

Top reasons why customers choose Dell PowerStore Prime

PowerStore is #1 in ease of use¹



PowerStore is the only storage system with a certified NPS® scoring methodology by Bain & Company (the inventors of the Net Promoter System.SM)² [Read the white paper](#)

The smart choice for all-flash storage

PowerStore Prime gives you everything you need to compete in an AI-accelerated world. Combining the latest PowerStore technology advancements with new programmatic business advantages to optimize and protect your investment, Prime makes PowerStore the essential all-flash storage platform for innovation.

1 | Innovate with PowerStore 4.0

Prime begins with PowerStore’s most comprehensive release to date, which delivers significantly enhanced performance, efficiency, resiliency and multicloud capabilities, including:

<p>Industry's most flexible QLC²</p> <p>Lower cost, same great performance</p>	<p>Up to 20% improved data reduction³</p> <p>Minimize footprint and power consumption</p>	<p>Enhanced native replication</p> <p>Protect any workload with ZERO data loss</p>	<p>Cloud backup and migration</p> <p>Connect your on-prem and multicloud strategies</p>	<p>New GenAI assistant</p> <p>Save time, resolve issues faster</p>
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2 | Optimize and protect your investment

But it’s more than just technology! Prime also provides a powerful lineup of financial and operational advantages, including new and updated future proof offers, guarantees, and consumption options, to ensure PowerStore meets your business needs too, saving cost and maximizing flexibility over time.

<p>5:1 Data Reduction Guarantee</p> <p>No preassessment or program fee required, up to 5-year coverage term, and transparent remediation process.</p>	<p>APEX Subscriptions</p> <p>Flexible as-a-service consumption options for PowerStore, let you pay for only what you need on a monthly basis.</p>	<p>Lifecycle Extension with ProSupport</p> <p>Dell’s premier infrastructure investment protection program for PowerStore combines world-class support with flexible technology upgrades.</p>
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These offers join the other world-class benefits of the Future-Proof program, including 3-year Satisfaction guarantee, All-inclusive Software, Never-worry Data Migration, and Tech Refresh & Recycle.

3 | Leverage Dell’s global partner community

PowerStore Prime is a “Partner Powered” offer – delivered in collaboration with the expertise and solution capability of Dell’s global partner ecosystem. From specialized vertical and regional expertise to custom integrations, Dell partners are one of the strongest business AND technology advantages you have. Whether you purchase PowerStore directly or through a partner, you know you’ll get cutting-edge solutions backed by a network of expert support that understands your unique challenges and goals.

4 | Power your next-gen apps

PowerStore sets the standard for high-performance storage delivered in a flexible, easy-to-use package. End-to-end NVMe, active/active nodes and [intelligent performance tuning](#) keep workloads running at top speed even as you scale up and out to 23 petabytes effective (PBe) per cluster.⁴ Now with up to 30% more IOPs in the 4.0 release⁵ – more speed for your AI-accelerated world!

5 | Use less energy, lower your costs

As your business grows, PowerStore consistently reduces cost. From self-optimizing software that adapts to change, to a compact unified architecture, new QLC option, [smart data reduction](#), and multiple ENERGY STAR certifications, PowerStore offers footprint, management and power efficiency to stretch your IT budget. Now delivers up to 28% more TBe/watt!⁶

6 | Protect every workload

Designed for 99.9999% availability, PowerStore offers a comprehensive range of methods to ensure [“zero loss” data integrity](#), including Dynamic Resiliency Engine, secure and immutable snapshots, native sync/async and [metro sync replication](#) with witness (for automated failover/failback), plus integrated backup/restore to Dell PowerProtect DD.

7 | Streamline and automate workflows

PowerStore accelerates DevOps by allowing you to quickly provision advanced PowerStore services from within your management and orchestration platform of choice. Native integrations and plugins for VMware vRO, Kubernetes, Ansible and Terraform enable rapid deployment of resources in seconds, not days, eliminating manual provisioning processes.

8 | Minimize risk and threats

PowerStore has everything you need for your Zero Trust cybersecurity model, including HWRoT/Secure Boot, MFA, D@RE, FLR, ransomware protection, secure snapshots and more. Meets the stringent requirements of the US Department of Defense.

9 | Connect your on-prem and cloud strategies

Activate your multicloud future today with PowerStore’s native backup/restore integration with APEX Protection Storage, two-way data migration to APEX Block Storage for Public Cloud and flexible APEX Data Storage Services options.

10 | Stay continuously modern

Experience the benefits of PowerStore’s non-stop innovation. All-inclusive software, [data-in-place hardware upgrades](#), and new Lifecycle Extension with ProSupport ensure your workloads will always be running on the latest technology. With

With PowerStore Prime, you’re ready for anything.

Learn more from independent industry experts:

ESG: [PowerStore Prime First Look](#)

IDC: [The Business Value of Dell PowerStore](#)

¹Based on Dell analysis comparing midrange storage providers as of October 2023. Dell Technologies was accredited with 2-star rating by NPSxSM by Bain & Company for the period of October 2023 to October 2024. Note: CX Accreditation is a proprietary rating of Bain & Company, Inc. (“Bain”). Bain does not certify or endorse any Dell product or service

²Based on Dell analysis of Primary Storage QLC arrays – May 2024.

³Based on internal analysis comparing data reduction with PowerStoreOS 3.5 vs. PowerStoreOS 4.0 with variable block compression, Actual results will vary.

⁴Effective capacity assumes average 5:1 data reduction. Actual results vary, refer to Power Sizer for capacity data in your environment. Maximum capacities are dependent on drive sizes available at time of purchase. Maximum logical capacity supported per appliance is 8 exabytes (EB).

⁵Based on internal analysis comparing PowerStore 5200 peak IOPS with PowerStore OS 3.6 vs. PowerStoreOS 4.0, running 70/30 read/write mix, 128k block size over FC. Actual results will vary.

⁶Based on comparing maximum effective PowerStore capacities of 4:1 versus average 5:1 data reduction. Actual results vary, refer to Power Sizer for capacity data in your environment.

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