



Study Shows That Modernized Servers Increase Business Agility and Improve Efficiency

Why should your customers refresh their servers? Because the potential gains are significant and numerous... A new report shows how businesses can benefit from upgrading to the latest server technology. Use our infographic to steer the conversation.

Discover the Benefits of a Regular Server Refresh

How often do your customers upgrade their servers? Many organizations leave it for four years. But new research shows the significant benefits to be gained from server refresh every three years.

A recent study¹ looked at the connection between modern server infrastructure and business agility, with the aim of evaluating the business value of regular server refresh.

Forrester conducted an online survey to explore the attitudes of IT infrastructure decision makers to server refresh and the gains realized through regular upgrades to the latest modernized technology.

The researchers found that although companies are adding data center capacity to support emerging technology workloads, they're typically retaining aging servers for longer than they should – four years, on average, which is not ideal.

The Key to Competitive Advantage

Having an up-to-date IT infrastructure that supports the scale and complexity of a changing application landscape is crucial for accelerating business innovation and delivering superior customer experiences.

The latest Dell EMC PowerEdge servers², powered by Intel® Xeon® Scalable processors, are specifically designed to deliver the enhanced automation, scalability, and security that organizations of all sizes need to increase agility, improve efficiency, and reduce operational expenses.

Forrester's research found that companies that refresh servers every three years gain a raft of significant business and technical benefits:

- 39% saw improved performance;
- 47% saw higher systems reliability;
- 42% saw increased employee productivity;
- 41% saw better data center security.

Now's the perfect time to encourage your customers to explore the benefits of a server refresh for themselves.

[View and share our infographic](#)

[Read the full research findings here](#)

¹ Forrester Consulting Thought Leadership Paper, commissioned by Dell EMC, 'Why Faster Refresh Cycles And Modern Infrastructure Management Are Critical To Business Success', May 2019.

² Not available in all countries – please contact your account manager for more information.