

Powering cloud services with intelligent infrastructure

Macquarie Cloud Services drives innovation with Dell PowerStore and Dell AI Ops, delivering smarter, faster, and more efficient cloud solutions.



Business needs

In Australia's competitive enterprise cloud market, Macquarie Cloud Services needed a future-ready solution to maintain its leadership. As AI adoption surged and customer expectations evolved, Macquarie Cloud Services aimed to reduce costs, improve efficiency, and scale seamlessly, without compromising while maintaining performance or reliability.

Business results



360% increase in throughput performance, enabling faster data processing.



83% reduction in storage latency, improving workload responsiveness.



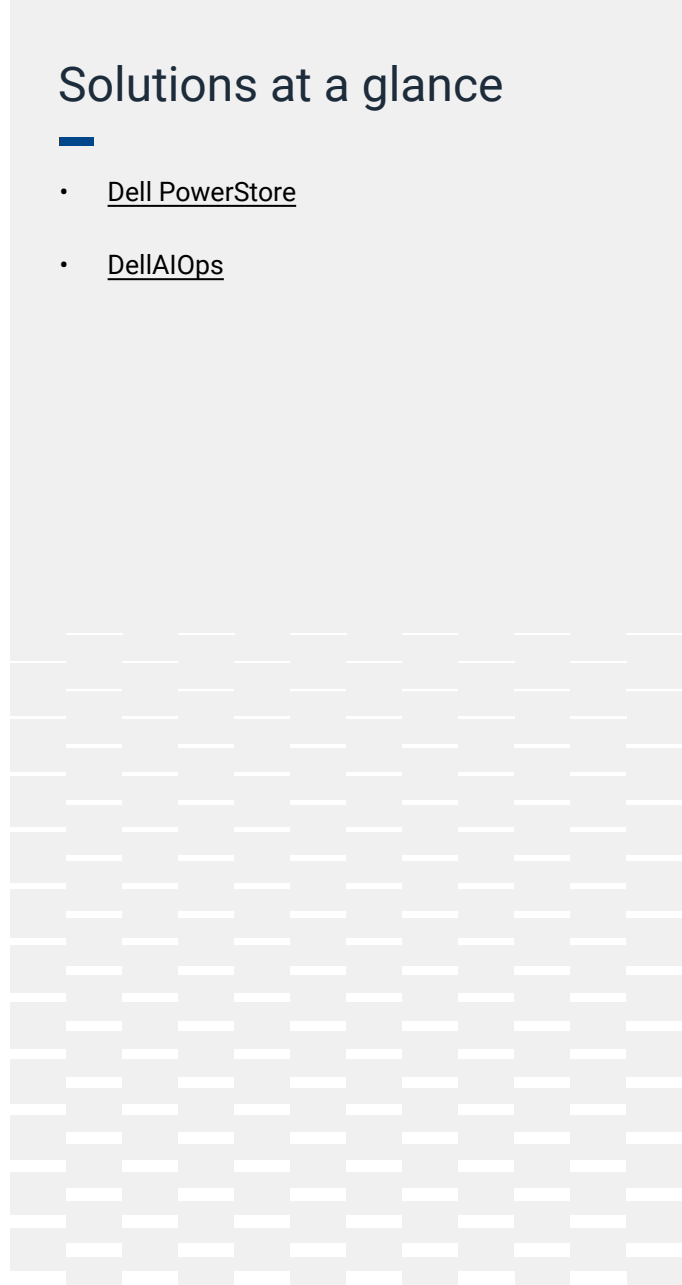
50% decrease in data center space usage, freeing up physical space.



45% reduction in power consumption, advancing sustainability and lowering costs.

Solutions at a glance

- [Dell PowerStore](#)
- [Dell AI Ops](#)





**50% smaller footprint and
45% reduction in power
consumption – delivering
measurable customer value**

Pioneering innovation in cloud services

Macquarie Cloud Services leads Australia's cloud services market, delivering tailored, high-performance solutions to mid-to-large enterprises and government organizations. Trusted by industries prioritizing security, compliance, and data sovereignty, the company helps customers innovate and grow. With rising demands for data, rapid AI adoption, and limited local options, it turned to next-generation infrastructure to maintain its competitive edge.

