

DELL UNITY XT 5.2 LAUNCH SALES GUIDE

Dell Unity XT Hybrid Flash Array



A compelling [storage solution](#) for many enterprises.

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Selling profile

Market

According to IDC projections, the HFA market will grow 5.1% CAGR through 2025.

Situation

Address IT transformation with no-compromise storage to run general purpose workloads not requiring the speed and low latency of NVMe/All Flash technology.

Personas

IT Generalists, IT Managers, IT Storage Admins, LOB/Application Managers.

Objective

Lead with Unity XT Hybrid Flash Arrays in opportunities not requiring All Flash/NVMe architectures and who are efficiency- and price-conscious while leaving All Flash opportunities to PowerStore with Unity XT AFA as an alternative.



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Leading questions

1

Are you contending with IT constraints in the business?

2

Are you looking to improve IT infrastructure performance and efficiency as part of IT transformation?

3

Are you struggling with issues such as simplicity, ease of management, efficiencies or utilization rates?

4

Do you require storage systems with multi-cloud deployment options?

5

Are you trying to include workload automation and orchestration within the storage infrastructure?

6

Do you need deeper storage analytics across your Dell storage infrastructure?

7

Do you need a solution for replicating data over metro distances?



IT challenges



Data Growth/Budget Constraints

Midmarket customers struggling with data growth while budgets aren't increasing.



Performance & Capacity

Midmarket demand for price/performance and scalability in concert with exceptional data reduction rates that increase effective capacity.



Complexity

IT needs to remove complexity from midrange storage management & cloud access with easy to install, configure, manage & support features. Storage lifecycle simplicity is a real requirement.



Flexibility

IT needs to be able to provide flexible deployment options and consumption models to meet varying business capex/opex requirements.

Sales pitch **talking points**



Performance

Unity XT Hybrid Flash Arrays are fully unified, start in a sleek 2U form factor and are designed for workloads that don't require the performance and sub-millisecond latency of all flash. Unity XT HFAs take full advantage of the latest Intel™ dual-socket processors and sizable controller memory that doubles IOPs performance compared to previous Unity models. Unity XT HFAs comes with FAST Cache (SSD Read Cache) software that automates better system-wide performance. When users need more performance and capacity but want to protect their existing investment, online data-in-place controller upgrades are supported.



Efficiency

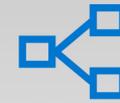
HFA users can offset data growth with inline data reduction for all-flash and hybrid pools creating density metrics that reach up to 1PB in 2U with 15.36TB SSDs.

Also, unlike competitive systems, Unity XT is a dual-active controller architecture ensuring data is available. Unity XT HFAs come with FAST VP (auto-tiering) software that automates better system-wide efficiency. Unity XT HFAs now support dynamic pools across hybrid and all-flash data pools that improve efficiency and saves cost when adding additional capacity.



Multi-cloud

Unity XT arrays support several options for connecting to a multi-cloud world including validated designs with VCF, cloud tiering/archiving, multi-cloud data services enabled by Faction and Unity XT software-defined storage, Cloud Edition, with VMware Cloud in AWS clouds.



DevOps

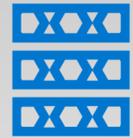
1. Containers are fast becoming the new software architecture paradigm and Kubernetes has emerged as a popular Container Orchestration platform choice. Dell EMC is at the forefront of developing solutions that enable customers to efficiently run containerized workloads while leveraging powerful storage integrations for DevOps workflows. Unity XT supports the Container Storage Interface (CSI) plugin to run Kubernetes workloads.
2. Automation is a major theme in IT procurement discussions as it removes the need for programming-intensive and hard-to-maintain scripting. Tools like VMware v Realize Orchestrator (vRO) provide a drag-and-drop environment to quickly automate infrastructure operations and service delivery tasks. Unity XT supports vRO plugin technology for customers to automate end-to-end workflows spanning the entire infrastructure stack.



Metro node

A hardware add-on feature for Unity XT All-Flash and Hybrid Flash Arrays that provides true active-active synchronous replication over metro distances. In addition, metro node supports data mobility to non-disruptively relocate workloads to enable storage technology refresh without application downtime.

