

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 from cyberattacks. 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 an advanced cyber recovery vault in the event of an attack and supports policy-based secure and immutable 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 data 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 | Optimal storage efficiency

PowerMax has the latest inline data deduplication and compression technology including a 4:1 data reduction guarantee for open systems and a 3:1 data reduction guarantee for mainframe storage (an industry-first)³. Plus dedupe and compression have virtually no performance impact, work with all data services, and can be turned on and off by application.

6 | Highly resilient mainframe storage

PowerMax mainframe connectivity includes 32Gb FICON and IBM zHyperlink4, the fastest data transfer protocol available for mainframe storage. 3:1 compression, backed by Dell's Future-Proof program, enables up to 10 petabytes of effective mainframe capacity. Industry-leading cyber security enables both virtual and physical mainframe cyber vaults. Anytime Consolidation enables mainframe and open systems capacity allocation on demand, improving storage footprint efficiency and sustainability. And, PowerMax reliability is backed by over 30 years of mainframe storage expertise and support.

7 | Innovative storage technology

PowerMax comes with over a thousand patents that have transformed the storage industry for over 30 years. The latest PowerMax true scale-out architecture unlocks the power of NVMe (TCP and Fibre) to astounding enterprise storage scalability, availability, reliability, and performance to unleash the acceleration of modern digital transformation.

8 | Cost-effective agility with storage-as-a-service

PowerMax with Dell APEX Flex on Demand provides you with elastic capacity, where we work with you to right-size capacity for your workloads as they shrink and grow over time. You gain immediate access to buffer capacity on PowerMax should you need it, while only paying for the technology you use. And your payment adjusts up or down to match your actual usage. Combine the scalability and cyber resiliency of PowerMax with the agility and flexibility of Dell APEX Flex on Demand.

9 | 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, and 4:1 Data Reduction Guarantee. 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.

10 | 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, and advanced applications. Dell Technologies ProConsult Advisory Services facilitate a plan for beneficial and lasting change. Our services are designed to develop and execute strategies that achieve measurable outcomes aligned with your vision, in six weeks or less.

Footnotes

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

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

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



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