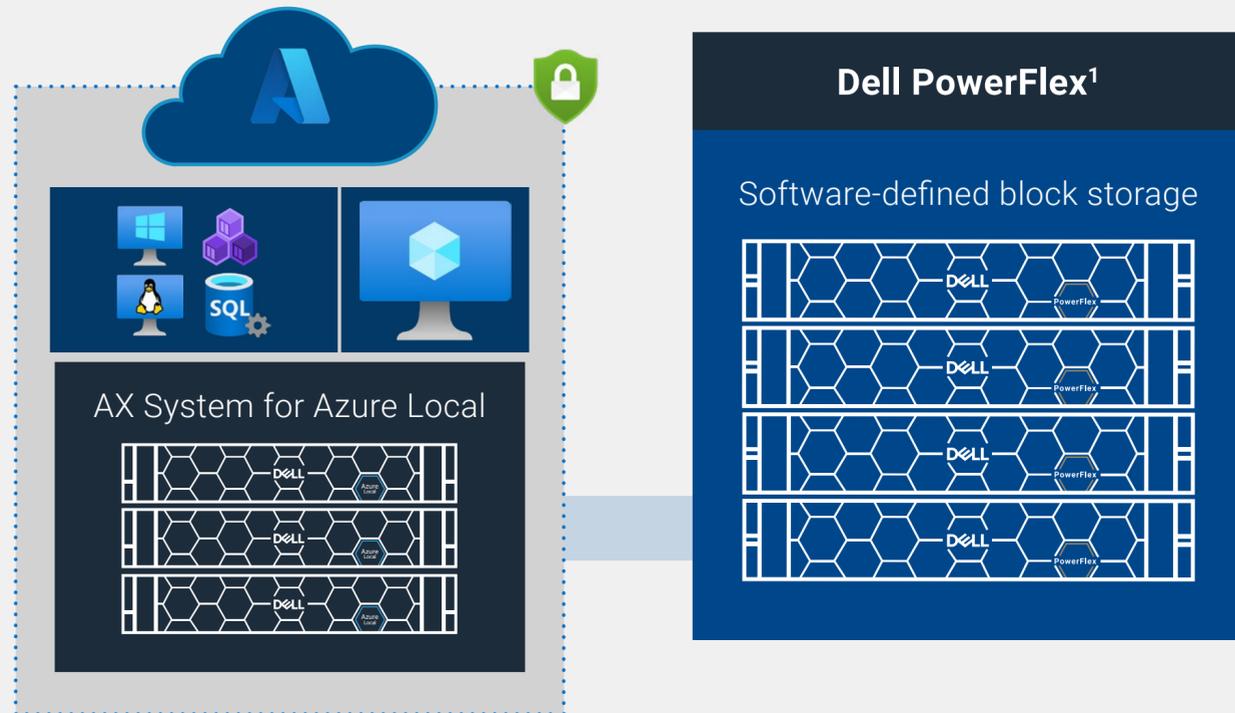
DELL Technologies PARTNER PROGRAM

Microsoft Azure

# Dell AX System for Azure Local

Flexibility to scale with Dell PowerFlex



AX System for Azure Local

**Dell PowerFlex[1]**

Software-defined block storage

## 01

**Independent scale**

Grow compute and storage separately across one, or multiple clusters.

## 02

**Support diverse workloads**

Meet the performance needs ofmission-critical databases and more

## 03

**Exceptional availability**

99.9999% availability[2] to minimizedowntime for key apps and workloads

## 04

**Modular scale-out architecture**

Seamlessly expand as data growth accelerates

[1] Customer will purchase a deployment contract for the Dell Private Cloud Platform and another for PowerFlex and activate both. Customer is responsible for establishing the connection between the Dell Cloud Platform and PowerFlex, per the Dell Validated Design guides.

[2] Based on research conducted by IDC. Interviews with existing PowerFlex customers determining what the outcomes of implementing PowerFlex in their environments.

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# Dell Storage Solutions

Purpose-built storage. Confidence to handle any workload.

### Future-proof private cloud



**PowerStore**

Unified, all-flash enterprise storage for diverse workloads

### Unleash AI at scale



**PowerScale**

Unified file and object storage for modern apps

### Strengthen cyber resilience



**PowerProtect**

The ultimate protection storage for any workload

**Power any workload across the edge, data center & public cloud.**

Achieve your data needs with **efficient, resilient, and future-ready** solutions from the #1 provider of external enterprise storage.[1]

[1]IDC quarterly enterprise storage systems tracker, 2024Q4 final historical release, March 13, 2025 – Vendor Revenue.

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# Storage Smart Selection

FY27Q1 Portfolio
Focus to drive Velocity

## Stand Alone Products

### Entry Products

**PowerVault ME52xx**

- ME5212
- ME5224
- ME512 expansion
- ME524 expansion

### MidRange Products

**Unity Hybrid (Deactivate mid Feb, transition to SSO ME5 or PowerStore)**

- 380H + DAE
- 480H + DAE

### Appliances

- DD6410 (12TB – 40TB)
- DDVE (4TB – 16TB)

**Q1 Guided Journey & Order Code**

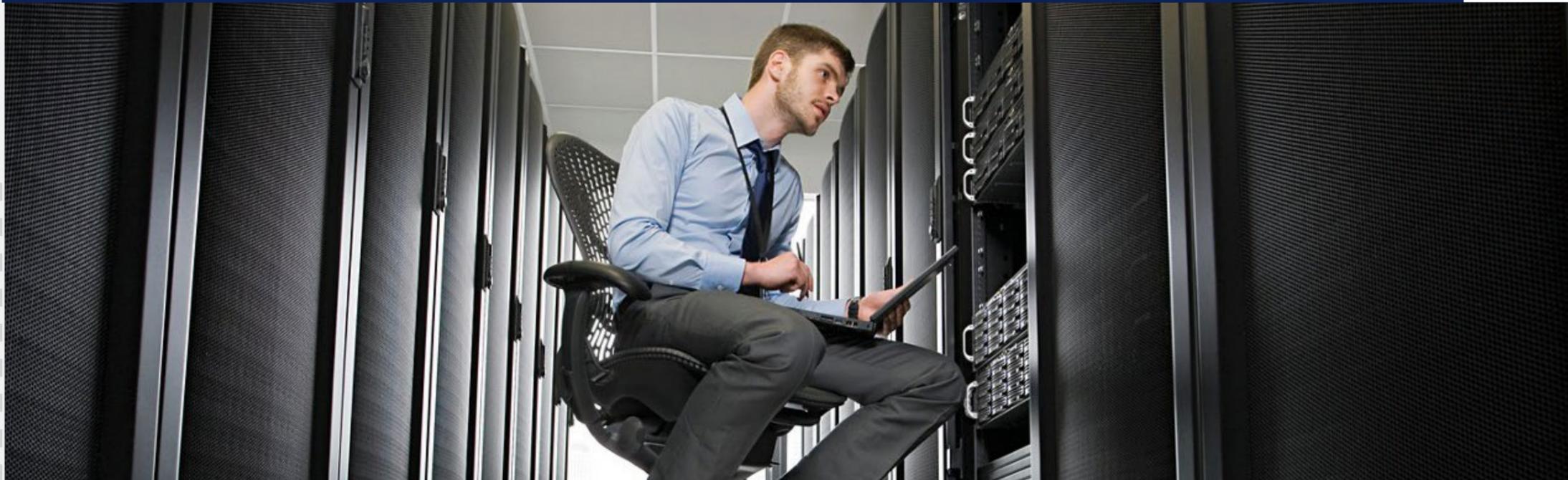## Storage Bundles

### PowerStore + Connextrix

**PS500T / PS1200T** (6-drive and 10-drive)

- Connextrix Switch B-Series
- Connextrix Switch MDS

### PowerVault + Connextrix

**ME5212 / ME5224**

- Connextrix Switch B-Series
- Connextrix Switch MDS

# Dell PowerStore

Unified, all-flash enterprise storage. Future-ready for diverse workloads and private cloud.



**#1**
Industry's most flexible upgrade program[1]

**5:1**
Industry's best data reduction guarantee[2]

**2x**
Better data efficiency vs competitor[3]

**463%**
Average three-year ROI[4]

**#1**
in ease of use[5]

**Future Proof**
Endlessly adaptable

- Scale-up/Scale-out flexibility
- Built-in data resiliency
- Lifecycle Extension with ProSupport – "Never outgrow"

**Efficient**
Automatically lowers costs

- Industry-best 5:1 data reduction guarantee
- Autonomous active/active
- Energy efficient design

**Easy to use**
Simple across any ecosystem

- Self-optimizing platform
- Powerful AIOps tools
- End-to-end ecosystem automations

[1]Based on Dell industry analysis, November 2024
[2]5:1 average rate guaranteed for reducible data across customer applications. Rates for individual applications may vary. See Future-Proof Program terms and conditions for details.
[3]Based on a Prowess report commissioned by Dell Technologies, "Choose High Data-Efficiency Technology for Lower Storage TCO", May 2024. Actual results may vary
[4]IDC: The Business Value of PowerStore, March 2023
[5]Based on Dell Technologies analysis in October 2023 using double-blinded, competitive benchmark Net Promoter Score (NPS) data gathered by third-party commissioned by Dell for 1H FY24

# Storage Smart Selection PowerStore 500T / 1200T

—

Smart choice for all-flash storage -
Pre-approved competitive pricing and fast
quoting vs standard configurations

## Promo offering

**PowerStore 500T**

6x1.92TB scalable

10x1.92TB scalable

**PowerStore 1200T**

6x1.92TB scalable

10x3.84TB scalable

**Bundle with Connectrix for better end to end FC
SAN performance: DS7710B / DS7720B / DS6610B /
DS6630B / MDS-9132T**

**PowerSizer mandate for Smart Selection PowerStore**

**PowerSizer view: select config with "Smart Selection"**

### PowerStore 500T
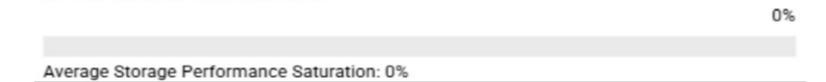
Smart Selection
(AMER, EMEA, APJ, CHINA)

| Appliances | Performance |
|---|---|
| 1 | 0 K IOPS / 0 MiB/s |

| Effective Capacity | Usable Capacity | Raw Capacity |
|---|---|---|
| 65.02 TiB | 13 TiB | 17.46 TiB |

1.5%

Average Capacity Utilization: 1.54%

0%

Average Storage Performance Saturation: 0%

### PowerStore 1200T

Smart Selection
(AMER, EMEA, APJ, CHINA)

| Appliances | Performance |
|---|---|
| 1 | 0 K IOPS / 0 MiB/s |

| Effective Capacity | Usable Capacity | Raw Capacity |
|---|---|---|
| 64.82 TiB | 12.96 TiB | 17.46 TiB |

1.5%

Average Capacity Utilization: 1.54%

0%

Average Storage Performance Saturation: 0%

**Enhanced user experience**

Seamless user experience
focusing on workload sizing,
rather than order code selection.