Product highlights



Design

Designed for 5-9's availability, dual-active controller architecture (several competitors do not have this), Intel dual-socket CPUs, significant storage processor memory, 12Gb/s backend, unified storage design and the ability to perform online data-in-place controller upgrades



Simplicity

Unity XT was built to accommodate the full storage lifecycle from acquisition to install/config, management and serviceability all with the intuitive and easy-to-use Unisphere HTML5 interface.



Flexibility

Unity XT can be deployed as a virtual storage appliance on prem with UnityVSA and with Cloud Edition with VMC in AWS clouds, physical array, or contained in Dell Converged Infrastructure systems



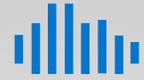
All-Inclusive Software

Each Unity XT HFA comes with a comprehensive set of file and block data services software to store, manage and protect data. Included are inline

data reduction, native controller-based encryption, unified snapshots, unified sync/async replication with full copy avoidance, dynamic pools, Metrosync management, scalable 256TBu file system, VMware/MSFT/OpenStack integrations, REST API, ESA Adapter, File Level Retention, QoS, IP Multi-Tenancy, AntiVirus, FAST Cache/FAST VP, CloudIQ, Multi-cloud enabled, unified and 3rd party data migration. Unity XT also comes with a limited amount of RecoverPoint Basic licenses.



Product highlights



Storage analytics

CloudIQ is Dell's cloud based AIOps that uses telemetry, machine learning and other algorithms to provide users with notifications and predictive analytics indicating the operational health of the array, remediation advice, anomalies, capacity projections, reclaimable storage, and more.



DevOps

Unity XT supports the Dell Container Storage Interface (CSI) plugin for customers using Kubernetes workloads and vRO plugin technology for customers automating end-to-end workflows spanning the entire infrastructure stack.



Metro node

True active-active synchronous replication over metro distances allowing simultaneous writes at both sites with Recovery Point Objective (RPO) & Recover Time Objective (RTO) equal to zero downtime.

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IDC on the Hybrid Flash Array market

IDC Technology Spotlight April 2022

1. Despite the popularity of AFAs, HFAs will reach \$13.8 billion in revenue in 2022 and will grow 5.1% CAGR through 2025.
2. Economic, flexibility & management familiarity are the key reasons customers buying HFAs give for their purchase justifications.
3. HFAs can be used when workloads do not require consistent sub-millisecond response or the speed of All-Flash/NVMe.
4. With the right workload mix, the use of HFAs for primary production environments can result in a significantly lower TCO.
5. Dell's challenge is to always draw the distinction between the two types of arrays & make sure customers understand the most cost-effective approach to meeting their specific workload requirements because it's this type of advice that turns storage vendors into trusted advisors.

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Competitive

Dell Unity XT Battle Cards

- Hitachi G/F
- HPE Nimble/Primera
- Huawei OceanStor
- IBM FlashSystem
- Infinidat InfiniBox
- NetApp FAS/AFF
- Pure FlashArray //C

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Sales positioning & guidance

Position Unity XT and PowerStore as follows:

1. Lead with PowerStore in All-Flash opportunities.

Only position Unity XT AFA as a PowerStore alternative when customers require:

- Multi-cloud interoperability, software-defined storage, U.S. Federal Certifications, advanced file features, native synchronous replication, customer wants to stay on Unity XT.

2. PowerStore 500 should be the lead in Unity XT 380F opportunities.

Unity XT 380F is available for those instances where PowerStore 500 would not work yet (e.g. U.S. Federal).

3. Lead with Unity XT HFA in Hybrid Flash opportunities.

Position the right Unity XT HFA:

1. Lead with Unity XT 380 in new opportunities where customers want introductory prices, low \$/GB, and advanced dedupe.
2. Lead with Unity XT 480 for refreshing Dell EMC Unity 300 and 400 arrays.
3. Lead with Unity XT 680 for refreshing Dell EMC Unity 500 and 600 arrays.
4. Lead with Unity XT 880 for refreshing Dell EMC Unity 600 and to refresh any VNX7600 and VNX8000 systems still in operation.

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