

Nominee: PowerEdge VRTX by Dell

Nomination title: Dell PowerEdge VRTX

Dell PowerEdge VRTX brings simplicity, efficiency and versatility to any office environment. VRTX is an unprecedented convergence of servers, storage and networking into a single, office-optimized chassis the size of a desk-side tower. Integrated, pre-tested and certified, VRTX delivers a complete technology platform that users can deploy smoothly and operate confidently.

To elaborate, the innovative space saving design of VRTX means it can be installed virtually anywhere with office power profile and desk-side acoustics. This allows businesses to reclaim floor space and reduce cabling with servers, storage and networking converged into a single compact chassis while upgrading each component as and when is needed. VRTX is also easy to deploy, use and manage. The unit can be deployed confidently as it will operate smoothly with an integrated certified platform and simplify monitoring and management with a unified console featuring full enterprise-class functionality. Remote monitoring is a key feature of VRTX and it enables remote offices, typically with no local IT expertise, to be managed centrally, reclaiming hours of administrator time with faster updates and changes. These features eliminate the cost and hassle of multiple devices with the converged design and huge capacities.

On top of these capabilities, VRTX is scalable and future proof. The system can scale compute, storage and networking capacity within a single secure, virtualization-ready platform while supporting Live Migration inside the box, delivering data IT service resilience without the cost and complexity of external storage. It also helps protect your IT investment with a flexible platform that supports future generations of PowerEdge servers and Intel Xeon processors.

Over the last 5 years there's been a fierce trend towards centralisation as many customers seek a compute infrastructure that can be managed centrally. VRTX is highly suited to that kind of deployment. The goal is to give small to mid-sized businesses a scalable solution that's data centre-class but built to run in an office. VRTX does this as a scalable, converged and physically quiet solution. Additionally, for the larger organisation, it is very common to find that they have redundant servers in the branch. It's quite complex and costly to put something together that would be deployed into every branch and it's often not well standardised. VRTX is a much more elegant, all-in-one solution and it's very attractive for those organisations that need centralised IT.

While there are other solutions available that aim to cater to the same audience VRTX supplies, there are a few simple differentiators that place VRTX at the forefront. For

example, there are tower servers such as the HP ML350p Gen8 or the IBM System x3500 M4 but these do not supply the same level of performance scaling and integration that VRTX is able to offer. Appliances such as the HP E5000 or UCS Express are too narrow to be free standing and self-supporting, a problem solved by VRTX. Finally, blade and rack servers like the HP BladeSystem c3000 and Cisco ExpressPod are simply too complex, inflexible and costly for the needs of a small or branch office. VRTX has solved all of these pain points to deliver a tailored yet powerful solution to fit perfectly with the needs and the budget of the office environment.

To statistically explain the differentiation between the VRTX and a 'traditional' remote office system, VRTX has shown to deliver:

- 64% better email response time
- 10% better simulated file & print performance
- 19.8% better power consumption
- 26% better 5 year Total Cost of Ownership

Testimonials:

"The VRTX solution saves our team an incredible amount of time compared to the previous environment with separate server hardware. We need only to glance at the CMC interface to know that everything is running smoothly and if anything changes an email notification is sent instantly. In particular, the integrated iDRAC is extremely useful when performing updates to the server nodes – the team was able to monitor everything remotely and complete the task in less time. The VRTX is a flexible solution that provides real benefits and to move it, we only need to relocate the chassis and power it on – moving the entire datacentre is that simple!" – Martin Checkley, Network Manager, Sibford School

"The VRTX unit was very compact and well put together. Using it within a small organisation as their entire server platform or as a branch device for larger organisations will provide a straightforward and easy to manage environment. We can see the VRTX being of great use to our education clients as they will be able to provide a simple to use, simple to manage, virtualised environment, constructed on high availability, modern infrastructure. Given the current indications we see this being done at a very sensible cost which will be attractive to a lot of people. As a disaster recovery package, we see the VRTX being able to give our small and medium enterprise (SME) clients a cost effective disaster recovery plan in conjunction with Dell's AppAssure software which will enable them to provide a "single box" disaster recovery plan for their environments. Given its size and its amazingly low noise output, it could be located virtually anywhere for these organisations, making it a very practical choice." - Rupert Mills, technical director at Krome Technologies

Why nominee should win

- Dell PowerEdge VRTX brings simplicity, cost-efficiency, and versatility to any office environment. VRTX is an unprecedented convergence of servers, storage and networking into a single, office-optimized chassis the size of a desk-side tower.
- The innovative all-in-one design of VRTX means it can be installed virtually anywhere with office power profile and desk-side acoustics while still being scalable and remotely manageable from anywhere in the world.
- VRTX is easy to deploy, use and manage. The unit can be deployed confidently as it will operate smoothly with an integrated certified platform and simplified monitoring and management with a unified console featuring full enterprise-class functionality.