PowerSizer automatically
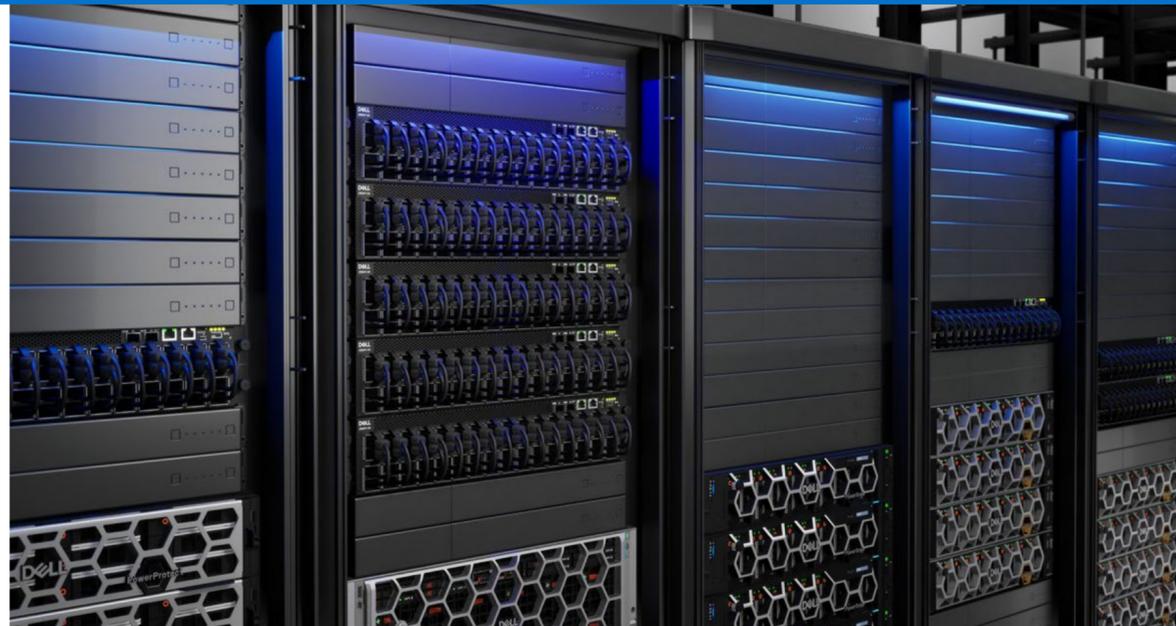selects the best Smart
Selection solution for you!

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# Leverage PowerStore Velocity Pack to Accelerate Opportunities

## PowerStore Smart Selection T-Shirts Configs

Competitively priced configurations at common capacities

## PowerStore Use Cases with Smart Selection

Streamline PowerStore velocity selling motions with pre-approved SmartSelection configs with competitive pricing

| T-Shirt Size | PowerStore 500T 30TB Effective Capacity | PowerStore 500T 60TB Effective Capacity | PowerStore 500T 120TB Effective Capacity | PowerStore PS1200T 120TB Effective Capacity | PowerStore PS1200T 120TB + LCE** Effective Capacity |
|---|---|---|---|---|---|
| Mandatory JSON from PowerSizer | Yes | Yes | Yes | Yes | Yes |
| Config | 6 x 1.92TB | 10 x 1.92TB | 10 x 3.84TB | 10 x 3.84TB | 10 x 3.84TB |
| Sized DRR | 5:1 DRR* | 5:1 DRR* | 5:1 DRR* | 5:1 DRR* | 5:1 DRR* |
| I/O | 25GB Optical 4 Port | 25GB Optical 4 Port | 25GB Optical 4 Port | 25GB Optical 4 Port | 25GB Optical 4 Port |
| Support | 3yr ProSupport NBD & No install | 3yr ProSupport NBD & No install | 3yr ProSupport NBD & No install | 3yr ProSupport 4Hr & No install | 6yr ProSupport with Lifecycle Extension & No install. Available only in countries w/ ProSupport offering. not available in India |

Please reach out to your local partner manager or Storage Authorized Distributor for details

*5:1 DRR Guarantee applicable only on reducible data. View full Storage Data Reduction program details at Future-Proof Program
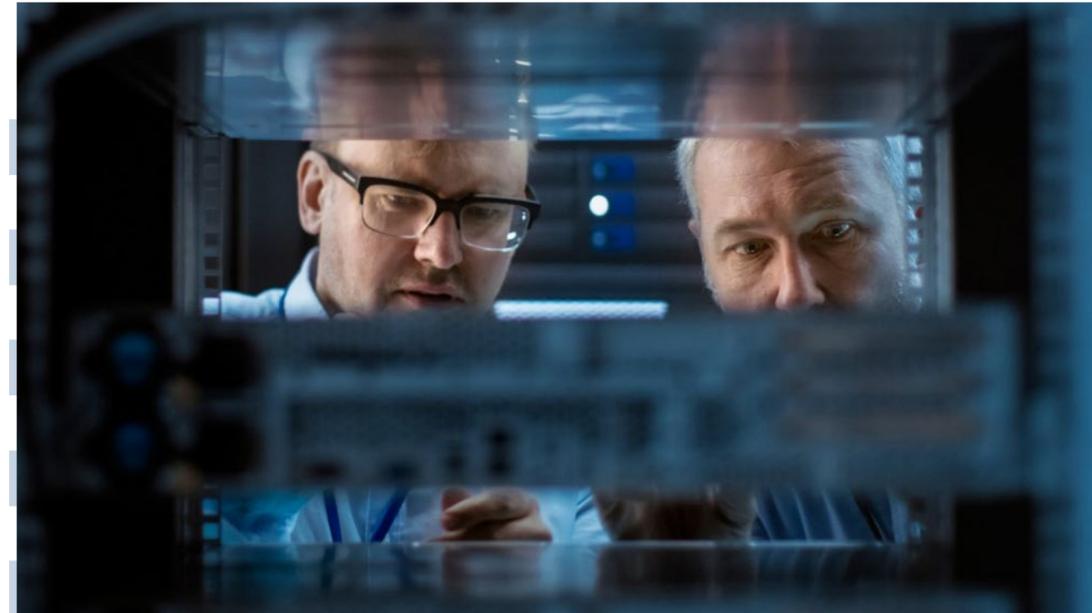
**Life Cycle Extension (LCE) Data sheet available at Lifecycle Extension simplifies storage management

# Storage Smart Selection PowerVault ME5212 / ME5224 / ME512 / ME524

PowerVault ME5 delivers the right mix of enterprise features, scalability, and ease of use. Paired with Smart Selection for fast quoting and competitive pricing to win more deals.

## Simple
**Effortless storage solutions designed for easy use**

- Intuitive management: PowerVault Manager, CLI, REST APIs
- All-inclusive services: thin, snapshots, replication, auto-tiering, ADAPT
- Broad ecosystem support: hypervisors and OS platforms

## Fast
**Experience seamless, rapid data access**

- Dual-active controllers; 25Gb iSCSI, 32Gb FC, 12Gb SAS
- ADAPT distributed RAID for faster rebuilds and consistent performance
- Interactive demos and guides for faster time to value

## Affordable
**Cost-effective storage, designed to fit any budget**

- Entry-level SAN/DAS with enterprise features
- Flexible media + low-cost expansion
- Lower TCO (Total cost of ownership) with all-inclusive licensing

### Promo offering

Please use below Order Code to quote:

- *PROMO_ME5212_1 (6x12TB SAS HDD)
- PROMO_ME5212_2 (2x1.92TB SSD)
- *PROMO_ME5224_1 (6x2.4TB SAS HDD)
- PROMO_ME5224_2 (6x1.92TB SSD)
- PROMO_ME512_1 (6x12TB SAS HDD)
- PROMO_ME524_1 (6x2.4TB SAS HDD)
- Recommended - upsellable to SSD

To bundle with **Connectrix:** DS7710B / DS6610B / MDS-9132T, please use Guided Journey to quote:

**EMC_POWERVAULTME5TM_APJ_2**

**DSC: Access through Partner Portal**

**Microsoft**

# Storage Smart Selection – Dell PowerProtect DD6410

Pre-approved competitive pricing and fast quoting vs standard configurations for a cost-effective, cyber-resilient backup appliance.

## Fast

**Fast performance for traditional and modern workloads**

| Up to | Up to | Up to |
|---|---|---|
| **2x** | **2.4x** | **3.2x** |
| Faster restores[1] | Faster backups[1] | Faster replication[1] |

## Efficient

**Efficient operation with low power, cost and cooling footprint**

| Requires | Over | Typically |
|---|---|---|
| **2.6x** | **30%** | **65:1** |
| Less floor space[2] | Less power[2] | Data reduction[3] |

**12 - 256 Tbu (Smart Selection 12TB - 40TB)**

### Promo offering

- PowerProtect DD6410 12TB - 16TB
- PowerProtect DD6410 20TB - 40TB scalable

Please use Guided Journey to quote in DSC:
**DELL_POWERPROTECT_DD6410SV_APJ_1**

**DSC: Access through Partner Portal**

[1]Based on Dell internal testing comparing a PowerProtect Data Domain DD6410 appliance vs a PowerProtect DD6400 appliance.
[2]Based on Dell analysis comparing a PowerProtect DD6410 appliance vs. a PowerProtect DD6900 appliance, both at maximum capacity.
[3]Based on Dell internal testing and field telemetry data, February 2025. Actual results may vary.

