


Never outgrow your storage

Lifecycle Extension makes PowerStore your last platform refresh


Traditional storage forces you into costly, disruptive upgrades just to stay current. PowerStore ends that cycle with **Lifecycle Extension** – a **Dell ProSupport** offer that blends flexible technology upgrades, expert guidance and always-on support to simplify every phase of storage ownership.

PowerStore is built to evolve.


Lifecycle Extension makes it easy and cost-effective – with one comprehensive program



Continuous modernization



Long-term cost savings



Effortless simplicity

Industry’s most flexible upgrade program puts you in control

Don’t get locked into vendor timelines and narrow paths. Lifecycle Extension gives you freedom to grow when and how you choose.

More upgrade options – access any time in contract

Eligibility for all upgrades begins just 180 days after enrollment¹.

New Technology

Next Gen upgrade

Current Gen

Next Gen

Example: 3200 Example: 3x00

Why wait up to 3 years to be modern?
Get what’s NEXT from PowerStore as soon as it’s released. Full deployment services included.²

More ways to advance between product cycles

Higher-model upgrade

Current Gen

Higher Same Gen

Example: 3200 Example: 5200

Non-disruptive, data-in-place performance boost with full deployment services. **Support costs stay at original model rate!**

Scale-out upgrade

Current Gen

+ 2nd application Same/Next Gen

Example: 3200 Example: 3200/3x00

Add a second appliance at any time, leveraging PowerStore’s advanced clustering to meet growing capacity needs³

Save up to 38% compared to upgrading outside the program.³

¹. Upgrade eligibility begins 180 days after purchase of a 6-year subscription – or upon purchase of a 3-year renewal of a 3-year subscription. Upgrades subject to product availability. See Terms and Conditions for details.
². Appliance chassis and controllers included with program. You only buy the additional capacity and support. See Terms and Conditions for details.
³. Compares total savings after program costs for higher model DIP upgrade obtained in and out of program. Assumes authorized reseller promotional discounts as of September, 2025. Actual pricing may vary by configuration and availability. See Terms and Conditions for details.

No hidden lifecycle surprises

With some vendors, expanding capacity means moving to a higher model before you’re ready – triggering a costly upgrade and delaying your next refresh eligibility by years.



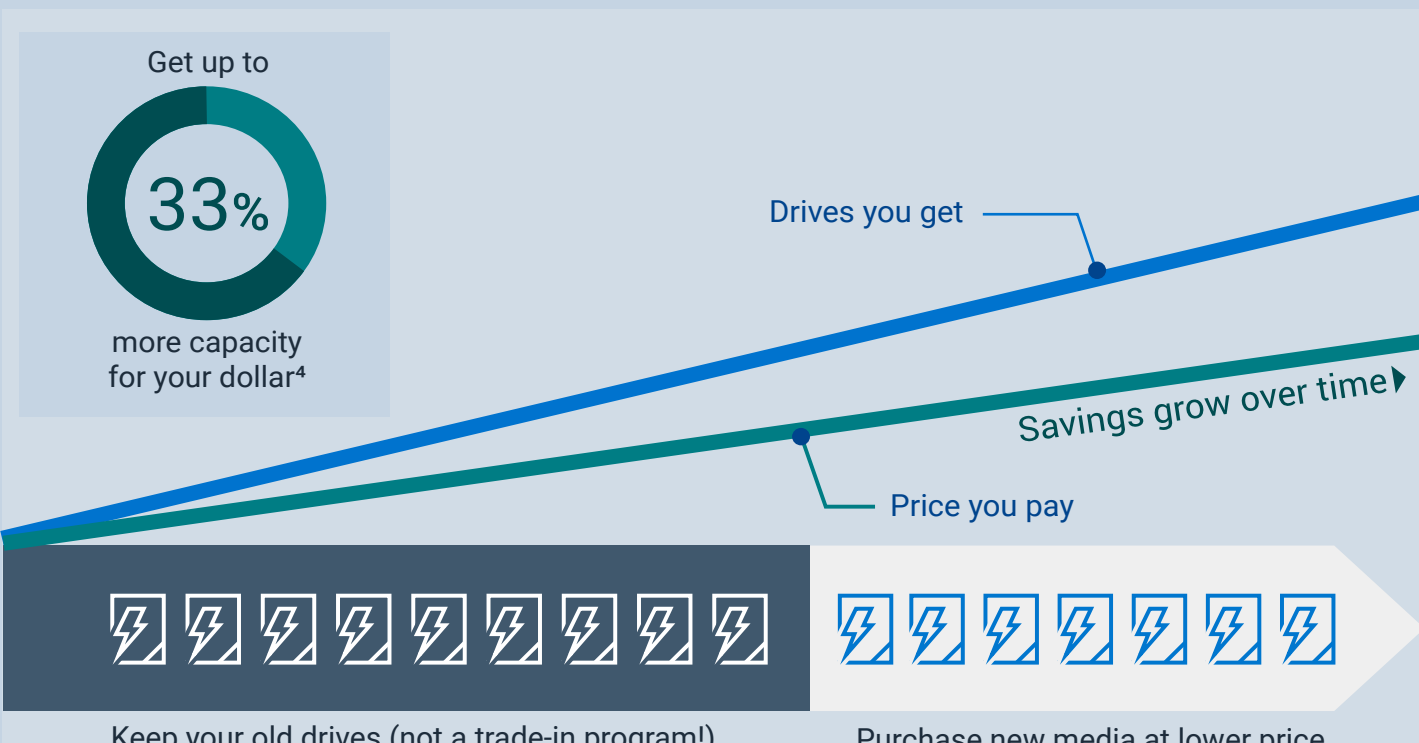
With PowerStore, all models scale equally, so you’ll never be forced into a higher tier just to expand. Our Higher Model upgrade is a straightforward performance boost – with no mandatory capacity add-ons, no multi-year renewal requirements, and no eligibility resets. Next Gen eligibility is immediate: You can upgrade as soon as the product is released!



