



# Rebrand and get your product to market faster.

## Start with powerful customization through the Dell EMC OEM Identity Module.

When your business is creating solutions that rely on powerful technology, you need that technology to be reliable, easily updated and a clear value-add for end customers.

With the Identity Module, you're able to turn Dell EMC-based servers powered by Intel processors into your own fully branded and customized solutions. Solutions that allow you to:

- 1) Get your own solutions to market quickly.
- 2) Efficiently manage your solutions even after they have been deployed.

### Ensure your solutions run to their full potential through their life cycle.

The Identity Module and its LCD Access Control Panel extend value from the initial system setup through the server lifecycle. Your unique settings in the Identity Module are stored outside the BIOS and firmware, giving you the ability to perform standard software updates to the server without losing any of your custom settings.

### How can the Identity Module help you get to market faster?

- **Your own branded platform** — Implement your own BIOS splash screen, BIOS setup screen logos, iDRAC and server management logos, and even select SMBIOS fields like Product Name, Manufacturer Name and Contact Information.
- **Enhanced security** — Configure platform settings to lockdown system features. Dell EMC's OEM engineering team can tailor specific software settings and behavior required for your solution.
- **Streamlined maintenance** — Leverage standard Dell EMC installation processes with no impact to your platform branding; reduce lag times involved in typical custom BIOS and firmware creation.
- **Simplified customization** — Preview and track your Identity Module customizations in your personal customization portal at <http://www.dellyourid.com>.

The Identity Module helps you quickly turn Dell EMC-based servers powered by Intel processors into your own fully branded and customized solutions.

## Customize, rebrand and support your next product more efficiently with the Dell EMC OEM Identity Module.

For more information, **contact us** today or call your Dell EMC Account Representative.