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# PowerProtect Data Domain Virtual Edition

Simplified Operations
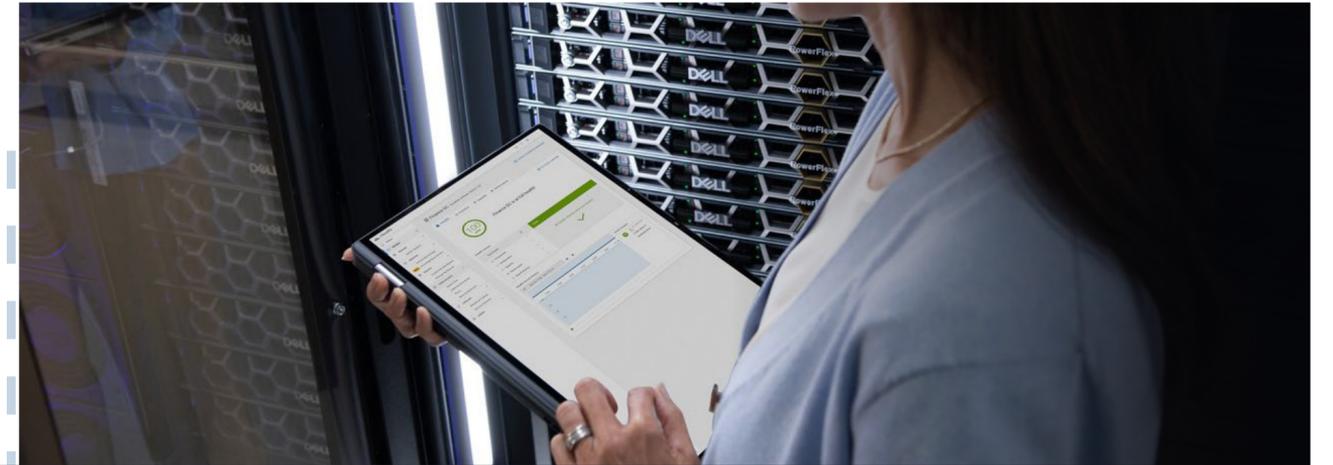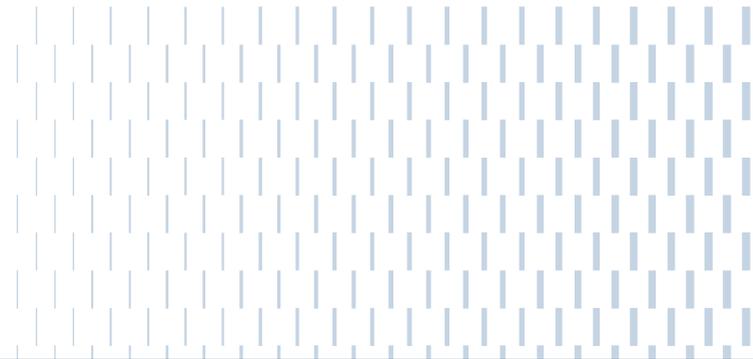
**In-Cloud Backup**

**Backup to Cloud**

**Cyber Recovery**

**Multicloud Use Cases**

**Disaster Recovery**

**Long Term Retention**

**Cloud Containers**

| Multi-Petabyte Cloud Scalability | Simplified Operations | **Cloud Ready Architecture** | Cloud Efficiency | Cyber Resiliency |

aws | Microsoft Azure | Google Cloud

**Promo offering**

**Please use below Order Code to quote:**
APJC_PROMO_POWERPROTECT_DDVE_SW_1

**DSC: Access through Partner Portal**

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# Smart Selection STO Bundle List - APJC

| Product Level | Product | Model | Order Code | Guided Journey |
|---|---|---|---|---|
| Mid Range Storage | Dell PowerStore | PowerStore 500T | GL_PROMO_PS_500T_1 | DELL_POWERSTORESV_APJ_2 (Mandatory quote through PowerSizer & export JSON to DSC) |
| Mid Range Storage | Dell PowerStore | PowerStore 500T | GL_PROMO_PS_500T_2 | |
| Mid Range Storage | Dell PowerStore | PowerStore 1200T | GL_PROMO_PS_1200T_1 | |
| Mid Range Stor | Dell PowerStore | PowerStore 1200T | GL_PROMO_PS_1200T_2 | |
| Mid Range Storage | + Connectrix B Series | Connectrix DS7710B | GL_PROMO_DS7710B_1 | |
| Mid Range Storage | + Connectrix B Series | Connectrix DS6610B_LLW | APJC_PROMO_DS6610B_LLW_45033_PS-CTX | |
| Mid Range Storage | + Connectrix B Series | Connectrix DS7720B | APJC_PROMO_DS7720B_49683_PS-CTX | |
| Mid Range Storage | + Connectrix B Series | Co nnectrixDS6630B | APJC_PROMO_ds6630b_49682_PS-CTX | |
| Mid Range Storage | + Connectrix MDS | Connectrix MDS-9132T | APJC_PROMO_MDS9132T_49687_VP | |
| Mid Range Storage | Dell Unity XT (Hybrid) | Unity XT 380 | APJC_PROMO_UNITY380H_48587 | EMC_UNITYXTHYBRIDSV_APJ_8 (Last date to book: 13th Feb, transition to Smart Selection ME5 or PowerStore) |
| Mid Range Storage | Dell Unity XT (Hybrid) | Unity XT 480 | APJC_PROMO_UNITY480H_48588 | |
| Mid Range Storage | Dell Unity XT (Hybrid) | Unity XT 380 | APJC_PROMO_UNITY380H_48587_v2 | |
| Mid Range Storage | Dell Unity XT (Hybrid) | Unity XT 480 | APJC_PROMO_UNITY480H_48588_v2 | |
| Mid Range Storage | Dell Unity XT (Hybrid) | Unity 15X3.5 DAE | APJC_PROMO_Unity15x3_5DAE_48595 | |
| Mid Range Storage | Dell Unity XT (Hybrid) | Unity 25x2.5 DAE | APJC_PROMO_Unity25x2_5DAE_48596 | |
| PowerVault | Dell PowerVault ME5 | PowerVault ME5212 | PROMO_ME5212_1 | No Guided Journey, quote & book with Order Code |
| PowerVault | Dell PowerVault ME5 | PowerVault ME5212 | PROMO_ME5212_2 | |
| PowerVault | Dell PowerVault ME5 | PowerVault ME5224 | PROMO_ME5224_1 | |
| PowerVault | Dell PowerVault ME5 | PowerVault ME5224 | PROMO_ME5224_2 | |
| PowerVault | Dell PowerVault ME5 | PowerVault ME512 | PROMO_ME512_1 | |
| PowerVault | Dell PowerVault ME5 | PowerVault ME524 | PROMO_ME524_1 | |
| Data Protection | PowerProtect Data Domain (PPDD) | Data Domain Virtual Edition (DDVE) | APJC_PROMO_POWERPROTECT_DDVE_SW_1 | No Guided Journey, quote & book with Order Code |
| Data Protection | PowerProtect Data Domain (PPDD) | Data Domain DD6410 | GL_PROMO_DD6410_12TB | DELL_POWERPROTECT_DD6410SV_APJ_1 |
| Data Protection | PowerProtect Data Domain (PPDD) | Data Domain DD6410 | GL_PROMO_DD6410_20TB | |
| Data Protection | PowerProtect Data Domain (PPDD) | Data Domain DD6410 | GL_PROMO_DD6410_DAE | |
| Data Protection | PowerProtect Data Domain (PPDD) | Data Domain DD6410 | GL_PROMO_DD6410_12TB_SW | |
| Data Protection | PowerProtect Data Domain (PPDD) | Data Domain DD6410 | GL_PROMO_DD6410_20TB_SW | |
| Data Protection | PowerProtect Data Domain (PPDD) | Data Domain DD6410 | GL_PROMO_DD6410_CR_SW | |
| Data Protection | PowerProtect Data Domain (PPDD) | Data Domain DD6410 | GL_PROMO_DD6410_CT_SW | |
| Integrated Offering Bundle (ME5 + CTX) | Dell PowerVault ME5 | PowerVault ME5212 | PROMO_ME5212_1 | EMC_POWERVAULTME5TM_APJ_2 |
| Integrated Offering Bundle (ME5 + CTX) | Dell PowerVault ME5 | PowerVault ME5212 | PROMO_ME5212_2 | |
| Integrated Offering Bundle (ME5 + CTX) | Dell PowerVault ME5 | PowerVault ME5224 | PROMO_ME5224_1 | |
| Integrated Offering Bundle (ME5 + CTX) | Dell PowerVault ME5 | PowerVault ME5224 | PROMO_ME5224_2 | |
| Integrated Offering Bundle (ME5 + CTX) | + Connectrix B Series | DS6610B_LLW | APJC_PROMO_DS6610B_LLW_45033_PS-CTX | |
| Integrated Offering Bundle (ME5 + CTX) | + Connectrix B Series | 7710B RTSed 1/16/2025 | GL_PROMO_DS7710B_1 | |
| Integrated Offering Bundle (ME5 + CTX) | + Connectrix MDS | MDS-9132T | APJC_PROMO_MDS9132T_49687_VP | |

