

How to Be There, Wherever **There** Needs to Be

OPTIPLEX™ 755

THE DELL GUIDE TO THE OPTIPLEX 755
POWERED BY INTEL® vPRO™ PROCESSOR TECHNOLOGY



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How to Be There, Wherever **There** Needs to Be

What if you could simplify IT operations so you had more time for big-picture projects? What would you do?

Would you create ways to improve your company's infrastructure?

Would you show up at those executive brainstorm meetings you're usually too busy to attend?

Would you suddenly be adding value to your business in ways that you'd only dreamed of before?



Well, the OptiPlex 755, powered by Intel® vPro™ processor technology, can make that a reality.

This energy-efficient, fully customizable powerhouse is designed to deliver the performance and usability you need. Remote management, smart security and tailor-made deployments can help simplify the way you work. This means you can spend less time and money on your infrastructure, and more on innovation.

And helping you innovate is what Dell is all about.

www.dell.com/vpro



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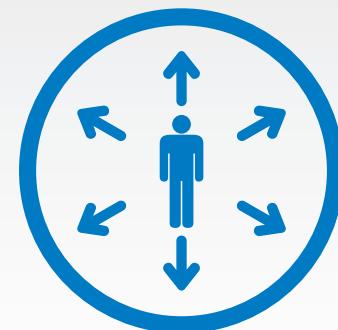
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REMOTE MANAGEMENT

Be there.

It's not easy being in IT. You've got desk-side visits for break/fix problems, staying late to install patches or upgrades, enforcing power management, ensuring the security of the entire network—you name it.

The OptiPlex 755 can change all that, thanks to remote management tools. Now these IT issues can be resolved from one centralized location: your desk.



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Be There by Doing More from One Place

The power of Intel® vPro™ processor technology combined with the appropriate management console means you can do more from your desktop.

Diagnosing and repairing PCs. Isolating virus outbreaks. Doing hardware and software inventories. Executing a power management plan. What once took hours can now be done in minutes, all from your management console.

You may notice a nice change in your daily routine: far fewer repetitive tasks, greater control of client inventory and usage, and improved consistency and compliance in how systems are configured.



HOW CAN THE OPTIPLEX 755 MAKE YOUR LIFE EASIER?

- Easy data protection
- Easy patch deployment
- Easy virus containment
- Easy power management
- Easy deployment

○ Take Control of Your Network...and Your Time

Powered by Intel® vPro™ processor technology, the OptiPlex 755 gives you hardware-rooted security architecture and a foundation for ISV solutions.

The end result? Streamlined provisioning, improved software patching, faster remediation of downed systems, enhanced security and reliability, and fewer desk-side visits.

Check out the numbers:

- **56%** reduction in desk-side visits for hardware problems
- **91%** reduction in desk-side visits for software problems
- **94%** reduction in time to reach saturation on critical patch deployments
- **99%** reduction in manual inventory activities

Source: "Case Studies with Intel® vPro™ Processor Technology—An Analysis of Early Testing of Intel® vPro™ Processor Technology in Large IT Departments," C. La Grand & M. Salamasick, March 2007.

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○ Let the OptiPlex 755 Do the Grunt Work

The Dell Client Manager is a powerful console that enables you to take advantage of the advanced remote management capabilities for the OptiPlex 755.

It's designed to support a one-to-many discovery inventory of systems, monitoring alerts and system status, and BIOS (Basic Integrated Operating System) updates and configuration. It also puts remote configuration tools at your fingertips, and features a Secure Remote Control Power function that lets you securely reboot, power up and power down systems.