- ✓ No forced **controller upgrades**
- ✓ No forced **capacity expansion**

Long-term savings on capacity

And the perks don’t stop there. Lifecycle Extension’s Capacity Refresh feature means you rack up huge savings every time you expand or upgrade drives. There’s no limit to how often you can use this benefit – your savings accumulate as you evolve.



⁴. Purchase current or next-gen drives at 25% reduced price. Limit 100TB bonus capacity per transaction. See Terms and Conditions for details.



Expert guidance for peak performance

With Lifecycle Extension, you also gain a dedicated **Dell Technical Advisor** for an expert annual review of your environment. Together with Dell, your authorized partner, or both, you’ll align your storage strategy to your business goals, receiving actionable recommendations for architectural optimization and workload planning.

- Configuration changes
- System health and performance
- Energy consumption
- Compliance and risk mitigation
- Capacity usage and expansion
- Upgrade planning

Personalized support keeps you ahead of business change, year after year.

How to *really* love your storage

With all these programmatic and technology advantages, it’s no wonder PowerStore customers are the happiest in the industry.

3-year satisfaction guarantee
vs 30 days for competitors!

5:1 Industry’s best data reduction guarantee
Covers all reducible data

All-inclusive software
No hidden costs, every release adds new value

Voted #1 in
• Ease of use
• Innovation
• Roadmap confidence⁵



⁵. Based on Dell Technologies analysis using double-blinded, competitive benchmark Net Promoter Score (NPS) data gathered by third-party commissioned by Dell for 2H FY25

Reserve your ticket to the future of storage.

With a proven track record of powerful releases, PowerStore is ranked #1 for both **innovation** and **roadmap confidence** vs. the competition. It’s the centerpiece of Dell’s enterprise storage strategy – and your gateway to what’s next.

Lifecycle Extension: You’ll like where we’re headed

- ✓ Continuously modern storage
- ✓ More flexible upgrade options
- ✓ No waiting for eligibility
- ✓ No forced upgrades
- ✓ Deployment included
- ✓ Long-term capacity savings
- ✓ Dedicated technical advisor
- ✓ World-class ProSupport

PowerStore NEXT

When the next breakthrough arrives, you won’t be scrambling to catch up – you’ll already be onboard, leading the way.



Your storage is in good hands.

Talk to your Dell Technologies representative today – long-term peace of mind starts now.