# PowerEdge Servers

Purpose-built | Intelligent | Cyber resilient

**XR-Series**

Engineered for
Extreme Environments

**R-Series**

The Ultimate Data
Center Workhorse

**M-Series**

Ultimate Density

**XE-Series**

AI Powerhouse for
Extreme Acceleration

**T-Series**

Enterprise-Class
Computing, Anywhere

# Server Smart Selection Overview (APJ)
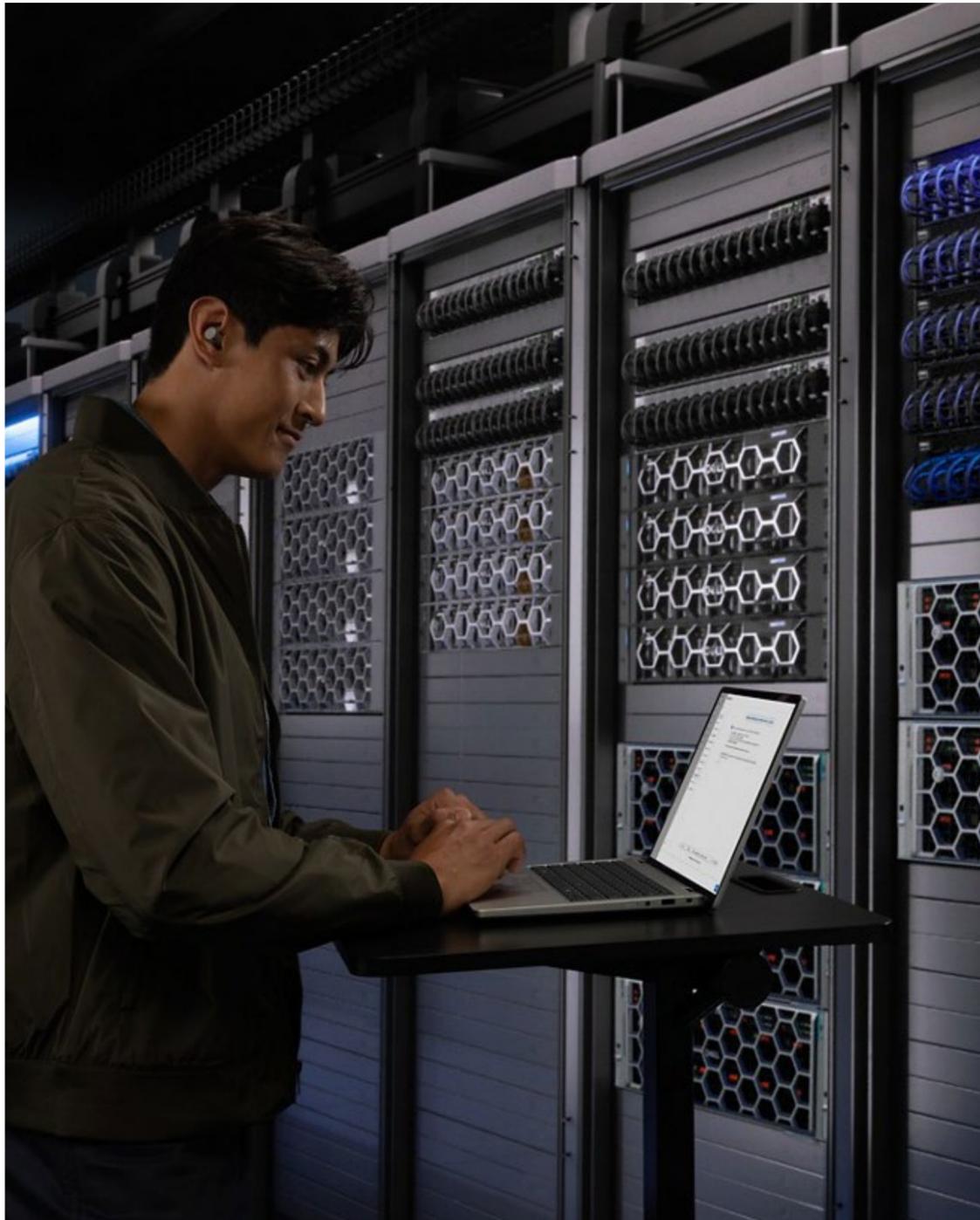
| Product | Price | Place & Promotion |
|---|---|---|
| **APJ 33** Smart Selection PowerEdge for 16G-17G Rack & Tower (Intel & AMD) | **Pre-approved Price** *Up to 10% better than standard business / BTO configurations | **FLEXI** Available across APJ (ANZ, IN, JP, KR, SAEM) Offline (DSA) & Online (Premier, Dell.com) *Dell.com not available in IN, TH, VN, EM *Premier not available in VN, EM |
| **17G Flexi Promo** APJ 8x 17G OCs (4x Intel & 4x AMD) Additional configs available | **Upsell Competitive Pricing** Fixed List Price with Adder Discount Methodology <br><br> Better pricing modifier | **FLEXI promotions:** <br> Tactical Promo <br> Intel Promo <br> AMD Promo |

**Pre-approved Price & Made Easy to Order**

**\*Note:**
Promo availability subject to funding approval
Final additional discount subject to actual configuration

# Why PowerEdge R-Series?

Compute backbone for modern enterprise

Intelligent automation

Cyber-resilient security

Scalable efficiency

Proactive reliability

## Flagship family tiers

**Foundation** (R770/R7725): Flexible compute with Intel or AMD

**Compute Extreme** (R770AP): High-density performance for large-scale workloads

**Storage Extreme** (R7725xd): Maximum NVMe density for data-intensive applications

## PowerEdge R-Series Flagship Family: From Compute to Density at Scale.

### Compute and Density Options

**R770 / R7725 → Flexible compute foundation**

- 2-socket, 2U architecture
- **R770:** With **Intel® Xeon® 6 processors** (E-core and P-core options)
- **R7725:** With **AMD EPYC™ 9005 processors**
- Configurable balance of performance and efficiency
- Ideal for virtualization, enterprise apps, databases, and GPU-accelerated workloads

**R770AP → High-end compute density**

- 2-socket, 2U with Intel® Xeon® 6 Performance-core AP processors (up to 128 cores each)
- Extreme compute density for large-scale virtualization, analytics, and AI-powered workloads

**R7725xd → Maximum storage density**

- 2-socket, 2U with AMD EPYC™ 9005 processors
- Up to 24 NVMe Gen5 drives in 2U
- **Delivers up to 3PB of storage in a single chassis**
- Engineered for databases, analytics, and storage-heavy nodes

### Built-in Differentiation

- **Integrated management** → iDRAC and OpenManage provide secure, end-to-end lifecycle control.

- **Built-in security** → Silicon root of trust, system lockdown, and self-encrypting drives protect workloads from silicon to data-at-rest.

- **Thermals engineered for choice** → Efficient air-cooling at densities where others require liquid; optional liquid-cooled configs for higher wattage CPUs.

- **Reliability proven at scale** → Stress-tested under enterprise- and hyperscale-class workloads before release.

- **End-to-end design control** → Hardware, firmware, and system software engineered together for stability.

- **Sustainability by design** → Optimized power and cooling reduce rack costs and carbon footprint.

The Bottom Line: The mainstream PowerEdge R-Series delivers scale for every enterprise need—compute to density, GPU to NVMe-with Dell's proven reliability, sustainability, and structural edge.

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# Why Choose the PowerEdge R470 and R570 for the Single-Socket Advantage?

Smart performance. Flexible design.

**PowerEdge R470**

- Built to boost datacentre productivity
- Optimal power efficiency
- Balanced performance

**PowerEdge R570**

- Drive cost savings
- Accelerate inferencing power
- Designed with sustainability

**Intel Xeon 6 Processors are optimized for richly configured 1S platforms**

High PCIe lane counts

Fast memory speeds

Broad range of core counts

Built-in acceleration

Low TDPs without sacrificing core counts

## PowerEdge R470 & R570 maximize efficiency and affordability, delivering power-packed performance that easily scales within your data center

### Next-gen Performance

- PowerEdge R470 offers up to 102% more compute performance than the previous generation R450[1]

- PowerEdge R470 handles up to 31x more transactions per second than a R550 with two processors[2]

### Drive Efficiency; Lower fees

- Up to 28x more performance / watt than previous R-Series (Rx5X)[3]

- Reduce co-location fees with increased rack density

- Reduce licensing costs* with single-socket consolidation via Intel Xeon 6 R1S processors

### Reduce Complexity

- Removes operational complexity of managing workloads in a multi-processer memory access environment

- Simplified deployment with air-cooled systems designed for today's data centers

**Promo offering**

- For Flexi OC: PROMO_R570_1
- For Flexi OC: PROMO_R470_1

**The Bottom Line: PowerEdge R470 & R570 deliver the performance needed to power the most common cloud and enterprise workloads in an efficient, cost-optimized system**

[1]Based on Dell testing with Servers at Dell Performance Labs and publicly available performance results submitted on https://www.spec.org/cpu2017/results/ on March 10, 2025, for Dell PowerEdge R470 with Intel 6th Gen Xeon SP 6747P (48 cores) with CPU FP Rate Base score of 646 as compared to R450 with 3rd gen 4314 (48 cores) score of 328. (CLM-013777)

[2]Based on Dell testing with Servers at Dell Performance Labs on March 2025 for Dell PowerEdge R470 with Intel 6th Gen Xeon SP 6781P (80 cores) compared to R550 with 2x 5th gen Intel(R) Xeon(R) Gold 5317 (12 cores) using PostgreSQL pgbenchbenchmark on Phoronix Test Suite.

[3]Based on Dell testing with Servers at Dell Performance Labs on March 2025 for Dell PowerEdge R470 with Intel 6th Gen Xeon SP 6781P (80 cores) compared to R550 with 2x 5th gen Intel(R) Xeon(R) Gold 5317 (12 cores) using PostgreSQL pgbenchbenchmark on Phoronix Test Suite.

