Micron®

Same server. Different price.

OEM Preconfigured

Configured with Micron Products

Save up to **63%**[1]

Help your customers save up to 63% on DRAM and SSDs[1]

New servers outfitted with "original equipment manufactured" (OEM) memory and storage are among the most expensive technology purchases a company can make. But what if your customers could spend up to 2.5x less by adding components made by the experts at Micron instead?

Whether buying servers for a large enterprise or a small company, your customers are always looking for ways to optimize their budgets without giving up fast system performance, high-quality products or dependable service. Even better, your customers can save as much as 63% by equipping a new server with Micron components — all without giving up any of the performance or quality they need.

OEM **Compatible**[2]

The truth about OEM components

Many name-brand OEM products are assembled using NAND and DRAM manufactured by Micron, which has been engineering the technology inside servers, systems, and laptops for more than 40 years.

For more information, please contact:

sales@simms.co.uk

simms

Same server. Different price.	OEM Preconfigured	Custom Configured with Micron Products
Memory: 12 x 16GB DDR4 RDIMM	✓	✓
Storage: 12 x 1.92TB SATA SSD	✓	✓
Doesn't invalidate your warranty[2]	✓	✓
Highest standard in quality testing for maximized dependability	✓	✓
Works seamlessly with your server	✓	✓
24/7 technical support	✓	✓
Manufactures DRAM (memory) components	NO	YES
Manufactures SSD (storage) components	NO	YES
Total savings		Up to $10,000

How does buying preconfigured servers compare with servers populated with Micron components?

To demonstrate the potential for savings in a real-world scenario, we compared the costs of purchasing a fully configured server against a minimally configured one with added Micron memory and storage. We chose CDW.com for the server and both OEM and Micron components to make the comparison as consistent as possible, focusing on the Dell EMC PowerEdge R540 Xeon server for its popularity, upgradeability, and high performance. Included in the base cost is the Intel® Xeon® Silver 4208 processor, 32GB RAM and 1TB HDD. The cost of adding 12 Dell DRAM modules and SSDs, to our shopping list totaled $16,739.76. But if we bought 12 Micron registered DDR4 memory modules, 12 Micron 5300 Max SSDs, and 12 Edge server caddies, instead, we would spend $6,179.64 — a 63% savings over the OEM components.

What does it look like when your customer saves 63%?

If your customer can save more than $10k on one server,
imagine how much they could save across an entire deployment?

1 server	5 servers	10 servers	20 servers	100 servers
$10,560	$52,800	$105,600	$264,000	$1,056,000

The Micron Difference

Customer Support | Web support and 1:1 assistance from an experienced sales network

40 Years of Excellence | Micron's world-class leadership in innovative memory and storage solutions

Consistent Inventory | Consistent supply from a trusted, experienced manufacturer

Quality Assurance | Committed to both quality and innovation

Recommend Micron components for lower total cost of ownership

1. All prices based on CDW.com list prices in the U.S. as of November 5, 2020, and may vary. For the purposes of comparison, we looked up components that are compatible with a Dell EMC PowerEdge R540 Xeon server listed at $2,913.99. Compatible Dell (OEM) DRAM and SSDs, equaled $16,739.76. Comparable and compatible Micron registered DDR4 memory, Micron 5300 Pro SSDs, and Edge server caddies, equaled $6,179.64, for a savings of $10,560. Cost comparison is for illustrative purposes only. Specific servers, OEM or Micron components used in this illustration may become unavailable for purchase. All prices may vary. All prices based on U.S. dollars and converted to euros or pounds using data provided by Morningstar via Google as of November 5, 2020.

2. Installing Micron server memory and/or enterprise SSDs does not invalidate OEM warranties. Some major server manufacturers have reserved the right to void warranties based on their discretion. Buyers should check with their server manufacturer before making any additions or modifications

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