

DELLTechnologies



Dell Technologies

Channel Secure Podcast

Discussion Guide

Discussion Guide

As the #1 provider in X86 mainstream server units and revenue, Dell has a leadership position in server security that can help your customers grow with confidence.

- One important part of this is getting MS products like MS Windows Server 2022 installed on servers.
- This Guide will help you talk with customers about security, share resources, and get customers the solutions they need.

Security Threats Your Customers Face

Tell your customers they are not alone. Every day cyber-crime becomes a bitter reality for companies all over the world. Data is being used across many devices, on premise, and in the cloud, and high impact data breaches continue to mount.

- The [Dell Technologies 2020 Digital Transformation Index](#) found that data privacy and cybersecurity concerns are the Number One barrier to digital transformation.
- As servers become more critical in a software-defined data center architecture, **server security becomes the foundation** of overall enterprise security.

Your customers need you to be a Trusted Advisor. Dell and Microsoft will help that happen with leading technology, expert knowledge, and resources.

Today's cyber attacks are sophisticated and can target the supply chain

Bloomberg Article #1

Bloomberg Businessweek
Businessweek | Feature

The Big Hack: How China Used a Tiny Chip to Infiltrate U.S. Companies

The attack by Chinese spies reached almost 30 U.S. companies, including Amazon and Apple, by compromising America's technology supply chain, according to extensive interviews with government and corporate sources.

Jordan Robertson and Michael Riley
October 4, 2018, 4:00 AM CDT



Illustrator: Scott Geber for Bloomberg Businessweek

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In 2015, Amazon.com Inc. began quietly evaluating a startup called Elemental Technologies, a potential acquisition to help with a major expansion of its streaming video service, known today as Amazon Prime Video. Based in Portland, Ore., Elemental made software for

Bloomberg Article #2

Bloomberg



The Long Hack: How China Exploited a U.S. Tech Supplier

For years, U.S. investigators found tampering in products made by Super Micro Computer Inc. The company says it was never told. Neither was the public.

By Jordan Robertson and Michael Riley
February 12, 2021, 5:00 AM

In 2010, the U.S. Department of Defense found thousands of its computer servers sending military network data to China—the result of code hidden in chips that handled the machines' startup process.

In 2014, Intel Corp. discovered that an elite Chinese hacking group breached its network through a single server that downloaded malware from a supplier's update site.

And in 2015, the Federal Bureau of Investigation warned multiple companies that Chinese operatives had concealed an extra chip loaded with backdoor code in one manufacturer's



Dell's End-to-End Approach to Cyber Resilience

Recognizing the new and threatening environment, Dell has developed security processes to help customers feel that their server arrives uncompromised.

This **Cyber Resilient Architecture** includes the embedded server firmware, the data stored in the system, the operating system, peripheral devices, and the management operations within it.



Dell Cyber Resilient Architecture

For customers wanting to dive deeper, this 32-page white paper covers the path to a secure server infrastructure in detail.

- Effectively PROTECT infrastructure
- Reliably DETECT threats
- Rapidly RECOVER from cyber attacks

[Download White Paper](#)

DELLEMC

White Paper

Cyber Resilient Security in Dell EMC PowerEdge Servers

Abstract

This technical white paper covers the variety of security processes and features in the 14th and 15th generations PowerEdge Servers, featuring iDRAC9.

March 2021

Start Strong: Secure Supply Chain

PowerEdge server security starts before the server is built with an industry leading secure supply chain.

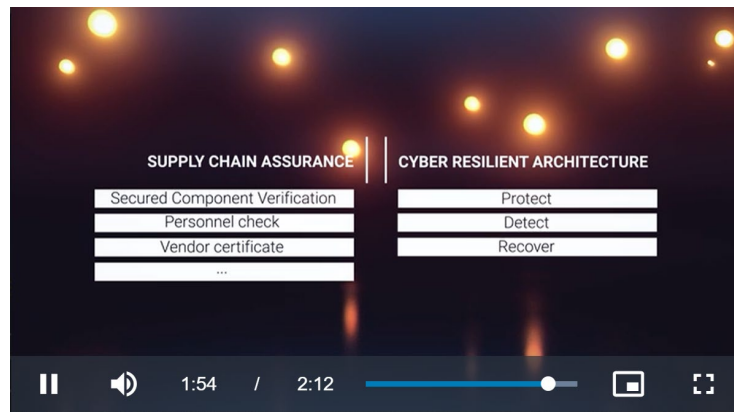
This 18 page white paper provides a detailed review of the Dell Supply Chain Security

[Download White Paper](#)



This 2:12 minute video covers the new Secured Component Verification (SCV)

[Access Video](#)



Factory Load: Not Just A Convenience Anymore

Since Dell began selling servers, factory loading of options like Microsoft Windows Server has been positioned as a timesaving convenience for our customers – and it still is.

