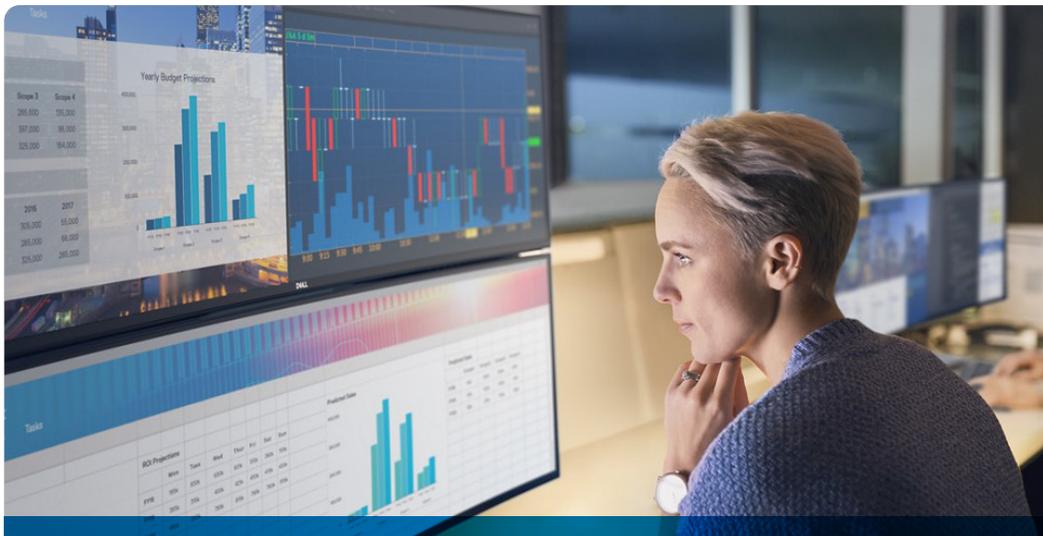# Keep your storage system optimized for continuous peak performance

Up to
21%
| Fewer Severity 1 events[1]

99%
| Customer Satisfaction[2]

Dell EMC Optimize for Storage service

In-depth analysis and strategic guidance

Because data is the lifeblood of your enterprise, protecting and supporting the systems that store and manage your data is crucial, along with the ability to quickly respond to changing business demands.

That's where Optimize for Storage makes a measurable difference. A designated Technical Account Manager with in-depth technical skills and experience, combined with an intimate knowledge of your environment, provides ongoing strategic direction and guidance. It's like having a personal coach for your storage, making sure the mission-critical systems you depend on every day continue to operate at peak performance.

Just like elite athletes, top performers need expert guidance to gain and keep their competitive edge. With Optimize for Storage, we work with you year round, keeping a daily watch on system trends, risks, capacity and performance metrics, then providing on-going evaluations to maximize the full potential of your storage investment.

Continual improvement for dynamic business environments

Aligning your storage needs to business objectives, your Optimize expert orchestrates a host of proprietary tools and resources to proactively monitor, analyze and report on storage health, delivering actionable insights and recommendations for improvement.

Key benefits:

- Maximize storage performance and operational efficiencies
- Reduce risk of data loss, downtime or business delays
- Save time on maintenance, administration and reporting
- Experience faster returns on your storage investment

It's like having a personal coach for your storage system.

Analysis & recommendations

Before making recommendations, your Technical Account Manager conducts a deep-dive evaluation, analysis and review of system performance – all designed to ensure optimal efficiencies.

Ongoing reviews cover:

- Capacity and performance trends
- Front and back-end overviews
- Replications
- Anomalies and potential risks
- System logs
- Fault tolerance
- Controller and software versions
- Product notifications and code releases
- Security and technical advisories
- CloudIQ health scores, system data and alerts
- Case reviews

Optimize for Storage is ideally scoped and priced for every business, and includes the following features:

- An in-region Technical Account Manager – a highly skilled storage expert who knows and understands your environment, workloads and priorities
- Daily system monitoring to identify anomalies, avoid potential issues and protect against possible risks
- Deep-dive configuration and performance evaluations
- Regularly scheduled reviews of capacity and performance metrics, system health, operational trend data, utilization forecasts and areas to drive improvement
- Annual strategic planning session to align with your business objectives, review issues and set benchmarks for the upcoming year
- Ongoing best practice advice, technical guidance and knowledge transfer
- Assistance with critical support issues

Avoiding risks, bottle necks and poor performance

With so much information at your fingertips, you don't always have the time to review and interpret data or to formulate an action plan or course correction. Bandwidth is always a challenge, as are competing priorities, rigid deadlines and ever-increasing demands. This is where Optimize for Storage delivers an added level of technical expertise – to help organizations avoid operational conflicts, reduce unplanned outages, simplify upgrades and evaluate the impact of near-term decisions on future performance.

> **The Dell EMC Optimize service helps us sleep at night because we know we have a constant set of eyes monitoring our storage. They are very quick to alert us to potential issues and assist in resolving anything that comes up. The monthly review call is also a huge benefit because it helps us stay in touch with what is going on under-the-hood when things get busy.**

TOM TOREBKA

Vice President, IT Network & Infrastructure Manager
Glens Falls National Bank and Trust Company
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For details about Optimize for Storage service, contact your Dell EMC representative. Visit DellTechnologies.com/optimize for additional information.

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