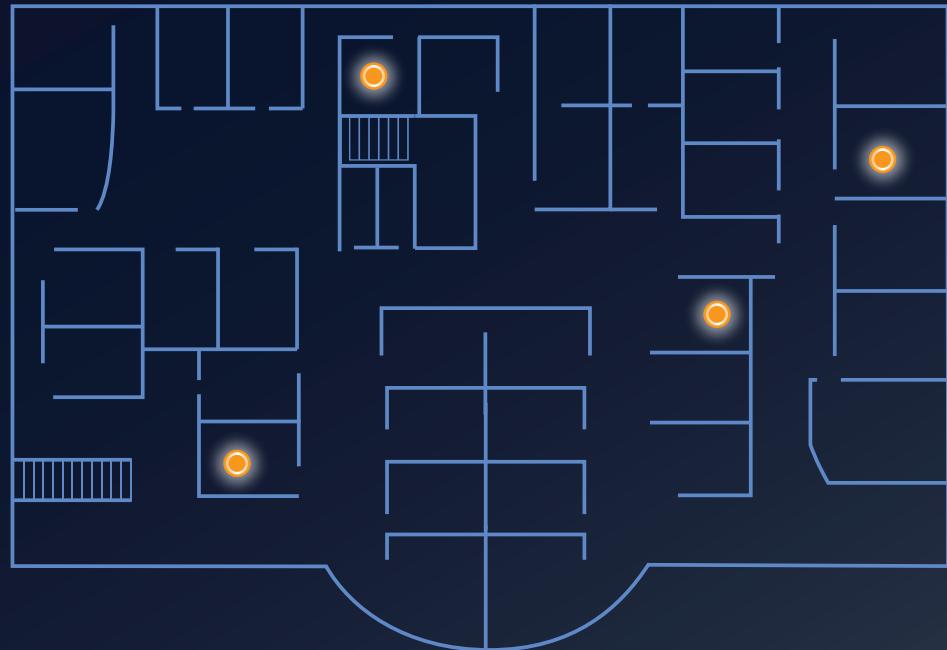
To take advantage of more advanced features that Intel® vPro™ offers, Dell and Altiris are providing the Altiris® Manageability Toolkit™ for Intel® vPro™ processor technology. This toolkit allows you to deliver more value to your business by using the flexibility and capability of Intel® vPro™-based hardware.



THINGS YOU'LL FINALLY HAVE TIME TO DO

With the OptiPlex 755 handling some of your more tedious tasks, you'll have plenty of time for:

- Improving IT architecture to add real business value
- Streamlining processes for greater efficiency
- Coming up with innovative ideas to drive business



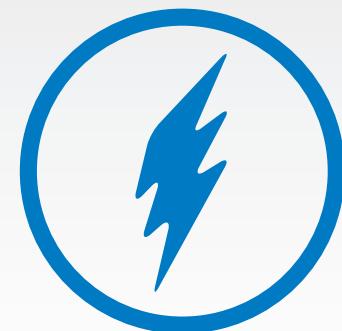
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POWER EFFICIENCY

How does the OptiPlex 755 help you “be there” for the top-line and bottom-line growth of your business?

Start with machines that come designed and configured to meet or exceed standards in energy efficiency, then give you the ability to automatically power down PCs that aren’t in use, anywhere in the enterprise.

Sounds simple, huh? It is, thanks to Dell.



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Hardware and Software Optimized for Energy Savings

The OptiPlex 755 is designed and configured to be energy efficient right out of the box, and offers a suite of tools that lets you control energy usage. You can get more computing power with less energy output than previous generation desktops, all at a price that works for your whole enterprise.

The OptiPlex 755 offers hardware options such as:

- Energy efficient Intel® Core™2 Duo CPU technology, delivering more performance with less power usage than prior generation Intel processors
- 80%+ efficient power supplies, delivering up to 10-12% more efficiency
- Thermally efficient BTX Chassis
- HyperCool thermal-management technology and ambient temperature monitors

Our commitment to energy efficiency is evident in our software too. Dell Energy Smart Power Management settings are enabled in the factory, ensuring that each machine goes in low-power mode after a period of inactivity.

And with the Dell Client Manager console, you can minimize energy waste throughout your entire network. Turn off monitors, spin down hard drives, activate system standby or hibernation settings, all from the management console.

HOW CAN THE OPTIPLEX 755 SAVE MY COMPANY MONEY?

Energy efficient hardware results in lower power consumption, which means lower bills.

Intelligent control over power usage means lower bills.

Automatically shutting down machines when not in use means...well, you get the picture.

○ The Dell Client Online Energy Calculator

Want to know how much the OptiPlex 755 is saving you? Just use the Dell Client Online Energy Calculator. You can calculate yearly savings across the install base and even compare configurations between desktops and notebooks.

For example, if you set up your OptiPlex 755 with the Intel® Core™2 Duo processor, a flat-panel display, and the Energy Smart configuration, you can see up to 78% savings in power every year.¹

And that can add up fast. The sooner you get the OptiPlex 755 up and running, the more you'll save.

