

## DELL EMC POWERSTORE

GET READY FOR WHAT'S NEXT

The market and sales opportunities for award winning<sup>1</sup> Intel® based Dell EMC PowerStore just got even bigger. Drive new revenue streams in your client base with the expanded scope of the newest release of PowerStore.

The midrange storage market is estimated at \$18.6 billion<sup>2</sup>. With systems in 50+ countries and a sales pipeline of over \$2B, PowerStore is already achieving significant sales success. Built to compete with all all-flash competitors in the marketplace, PowerStore has proven to be highly differentiated in terms of:

### AND WITH THE LATEST HIGH-IMPACT SOFTWARE

UP TO  
**98%**  
LESS MANAGEMENT  
EFFORT THAN  
TRADITIONAL RAID<sup>3</sup>

UP TO  
**25%**  
SPEED BOOST FOR  
MIXED WORKLOADS<sup>4</sup>

UP TO  
**65%**  
FASTER WRITE  
TRANSACTIONS  
PER SECOND<sup>5</sup>

UP TO  
**15%**  
LOWER WORKLOAD  
LATENCY<sup>6</sup>

## INTRODUCING POWERSTORE 500



### HELP ORGANIZATIONS MEET THEIR DIGITAL TRANSFORMATION GOALS

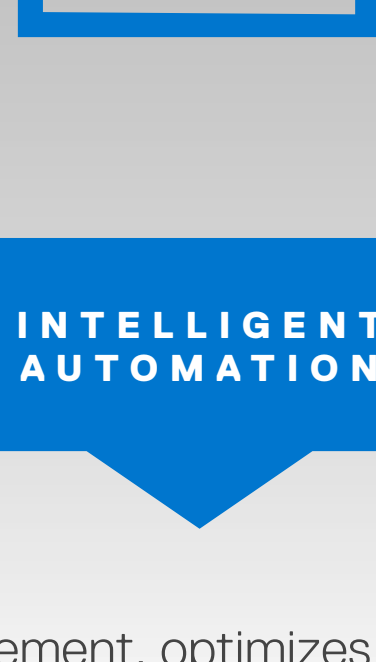
Designed for the data era, PowerStore supports both traditional and modern workloads, from the edge, to the core, to the cloud.

IT SUPPORTS AND ACCELERATES DIGITAL TRANSFORMATION BY DELIVERING:



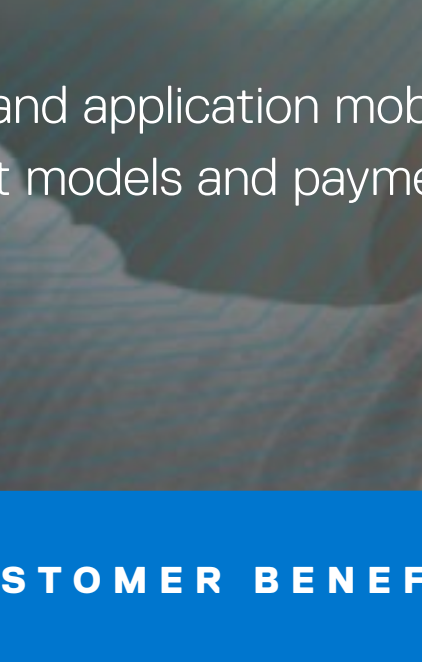
**DATA-CENTRIC  
DESIGN**

To optimize storage efficiency, scalability and system performance



**INTELLIGENT  
AUTOMATION**

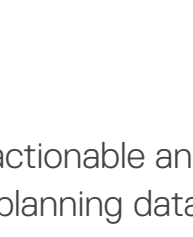
That simplifies management, optimizes system resource, while enabling proactive health analytics



**ADAPTABILITY**

That enables speed and application mobility, as well as flexible deployment models and payment solutions

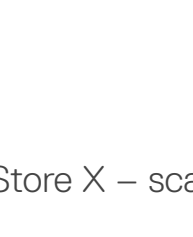
### CUSTOMER BENEFITS



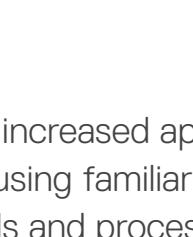
Delivers consistent operations, infrastructure and management across data center, the edge and public cloud – for a true hybrid cloud experience



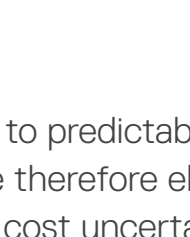
Provides efficiency through consolidated data footprint for reduced cost and management



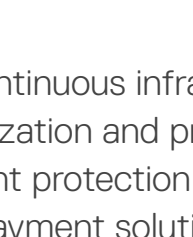
Delivers automation functionality that frees up resources and reduces staffing requirements for IT specialists



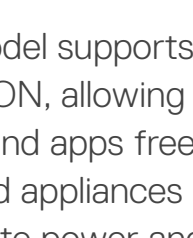
Delivers actionable analysis and planning data



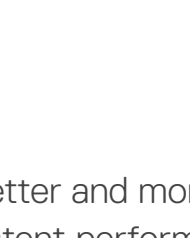
PowerStore SNMP & Syslog - no SNMP, Syslog support which is needed for monitoring and alerting



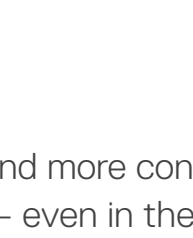
PowerStore X – scale out



Delivers increased application mobility using familiar VMware tools and processes



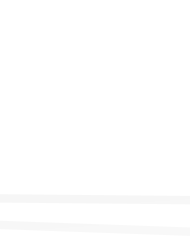
Enables IT to predictably plan for the future therefore eliminating future cost uncertainties



Enables continuous infrastructure modernization and provides investment protection through flexible payment solutions and data-in-place upgrades



Latest model supports scale-out with AppsON, allowing movement of VMs and apps freely among clustered appliances for more compute power and scale, targeted performance as workload demands change, and automated workload migration



Better and more consistent performance



Greater and more consistent cost savings – even in the event of a node failure

## WHAT'S THE OPPORTUNITY FOR YOU?

BUILD YOUR OWN BUSINESS WHILE HELPING CUSTOMERS STAY AGILE IN A CHANGING WORLD



## YOUR NEXT STEPS

### MARKETING

IT'S TIME TO DRIVE DEMAND

Learn more, access our range of pre-prepared marketing materials and activate your own PowerStore campaign.

### SALES

START CUSTOMER CONVERSATIONS

Explore the dedicated sales enablement resources available to support your storage-led conversations with customers.

<sup>1</sup>CRN Product of the Year: Best SMB External Storage hardware and The Channel Co CRN Tech Innovator: Winner of the Year 2020.

<sup>2</sup> IDC Enterprise Storage Systems Tracker, Q3 of CY2019

<sup>3</sup> Based on Dell analysis of staff time required to deploy and maintain a high availability array with Dell's Dynamic Resiliency Engine (DRE) vs. traditional RAID, March 2021.

<sup>4</sup> Based on Dell internal test of PowerStore 5000 running typical 70/30 random read/write mix, 8K block size on PowerStoreOS 2.0 vs. 1.0, March 2021. Actual performance will vary.

<sup>5</sup> Actual performance will vary.

<sup>6</sup> Based on Dell internal test of PowerStore 5000 running 100% writes, 8K block size on PowerStoreOS 2.0 vs. 1.0, March 2021. Actual performance will vary.

<sup>7</sup> Based on March 2021 internal Dell tests comparing PowerStore 500T latency with and without SCM metadata tiering, running with 70/30 read/write mix, 8K block size. Actual performance may vary.