

Top reasons why customers choose Dell PowerStore



PowerStore is #1 in ease of use¹

PowerStore is the only storage system with a certified NPS® scoring methodology by Bain & Company (the inventors of the Net Promoter System.™)² [Read the white paper](#)

The smart choice for all-flash storage

PowerStore gives you everything you need to compete in an AI-accelerated world. Combining the latest storage technology advancements with new programmatic business advantages to optimize and protect your investment, PowerStore is the essential all-flash storage platform for innovation.

1 | Future-proof platform

PowerStore's cutting-edge technology gives your business a flexible foundation to adapt to any business need. Rapid software-driven innovation delivers new features and enhancements including:

Lower-cost flexible QLC	Up to 20% improved data reduction ³	Enhanced native replication	Dell Private Cloud integration	AI-powered self-healing
				
Lower cost, same great performance	Minimize footprint and power consumption	Protect any workload with ZERO data loss	Build flexible private clouds faster	Resolve issues up to 90% faster*

2 | Optimize and protect your investment

But it's more than just technology! PowerStore also provides a powerful lineup of financial and operational advantages, including new and updated future proof offers, guarantees, and consumption option. PowerStore meets your business needs and your technology needs, saving cost and maximizing flexibility over time.

5:1 Data Reduction Guarantee	APEX Subscriptions	Lifecycle Extension with ProSupport
No preassessment or program fee required, up to 5-year coverage term, and transparent remediation process.	Flexible as-a-service consumption options for PowerStore, let you pay for only what you need on a monthly basis.	Dell's premier infrastructure investment protection program for PowerStore combines world-class support with flexible technology upgrades.

These offers join the other world-class benefits of the Future-Proof program, including 3-year Satisfaction guarantee, All-inclusive Software, Never-worry Data Migration, and Tech Refresh & Recycle.

3 | Leverage Dell's global partner community

PowerStore is a "Partner Powered" offer – delivered in collaboration with the expertise and solution capability of Dell's global partner ecosystem. From specialized vertical and regional expertise to custom integrations, Dell partners are one of the strongest business AND technology advantages you have. Whether you purchase PowerStore directly or through a partner, you know you'll get cutting-edge solutions backed by a network of expert support that understands your unique challenges and goals.

4 | Power your next-gen apps

PowerStore sets the standard for high-performance storage delivered in a flexible, easy-to-use package. End-to-end NVMe, active/active nodes and [intelligent performance tuning](#) keep workloads running at top speed even as you scale up and out to 23 petabytes effective (PBe) per cluster.⁴ Now with up to 30% more IOPs in the 4.0 release⁵ – more speed for your AI-accelerated world!

5 | Use less energy, lower your costs

As your business grows, PowerStore consistently reduces cost. From self-optimizing software that adapts to change, to a compact unified architecture, new high-performance QLC option, [smart data reduction](#), and multiple ENERGY STAR certifications, PowerStore offers footprint, management and power efficiency to stretch your IT budget. Now delivers up to 28% more TBe/watt!⁶

6 | Protect every workload

Designed for 99.9999% availability, PowerStore offers a comprehensive range of methods to ensure [“zero loss” data integrity](#), including Dynamic Resiliency Engine, secure and immutable snapshots, native sync/async and [metro sync replication](#) with witness (for automated failover/failback), plus integrated backup/restore to Dell PowerProtect DD.

7 | Streamline and automate workflows

PowerStore accelerates DevOps by allowing you to quickly provision advanced PowerStore services from within your management and orchestration platform of choice. Native integrations and plugins for VMware vRO, Kubernetes, Ansible and Terraform enable rapid deployment of resources in seconds, not days, eliminating manual provisioning processes.

8 | Minimize risk and threats

PowerStore has everything you need for your Zero Trust cybersecurity model, including HWRoT/Secure Boot, MFA, D@RE, FLR, ransomware protection, secure snapshots and more. Meets the stringent requirements of the US Department of Defense.

9 | Connect your on-prem and cloud strategies

Activate your multicloud future today with PowerStore’s native backup/restore integration with Dell PowerProtect Data Domain Virtual Edition two-way data migration to [Dell PowerFlex for Public Cloud](#) or accelerate your on-prem deployment with [Dell Private Cloud](#).

10 | Stay continuously modern

Experience the benefits of PowerStore’s non-stop innovation. All-inclusive software, [data-in-place hardware upgrades](#), and new Lifecycle Extension with ProSupport ensure your workloads will always be running on the latest technology.

With PowerStore, you’re ready for anything.

Read about PowerStore’s newest release [here](#).

Learn more

[PowerStore Prime First Look](#)

[PowerStore Video Playlist](#)

¹Based on Dell Technologies analysis using double-blinded, competitive benchmark Net Promoter Score (NPS) data gathered by third-party commissioned by Dell for 2H FY25

²Based on internal analysis comparing data reduction with PowerStoreOS 3.5 vs. PowerStoreOS 4.0 with variable block compression, Actual results will vary.

⁴Effective capacity assumes average 5:1 data reduction. Actual results vary, refer to Power Sizer for capacity data in your environment. Maximum capacities are dependent on drive sizes available at time of purchase. Maximum logical capacity supported per appliance is 8 exabytes (EB).

⁵Based on internal analysis comparing PowerStore 5200 peak IOPS with PowerStore OS 3.6 vs. PowerStoreOS 4.0, running 70/30 read/write mix, 128k block size over FC. Actual results will vary.

⁶Based on comparing maximum effective PowerStore capacities of 4:1 versus average 5:1 data reduction. Actual results vary, refer to Power Sizer for capacity data in your environment.

* Based on internal testing comparing call support resolution and Smart Support auto healing time to resolution.