

Save up to 50% with Core-Cap Pricing on Windows Server® 2019

Shoot for the moon with updated server hardware.

The ability to abstract and virtualize all elements in a data center—compute, storage, and networking—holds tremendous promise for IT efficiency, but only if you have the right hardware to enable it.

Upgrading to newer servers can help you seize emerging business opportunities. Not only can you fully depreciate the cost of server hardware, but you can also take advantage of promotional pricing, like Windows Server® 2019 OEM on Dell EMC™ PowerEdge™ servers. In addition, newer hardware can help you better use your data as a strategic resource.

Newer hardware can also help you take advantage of advanced analytics workloads like artificial intelligence (AI) and machine learning (ML), which continue to grow in importance for businesses and offer a competitive advantage over rivals who do not use such analytics.

AI leaders with advanced servers are:

 **3.3x**

more likely to outperform competitors in digital marketing effectiveness.¹

 **3.1x**

more likely to outperform competitors in customer experience and support.¹

 **2.3x**

more likely to outperform competitors in product development.¹

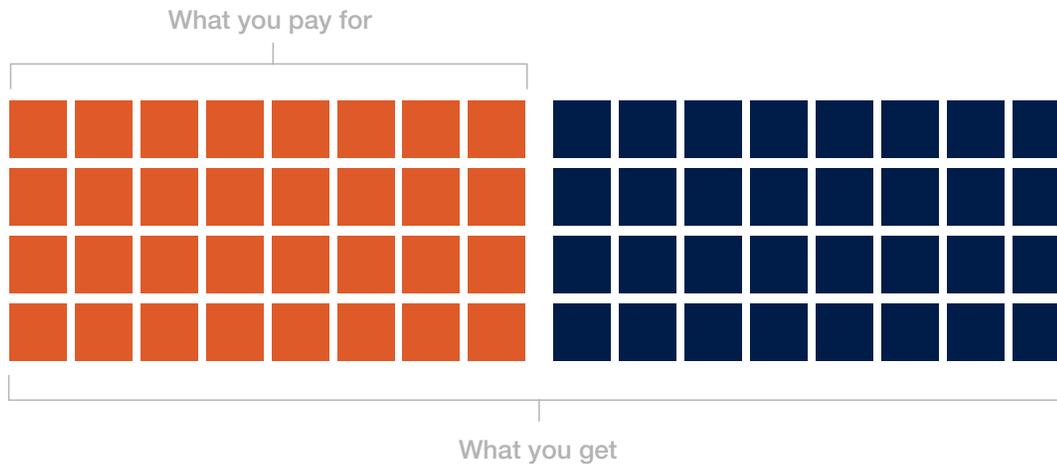
Savings at Every Layer

Better Performance at a Lower Cost with Powerful AMD EPYC® Processors

- A Dell EMC PowerEdge R7525 server took up to 36 percent less time to complete a Spark-Bench workload than an HPE® ProLiant® server.¹
- A Dell Technologies™ cluster of single-socket Dell EMC PowerEdge R6515 servers showed 11.73 percent better performance with Microsoft® SQL Server® 2019 than a cluster of dual-socket HPE ProLiant servers, and it delivered a 56 percent better performance-to-cost ratio.¹
- In a VMware vSAN™ environment, a cluster of single-socket Dell EMC PowerEdge R7515 servers delivered 9.6 percent better performance per dollar than a cluster of dual-socket HPE ProLiant servers.¹

Take Advantage of New Hardware and Incentives

For single-socket servers, Windows Server 2019 OEM licensing costs beyond the first 32 cores are free (applies to Dell EMC PowerEdge R6515 and Dell EMC PowerEdge R7515 servers) under a Microsoft and AMD core-cap OEM agreement; with dual-socket servers, Windows Server 2019 OEM licensing costs beyond 64 cores are free (applies to Dell EMC PowerEdge R6525 and Dell EMC PowerEdge R7525 servers), as shown below.



OEM licensing and applicable Dell EMC™ PowerEdge™ servers

Single-Socket Servers

Windows Server® 2019 beyond the first 32 cores free



Dell EMC PowerEdge R6515



Dell EMC PowerEdge R7515

Dual-Socket Servers

Windows Server 2019 beyond the first 64 cores free



Dell EMC PowerEdge R6525



Dell EMC PowerEdge R7525

AMD EPYC® processors eligible for core-cap OEM licensing

- AMD EPYC 7552 processor (48 cores)
- AMD EPYC 7642 processor (48 cores)
- AMD EPYC 7702 processor (64 cores)
- AMD EPYC 7702P processor (64 cores)
- AMD EPYC 7742 processor (64 cores)



Faster, Less-Expensive, and Simpler

Updating your server hardware can help better position your business to take advantage of new opportunities and meet your strategic IT goals. The combination of OEM licensing and core-cap pricing can provide compelling financial reasons to update your servers now.

Learn more:

www.delltechnologies.com/en-us/servers/amd.htm

The analysis in this document was done by Prowess Consulting and commissioned by Dell Technologies and Microsoft.

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¹For details, see: Prowess. "Update Today, Save for the Life of Your New Server." 2020. www.prowesscorp.com/project/time-to-upgrade-microsoft-amd-delltechnologies/.

