

# Continuously Modern Storage



Dell PowerStore – Intelligent storage  
that adapts to any future

# Continuously Modern Storage: Built for a changing world

The data revolution has changed everything. Once, we lived in an environment of planned data and discrete inputs. Now, data is everywhere and success depends on the way in which we use it.

In this volatile world, automation and multi-cloud control are imperative and IT must support businesses, not only by facilitating innovation, but also by ensuring that security is permanently front-of-mind. However, these objectives throw up new challenges that IT and other relevant departments need to tackle.

89%

of organizations report autonomous operations are their most important priority in next two years.<sup>1</sup>

92%

of companies are already multi-cloud.<sup>2</sup> This is likely to raise issues for them relating to complexity, cost and security.

67%

aren't confident that all business-critical data can be recovered in the event of a destructive cyber attack.<sup>3</sup>

At Dell, we've designed our continuously modern, software-driven storage experience to help you be prepared for whatever happens next. Simple-to-use, flexible and secure, it doesn't just help you keep up with your competition – it keeps you ahead of them. How? By automating your IT operations, providing multi-cloud control and mobility, as well as enabling you to innovate securely.

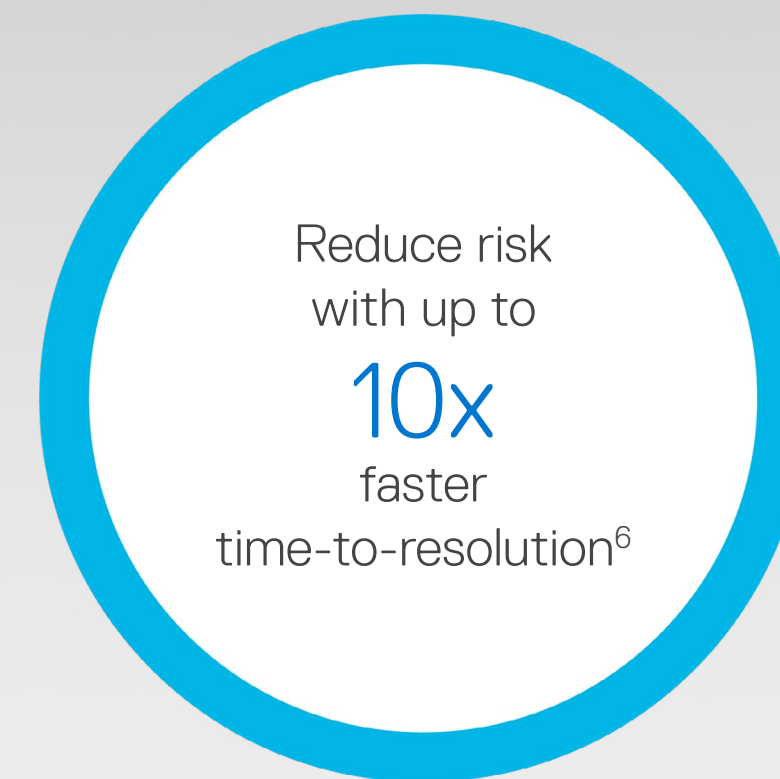
<sup>1</sup> n=1,100, Dell Technologies IT Automation Research Survey, IDC, September 2021.

<sup>2</sup> Flexera 2021 State of the Cloud report.

<sup>3</sup> Based on research by Vanson Bourne commissioned by Dell Technologies, "Global Data Protection Index 2021 Snapshot," carried out February – April 2021.



# Transforming your bottom line with Dell's **Continuously** Modern Storage



4 "70% Productivity..."Based on Dell analysis of staff time required to maintain balanced PowerStore cluster vs. traditional multi-array deployment, March 2020. Factors in effort required to monitor, plan, define and execute volume migrations. Actual results will vary.

5 99% Based on Dell analysis of staff time required to maintain balanced PowerStore cluster vs. traditional multi-array deployment, March 2020. Factors in effort required to monitor, plan, define and execute volume migrations. Actual results will vary.

