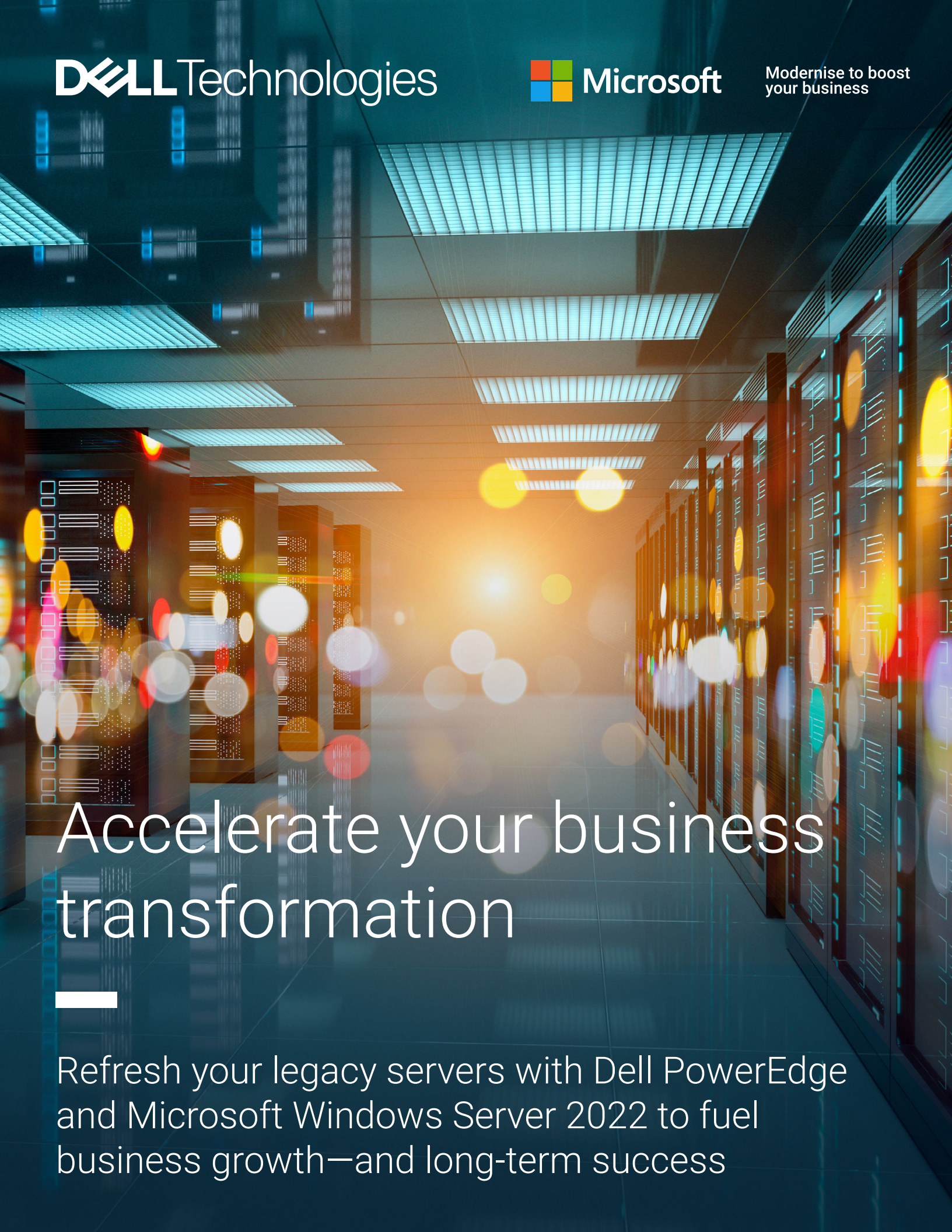




DELLTechnologies



Modernise to boost
your business

Accelerate your business transformation

Refresh your legacy servers with Dell PowerEdge
and Microsoft Windows Server 2022 to fuel
business growth—and long-term success

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A man with glasses and a light-colored button-down shirt is looking down at a device he is holding in his hands. He is in a server room, with rows of server racks visible in the background. The entire image has a dark red overlay.

