

Achieve extreme business agility, exceptional performance and scale, and consolidate diverse workloads with Dell PowerFlex, the ultimate software-defined infrastructure.

## AGILITY

- **Unmatched Flexibility:** Scale compute and storage needs on-premises ensuring quick responses to evolving requirements.
- **Enhanced Automation:** Streamline DevOps processes and enhance IT efficiency with automation tools and frameworks.
- **Reliable Consistency:** Consistent benefits across on-premises and public cloud platforms with APEX Block Storage.

## PERFORMANCE

- **Optimized Performance:** Extreme, scalable performance, ideal for current and future business needs.
- **Breakthrough Efficiency:** Increased resource utilization, PowerFlex minimizes storage waste, saving on costs.
- **Always Reliable:** Self-healing architecture, PowerFlex ensures uninterrupted operations and minimal downtime.

## CONSOLIDATION

- **Remove Complexity:** Reduce silos, optimizing your infrastructure value and streamlining operations.
- **Broad Support:** Seamlessly integrates with bare metal, hypervisors, Kubernetes, and various storage types.
- **Diverse Consolidation:** With validated solutions, PowerFlex guarantees a trustworthy and efficient unification of your IT landscape.

## Challenges of modern businesses

Managing IT infrastructure in today's rapidly evolving business landscape presents significant challenges. Businesses grapple with three core dilemmas. Firstly, as they expand, they face the creation of infrastructure silos, resource underutilization, and growing management complexity. Secondly, there's the pressing need to consistently deliver high performance and meet stringent Service Level Agreements (SLAs), a failure of which can potentially jeopardize their market standing and revenue. Lastly, the advent of big data, generative AI, and modern analytics demands an infrastructure that's both scalable and agile without compromising on cost efficiency. At the heart of these challenges is an urgent need: businesses must identify and implement IT solutions that are not only responsive to their current requirements but are also future-ready, ensuring sustained growth and market relevance.

## The Ultimate Software-Defined Infrastructure

PowerFlex is a dynamic and adaptable software-defined infrastructure meticulously crafted to modernize IT landscapes, increase business agility, and expertly handle modern workloads' intricacies. Its unparalleled performance and extensive scalability make PowerFlex a prime choice for consolidating diverse workloads—perfectly suited for demanding operational scenarios. For businesses aiming for unparalleled agility, PowerFlex offers unmatched flexibility, allowing them to scale their compute and storage resources when deployed on-premises. A noteworthy aspect of PowerFlex is its extreme performance. With its robust scale-out architecture, resource optimization capabilities, and low latency offerings, enterprises can seamlessly meet stringent operational demands and ensure consistent performance benefits, whether deployed on-premises or via APEX Block Storage in the public cloud. The self-healing architecture of PowerFlex guarantees extreme application performance with minimal downtime.

The graphic features a dark blue header with the text 'Dell PowerFlex' and 'Unbounded Flexibility'. Below this, three light blue boxes are arranged horizontally, each containing an icon and a title. The first box has a cloud and refresh icon, titled 'Agility', with the text 'Versatile architecture that enhances agility and adapts to dynamic business needs'. The second box has a speedometer icon, titled 'Performance', with the text 'Deliver unparalleled, reliable performance on a massive scale'. The third box has a circular arrows icon, titled 'Consolidation', with the text 'Experience unprecedented consolidation with adaptable software-first architecture'. At the bottom, a dark blue bar contains the text 'THE ULTIMATE SOFTWARE-DEFINED INFRASTRUCTURE'.

The platform's comprehensive suite of automation tools not only boosts DevOps productivity but also streamlines IT operations, empowering teams to focus on strategic ventures. Moreover, the software-first approach of PowerFlex champions unparalleled consolidation, supporting a plethora of open-system applications or environments on a common infrastructure. This capability eliminates the redundancy of multiple silos, fostering streamlined and efficient operations. With a broad support for hyperscaler and container orchestration platforms for file and block, across bare metal and hypervisors, delivered on a single infrastructure platform<sup>1</sup> — PowerFlex's adaptability is evident. The vast suite of validated solutions amplifies businesses confidence, enabling them to consolidate their IT landscape and optimize IT value delivery.

## Introducing PowerFlex 4.5

Building on the foundational capabilities of the PowerFlex platform, the PowerFlex 4.5 release introduces significant advancements. Deeply rooted in our unwavering commitment to software-driven innovation, this iteration promises a continuously modern storage experience. PowerFlex 4.5 enriches the platform's core value propositions, pioneering breakthrough efficiency and enabling trailblazing multicloud capabilities. Highlighted enhancements include:

- With this release, the CloudIQ integration with PowerFlex has been further enriched. The suite now offers an array of tools, bolstering system visibility, precise monitoring, and streamlined license management. With a comprehensive view spanning both PowerFlex and APEX Block Storage, coupled with real-time license tracking, users experience heightened control, optimized efficiency, and fortified confidence. CloudIQ's insights empower customers to make well-informed decisions, proactively mitigate potential setbacks, and fine-tune their infrastructure for maximal performance and resource optimization.
- We've also refined the management and operational facets. Improved alert reporting mechanisms, and an expanded OS support spectrum underscore our unwavering dedication to customer satisfaction. We persist in our quest to offer users a seamless, superior experience, continually aligning with industry innovations.
- The consolidation prowess of PowerFlex is further amplified through refinements in PowerFlex file services. While PowerFlex remains predominantly a block-based storage solution, its capability to address file use cases has been expanded. These upgrades offer users benefits like a single global namespace for enhanced capacity, unified storage pool management, and impressive file scalability improvements such as 400% increase in NAS Servers<sup>2</sup> and 22x more file snapshots<sup>2</sup>. Such improvements arm our customers with essential tools, ensuring adept data management, sustained peak performance, and scalability aligned with future growth.

## In Conclusion

PowerFlex 4.5 encapsulates our commitment to offering a comprehensive, adaptable, and steadfast solution that empowers businesses to modernize IT infrastructure, elevate agility, and cater to modern workload demands. With its extreme performance, scalability, and the prowess to consolidate varied workloads, PowerFlex 4.5 imparts robust confidence, ensuring that infrastructure can consistently and securely deliver amidst intense operational requisites. It positions businesses aptly to remain agile, competitive, and responsive to dynamic market landscapes.

<sup>1</sup>Based on Dell analysis, April 2022

<sup>2</sup>Based on Dell analysis, August 2023



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