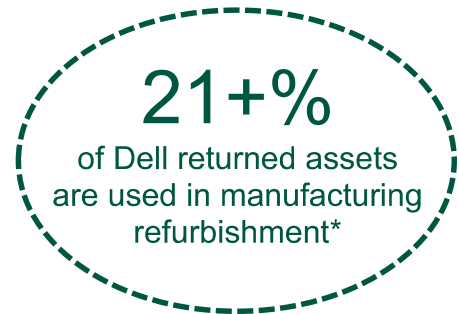


Top Reasons For a Tech Refresh



Dell's Tech Refresh and Recycle Program allows you to seamlessly adapt to your evolving business requirements and scale while responsibly recycling outdated equipment – at no additional cost to you. The program empowers you to recycle legacy storage and servers in operational condition, to take advantage of next generation Dell storage, data protection, server or HCI product offerings. Dell places a strong emphasis on data security, offering services for data destruction and data wiping to guarantee the secure removal or destruction of sensitive information stored on these devices in full compliance with industry standards.

1 | Cost Savings

While upgrading infrastructure can involve significant upfront costs, it can lead to long-term cost savings. Newer equipment tends to require less maintenance, consumes less power and offers improved performance, which can result in a lower total cost of ownership (TCO) over time.

2 | Data Center Optimization

Refreshing infrastructure can be an opportunity to optimize data center layout and design, leading to better space utilization, improved cable management and more efficient cooling systems. Newer servers and storage equipment are typically more energy-efficient, resulting in a reduced carbon footprint. Energy-efficient hardware also generates less heat, reducing the need for cooling systems.

3 | Performance Improvements

As technology advances, newer server and storage solutions offer better performance in terms of processing power, speed and data transfer rates. Refreshing infrastructure can lead to faster response times, reduced latency and improved overall system performance.

4 | Reduce Cost and Complexity by Trading in Legacy Systems

After a valid storage or server purchase, Dell's Tech Refresh and Recycle program provides recycling of legacy equipment at no additional charge. This service alleviates the operational burden of disposing of outdated gear, which consumes time and effort with minimal business benefits for IT departments. Dell's Tech Refresh and Recycle program is accessible in almost every country, sparing in-house IT personnel for more valuable tasks.

5 | Innovation and Competitive Advantage

Having up-to-date infrastructure can foster innovation within your organization, by enabling the adoption of emerging technologies such as artificial intelligence, machine learning, Gen AI and big data analytics, which can provide a competitive advantage.

*Based on Dell internal analysis, June 2022.

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