¹Assuming an Annual Usage Profile of one hour maximum performance, seven hours office productivity, one hour idle and 15 hours sleep state for 264 days a year; 24 hours sleep state for 101 days.

○ Dell's Commitment to Energy Efficiency

Dell has partnered with the EPA to develop new standards for technologies that offer significant energy savings as well as outstanding performance for the price. And the OptiPlex 755 meets the latest Energy Star 4.0 standards.

We are also partners with international regulatory bodies, governments, standards organizations, and regional energy companies to help drive energy efficiency awareness and innovation.

WHY DELL?

- Dedicated to reducing cost and complexity
- Simplicity from design to implementation
- Fully integrated solutions
- Tangible impact on your bottom line

Environmentally Savvy

Dell is dedicated to becoming the greenest technology company on the planet.

Our goal is to be a steward of the environment and to ensure that our operations and products are environmentally sound. This goal drives everything from our recycling programs to the materials we use to make the OptiPlex 755.

Our Energy Smart desktops can reduce power consumption by as much as 78%, which helps conserve energy and lower your cost of ownership.² With a little help from Dell, you can improve efficiency and reduce your organization's impact on the environment.

See, it's easier being green than you thought.

²Assuming an Annual Usage Profile of one hour maximum performance, seven hours office productivity, one hour idle and 15 hours sleep state for 264 days a year; 24 hours sleep state for 101 days.

HOW TO ACCEPT THE "GREEN EMPLOYEE OF THE YEAR" AWARD

Keep it short. In fact, try to be as efficient with words as the OptiPlex 755 is with power.





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SMART SECURITY

Whether it's stopping viruses from spreading, getting the latest security patch out or ensuring critical data is properly stored, the OptiPlex 755 gives you plenty of ways to "be there" for enterprise security.

So when the CEO asks you to make sure everything is backed up and secure, you can reply: "No sweat!" And actually mean it.



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○ RAID 1 is There for You—and Everyone Else

The hard drive is one of the most critical components in the system. With RAID 1 support through the OptiPlex 755, you can now have real-time redundancy to help ensure data stays intact and accessible on a secondary hard disk. You'll always have a backup.

That's it. No, seriously. We know it should probably be more complicated than that. But it isn't.

○ Managing the Outbreak

A PC on the network has an infection? Don't worry. With advanced remote remediation and security capabilities, the OptiPlex 755 lets you be there to take care of it without ever having to leave your office.

As soon as the virus is discovered, your management console utilizing Intel® vPro™ processor technology can quarantine the system from the rest of the network, while still keeping the remediation channel open. This lets you prevent the virus from spreading to other systems while allowing the infected system to be diagnosed and repaired.

It all happens quickly and remotely. People might wonder if **you** called in sick with a virus, but of course, you're just solving problems without leaving your office.



HOW TO GRACEFULLY ACCEPT THANKS

All those people who thought they lost everything on their computers? Thanks to RAID 1 support, it's not lost at all—and you're the one who saved the day.

They'll always be grateful to you. Just say "no problem" and move on with your day. After all, now you can actually have a day instead of figuring out how to retrieve missing data.

REDISCOVER SICK DAYS

Who has time to be sick? Certainly not the IT department. But with the OptiPlex 755, it might be a tad easier to call in when you're not feeling well. After all, with Intel® vPro™ processor technology, you can rest assured that viruses and other security issues will be taken care of.

○ Patching Things Up

When you need to get a security update out to your network, it has to happen **fast**. In the past, you'd have to do an inventory to determine which PCs needed it, then make sure they were booted up and ready to go.

With Intel® vPro™ processor technology, this can all happen automatically. Using your management console and the OptiPlex 755, you can identify which clients require the update, power on any PCs that are shut down, deploy the patch, and turn the machines off again. These commands are authenticated and encrypted, reducing vulnerability during the deployment.

It's fast, secure and easy. It's the way updates were meant to be.

○ Managing Your Agents

Ensuring the security of your network is a critical part of your job. But does it have to be a difficult part of your job? Not anymore.

Using the appropriate management console and the OptiPlex 755 with Intel® vPro™ processor technology, you can be kept up to date on the state of critical applications on all your systems. If someone accidentally deletes an application, your management console can be alerted immediately, letting you correct the issue as quickly as possible.

