TOP REASONS
WHY CUSTOMERS CHOOSE A CONTINUOUSLY MODERN STORAGE EXPERIENCE

Business doesn't sit still. And neither should your storage.

Why do customers choose Dell Technologies for a continuously modern storage experience? **Read on!**

1 | Software-driven innovation

With the growing focus on AIOps, DevOps, security and multicloud – it's not just about storage capacity and performance anymore. According to the Dell Technologies Innovation Index, 86% of the business-decision makers surveyed are actively seeking out technologies that realize their innovation goals and 57% believe their technology isn't cutting edge. At Dell we're aggressively delivering the right software innovations across our entire storage portfolio – including PowerStore, PowerMax, Unity XT, PowerFlex, PowerScale, PowerProtect and CloudIQ. Innovations like our highly adaptable software architectures, comprehensive cyber resiliency and multicloud flexibility. In fact, over 85% of our ISG engineers are software engineers – we delivered a new or updated product every day in Dell's last fiscal year.[1]

2 | Adaptable software architectures

Our software architectures have integrated intelligence. Built-in AI and automation. They adapt with you, to change. Software that can scale! With PowerStore, all storage services are configured automatically as you scale up or out to over 18PBe NVMe capacity.[2] Start small, then cluster multiple appliances together while PowerStore optimizes load balancing, performance and resiliency in the background for superior TCO. With PowerScale you can scale-up to 238PBe of file storage in a single namespace with simultaneous access to multiple protocols.[3] Deploy PowerFlex to get massive performance for business-critical apps, by increasing performance and capacity independently. Plus take advantage of our newest capabilities, on-demand – with non-disruptive software upgrades.

3 | Developer velocity

Giving developers the clouds and automation they need is the name of the game. We make it easy for DevOps teams to deliver IT with the agility of cloud – on-premises. Build repeatable automation without low-level coding using Terraform providers and Ansible modules. Clone stateful app workloads and data across Kubernetes clusters with Container Storage Modules for Application Mobility. Plus we offer the broadest Validated Platforms for Kubernetes portfolio fully validated with all major hyper-scalers and container orchestration platforms.[4] You'll benefit from enterprise capabilities like snapshotting, replication, observability, authorization, and resiliency – along with leading Kubernetes orchestration. Finally, easily backup and restore those same containers from test/dev and production, with our multicloud data protection software.

4 | Intelligent insights

To help assure that storage keeps pace with your business, you need intelligent insights that only AIOps software can deliver. Our CloudIQ AIOps application proactively monitors and analyzes storage health and cybersecurity, forecasts capacity consumption, identifies performance anomalies and recommends how to resolve issues fast. In fact, Dell storage users say that CloudIQ helps them resolve issues up to 10X faster and saves a workday per week on average.[5] And CloudIQ is included with ProSupport at no extra cost.

5 | Breakthrough efficiency

Dell provides a portfolio of energy-efficient storage with the most comprehensive data reduction guarantees.[6] We start by delivering more power efficiency while certifying that our systems use industry standard benchmarks including ENERGY STAR® and EPEAT. In fact, Dell has more ENERGY STAR® storage certifications than any other storage vendor.[7] Additionally, PowerMax delivers 80% power savings per TB[8] and up to

7X more capacity per array in half the rack space[9] – compared with previous generation. And PowerStore delivers up to 60% more energy efficiency[10] and up to 61% more data density per rack unit.[11] To increase data density, Dell guarantees data reduction across our broad storage portfolio, while helping you get the most value from flash media. Specifically, Dell guarantees a 4:1 reduction ratio across its PowerStore and PowerMax open systems platforms, with no pre-assessment required.[12]

6 | Comprehensive cyber resiliency

There's good reason why businesses depend on Dell. First, we deliver the world's most comprehensive storage portfolio with robust security.[13] PowerMax[14], PowerStore[15] and PowerScale accelerate Zero Trust security adoption to protect your high value information at each point in a potential data breach. Multi-factor authentication, secure and immutable snapshots plus streamlined file permissions ensure you can meet the most stringent security framework requirements. PowerMax and PowerStore also meet the security requirements of the US Federal government and Department of Defense.