*When licensing fees are calculated on a per-socket basis

**DELL**Technologies
PARTNER PROGRAM

# PowerEdge R670

## Optimized architecture for peak efficiency

Amplify computational power | Get long-term operational savings | Engineered with advanced cooling

For Flexi OC: PROMO_R670_2 / PROMO_R670_1

### Two socket optimized 1U

- Powered by Intel Xeon 6 Processors:
- 2 socket E-Core & P-Core (6500/6700 Class) with max TDP

### Flexible storage and cold aisle support

- Up to 22x E3 G5x2 NVMe Direct
- Up to 10x 2.5" SAS/SATA
- Easy deployment and services from the cold aisle
  - 8x E3 NVMe
  - Up to 2xPCIe FHHL (Gen5 x16) + 2xOCP 3.0 (Gen5 x16)
  - Front Video, Serial, BOSS, iDRACdirect, mgt LAN

### System management

- iDRAC
- OpenManage Enterprise
- Additional Management frameworks:
  - Dell AIOps
  - NativeEdge

### Flexible I/O

- Up to 3x PCIe slots (Gen5)
- OCP 3.0 for network cards (dual option)

### Support for high-speed & memory capacity

- Up to 32 DDR5 DIMMs
- Up to 6400 MT/s

DELL Technologies
PARTNER PROGRAM

# PowerEdge R770

—

Purpose-built to meet the demands of large-scale deployments in traditional data centers

**Key PowerEdge Benefits**

- Integrated Systems Management
- Robust Security Features
- Cost Efficiency & Sustainability

**Dell Engineering Advantages**

- Industry-Leading Thermals
- Proven Reliability
- End-to-End Design Control

For Flexi OC: PROMO_R770_2 / PROMO_R770_1

**Two socket optimized 2U**

- Powered by Intel Xeon 6 Processors:
- 2 socket E-Core & P-Core (6500/6700 Class) with max TDP

**Flexible storage and cold aisle support**

- Up to 44x E3 G5x2 NVMe Direct
- Up to 24x 2.5" SAS/SATA
- Easy deployment and services from the cold aisle
  - 16x E3 NVMe
  - Up to 2xPCIe FHHL (Gen5 x16) + 2xOCP 3.0 (Gen5 x16)
  - Front Video, Serial, BOSS, iDRACdirect, mgt LAN

**System management**

- iDRAC
- OpenManage Enterprise
- Additional Management frameworks:
  - Dell AIOps
  - NativeEdge

**Flexible I/O**

- Up to 8x PCIe slots (Gen5)
- OCP 3.0 for network cards (dual option)
- Up to 2x DW GPUs

**Support for high-speed & memory capacity**

- Up to 32 DDR5 DIMMs
- Up to 6400 MT/s

**DELL**Technologies
PARTNER PROGRAM

# Why Choose the PowerEdge R6715 and R7715 for the Single-Socket Advantage?

Scalable power for evolving needs

**PowerEdge R6715**
Built for

- Adaptability
- Efficiency
- Flexibility

**PowerEdge R7715**

- Get ultimate performance
- Stay protected with resilient architecture
- Designed for optimizing workloads

**Target workloads:**

Virtualization

Data analytics

Software-defined storage node

Scale-out database

High-performance compute

## PowerEdge R6715 & R7715 deliver powerful, configurable, and efficient compute solutions while unlocking scalable performance that supports demanding workloads

### Scalable Performance

- PowerEdge R7715 offers up to 51% generational CPU performance improvement[1]

- PowerEdge R7715 offers nearly 300% better database performance[2]

### Greater efficiency; Lower TCO

- Up to 37% increase in drive slot density in R6715 compared to previous generation[3]

- PowerEdge R7715 helps lower TCO by 64% over 5 years[4]

### Increased flexibility

- Maximize storage density with up to 40x E3.S (R7715) and up to 22x E3.S drives (R6715)

- Able to support gen 5 and up to 8x PCIe slots (R7715) or up to 3x PCIe slots (R6715)

**Promo offering**

- For Flexi OC: GL_PROMO_PER6715_1
- For Flexi OC: GL_PROMO_PER7715_1

The Bottom Line: PowerEdge R6715 & R7715 unlocks scalable performance and cost efficiency, delivering versatility that accelerates enterprise workloads and adapts seamlessly across data centers

[1]Based on Dell analysis of specifications comparing the Dell PowerEdge R77x5 server with up to 40 E3.s drive slots with the Dell PowerEdge R76x5 servers with up to 36 E3.s drive slots. Data was collected as of 10/2/2024.
[2]DellPowerEdge R7715 with EPYC 9355P CPU shows 3.6x more performance deployed as vSAN ready nodec luster running SQL workload than a similarly deployed HPE ProLiant DL380 Gen10 cluster running Xeon Gold 6258R CPUs.
[3]Based on Dell analysis of specifications comparing the Dell PowerEdge R67x5 server with up to 22 E3.s drive slots with the Dell PowerEdge R66x5 servers with up to 16 E3.s drive slots. Data was collected as of 10/2/2024.
[4]DellPowerEdge R7715 with EPYC 9355P CPU shows a 64% lower TCO deployed as vSAN ready node cluster running SQL webhosting workload than a similarly deployed HPE ProLiant DL380 Gen10 cluster running Xeon Gold 6258R CPUs and performing the same webhosting SQL workload.
"The five-year TCO we calculated for these near-equivalent-performing solutions. We estimate that consolidating 20 older servers onto 12 PowerEdge R7715 servers with AMD EPYC 9355P processors could save organizations up to $13,800,552.42 USD in operating costs over five years, a 64 percent reduction"

DELLTechnologies
PARTNER PROGRAM

# Dell PowerEdge R6725 (1U2S)

—

The backbone of your data centre

For Flexi OC: GL_PROMO_PER6725_1

### A step ahead in processing

- With AMD EPYC 5th Generation processors
- Up to 24x DDR5 RDIMMs (Up to 3TB)

### I/O and connectivity

- Up to 3x PCIe slots (all Gen5)
- OCP 3.0 for network cards (dual option)

### Flexible storage

- 4x 3.5" SAS/SATA
- 8x 2.5" Universal OR U.2 / 10x 2.5" SAS/SATA
- 10x2.5" with 4x Universal
- 8x E3.S / 16x E3.S
- 20x E3.S + Rear 2x E3.S

### System Management

- iDRAC
- OpenManage Enterprise
- Additional Management frameworks :
  - Dell AIOps
  - NativeEdge

### Connectivity

- Easily connect peripherals from the front or rear using USB, Micro USB and serial connections

1. Coming in Calendar Year 2026
2. Licensing Tiers Apply

DELL Technologies
PARTNER PROGRAM

# Dell PowerEdge R7725 (2U2S)

—

The foundation of your data centre.

For Flexi OC: GL_PROMO_PER7725_1

### A step ahead in processing

- Powered by two AMD EPYC 5th Generation processors
- Up to 24x DDR5 RDIMMs (Up to 6TB)

### I/O and connectivity

- Up to 8x PCIe slots (all Gen5)
- OCP 3.0 for network cards (dual option)

### Flexible storage

- 12x 3.5" SAS/SATA
- 8x 2.5" Universal / 16x 2.5" SAS/SATA / 24x 2.5" SAS/SATA
- 16x 2.5" SAS/SATA + 8x U.2 OR 2.5" NVMe RAID
- 8x E3.S / 16x E3.S / 32x E3.S / 40x E3.S

### System Management

- iDRAC
- OpenManage Enterprise
- Additional Management frameworks :
  - Dell AIOps
  - NativeEdge

### Connectivity

- Easily connect peripherals from the front or rear using USB, Micro USB and serial connections

1. Coming in Calendar Year 2026
2. Licensing Tiers Apply

# Purpose-Built for AI

Optimized for all aspects of AI with acceleration and advanced cooling capabilities

## XE-SERIES

Intelligent Cooling Efficiency

Unmatched AI Acceleration

## 3X
**better GPU density**

With the Liquid Cooled Dell PowerEdge Servers

Up to
## 6X
**boost**

Over previous generations in MLPerf 4.0® with the Dell AI Factory with Nvidia

### Faster Training

- Tailored to support LLM's recognizing data patterns and generalizes to unseen data faster.
- Trains large language model (LLM) like GPT-4 on massive datasets to understand and generate human-like text more efficiently.

### Better Inferencing

- Easily applies the learned knowledge from the model to real-world inputs.
- Generates faster prompt responses based on its trained knowledge.

### Easier Fine Tuning

- Choice of platforms that can be fine tuned to run AI models without training from scratch.
- Fine-tuning a general AI LLM on PowerEdge makes it more knowledgeable about server configurations and troubleshooting.

DELL Technologies
PARTNER PROGRAM
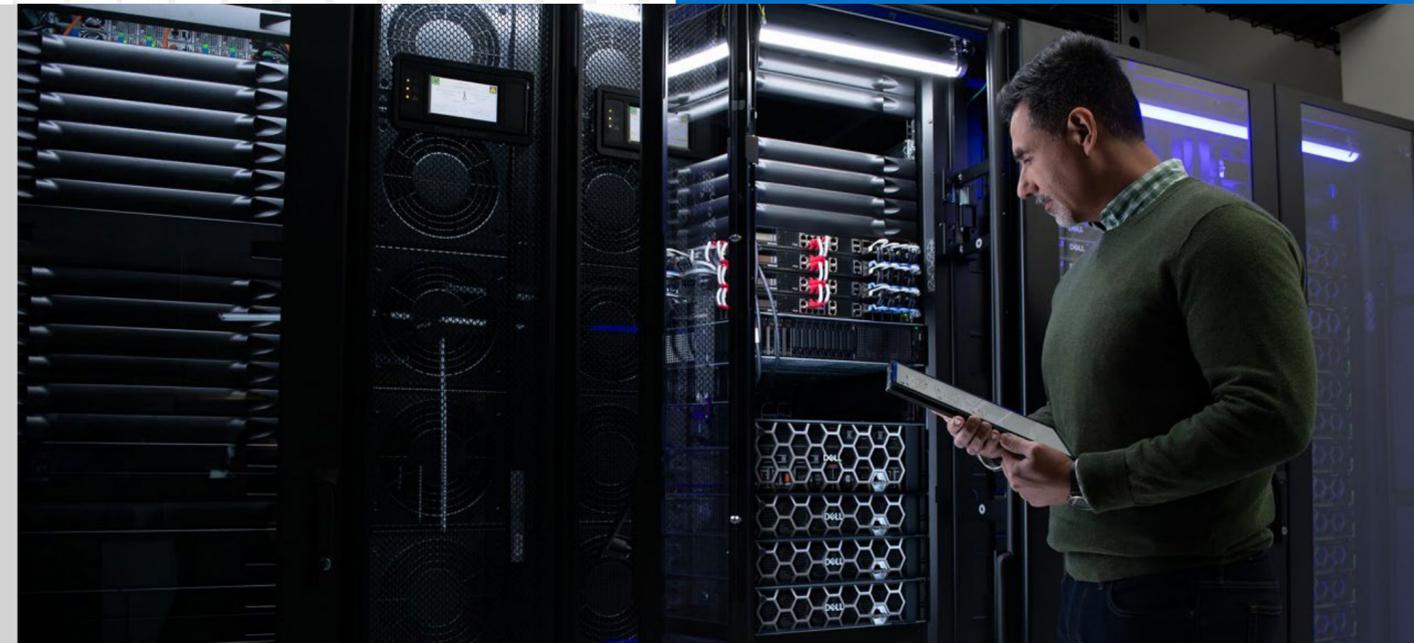
# Tower Server

## Adapt to changing workloads with flexible expansion options

### T-SERIES



### Flexible, seamless expansion

**Compact size for desks, offices, or non-traditional IT spaces**

Up to
## 23%
Greater performance per watt

## 42%
Smaller

Stackable

### Office-friendly operations

**Ideal for professional environments without a dedicated server room**

01
Filtered bezels eliminate dust and grease

02
Minimal operating noise

03
Designed for office environments

### Strong, modern IT infrastructure

**High performance and greater GPU capacity**

Secure remote monitoring and lifecycle management

Up to
## 2x
Performance boost[1]

Up to
## 50%
Better data storage[2]

[1] Based on November 2023 Dell labs testing subjecting the PowerEdge T350 and T360 tower servers to a PostgreSQL benchmark with scaling factor 1000, 1000 clients, and both read and write operations. Results were obtained via a Phoronix test suite. Similar results can be expected comparing the PowerEdge R360 and R350 with the same system configurations.