It's all automatic, efficient and secure, reducing your enterprise's window of vulnerability to bad guys. And it frees you up to attack bigger problems.

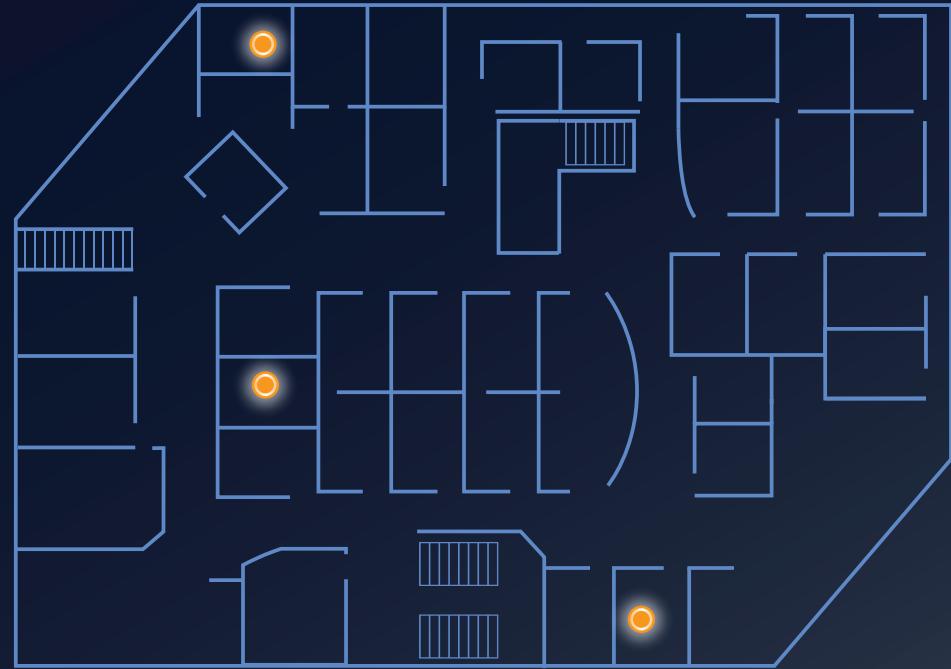


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WHY CHOOSE THE OPTIPLEX 755?

- Simplifies your operations
- Helps improve user productivity
- Powered by Intel® vPro™ processors
- Advanced remote management tools
- Energy efficient



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DELL DEPLOYMENT SERVICES

About the only thing easier than using the OptiPlex 755 is deploying the OptiPlex 755—thanks to Dell Deployment Services.

Offering image management, customization, pre-configuration and more, you can be up and running in no time. And you get direct access to support when you need it for fast resolution of issues.

**Which means being there for the enterprise
when it needs you the most: Now.**



○ Your Image, Deployed Your Way

Dell ImageDirect is easy to use and manage, and helps you save money by automating much of the image-creation process. It also helps reduce complexity through cross-platform imaging technology—you only need one image. And you no longer need to worry about having the right drivers because ImageDirect takes care of it for you.

It's image creation, management and deployment made easy, all thanks to Dell ImageDirect.

○ Specialized Options for Specialized Deployments

You may require some additional assistance to streamline Intel® vPro™ deployments by pre-provisioning the management engine. Through Custom Factory Integration, Dell can factory-provision the required private keys and customize necessary passwords, offloading the provisioning burden from your IT team and helping ensure password protection right out of the box. Of course, you can still get hands-on with USB-key-based (or “one-touch”) provisioning.

Alternatively, Dell Managed Deployment Services are available to provide assistance with your Intel® vPro™-based technology deployment.

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LOOKING THE PART

Dell Deployment Services make setting up the OptiPlex 755 so easy, you should start preparing for more executive meetings now. Get your tailor on the horn.

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Gold Technical Support

Gold Technical Support provides expert support when you need rapid problem resolution to help maximize uptime and productivity. Seven days a week, 24 hours a day, telephone and online support from Dell's advanced-level technicians is yours. You can also get access to a client technical account manager for issue management, and DellConnect™ for remote diagnosis and resolution.

So, rest assured that someone is there for you even if you can't be there.