

Fast, Flexible Clouds with PowerStore

Build a private cloud that’s simple, efficient, and built to last

Buried in Complexity?

As IT environments diversify, workloads evolve, and data growth accelerates, legacy datacenters are struggling to keep up. Businesses need solutions that keep critical data on-prem while providing the rapid adaptability required to compete in today’s competitive landscape.



The past isn’t built for progress

Conventional datacenter architectures were designed for predictable environments, not agility. In a private cloud, that’s a serious bottleneck.

Rigid and Inflexible

Complex to Manage

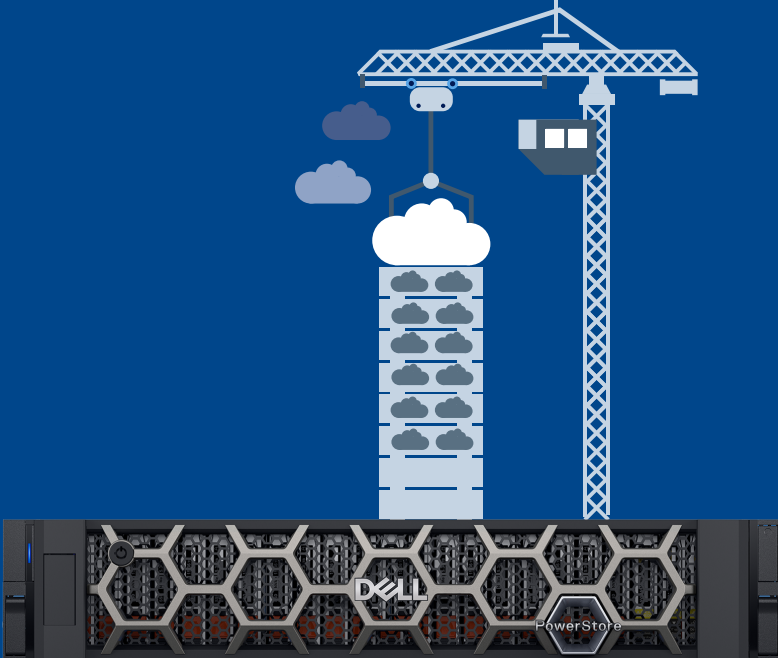
Disruptive Upgrades

Limited Automation

The private cloud of tomorrow starts with smarter storage

PowerStore combines flexibility and intelligence to transform private cloud deployments from heavy lifting to effortless execution.

Support any workload, protect data with enterprise-grade security, reduce costs with advanced data reduction, and scale quickly to meet growing demands—all on a future-ready, software-driven foundation.



Future-proof your strategy with superior technology

Radically simple

Integrated operations: Hypervisor, DevOps, and portfolio integrations streamline workflows

AI-Powered management: Autonomous optimization reduces manual tasks and decisions.

Proactive insights: AIOps tools deliver insights and keep applications running smoothly.

Ranked

#1

in ease of use¹⁰

Cost-Effective

Always-on efficiency: Advanced data reduction maximizes capacity without performance impact

Unmatched guarantee: Industry-leading 5:1 DRR guarantee included with every array.

Savings at scale: QLC models offer next-level performance with up to 25% lower TCO.⁴

Up to

2x

better efficiency than a leading competitor⁶

Endlessly Adaptable

Grow with granularity: Scale-up one drive at a time, up to petabytes of storage.

Flexible clustering: Mix and match models and migrate workloads with no downtime.

Continuously modern: Stay ahead with data-in-place controller swaps and non-disruptive next-gen upgrades.

Lifecycle Extension

Industry’s most flexible upgrade program⁵

Introducing Dell Private Cloud

Operate with ease, execute with confidence

Powered by the Dell Automation Platform and delivered with best-in-class PowerEdge and PowerStore hardware, Dell Private Cloud software provides an appliance-like experience that accelerates deployment, streamlines management, and allows you to quickly adapt your infrastructure to respond to dynamic requirements.

Secure, zero touch hardware onboarding and automated provisioning

Select and provision your preferred software from Dell’s curated catalog

Access familiar and consistent tools to manage and provision your environment

Reprovision and repurpose infrastructure to a different software option

Validated with

45,000+

hours of testing⁷

Over

90%

fewer steps to provision vs. manual deployment⁸

Workload-ready clusters in

2.5

hours, **zero** manual effort⁹

Customers and analysts agree.

PowerStore is the go-to solution for building private clouds.

6

product of the year awards

9

exabytes of data stored

18,000+

unique customers

90%

of Fortune 500 sectors

Ready to build your private cloud?

Whether you build it yourself or use Dell Private Cloud’s turnkey deployment, your cloud journey starts with PowerStore.

Learn more about **PowerStore** and **Dell Private Cloud**.

1. <https://www.datacenterdynamics.com/en/news/michael-dell-ai-to-drive-data-center-demand-up-100-fold-over-next-10-years/>

2. Enterprise Strategy Group Complete Survey Results, Navigating the Cloud and AI Revolution: The State of Enterprise Storage and HCI, February 2024.

3. Enterprise Strategy Group Complete Survey Results, 2024 Technology Spending Intentions Survey, February 2024

4. Cost savings are approximate based on internal comparisons with equivalent capacity 5200T models. For estimation purposes only actual savings may vary based on configurations.

5. Lifecycle Extension Program is the industry’s most flexible program for controller upgrades. Based on internal analysis November 2024.

6. Based on Prowess Consulting Report, commissioned by Dell, May 2024, comparing Dell PowerStore 1200T to similarly configured storage platform from a major competitor, using Vdbench. Actual results may vary.

7. Based on internal Dell testing. Dell Private Cloud deploying VMware vSphere. May 2025. Actual results may vary.

8. Based on internal Dell testing. Manual steps automated through a single Dell Private Cloud blueprint. May 2025. Actual results may vary.

9. Based on internal Dell testing. After hardware installation, configuration and platform onboarding. No manual interaction required after initiation. Actual results may vary.

10. Based on Dell Technologies analysis in October 2023 using double-blinded, competitive benchmark Net Promoter Score (NPS) data gathered by third-party commissioned by Dell for 1H FY24.