Transforming infrastructure through shared purpose

Built on shared values of vision, agility, and customer success, Macquarie Cloud Services' partnership with Dell Technologies is driving meaningful transformation. By adopting Dell PowerStore and Dell AIOps, Macquarie Cloud Services has modernized its infrastructure to deliver breakthrough scalability, efficiency, and responsiveness – empowering teams to move faster and serve customers better.

“Our mission is simple: to support customers who are overcharged and underserved,” says Naran McClung, head of consulting and hybrid cloud. “Dell keeps us a step ahead, enabling safe and efficient innovation for our customers.”

Performance that powers possibility

At Macquarie Cloud Services, every infrastructure decision is guided by a single goal: helping customers succeed. That's why the adoption of Dell PowerStore and

Dell AIOps has been so transformative for both internal operations and the businesses that rely on its services every day.

Customers are seeing real results. A 360% increase in throughput is powering quicker data processing, unlocking real-time insights, speeding up AI model training, and ensuring seamless application performance. Meanwhile, an 83% reduction in latency means critical workloads respond instantly, delivering smoother, more responsive user experiences. “Working with Dell Technologies and PowerStore has changed how we support our customers,” says Naran. “We're now able to manage larger migrations, take on more complex projects, and deliver tailored, high-performing solutions that help our customers move forward with confidence.”

Efficiency that drives impact

Dell AIOps plays a vital role behind the scenes. It streamlines operations and frees Macquarie Cloud Services' teams to focus on what matters most: customer success.

“With a flexible, end-to-end ecosystem that adapts to our needs, we're able to stay responsive and scale with agility as demands evolve,” says Naran.

Efficiency gains are substantial: a 50% reduction in data center footprint and a 45% drop in power consumption not only advance sustainability goals but also deliver real cost savings – benefits that are passed directly on to customers.

Unlocking the future of customer experience

For over a decade, Macquarie Cloud Services and Dell Technologies have partnered to deliver cloud solutions that help customers unlock the full potential of their data. As AI-driven decision-making becomes the norm, this collaboration is more critical than ever.

By streamlining operations and improving performance, the company helps customers spend less time managing



By combining Dell PowerStore's performance with AIOps automation, we're delivering faster, more reliable services that help customers stay ahead.



Naran McClung
Head of Consulting and Hybrid Cloud, Macquarie Cloud Services

“Dell empowers us to deliver more than infrastructure – we deliver confidence. From performance to sustainability, our customers trust us to meet their needs today and anticipate what’s next.”

Naran McClung
Head of Consulting and Hybrid Cloud,
Macquarie Cloud Services



infrastructure and more time focusing on what moves their business forward. With predictive analytics, they can better anticipate demand, fine-tune supply chains, and deliver more personalized, responsive experiences. AI-powered cybersecurity adds confidence with real-time threat detection and protection in a fast-changing digital landscape.

“Generative AI and machine learning capabilities are more in demand than ever,” says Naran. “By collaborating with Dell, we’re positioned to deliver cutting-edge infrastructure while meeting our customers’ unique and growing needs.”

Built on trust, driven by results

An exceptional Net Promoter Score of 96+ reflects customers’ confidence in Macquarie Cloud Services’ secure, scalable, and easy-to-use cloud solutions. Dell’s infrastructure and automation simplify operations to drive more consistent, value-driven outcomes and provide uninterrupted support for customers’ critical workloads. “To win and retain customers, you need service excellence and forward-thinking solutions,” Naran notes. “Dell’s technology helps us deliver reliability across diverse environments, directly impacting customer satisfaction and strengthening trust.” This shared focus on customer success has earned industry recognition

and continues to set new standards in cloud performance and customer experience.

Shaping tomorrow’s cloud, today

Macquarie Cloud Services enables customers to unlock new levels of agility and performance through AI-driven automation, intelligent data management, and edge-ready infrastructure. “Innovation isn’t just a buzzword for us – it’s how we stay ahead of evolving customer needs,” says Naran. “Our partnership with Dell Technologies allows us to deliver cloud solutions that meet today’s demands while shaping the future of digital infrastructure.”

“Efficiency isn’t just about saving space or power, it’s about delivering more value to our customers, and Dell PowerStore makes that possible.”

Naran McClung
Head of Consulting and Hybrid Cloud,
Macquarie Cloud Services

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