[2] Based on November 2023 Dell labs testing subjecting the PowerEdge T350 and T360 tower servers to an Apache Spark benchmark via a Phoronix test suite. Benchmark results were obtained during a run with 40000000 rows and 1000 Partitions to calculate the Pi benchmark using Dataframe. Actual results will vary. Similar results can be expected comparing the PowerEdge R360 and R350 with the same system configurations.
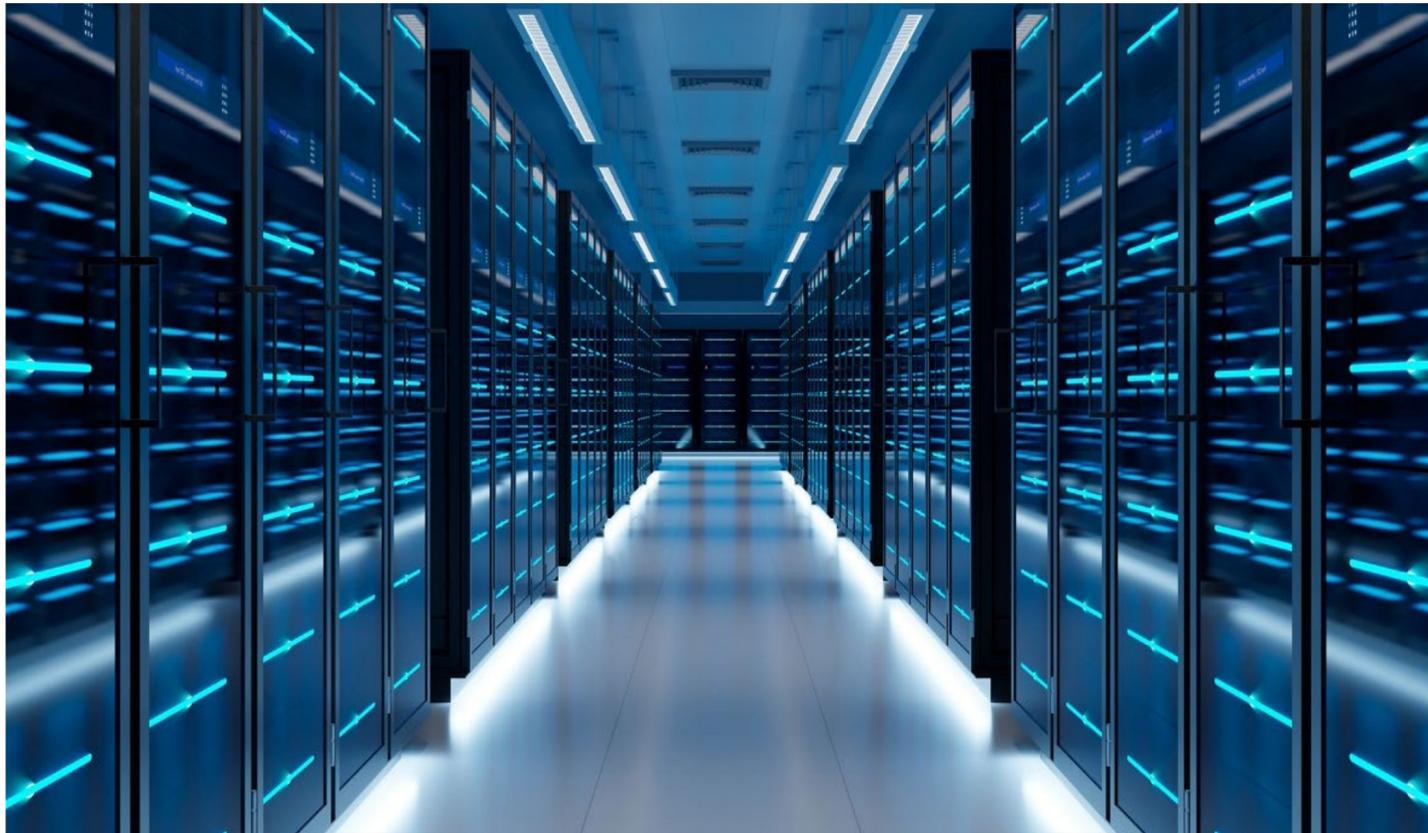
**DELL**Technologies
PARTNER PROGRAM

# APJ FY27Q1 Flexi Order Code List (Intel)

| Product | Order Code | Specifications |
|---|---|---|
| PowerEdge R260 | per26010a | R260 - Smart Selection Flexi \|2x3.5"\|6315P\|1x16GB\|1x1TB HDD SATA\|Emb.SATA\|450W\|No OS\|1Yr PS |
| PowerEdge R260 | Per26020a | R260 - Smart Selection Flexi \|2x3.5"\|6357P\|1x16GB\|1x1TB HDD SATA\|H355\|450W\|3Yr PS NBD |
| PowerEdge R360 | Per36010a | R360 - Smart Selection Flexi \|4x3.5"\|6315P\|1x16GB\|1x1TB HDD SATA\|H355\|600W\|No OS\|3Yr PS NBD |
| PowerEdge R360 | Per36020a | R360 - Smart Selection Flexi \|4x3.5"\|6357P\|1x16GB\|1x1TB HDD SATA\|H355\|2x600W\|3Yr PS NBD |
| PowerEdge R450 | Per45010a | R450 - Smart Selection Flexi \|8x2.5"\|4309Y\|1x16GB\|1x1.2TB HDD SAS\|H355\|2x600W\|No OS\|3Yr PS NBD |
| PowerEdge R450 | per45020a | R450 - Smart Selection Flexi \|8x2.5"\|2x4309Y\|2x16GB\|2x1.2TB HDD SAS\|H755\|2x800W\|No OS\|3Yr PS NBD |
| PowerEdge R550 | per55010a | R550 - Smart Selection Flexi \|8x3.5"\|4309Y\|1x16GB\|1x1.2TB HDD SAS\|H355\|2x800W\|No OS\|3Yr PS NBD |
| PowerEdge R550 | per55020a | R550 - Smart Selection Flexi \|8x3.5"\|2x4309Y\|2x32GB\|2x1.2TB HDD SAS\|H755\|2x800W\|No OS\|3Yr PS NBD |
| PowerEdge R660 | per66010a | R660 - Smart Selection Flexi \|10x2.5"\|2x4410Y\|2x16GB\|2x1.2TB HDD SAS\|H755\|2x800W\|No OS\|3Yr PS NBD |
| PowerEdge R660xs | per660xs10a | R660xs - Smart Selection Flexi \|8x2.5"\|4410Y\|2x16GB\|2x1.2TB HDD SAS\|H755\|2x800W\|No OS\|3Yr PS NBD |
| PowerEdge R660xs | per660xs20a | R660xs - Smart Selection Flexi \|8x2.5"\|2x4509Y\|2x32GB\|2x2.4TB HDD SAS\|H755\|2x800W\|No OS\|3Yr PS NBD |
| PowerEdge R760 | per76010a | R760 - Smart Selection Flexi \|8x2.5"\|2x4410Y\|2x16GB\|1x1.2TB HDD SAS\|H755\|2x800W (2x1400W)\|No OS\|3Yr PS NBD |
| PowerEdge R760 | per76020a | R760 - Smart Selection Flexi \|16x2.5"\|2x4509Y\|2x32GB\|2x2.4TB HDD SAS\|H755\|2x1400W\|No OS\|3Yr PS NBD |
| PowerEdge R760xs | per760xs10a | R760xs - Smart Selection Flexi \|16x2.5"\|4410Y\|2x16GB\|2x1.2TB HDD SAS\|H755\|2x800W\|No OS\|3Yr PS NBD |
| PowerEdge R760xs | per760xs20a | R760xs - Smart Selection Flexi \|12x3.5"\|2x4509Y\|2x32GB\|2x2.4TB HDD SAS\|H755\|2x800W\|No OS\|3Yr PS NBD |
| PowerEdge T160 | pet16010a | T160 - Smart Selection Flexi \|3x3.5"+2x2.5"\|G7400T\|1x16GB\|1x1TB HDD SATA\|Emb.SATA\|300W\|No OS\|1Yr PS |
| PowerEdge T160 | pet16020a | T160 - Smart Selection Flexi \|3x3.5"\|6357P\|1x16GB\|1x1TB HDD SATA\|H355\|500W\|3Yr PS NBD |
| PowerEdge T360 | pet36010a | T360 - Smart Selection Flexi \|8x3.5"\|6315P\|1x16GB\|1x1TB HDD SATA\|H355\|600W\|No OS\|3Yr PS NBD |
| PowerEdge T360 | pet36020a | T360 - Smart Selection Flexi \|8x3.5"\|6357P\|1x16GB\|2x1TB HDD SATA\|H755\|2x600W\|3Yr PS NBD |
| PowerEdge T550 | pet55010a | T550 - Smart Selection Flexi \|8x2.5"\|4309Y\|2x16GB\|1x1.2TB HDD SAS\|H355\|2x800W\|No OS\|3Yr PS NBD |
| PowerEdge T560 | pet56010a | T560 - Smart Selection Flexi \|8x3.5"\|4410Y\|1x16GB\|1x1.2TB HDD SAS\|H755\|2x800W\|No OS\|3Yr PS NBD |
| PowerEdge R470 | PROMO_R470_1 | R470 - Smart Selection\|8x2.5'\|6511P\|4x16GB\|1x480GB SSD RI\|2x800W\|H365i\|No OS\|3Yr PS NBD |
| PowerEdge R570 | PROMO_R570_1 | R570 - Smart Selection\|16x2.5'\|6511P\|4x16GB\|1x960GB SSD RI\|2x800W\|H365i\|No OS\|3Yr PS NBD |
| PowerEdge R670 | PROMO_R670_2 | R670 - Smart Selection\|8x2.5'\|2x6515P\|2x32GB\|1x960GB SSD RI\|2x1100W\|H965i\|No OS\|3Yr NBD |
| PowerEdge R670 | PROMO_R670_1 | R670 - Smart Selection\|8x2.5'\|2x6520P\|8x16GB\|2x960GB SSD RI\|2x1100W\|H965i\|No OS\|3Yr PSNBD |
| PowerEdge R770 | PROMO_R770_2 | R770 - Smart Selection\|16x2.5'\|2x6515P\|2x32GB\|1x960GB SSD RI\|2x1100W\|H965i\|No OS\|3Yr PS NBD |
| PowerEdge R770 | PROMO_R770_1 | R770 - Smart Selection\|16x2.5'\|2x6520P\|8x16GB\|2x960GB SSD RI\|2x1100W\|H965i\|No OS\|3Yr PS NBD |

