

TOP REASONS

WHY CUSTOMERS CHOOSE

DELL POWERMAX WITH NVME

Accelerate your journey to continually modern storage with PowerMax -- trusted, intelligent, innovative enterprise storage that secures your mission-critical data. What are the top reasons customers choose PowerMax? Keep reading!

1 | Industry-leading cybersecurity

PowerMax offers unmatched cyber resiliency that keeps your data safeguarded for life. It has a broad and holistic cybersecurity approach based on the NIST framework that spans the full storage ecosystem. PowerMax is designed for robust Zero Trust security architectures¹ that protect your high value information at each point in a potential data breach. It comes standard with intrinsic security built-in, including hardware root of trust (secure boot), secure access controls and tamper-proof audit logs. And with cyberattacks on the rise, PowerMax offers advanced cyber recovery in the event of an attack, and support for policy-based secure snapshots that prevent accidental or malicious snapshot deletion prior to expiration.

2 | Intelligent storage automation

PowerMax gets business results faster with next-gen automation that simplifies IT operations. Each system brings autonomous storage to life with a built-in machine learning engine that uses predictive analytics and pattern recognition to maximize performance with no management overhead. Automated storage provisioning for open systems and mainframe workloads is accomplished by using a simple REST API saving considerable time and effort. And you can use the Industry's first software defined NVMe/TCP utility for storage resource automation to further simplify network storage operations.

3 | DevOps / container integration

PowerMax streamlines application development and automates storage workflows through integration with a broad ecosystem of leading DevOps and open management frameworks. It supports comprehensive integration with VMware management and its operational features including vSphere storage management and provisioning, VAAI, VASA and native vVols support. And for containerization and DevOps, PowerMax users can take advantage of plug-ins including those for CSI, Kubernetes, Ansible and vRealize Operations.

4 | Mission-critical availability

PowerMax sets the standard for mission-critical availability. Whether it's proven active-active data center replication to comply with stringent BC/DR requirements, non-disruptive PowerMaxOS upgrades in under six seconds², or continuous data integrity checks, PowerMax delivers the highest levels of data availability for your mission-critical applications.

5 | Cost-effective multi-cloud access

PowerMax always keeps you securely connected to cost-effective cloud resources to address rapid data growth and extend the useful life of valuable data center resources. Cloud Mobility for PowerMax adds public cloud as an economical storage tier, ideal for archive and long-term data retention. And with this solution, older snapshots are securely archived to the cloud and efficiently recovered for compliance and mission-critical use cases.

6 | Innovative storage technology

PowerMax comes with over a thousand patents that have transformed the enterprise storage industry for over 30+ years. It enables trusted data services such as policy-based secure snapshots, unmatched SRDF remote replication with multi-array consistency, linear performance scaling, and the industry's first mainframe storage compression to name a few. And the latest PowerMax architecture provides a dramatic increase in capacity per rack while unlocking the power of end-to-end NVMe to gain astounding scalability, availability, and performance that will accelerate your digital transformation.

7 | Continuously modern storage

Dell's Future-Proof Program takes the worry out of buying storage. Purchasing PowerMax qualifies for the 3-Year Satisfaction Guarantee, Hardware Investment Protection, 4:1 Data Reduction Guarantee for open systems and 3:1 Data Reduction Guarantee for mainframe storage³. Anytime Upgrade provides non-disruptive data-in-place upgrades to next-generation technology where PowerMax nodes can be upgraded non-disruptively while preserving existing drives and expansion enclosures, without requiring additional purchases. With PowerMax, infrastructure can be modernized without a disruption, without downtime, and without impacting applications.

8 | Backed by experts

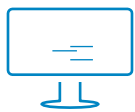
Dell's consulting services experts know what it takes to harmonize business and IT needs. Our outcome focused approach accelerates your ability to deliver cloud platforms, workforce experiences, advanced applications, and achieve a resilient business. Dell Technologies ProConsult Advisory Services facilitate a plan for beneficial and lasting change. Our AS-IS/TO-BE methodology, the foundation of our services, deeply analyze your current and desired state. Having a clearer understanding of these can help you realize the business benefits of modernization faster, more reliably and with lower risk. Our services are designed to develop and execute strategies that achieve measurable outcomes aligned to your vision, in six weeks or less.

Footnotes

1 Based on Dell internal analysis of Dell's seven pillars of Zero Trust architectures for Dell PowerMax, March 2022.

2 Based on Dell internal analysis measuring the time to upgrade PowerMaxOS software without disruption (PowerMax 2500/8500), March 2022.

3 Based on Dell internal analysis for deduplication and compression for a PowerMax 2500/8500 array, March 2022. Actual data reduction rates will vary.



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