6 Principled Technologies lab report<sup>2</sup>Based on an April 2020 Principled Technologies Report commissioned by Dell EMC, "Dell EMC CloudIQ streamlined the user experience in five cloud-based storage preventive management tasks"

7 Based on Third Party Analysis, commissioned by Dell Technologies "Understanding the Economics of In-cloud Data Protection" September 2021. A Dell Data Protection Solution

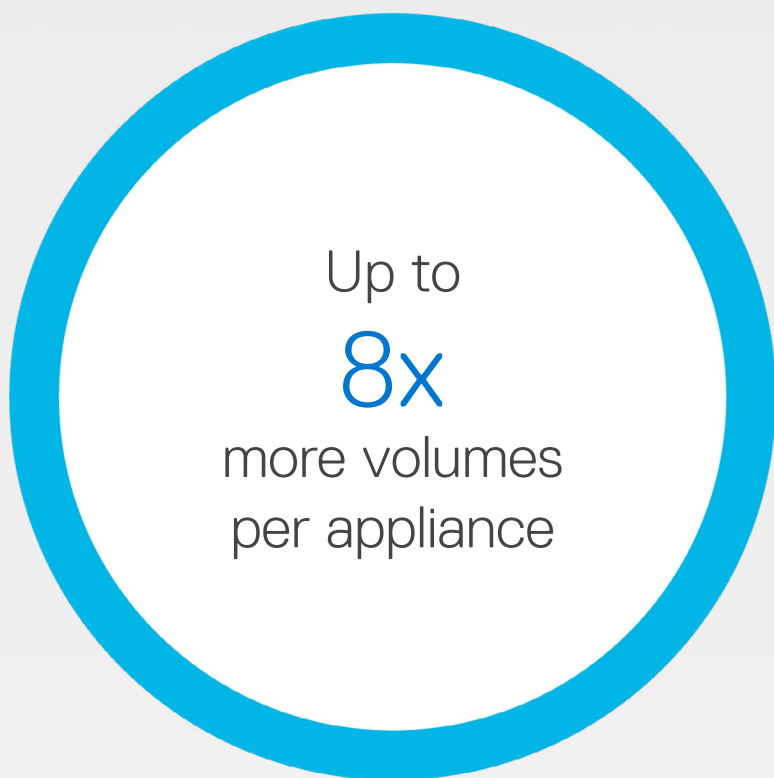
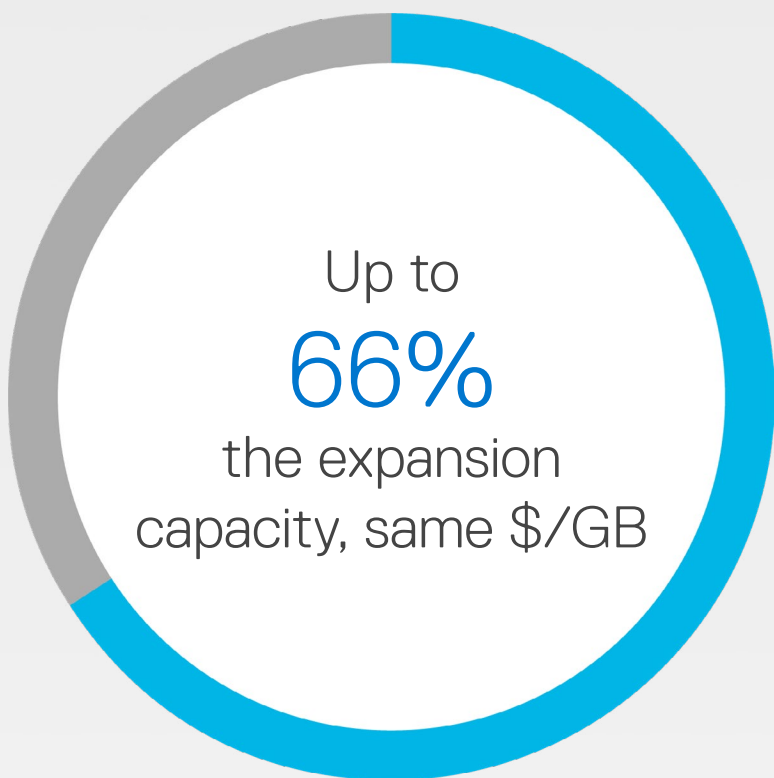
POWERSTORE

# Introducing the next phase of software-driven, continuously modern storage

**PowerStore** is the fastest-ramping new architecture in Dell's history. This intelligent all-flash storage family adapts to any future, with a continuously modern design and built-in automation that ensures you are always running your workloads on the most up-to-date technology.

The latest and most significant release, PowerStore OS 3.0, includes Intel® Xeon® Scalable processors and delivers over 120 new high-value features, with zero disruption or additional cost for customers enrolled in the Anytime Upgrade program.

**The new release delivers:**



# Boost workload performance

**Get business results faster, boost productivity and reduce risk with a cutting-edge technology that's now more powerful than ever before.**

PowerStore gives IT and developers the speed and automation they need to boost workload performance. It also enables speed and capacity to scale independently, so that you never get left behind.