**Note:**

Specifications may subject to changes according to the supply status

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PARTNER PROGRAM

# APJ FY27Q1 Flexi Order Code List (AMD)

| Product | Order Code | Specifications |
|---|---|---|
| PowerEdge R6525 | per652510a | R6525 - Smart Selection Flexi \|4x3.5"\|2x7313\|2x16GB\|1x1.2TB HDD SAS\|HBA355\|800W\|No OS\|3Yr PS NBD |
| PowerEdge R6615 | per661510a | R6615 - Smart Selection Flexi \|10x2.5"\|9124\|2x16GB\|1x480GB SSD SATA\|H355\|800W\|No OS\|3Yr PS NBD |
| PowerEdge R6615 | per661520a | R6615 - Smart Selection Flexi\|10x2.5"\|9354P\|4x16GB\|1x480GB SSD SATA\|2x800W\|H355\|No OS\|3Yr PS NBD |
| PowerEdge R6625 | per662510a | R6625 - Smart Selection Flexi \|10x2.5"\|2x9124\|2x16GB\|1x480GB SSD SATA\|H755\|2x1400W\|No OS\|3Yr PS NBD |
| PowerEdge R6715 | GL_PROMO_PER6715_1 | R6715 - Smart Selection Flexi \|8x2.5"\|9015\|2x32GB\|2x480GB SSD SATA\|H365i\|2x800W\|No OS\|3Yr PS NBD |
| PowerEdge R6725 | GL_PROMO_PER6725_1 | R6725 - Smart Selection Flexi \|8x2.5"\|2x9015\|2x32GB\|2x480GB SSD SATA\|H365i\|2x1100W\|No OS\|3Yr PS NBD |
| PowerEdge R7615 | per761510a | R7615 - Smart Selection Flexi \|8x3.5"\|9124\|2x16GB\|1x2TB HDD SATA\|H355\|800W\|No OS\|3Yr PS NBD |
| PowerEdge R7615 | per761520a | R7615 - Smart Selection Flexi \|8x3.5"\|9354P\|4x16GB\|1x480GB SSD SATA\|H355\|2x800W\|No OS\|3Yr PS NBD |
| PowerEdge R7625 | per762510a | R7625 - Smart Selection Flexi\|12x3.5'\|2x9124\|2x16GB\|1x2TB HDD RI\|2x1400W\|H355\|No OS\|3Yr PS NBD |
| PowerEdge R7715 | GL_PROMO_PER7715_1 | R7715 - Smart Selection Flexi \|16x2.5"\|9015\|2x32GB\|2x480GB SSD SATA\|H365i\|2x800W\|No OS\|3Yr PS NBD |
| PowerEdge R7725 | GL_PROMO_PER7725_1 | R7725 - Smart Selection Flexi \|16x2.5"\|2x9015\|2x32GB\|2x480GB SSD SATA\|H365i\|2x1100W\|No OS\|3Yr PS NBD |

**Note:**

Specifications may subject to changes according to the supply status

# ProSupport Infrastructure Suite

|  | Basic Hardware Support[1] | ProSupport | BEST ProSupport Plus |
|---|---|---|---|
| **Outcome Assistance and Advocacy via assigned Technical Customer Success Manager** | | | |
| Enjoy a frictionless customer experience with cross-functional lifecycle management aligned to your goals | | | ✓ |
| Accelerate time-to-value through onboarding assistance, education and success planning | | | ✓ |
| Turn challenges into opportunities with actionable strategies powered by data and AI-driven analytics | | | ✓ |
| Ensure coverage continuity while preparing to scale for future success | | | ✓ |
| **Proactive Monitoring & Actionable Insights via Dell's connectivity solutions and tools** | | | |
| Quickly visualize performance through a current system health score | | ✓ | ✓ |
| Cybersecurity monitoring and mitigation recommendations provide another layer of protection | | ✓ | ✓ |
| Predictive performance and capacity analysis address bottlenecks | | ✓ | ✓ |
| Prevent or plan for downtime with predictive hardware anomaly detection | | ✓ | ✓ |
| Energy consumption and carbon footprint forecasting support sustainability and stewardship initiatives | | ✓ | ✓ |
| Get ahead of problems with proactive issue detection with automated case creation | ✓ | ✓ | ✓ |
| Streamline internal IT efforts with efficient service request and escalation management tools | ✓ | ✓ | ✓ |
| Minimize disruptions by self-dispatching eligible parts | ✓ | ✓ | ✓ |
| **Support Essentials** | | | |
| Receive an assigned incident manager for Sev 1 issues who will work your issue through to resolution | | ✓ | ✓ |
| Count on Mission Critical Support during Sev 1 incidents and natural disasters | | | ✓ |
| Keep systems code current and performing at peak through Proactive System Maintenance | | | ✓ |
| Get priority access to senior technical support engineers—skip the queues and callbacks | | | ✓ |
| Bringing your own software? We provide limited 3rd party software support Learn more | | | ✓ |
| Choose onsite parts delivery and labor response that meets your needs | Next Business Day | NBD or 4-hour | 4-hour |
| Select product coverage that best augments your internal resources | Hardware | Hardware & Software[2] | Hardware & Software |
| Have an issue? We are here for you by phone, chat and online | Local business hours | 24/7/365 | 24/7/365 |

[1]Basic upgrades and extensions are not available in Germany.
[2]Licensed software products may require a separate ProSupport contract.

Contents

**Why Dell** | **ISG Portfolio** | **Storage** | **Servers** | **ProSupport** | **Microsoft** | **Why Dell ISG** | **Programs**

# Microsoft and Dell Technologies are your strategic partners

## Dell Technologies

### Dell Technologies OEM Solutions

Microsoft

# Introducing Windows Server 2025 for Dell PowerEdge Servers

AI-ready, edge-to-cloud infrastructure to help you meet your challenges today, and tomorrow

DELLTechnologies       ▦ Microsoft

DELLTechnologies
PARTNER PROGRAM

**Microsoft**

# A Powerful Combination

Drive innovation, secure your data, and improve IT agility with Windows Server 2025 on Dell PowerEdge Servers

**Robust Threat Protection**

Guard against threats with multilayered security

**Agility & Scalability**

Achieve exceptional cloud agility anywhere

**Breakthrough Performance**

Optimize performance with future-ready infrastructure

**DELL** Technologies
PARTNER PROGRAM

Microsoft

# Microsoft Server 2025

Key release highlights

## MultilayeredSecurity

**Hotpatching:** Implement security patches quickly and with no downtime.

**Security Enhancements:** Increase security and efficiency with advanced protections.

**Hyper-V:** Boost VM performance, security, and scalability.

## Future-ready Infrastructure

**AI-Ready:** Drive compute-intensive workloads like AI and ML.

**GPU Partitioning:** Maximize resource efficiency.

**Performance:** Increase efficiency with advanced storage and processing.

## Business Agility

**Modernize:** Optimized for edge, multi-cloud, and hybrid cloud deployments.

**Containers:** Drive efficiency and flexibility with enhanced container management.

DELL Technologies
PARTNER PROGRAM

# Why Dell Technologies for ISG

**Available Storage and HCI**
training competencies

**Acquisition incentives**
available on qualified revenue for eligible partners

**3x tier revenue accelerator**
on eligible Storage+ category products

**Additional rebates**
on eligible Professional Services

**Base rebates on eligible Storage+ products**
(aligned to held portfolio competencies)

**Earned Marketing**
Development funds for eligible tiers

**Flexible Payment Solutions**
for Storage, Virtualization and Server+ products allow your customers to deploy the technology they need now[2]

**Base rebate multipliers**
on select eligible Server+ products

**Incremental growth rebate**
for Titanium tier partners that achieve growth target

Refer to the Benefits and Requirements for additional details and eligibility

[1]Based on Dell analysis, March 2024. Dell Technologies offers hardware solutions engineered to support AI workloads from Workstations PCs (mobile and fixed) to servers for high-performance computing, data storage, cloud native software-defined infrastructure, networking switches, data protection, HCI and services

[2]Payment solutions provided and serviced by Dell Financial Services L.L.C. or its affiliate or designee ("DFS") for qualified customers. Offers may not be available or may vary in certain countries. Where available offers may be changed without notice and are subject to product availability, applicable law, credit approval, documentation provided by and acceptable to DFS and may be subject to minimum transaction size. Offers not available for personal, family or household use. Dell Technologies and the Dell Technologies logo are trademarks of Dell Inc. Restrictions and additional requirements may apply to transactions with governmental or public entities.