Introduction

Around the world, organisations of all sizes are conquering the challenges of hybrid work. And now, the technologies that seem like a better fit for science fiction—AI, machine learning (ML) and analytics—are helping to shape business strategies and innovations.

But how do you take advantage of the latest technologies without exposing your organisation to risk? The fact is that **sticking with your legacy infrastructure may be the biggest risk of all.**

Whether you have nine or 99 employees, your organisation needs modern tools to adapt to changes and capitalise on emerging opportunities with total confidence. This guide will look at how to optimise your business with secure, reliable and resilient infrastructure. You'll learn why it's vital to update your servers to the latest operating system, so you can operate more efficiently, defend against cyberthreats and enhance the user experience.

Find out how Dell Technologies and Microsoft can help you create a trusted foundation that assures success—and positions your organisation as a leader in your field. We're ready to help your business thrive for years to come.



CHAPTER 1

Why a server refresh matters

Today's organisations are caught in a balancing act between risk and reward. Modern technology is vital for staying ahead of competitive threats, transforming user experiences and streamlining business operations. But there's an inherent risk in moving away from legacy systems and into the unknown. As the old saying goes, "if it ain't broke, why fix it?"

The main issue is the risks of sticking with legacy infrastructure may be more than your business can bear. Legacy systems limit growth, create security vulnerabilities, threaten compliance and prevent your IT personnel from being as efficient and innovative as possible—jeopardising future growth. Aging hardware and software can drain your resources at the exact moment when business opportunities are multiplying.

It's essential to have modern, reliable and resilient infrastructure to accelerate business transformation. Organisations that refresh servers in a timely manner experience higher revenue per server, lower operational costs, higher availability and better performance than those that refresh less often. In fact, more frequent server refreshes can deliver 61% lower infrastructure costs.¹

But what's the best way to start your modernisation journey? Dell Technologies and Microsoft can help.

Five signs it's time to refresh your servers

1. **How old is your hardware?** Technology cycles are often three-to-five years. So, if your hardware is older than that, you're probably suffering from downtime and a lack of processing power that disrupts operations and impedes performance.
2. **Do you have the latest software patches?** If you have the latest server OS, you'll receive patches to fix known vulnerabilities. Otherwise, your IT team is responsible for identifying and addressing security issues, even as cyberthreats increase.
3. **How much time is IT spending on break-fix repairs?** The routine maintenance of aging servers can quickly consume your IT budget. The latest generation of reliable, software-defined systems can free up IT for more strategic tasks.
4. **Can your teams work from home effectively?** By extending your IT infrastructure to the cloud with Dell PowerEdge and Windows Server 2022, your IT team can easily manage, secure and govern applications across multiple environments.
5. **What's your roadmap for trying AI, ML and analytics?** Legacy infrastructure often lacks the processing and storage performance needed for AI, ML and analytics. Be sure you have enough computing power for these cutting-edge applications.



CHAPTER 2

Keeping rivals at bay

When it comes to your business servers, there are a number of incremental improvements you can make to boost performance—from upgrading the CPU to replacing hard drives and adding more memory. But the tweaks won't get your organisation very far if you're still running an outdated operating system. With a legacy server OS, you'll no longer receive security updates, bug fixes and technical support for any issues. Plus, you'll miss out on the modern IT that helps you reduce costs and increase productivity whilst operating in a more sustainable manner.

Your growing business needs the horsepower to be ready for new opportunities and keep rivals at bay. Let your IT team accelerate your potential to innovate, adapt and grow. With Dell Technologies and Microsoft's long-standing partnership behind you, you can take advantage of all the business value that a modern infrastructure can offer, including:

- More business efficiencies
- Improved business operations
- Faster innovations
- Enhanced customer value

Why modernise now?

