

Dell ObjectScale Sales Reference Guide



Next-Generation Object Storage
Redefining Performance and Scale for the AI Era

 Dell Technologies

Sales Reference Guide – Dell ObjectScale

Elevator Pitch

ObjectScale is a powerful, next-generation storage platform that offers unmatched scalability, performance and efficiency for the AI era. It brings together the best in Dell innovation: a trusted ECS foundation with the cutting-edge ObjectScale operating environment and fresh appliance deployment options to advance the range of modern object workloads—from large-scale data collection and GenAI model training to global content delivery, backup and archive.

What's New?

ObjectScale XF960 is the next leap in all-flash object storage for enterprises looking to super-charge their AI insights and innovations. **It's the industry's highest-performing object platform and core storage for the Dell AI Data Platform.** XF960 delivers extreme scale, speed and resilience through extensive hardware advances based on Dell PowerEdge amplified by the breakthrough storage efficiency of ObjectScale 4.1—the update available with the new-generation appliance or as a convenient software upgrade for existing ECS and ObjectScale systems.

The Solution: ObjectScale

- **ObjectScale 4.1 software** release is available beginning 12 August 2025.
- **ObjectScale XF960** all-flash appliance is orderable in DSA 20 August 2025 (fixed price regions) and 3 September 2025 (variable price regions). It is a 16G-based update of ECS EXF900.
- **ObjectScale X560** all-purpose HDD appliance is orderable in DSA. It is a 16G-based update of ECS EX500/EX300.



| Accelerating AI team innovation

With the fastest object storage performance at massive scale

| Streamlining AI data lake operations

With extreme efficiency, resilience and economics

| Advancing the portfolio

With fresh HDD (X560) and all-flash (XF960) appliances and a modernized O/S

| Future-proofing customer investments

With trusted Dell object innovation

Wasabi and Dell have joined forces to bring to market an innovative, integrated and cost-effective hybrid cloud solution for ObjectScale



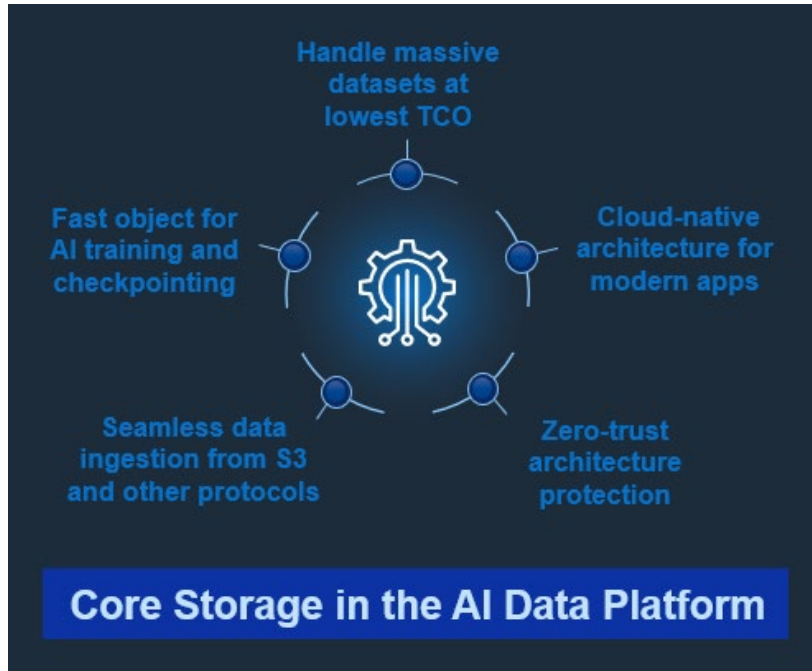
Up to
8X
greater storage density²

Up to
2X
greater performance
vs. closest competitor¹

Save up to
76%
on storage ownership costs
vs. public cloud³

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Why We Win with ObjectScale



Competitive Positioning

In addition to AWS, this market includes various startups (like MinIO), traditional players (like Scality and Cloudian) and all-flash + S3 players like Pure and Vast. With Dell ObjectScale, one of our biggest advantages is our decades-long experience developing mission-critical, enterprise-grade object storage and Dell Technologies' deep ties to enterprise ISVs and data management solutions. We're well positioned for growth.

Objection Handling

I'm aware of your previous version of ObjectScale. What is different with the new generation?

ObjectScale advances our proven ECS codebase so it's ready for AI and modern workloads and optimized for appliance deployment. It is the same enterprise grade object storage you know and love—including a single hand to shake, where the entire solution is delivered and supported by Dell (the appliance model). You can advance from version 3.8 or 4.0 to 4.1 with a straightforward software-only update that's included with your current ProSupport.

Positioning ObjectScale

- With PowerScale, ObjectScale is core storage in Dell AI Data Platform.
- We are targeting appliance refresh opportunities for ECS, PowerScale and net-new unstructured storage customers. **ECS EX500 and EXF900 reached end of sale Aug. 6, 2025.**
- We're focusing on the ECS install base of 5000+ nodes so those customers can update to 4.X (with support from Dell Professional Services).
- ObjectScale is a great opportunity for our channel partners. ObjectScale 4.1 software is available as a no-cost download for channel partner customers with eligible ECS ProSupport contracts. Partners should work through their designated channel sales rep who will engage with a specialist to facilitate the quote and order process for appliance opportunities.

More ObjectScale tools to help you sell:

[Dell SalesChat](#)