- **Given today's security threats, we need to now consider factory loading as key to reducing your customer's threat tolerance.**
- **Let Dell Technology secure processes extend to the factory loading of your customer's software and configuration options.**

PowerEdge Servers with Windows Server 2022

Use this handy Dell SKU Quick Reference to help customers get Microsoft products like **MS Windows Server** or **MS SQL Server** factory installed on Dell EMC PowerEdge Servers

[Download SKU Quick Reference](#)

Eligible Products	SKU Details
Windows Server 2022 Datacenter	634-BYJS
Windows Server 2022 Standard	634-BYJY
50-pack of Windows Server 2022/2019 User CALs	634-BYKK
5-pack of Windows Server 2022 Remote Desktop Services CALs, User	634-BYKI
MS SQL Server 2019 (4-core)	634-BUWY
MS SQL Server Standard 2019 (OEM, Includes 5 user CALs)	634-BUWU
Windows Server 2019 Datacenter	634-BSFD
Windows Server 2019 Standard	634-BSFE

Microsoft Windows Server 2022

These presentations will help you walk through the new features of MS Windows Server 2022 with customers of all sizes and needs.

[Access Enterprise Presentation](#)



[Access SMB Presentation](#)



Are Your Customers School or Libraries?

If your answer is “yes”, then start a security conversation with them around E-Rate.

What is E-Rate? There's over **\$4.2B** set aside by the FCC specifically for schools and libraries to invest in digital infrastructure, giving many communities a chance to upgrade.

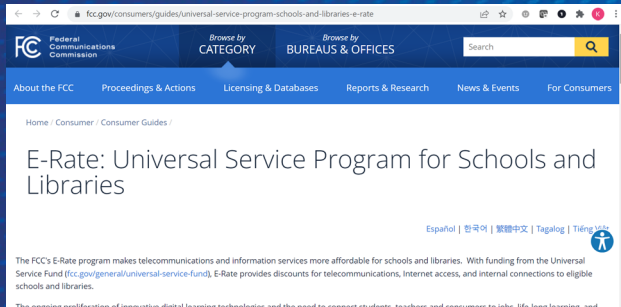
It's a huge pot of money that can only be spent on internet infrastructure and connectivity. As they spend this money to increase access, their risk also increases. **They need a Trusted Advisor who can understand what they're trying to do – and help them do it securely.**

Learn More About E-Rate

To dive deeper on E-Rate and find customers near you already using it, check out the links below:

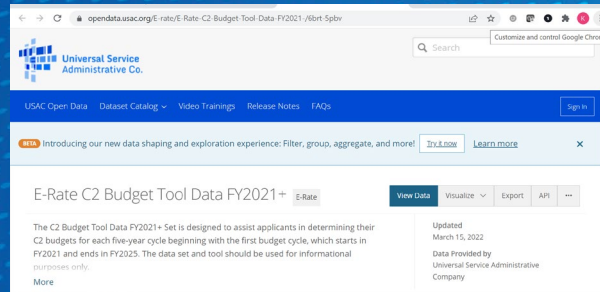
FCC's full overview of the E-Rate program

[Go To Site](#)



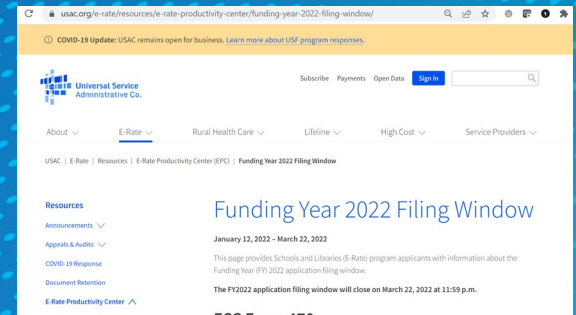
Find customers near you using E-Rate

[Go To Site](#)



E-Rate 2022 funding filing window information

[Go To Site](#)



Talk With Customers

- Tee up security conversations with customers and become a **Trusted Advisor on Cyber Resilience**.
- Help customers have MS Windows Server 2022 factory-installed on PowerEdge Servers – for convenience *and* security.
- Use E-Rate as a conversation starter for schools and libraries.



Share the Assets with Customers

- 1. Become familiar with the content and assets in this Guide so you can share the right resources with the right customer at the right moment.**
- 2. Email can be a great way to share these resources or even social media. You can target individual customers or prospects or put together an email blast on security topics of interest to everyone.**
- 3. You know your customers best! Tailor your communications to their needs and expectations.**



**Modernize with Windows Server 2022.
The Cloud-ready operating system that boosts on-premises investments with hybrid capabilities.**

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Microsoft