If your servers rely on Windows Server 2012, it's time to prepare for the future. Extended support for the platform ended in October 2023, so it's vital to update or upgrade your infrastructure to avoid the risks of legacy systems. Modernise to boost your business and break through the barriers to:

- Business continuity
- Operational compliance
- Emerging workloads
- Business agility

Innovations that maximise results

Dell Technologies and Microsoft are committed to delivering innovative solutions—from edge to core to cloud—that empower organisations like yours to achieve more. With best-of-breed hardware and software solutions, you're better prepared to ignite growth, lower costs and maximise results.

Our bundled solutions make deployment and upgrades easier, whilst the class-leading performance, hardened security and automation capabilities of Dell Technologies solutions mean your critical applications running on Microsoft operate faster and more reliably.

Multilayer security at nearly every level

With threats to businesses rising worldwide, ensuring you have cutting-edge protection is essential to maintaining stability. Frequent server refreshes help establish better data security overall and reduce the impact of financial and reputation damage.

With the unified partnership of Dell Technologies and Microsoft at your side, you can build a robust foundation for business continuity. Modern, multilayered security can help you prevent disruptions due to cyberattacks and ensure compliance with growing data privacy regulations. This resilience is essential for reducing downtime and your operational costs.

Smart management tools

No organisation should have to spend unnecessary time on routine IT management when employees could be working on more strategic, value-creating projects.

With Windows Server 2022 on PowerEdge servers, your IT personnel can take advantage of custom integrations between Dell OpenManage and Windows Admin Center to streamline operations and spend more time on high-value work.

One-stop technical support

Business continuity is essential for effective and consistent business operations. But without modern systems in place to support its delivery, your ability to meet operational needs can be compromised.

Being a leader in your field can be challenging without the right support and technical capability. With Dell Technologies and Microsoft, your organisation can scale on your terms and accelerate growth without restriction or hindrance.

How the latest PowerEdge servers accelerate innovation



33%
more storage
capacity



50%
more memory
density



99%
fewer deployment
steps

CHAPTER 4

Your partner in success

When you make the decision to purchase a new server, you need to be prepared for what comes next. Dell Technologies and Microsoft provide a unified approach to modernising your infrastructure, tailoring our solutions and services to your specific requirements. In fact, we follow best practices cultivated over decades of working together.

End-to-end lifecycle management

Across every stage of the server lifecycle, Dell makes it easy to deploy, maintain and retire your systems—lowering your operational costs. We're the #1 Global Microsoft FastTrack Partner, with more than 16,000 certified Microsoft professionals on staff.² You can count on dedicated Dell Technologies Advisors to help ensure your technology aligns with your business objectives, so your modernisation process runs as smoothly as possible.

Flexible payment solutions

Dell Financial Services offers a variety of payment solutions to stretch your budget and accelerate your business. For example, Dell's Technology Rotation solution enables you to deploy the most current technology and maximise cash flow by spreading payments over time. Plus, you get the peace of mind that equipment will be refurbished, remarketed or responsibly recycled at the end of the term.

Dell ProSupport services

Empower your business to be prepared for whatever comes next. You can keep your servers optimised and reduce IT downtime with support available around the clock, around the world. Dell experts are supported by AI-driven telemetry that predicts issues and provides actionable steps for prevention, resolution, optimisation and upgrades.



Conclusion: Take the next step

The time is now to update your legacy infrastructure with modern, AI- and cloud-ready servers. Find out how **Dell Technologies and Microsoft** can help your business benefit from the latest server technology today.

Learn More

Call 0800 085 4878 or **chat live with a Dell Technologies Advisor** to reach an expert who will help you identify and purchase the right server for your business needs.



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your business

Sources

¹ <https://www.dell.com/en-us/dt/campaigns/dell-emc/idc-4-benefits-of-modernizing.htm>

² <https://www.dell.com/en-uk/dt/solutions/microsoft/index.htm#tab0=0>

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