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Dell Throws The Rock

Dell and the "blade everything" philosophy



Dell doesn't like blade servers
Dell

The "new" and "improved" Dell with a brand new management team and quite a few executives replaced is apparently not too different from the "old" Dell, at least when seeing all the racket they make about HP's "blade everything" philosophy that left them out in the cold. While the "blade everything" concept has no influence over the low and middle end consumers market, it proved disastrous for Dell's aims on the server market, so the aggressive attack against HP makes sense. Thanks to its c-Class blade server chassis, HP even got ahead of IBM on the server market, but nobody heard IBM screaming and kicking in public over it. So, Dell now tries to undermine all the success HP accumulated over these last few months and to try and buy time for its own, guess what?, blade server series. "We think (HP's) strategy is impractical for customers looking to reduce IT cost and complexity and aiming to take maintenance and operations to 30 per cent of the IT budget and innovation to 70 per cent," Dell said and was cited by the news Web based news site [TheRegister](#). "We believe a 'Blade Everything' philosophy is not in the best interest of our customers," Dell said. "In fact, we believe that applying that philosophy could actually increase IT complexity." Dell is not all about ranting away without making any sense, as all the major blade server chassis are proprietary, so users will be forced to pick one then live with it for quite some time. On the other side of the common sense, Dell claims that its own blade servers are much better and easier to install and maintain than the HP produced ones. One reason behind Dell's positions against blade servers might be that it tried twice and failed to become a leader of the market. As IBM and HP control about 80% of the worldwide blade servers market, only a small portion of it remains open for Dell to exploit.