# Same server. Different price.

**OEM Preconfigured**

**Configured with Micron Products**

Save up to **67%**[1]

# Help your customers save up to 67% 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 67% by equipping a new server with Micron components — all without giving up any of the performance or quality they need.

| Same server. Different price. | OEM Preconfigured | Custom Configured with Micron Products |
|---|:---:|:---:|
| Memory: 4 x 32GB DDR4 RDIMM | ✔ | ✔ |
| Storage: 8 x 960GB 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** | | **More than $5,029** |

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:**

# 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 HPE ProLiant DL380 Gen10 server for its popularity, upgradeability, and high performance. Included in the base cost is the Intel® Xeon® Gold 5122 processor, 32GB RAM and 960GB SSD. The cost of adding four HPE DRAM modules and eight HPE read-intensive SSDs to our shopping list totaled $12,487. But if we bought four Micron registered DDR4 memory modules, eight Micron 960GB 5300 Pro SSDs, and eight HP Proliant Gen10 server caddies, instead, we would spend $7,487 — a 67% savings over the OEM components.

## What does it look like when your customer saves 67%?

If your customer can save more than $5k on one server,
imagine how much they could save across an entire deployment?

| 1 server | 5 servers | 10 servers | 20 servers | 100 servers |
|---|---|---|---|---|
| $5,029 | $25,147 | $50,294 | $100,587 | $502,936 |

# 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 July 22, 2022 and may vary. For the purposes of comparison, we looked up components that are compatible with an HPE ProLiant DL380 Gen10 server listed at $2,811.99 and a Xeon Gold 5122 processor listed at $1,866.99. Compatible HPE (OEM) DRAM and SSDs, equaled $7,807.88. Comparable and compatible Micron registered DDR4 memory, Micron 5300 Pro SSDs, and server caddies for HP Proliant Gen4 servers, equaled $2,778.52, for a savings of $5,029.36. 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 July 11, 2022.

2. 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.

Micron