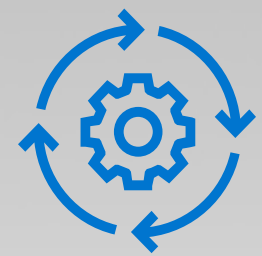
- Increase scale, with support for 8X more volumes
- 100Gb NVMe/TCP solutions now provide performance 73% faster than Fibre Channel at 50% lower network cost-per-port<sup>8</sup>
- Resolve issues up to 3x faster with CloudIQ<sup>9</sup>
- Deliver automation functionality that frees up resources and reduces staffing requirements

# Innovate without limits

**Build your next business breakthrough with software leading innovations and enterprise capabilities, no matter how you use your data or where it resides.**

PowerStore gives IT and developers the intelligent insights they need for rapid business innovation and the confidence their data is secure and recoverable with trusted cyber security software.

- Automate load balancing changes for up to 99% reduction in management effort<sup>10</sup>
- Safeguard your business-critical applications and data from both environmental corruption and loss and malicious threats
- Enable IT to predictably plan for the future, therefore eliminating future cost uncertainties



# Stay continuously modern

**PowerStore's intelligent, adaptable architecture helps you embrace change with confidence, ensuring your workloads are always running on the latest technology.**

Dell's continuously modern PowerStore storage is based around constant innovation, helping you do more with your solution over time, adapting physically and operationally to your needs.

- With scale-up and scale-out expansion to over 18 PBe capacity per cluster and diverse deployment models for edge, core, metro and cloud, PowerStore will meet all your future needs<sup>11</sup>
- Upgrade to Gen 2 PowerStore hardware without disruption
- Make change easy with enhanced connected insights across multiple infrastructure categories with CloudIQ integrated intelligence

<sup>11</sup> Assumes 4:1 average data reduction. Actual results may vary.

# Future-Proof your infrastructure and investment

**Realize the value of today's infrastructure, safe in the knowledge that your investment is protected long-term with Dell's Future-Proof program.**

- Optimize the lifecycle of your infrastructure with confidence through guaranteed IT outcomes
- Seamlessly modernize your infrastructure with the latest technologies
- Eliminate future cost uncertainties with predictable planning

## The Anytime Upgrade Advantage

**Anytime Upgrade is the latest offering in the Future-Proof Program. With data-in-place upgrades for same-gen, next-gen or higher model nodes – it's by far the smartest way to take advantage of PowerStore's adaptable architecture.**

Seamlessly modernize your infrastructure as workloads and requirements change without requiring new licensing or additional purchases, without forklift upgrade, without downtime and without impacting applications – with full deployment services included.

## APEX Flex on Demand

APEX Flex on Demand includes a wide range of consumption models and flexible payment solutions to help you to predictably budget for IT spending, pay for technology as it is used and achieve optimal total cost of ownership over the full technology lifecycle.

- Commitment-based featuring **Pay As You Grow**. Align predictable payments with business goals, deployment schedules and growth forecasts
- Usage-based featuring **Flex on Demand** and **Data Center Utility**; Meter variable usage to pay only for what is consumed, and scale up or down with elastic capacity

# Why choose Dell PowerStore?

## Trusted leaders

Dell is #1 in storage software,<sup>12</sup> NAS,<sup>13</sup> Unstructured Storage,<sup>13</sup> Hyperconverged Systems,<sup>14</sup> External Enterprise Storage Systems (Entry, Midrange and High-end),<sup>13</sup> Data Replication & Protection Software<sup>15</sup> and Data Protection Appliance & Software.<sup>16</sup>

## End-to-end solutions

We're one of only a few IT solutions providers with an end-to-end solution that includes servers, storage, networking, software and services. You can be confident we'll minimize or eliminate risk while still achieving impressive speed to completion.

## Industry leading services and support

Our wide range of professional services simplifies the assessment, design, implementation, management and maintenance of your IT environment and helps you accomplish your business and technical goals.

## Worldwide deployment and delivery services

We use proven processes based on best practices developed by experts around thousands of deployments. This allows your project to be completed accurately and quickly – anytime, anywhere.

# Why <XXXX Partner> and Dell?

Dell powers human progress, developing technology to transform lives.  
We provide the power to drive digital transformation and generate real results every day for our customers and the people who partner with us.

To learn more, speak to your Account Manager or visit XXXXX