

OEM Re-branding portfolio

You've worked hard and spent valuable resources building your company brand. Now you can put your brand on Tier 1 Dell Technologies products from servers, client to storage. From physical branding to BIOS, your hardware can look as if it was designed and built by you. Select from an array of branding options including OEM Ready, OEM Express, OEM Professional, and OEM

Premium. Regardless of the option you choose, you receive a Tier 1 platform with regulatory certifications and Dell Services and Support for OEM Solutions. With more than 30 years experience working with customers across 40+ verticals, Dell Technologies OEM | Embedded & Edge Solutions offers a robust portfolio of branding options.

OEM Ready

If you prefer an unbranded product, OEM Ready is the choice for you. We have removed Dell logos, labels, and other visible branding to provide you with an unbranded Tier 1 solution.



**Dell EMC PowerVault
ME4 Storage**



**Edge Gateways and
Embedded PCs**



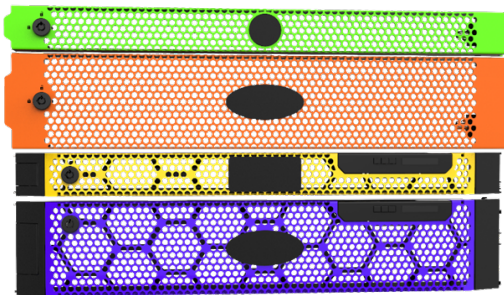
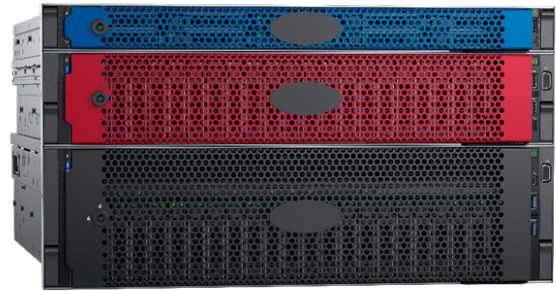
OptiPlex XE3



**Dell EMC PowerEdge
Servers**

OEM Express

Give your customer a cohesive branded solution: your software product loaded on an OEM-Ready PowerEdge server or PowerVault storage that can be customized with your logo and choice of five colors and three standard badge shapes. Select OEM Express and let your sales team guide you or utilize the **DellyourID.com** website for a quick and easy branding process.



OEM Professional

OEM Professional is the right choice if you need a higher level of customization. This solution offers customized colors leveraging RAL industry standard colors, and three standard badge shapes on the face of the bezel. You can work the design yourself via **DellyourID.com**.

OEM Premium

If you need a highly customized look for your Dell EMC PowerEdge server, OEM Premium will deliver. With branding options ranging from custom bezel design to custom colors and full-bezel graphics, this option offers the highest level of customization available. Advanced bezel options include shapes,

colors, textures, and vent patterns. There's almost no limit to what you can do to make your brand stand out. You can see examples of premium customization on our Dell EMC virtual bezel wall: **www.dellservervr.dell.com**.



Please contact your OEM | Embedded & Edge Solutions sales representative for more information.

Learn more at DellTechnologies.com/OEM