**DELL**Technologies
PARTNER PROGRAM

# ISG Marketing Programs at a Glance

## Enrich

AI-powered insight into which customers have the highest in-quarter purchasing propensity based on the analysis of billions of data points.

## Tech Refresh

Insight into the customers in your base whose products are going out of warranty to enable refresh, up-sell and cross-sell.

## Find-a-Partner

Our global platform connecting customers to our partners.

## Partner First for Storage

Ah enhanced go-to-market strategy that will increase Dell Storage opportunities for our partners.

## DTPP: Storage growth incentives + Acquisition incentives for ISG

Partner will get incentive by driving ISG product and solution selling.

## Server & Storage Smart Selection Smart Selection

Is designed to offer the most optimal configuration of strong and resilient servers, storage, and networking, with a wide selection of upgrades, and best promotions and pricing.

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# VxRail Transition Program

## Upgrade your infrastructure smartly

### Incentives

Earn more with Dell Rebates, MyRewards Provide customer value for existing VxRail while maintaining revenue & rebate neutrality

**Incentives: INCREASED**

10% incentive for eligible Deals when transitioning VxRail to DPC, PowerStore or PowerFlex

**Trade in Program: NEW**

Receive up to $100/TB VxRail trade in incentive. Approved trade in value applied as revenue tier credit and eligible for Storage + base rebates

### Support & Services

Enhance customer success with new no-cost training and migration services credits

**Migration Services: NEW**

Empower customers leveraging no cost Dell migration services

**Education Training Credit: NEW**

Provide customers with no-cost skills training on Dell Solutions. 1 individual per end-user

### Risk Mitigation & Insights

Support customers with risk-free trials, flexible payment options, and TCO insights to drive seamless transitions with Dell solutions

**Try & Buy: EXISITING**

Allow customers to experience Dell solutions risk-free.

**Dell Financial Services: NEW**

60-month FMV or 48 or 60months w/ deferred payments up to 180 days

**TCO: NEW**

6 Node VxRail / DPC Solution TCO

### Marketing Enablement

Fuel growth with Marketing Development Funds and refined narratives to inspire customer confidence and success

**Messaging: EXISTING**

Updated messaging is available to identify & drive refresh opportunities

**Partner MDF: EXISTING**

Drive demand and growth by activating Marketing Development Funds

# APJ Regional Incentive Programs

## PowerEdge Server (Smart Selection) Promotion

Dell PowerEdge servers deliver intelligent automation, scalable performance, and built-in security to power modern workloads.Engineered for efficiency and resilience, they help businesses accelerate transformation with confidence.

**Eligibility**
Solution Providers
APJ (Ex. Japan)

**Rewards**
up to USD 50 per unit

**Reward Platform**
MyRewards

**Eligible Products**
PowerEdge R660 / R660XS
PowerEdge R760 / R760XS / R760XD2

**Payout Cap**
Promotion payout is capped up to **05 units** in total Per End User Per Partner Per Quarter.

PowerEdge R470 / R570
PowerEdge R670
PowerEdge R770

Promotion payout is capped up to **20 units** in total Per End User Per Partner Per Quarter.

Terms and Conditions
• Points will only be issued against orders shipped between January 31, 2026, and May 01, 2026, and are on a first come, first-served basis.
• Promotion payout is capped at the unit level.
• Promotion includes B2B orders only and NOT orders fulfilled by distributors' own stock.
• Order type needs to be 'Smart Selection' to earn MyRewards Points.
• Refer to MyRewards on Incentive Centre for detailed list of program terms & conditions.

DELL Technologies
PARTNER PROGRAM

# APJ Regional Incentive Programs

## PowerEdge Server with AMD EPYC™ Processor Promotion

The PowerEdge server portfolio with AMD EPYC™ processors provides a cost-effective, energy-efficient compute that

- Optimizes performance
- Dynamically scales
- Minimizes carbon footprint

**Eligibility**
Solution Providers
APJ (Ex. Japan)

**Reward platform**
MyRewards

**Eligible Products**

PowerEdge R4715
PowerEdge R5715

**MyRewards Points Per Unit**

USD 100 in MyRewards Points

PowerEdge R6615
PowerEdge R6625
PowerEdge R6715
PowerEdge R6725
PowerEdge R7615
PowerEdge R7625
PowerEdge R7715
PowerEdge R7725
PowerEdge R7725XD
PowerEdge XE7745

USD 200 in MyRewards Points

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**D&LL**Technologies
PARTNER PROGRAM

# APJ Regional Incentive Programs

## PowerEdge Server with NVIDIA Attach Promotion

Powered by NVIDIA GPUs, Dell PowerEdge servers bring breakthrough acceleration to modern AI and HPC environments. Optimised architecture ensures higher throughput, smarter performance, and seamless scalability.

**Eligibility**
Solution Providers APJ (Ex. Japan)

**Reward platform**
MyRewards

**Eligible Products**

| | |
|---|---|
| PowerEdge Server & PowerFlex attached with T4 NVIDIA GPU | **MyRewards Points Per Unit** USD 100 in MyRewards Points |
| PowerEdge Server & PowerFlex attached with L40 / L40S NVIDIA GPU | |
| PowerEdge Server & PowerFlex attached with H200 PCIE Card | |
| NVIDIA RTX Pro 6000 Blackwell Server Edition | USD 200 in MyRewards Points |
| NVIDIA AI Enterprise License and Run AI license | |
| NVIDIA Networking (SN4700 / SN5600 / SN5600D / SN5610 / SN2201 / 9700-IB / 9790-IB / Q3200 / Q3400 / Q3401 & QM9701) | |

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**DELL**Technologies
PARTNER PROGRAM
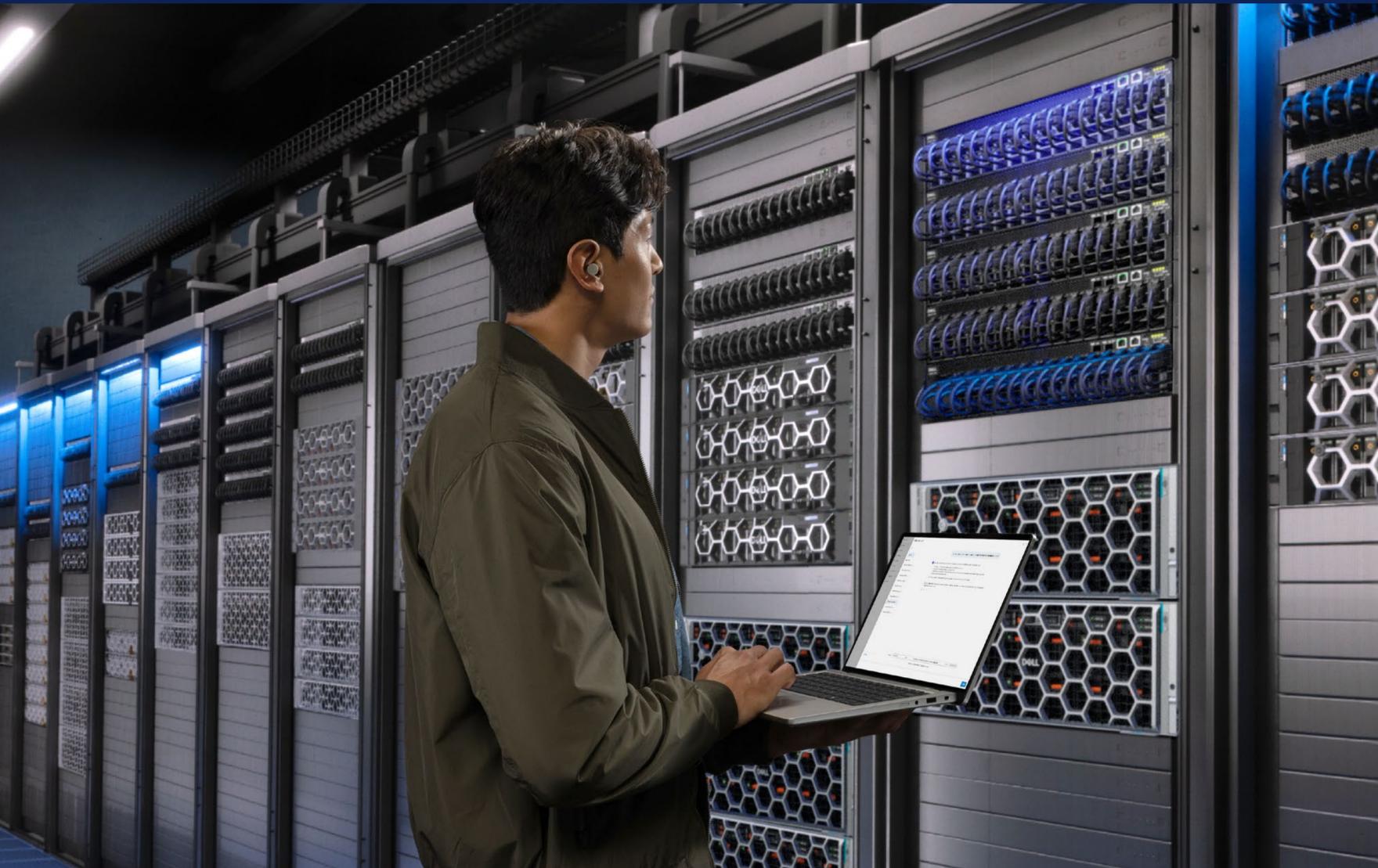
# High-performance systems enabling smarter outcomes

—

**Stay up to date on the latest and greatest messages and campaign updates:**

- Access campaigns content in the Digital Marketing Tool
- Understand the opportunity through the Demand Generation Center
- Reference materials in the Knowledge Center to grow your understanding of the portfolio

**Leverage key content for more effective partner and customer conversations:**

- Leverage the server success pack to gain a comprehensive overview
- Access the PowerEdge Customer Deck to support your conversations
- Elevate your customers data center capabilities through optimized power consumption that boosts performance
- Learn more about Acceleration-Optimized servers & accelerator portfolio
- Explore this report to maximize your data insights with AI
- Find out how financing and payment solutions can accelerate your business
- The Business Value of Dell Technology Rotation for Servers and Storage

Microsoft