Unmatched value for your customers – attractive revenue opportunities for you!

PowerStore is a modern storage appliance provides a **highly adaptable foundation** for today's rapidly evolving world. This game changing, software-driven platform unlocks the power of data, regardless of its structure or location, helping customers adapt and transform their IT without disrupting current operations. *Use this guide to showcase PowerStore's winning advantages.*

Remember these key PowerStore benefits!

Future-Proof (Read Infographic)

Support any workload with a flexible, unified architecture (block, file, vVols) that provides the scalability businesses require for future needs.

✓ **Performance headroom**: Active/active controllers with lightning-fast media (TLC or QLC) *and* networking (NVMe/FC & NVMe/TCP) support the needs of the most demanding applications

✓ **Scale UP and OUT**: Single-drive expansion to 5.9 PBe per appliance. Link up to four appliances per cluster, up to 23PBe[3] total. Mix/match any models (T or Q) to target performance and capacity needs.

✓ **Built-in data resiliency:** Protect data across local, remote, and cloud. DRE, sync & async replication, native metro with witness, secure snaps & integrated backup to PowerProtect DD or APEX Protection Storage for Public Cloud.

Efficient (Read Infographic)

Lock-in long-term savings with advanced data reduction technology backed by a robust guarantee included with every purchase[6].

✓ **Advanced Data Reduction:** Intelligent, "Always on" data reduction with zero performance impact – up to **2x better than the competition**. Save on operational costs by storing more data on fewer drives.

✓ **Industry's best guarantee:** Up to 5:1 DRR for reducible data with no assessment required and up to 6-years of coverage. Transparent remediation provides free drives, not future purchase credit.

✓ **Efficiency analytics:** Capacity accounting provides detailed efficiency metrics down to the volume level, enabling administrators to act and migrate data to more cost-effective storage, like PowerStore 3200Q.

Easy-to-Use (Read Infographic)

Voted #1 in ease of use, PowerStore's AI-driven simplicity and automation helps deliver faster results with less effort.

✓ **Self-optimizing platform:** Eliminates dozens of time-consuming tasks and decisions. Intelligent data placement, no-touch sparing, performance tuning, more. 3x faster provisioning, 24% lower cost of operations.

✓ **Included AIOps tools:** Resolve issues up to 10x faster with health/security alerts, predictive analytics, new AI Assistant.

✓ **End-to-end ecosystem automation:** Simplify workflows with robust VMware, DevOps, & Dell portfolio integrations

Key Differentiator!
Lifecycle Extension with ProSupport
Unleash the full potential of PowerStore!

World-Class Support   **Flexible Upgrades**   **Appointed Technical Advisor**

Help customers protect their investment and ensure workloads are always running on the latest technology with the industry's most flexible upgrade program!

Learn more here

Present with *every* PowerStore opportunity! Customers save up to 25% on hardware upgrades and 25% on drive refreshes

Cross Sell Opportunities!
PowerStore's unique portfolio integrations are *highly differentiated from competitors*. Use them to expand your sale and help customers simplify their datacenter operations

Dynamic Nodes

Combine the advantages of PowerStore and VxRail for flexibility to scale compute and storage independently. Enhance VxRail environments with PowerStore's enterprise efficiency, data protection and resiliency features while simplifying operations with end-to-end lifecycle management.

Key Differentiator!

LEARN MORE

PowerProtect Integrated Backup

Simplify backup operations with tight integrations with the industry's #1 data protection appliance[5]. Set up and manage PowerProtect DD backups on-prem, remote, or in the cloud directly from the PowerStore Manager UI. No dedicated backup server required, zero impact to application host. Reduce costs with typical 65:1 data reduction.

Set up in 90 secs!   Up to 65:1 DRR

Key Differentiator!

LEARN MORE | INFOGRAPHIC

Easy Move to PowerStore – Native import tools w/built-in orchestrator. Migrate workloads quickly, non-disruptively from Unity, SC, PS, VNX or *any* block storage array (FC/iSCSI) in as few 7 clicks![8] +VPLEX, PowerPath/ME, Services options

Key Selling Resources
Storage Central | PowerSizer | Live Optics
Info Hub | PowerSell | Demo Center

1- *Based on Dell analysis of Primary Storage QLC arrays – April 2024. 2- *Based on Dell analysis of data reduction and effective capacity guarantees offered by primary storage competitors compared with Dell's All-Flash Data Reduction Guarantee program – April 2024. See terms and conditions for details . Actual data reduction rates will vary.