And to protect against cyberattacks like ransomware you need software advances and a secure vault to secure and recover critical data. Only Dell provides the unique combination of immutability to protect against deletion, a cyber vault for air-gapped isolation with multiple layers of data protection, and AI and ML to detect, diagnose and accelerate data recovery. In fact, our world-class cyber recovery protects data across all of Dell storage. The Dell Cyber Recovery Guarantee provides up to $10M to assist in recovery of your data from ransomware and qualifying cyber events.[16]
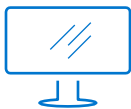
7 | Multicloud flexibility

Multicloud is here to stay. And that requires intelligent storage on-premises, in public clouds or in colocation centers. Use "any data, anywhere" with a consistent experience. Our storage software gives you multicloud by design, not default. APEX Storage for Public Cloud brings familiar enterprise-class software from on-premises to public clouds. We've got you covered with multiple options for storage software across block, file, and data protection and multiple public cloud providers including AWS, Azure, Google, and more. As a result, your IT teams can take advantage of the functionality, performance, and resiliency they already trust on-premises in public cloud, along with consistent management across environments. Did you know Dell Technologies has more than 17.4 EB total data protected in the cloud?[17] – and it's growing every day.

8 | Trusted by more customers

Dell is #1 in storage software,[18] NAS[19], Hyperconverged Systems,[20] External Enterprise Storage Systems[19] and Data Protection Appliance & Software.[21] And PowerStore is ranked #1 in customer satisfaction.[22] Then there's the Dell Future-Proof Program – it takes the worry out of buying storage with the Three-Year Satisfaction Guarantee, Data Reduction Guarantee, Data Protection Deduplication Guarantee, Anytime Upgrade, Never-Worry Data Migrations, flexible payments and more.[23] Plus, you're backed by world-class services. Get peace of mind with a continuously modern storage experience.

End Notes

1. Based on Internal Analysis, January 2023, March 2023 and March 2022
2. Based on Dell Technologies analysis, February 2022.
3. Based on Dell internal analysis, April 2023. Assumes a data reduction ratio of 1.6:1 and PowerScale storage efficiency of 80%. Actual results may vary based on data set.
4. Based on Dell analysis of integrated systems for Kubernetes distributions, March 2022.
5. Based on a Dell Technologies survey of CloudIQ users conducted May through June 2021. Actual results may vary.
6. Based on Dell analysis of ENERGY STAR certified storage configurations available on PowerScale, PowerStore, Unity XT, PowerVault ME, NX and available data reduction guarantee programs comparing breath of workloads supported, March 2023.
7. Based on Dell analysis of ENERGY STAR certified Data Center Storage products, March 2023
8. Based on Dell's internal analysis comparing power (kVA) per effective terabyte of the PowerMax 2500 compared with the PowerMax 2000, March 2022.
9. Based on Dell's internal analysis comparing Effective Storage Capacity of the PowerMax 2500 compared with the PowerMax 2000, March 2022. Actual storage capacities will vary.
10. Based on Dell analysis comparing maximum IOPS per Watt for PowerStore 1200 base appliance configurations with PowerStoreOS 3.0 vs. PowerStore 1000 base appliance configuration with PowerStoreOS 2.0. Actual results vary
11. Based on Dell analysis comparing maximum effective capacity for largest PowerStore configurations with PowerStoreOS 3.0 vs. PowerStoreOS 2.0. Assumes average 4:1 data reduction. Actual results vary.
12. Based on Dell internal analysis of cybersecurity capabilities of Dell PowerMax versus cyber security capabilities of competitive mainstream arrays supporting open systems and mainframe storage, March 2022.
13. Based on Dell analysis of Primary, Unstructured, PBBA, and HCI segments, March 2023
14. Based on Dell internal analysis of Dell's seven pillars of Zero Trust architectures for Dell PowerMax, March 2022.
15. Based on Dell analysis, March 2023
16. Cyber Recovery Guarantee: Applies to PowerProtect DD9900, DD9400, DD6900 and DD6400. Requires minimum purchase of storage capacity, DD Retention Lock Compliance Edition software license, Dell ProSupport with Mission Critical maintenance agreement, Dell ProDeploy Plus for PowerProtect DD and Cyber Recovery, and Dell Professional Services. Signed Terms and Conditions and other eligibility criteria apply.
17. Based on internal Dell Technologies research, October 2022.
18. Ranking by 3Q22 vendor. IDC WW Storage Software and Cloud Services Tracker, 2022 Q3.
19. IDC WW Quarterly Enterprise Storage Systems Tracker, 2022 Q3, Dec, 2022– Vendor Revenue.
20. IDC Quarterly Converged Systems Tracker, 2022Q3, December 13, 2022, Vendor Revenue.
21. Based on combined revenue from the IDC 3Q22 Purpose-Built Backup Appliance (PBBA) Tracker, with select Storage Software segments from the 3Q22 Storage Software and Cloud Services Tracker.
22. Among top 3 storage vendors, based on Dell analysis in January 2022 using double-blinded, competitive benchmark Net Promoter Score (NPS) data gathered by third-party commissioned by Dell for 2H FY22
23. See Dell Future-Proof Program Terms and Conditions

Learn more about Modern Storage solutions

Contact a Dell Technologies Expert

View more resources

Join the conversation with #ModernStorage

D∕LL Technologies