

Dell PowerEdge + Intel® Xeon® 6 modernisation battlecard



Six reasons to talk about Intel® Xeon® 6 again

Why Xeon® 6 is a conversation starter

Your customers are being asked to:

- Support growing workloads.
- Prepare for AI adoption.
- Reduce energy consumption.
- Control infrastructure costs.
- Get more from their data centre resources.

Dell PowerEdge + Intel® Xeon® 6 helps with all.

The 30-second pitch

Dell PowerEdge with Intel® Xeon® 6 helps your customers improve performance, increase workload density, reduce energy consumption and build an AI-ready foundation, without adding infrastructure complexity.

Six things every partner should know

1 Up to 3.35x more performance¹

Customers can significantly increase workload performance with PowerEdge R770 + Intel® Xeon® 6, compared with its predecessor.

Talk track: "If your servers are 4–5 years old, you're likely leaving performance on the table."

2 Up to 6x more cores per processor²

Plus up to 2.18x faster memory with PowerEdge R470 + Intel® Xeon® 6, compared with a PowerEdge R450.

Talk track: "Could your current servers handle another year of growth?"

3 Better performance per watt

Intel® Xeon® 6 helps customers do more with less energy.

Benefits: lower energy use, reduced cooling needs, lower operating costs and support for sustainability goals.

Talk track: "Do you know what your servers cost to run and cool?"

4 Security built in, not bolted on

Older servers often lack the hardware-embedded security of modern systems

Dell PowerEdge with Intel® Xeon® 6 includes hardware-anchored trust, system lockdown, secure boot and Intel® SGX.

Talk track: "Are your older servers still getting security updates?"

5 Choose the right core for the job

P-cores deliver high performance per core for AI, analytics, databases, HPC and mission-critical workloads.

E-cores offer high core density and performance per watt for web, cloud-native apps, content delivery and scale-out workloads.

Talk track: "Customers no longer need a one-size-fits-all processor strategy."

6 Built for AI readiness

Many customers aren't running AI yet, but plenty are planning for it.

Dell PowerEdge with Intel® Xeon® 6 provides a foundation for AI inferencing, analytics, data-intensive applications and future AI expansion.

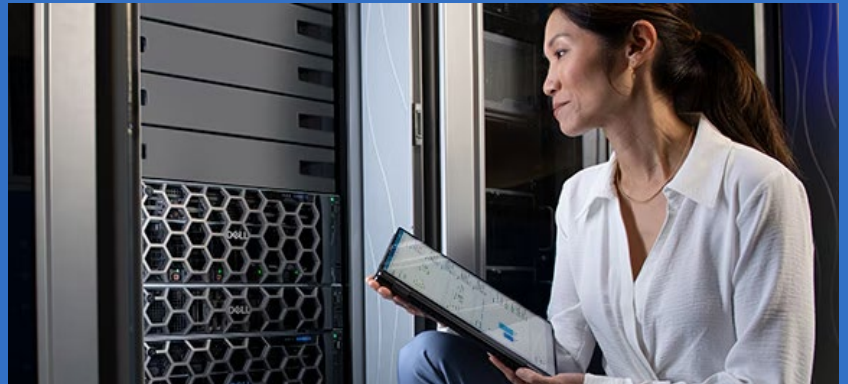
Talk track: "You don't need to deploy AI today. You need infrastructure that won't limit you tomorrow."

Customer triggers

Prioritise customers who:

- Run servers older than four years.
- Have growing compute requirements.
- Are discussing AI initiatives.
- Need better workload performance.
- Face rising energy and cooling costs.
- Want to reduce operational overhead.

3+ triggers = refresh conversation.



Common objections

“Our servers still work.”

The question isn’t whether they work. It’s whether they’ll deliver the performance, efficiency and scalability needed for the next 3–5 years.

“We don’t have budget.”

Modern servers can deliver more performance with lower energy, cooling and operating costs. Predictable pricing and flexible payment options can help spread the cost.

“We’re not ready for AI.”

AI projects can take months to plan. Infrastructure decisions made today decide whether you’re ready when those projects arrive.

Why lead with Dell

Once Intel® has created the interest:

- Dell PowerEdge portfolio coverage from core to edge.
- Intel® Xeon® 6 across the 17th Generation PowerEdge line-up.
- OpenManage automation.
- A proven enterprise platform.
- More than 30 years of Dell and Intel® innovation.

Why partner with TD SYNnex

As a TD SYNnex partner, you get:

- Smart Selection promotions on pre-configured bestsellers.
- Rebates, MDFs and special discounts via Dell’s Partner Programme.
- Deep technical expertise from our Dell specialists.



Ready to restart the conversation?

Contact your TD SYNnex account manager to find out more.

¹ Dell Technologies blog, Dell PowerEdge Servers: Unmatched Performance and Energy Efficiency, December 2024. Testing conducted by Dell in Dell Labs, May 2024, with a PowerEdge R770 running two Intel® Xeon® 6780E processors. Actual performance will vary.

² Dell Technologies blog, as above. Based on Dell Labs testing, November 2024. The PowerEdge R470 supports up to 144 cores per processor, compared with 24 for the PowerEdge R450, and DDR5 memory at 6400 MT/s, compared with DDR4 at 2933 MT/s for the R450.