3 Effective 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 PowerStore appliance.

4 -5:1 average rate guaranteed across customer applications. Rates for individual applications may vary. See Future-Proof program terms and conditions for details

5- IDC Quarterly Purpose-Built Backup Appliance Tracker, 2Q 3Q 2, Sept. 13, 2023 – Vendor Revenue

6- Applies to every PowerStore purchased after 10/1/24. See terms and conditions here/

DELLTechnologies

Dell PowerStore – The smart choice for all-flash storage

PowerStore's intelligent and adaptable design is ideal for:

Legacy Storage Modernization – Container-based OS, end-to-end NVMe set the stage for future-ready IT while native import tools and 5:1 DRR simplify migration and improve density over older storage systems

Multicloud access – Integrated PowerProtect cloud backup, APEX Data Storage services at Equinix and two-way mobility to Dell APEX Block Storage enable easy public cloud mobility for scalable storage

DevOps –Streamlined storage provisioning, Container Storage Modules, and easy to use storage automation tools enable faster software development and delivery

VMware Environments – Integrations and management efficiencies make PowerStore the ultimate VMware foundation, including enhancing VxRail environments through PowerStore with Dynamic Nodes

New in PowerStoreOS 4.1!
The latest release makes PowerStore even more future-proof, efficient and easy-to-use!

Learn more here

AI-powered analytics
- Carbon footprint (CO2e) forecasting
- Performance analytics
- ML-based "smart support" alerts and remediation

Security and Resiliency
- DoD smart card support for MFA
- Automated certificate alerts and renewal
- Enhanced web security

File system support
- Industry-best DRR insights
- Secure snapshots for file
- Quality of Service for file
- Cloud Tiering Appliance (CTA) support for imported to PowerStore from Unity

PowerStore WINS - go on offense using these advantages!
Excels at competitive takeouts. Over **20%** of PowerStore customers are **NEW** to Dell Storage!

PURE
- ✕ No native scale out
- ✕ Increasing capacity requires controller upgrades, can't scale single drives at a time
- ✕ Less dense across the entire //X family

Hewlett Packard Enterprise
- ✕ Block only, file requires extra NAS gateway, adding cost and complexity
- ✕ No NVMe/TCP support
- ✕ Can't expand in single drive increments, less flexible drive resiliency options

NetApp
- ✕ No global deduplication, impacts storage efficiency
- ✕ Complex to manage with several abstraction layers and CLI management
- ✕ Must license capacity, makes expansion more costly

Visit Knowledge Center for the latest competitive information on PowerStore

Listen for these business challenges!

Challenge	What to Say:	Follow-up with:
Our staff is overwhelmed with complexity.	PowerStore starts simple and *stays* simple with streamlined management and automation. Ranked **#1 in** ease of use[6], new GenAI assistant and built-in automation speed admin tasks and troubleshooting. IDC showed how PowerStore enables greater productivity resulting in a **468%** return on investment!	➢ IDC Business Value White Paper ➢ Dell APEX AIOps
Our applications require high performance.	End-to-end NVMe delivers the ultimate high-performance storage. Scale up in single-drive increments and scale-out up to 4 appliances for more performance. Extend NVMe performance over the network with support for NVMe/FC and NVMe/TCP, including **industry-first** support for NVMe/TCP for vVols!	➢ Intro to NVMe/TCP and SmartFabric Storage Software ➢ Video: NVMe Ecosystem Advantage
We're trying to become more energy efficient	PowerStore's second generation of hardware is up to 60% more energy efficient[7] while new software-driven intelligent compression and industry's best 5:1 DRR guarantee results in 28% more density[8]. Reduce energy and cooling costs with **3 ENERGY STAR** certified models.	➢ PowerStore Sustainability PPTX **(Internal Only)** ➢ Competitive Energy Efficiency Report
We need to secure our data from threats	PowerStore meets the stringent security requirements of the US Federal Government and DoD. Accelerate the adoption of Zero Trust security principles with built-in Hardware Root of Trust, Multi-Factor Authentication and Data-at-Rest Encryption, to fortify defenses and ensure rapid recovery from cyberattacks.	➢ Accelerate Zero Trust Cybersecurity Adoption ➢ PowerStore Cybersecurity Whitepaper
We are trying to reduce infrastructure costs	Consolidate block, file, and vVols workloads without extra hardware or licensing and scale in cost-effective single-drive increments. New lower-cost PowerStore 3200Q and industry's best 5:1 guarantee with **field proven** 5.2:1 DRR results makes the most of your budget while costing about as much as your daily latte to power[9].	➢ PowerStore 3200Q Storage Review ➢ ESG Data Efficiency ➢ Competitive Test vs Vendor A
We require replication options for multi-site operations	PowerStore offers a complete and robust set of local, remote, and cloud mobility and protection options to provide your business with a strategic advantage in today's data-driven world. Native Metro Volume with witness enables mission-critical availability across metro distances while async replication supports longer distances.	➢ Native Metro with Witness Video ➢ PowerStore Replication Technologies