

# Top Reasons Why Customers Choose End-to-End Enterprise Class Storage and Cyber Resilience

The combination of [Dell PowerStore](#) and [Dell PowerProtect](#) simplifies operations and delivers a highly integrated, end-to-end solution for unrivaled cyber resilience.

## 1 | Market-leading Technology

Dell PowerStore and the Dell PowerProtect portfolio consist of world-class products in the industry's #1 Storage and Data Protection report<sup>1</sup>, renowned for delivering exceptional customer outcomes. PowerStore's intelligent, adaptable and continuously modern capabilities make it a versatile product with widespread adoption across 90% of Fortune Sectors<sup>2</sup> and 83% of US companies in the Fortune 100 are Dell Technologies Cyber Resilience customers<sup>3</sup>. As further evidence of our leadership, [PowerProtect Data Manager](#), a cyber resilience software platform for modern, multicloud workloads, was ranked #1 in customer satisfaction, total cost of ownership, and performance at scale<sup>4</sup>. This commitment to world-class technology ensures that your business operates on the cutting edge with solutions that are powerful, reliable and cost-effective.

## 2 | Comprehensive Cyber Resilience

Embrace a comprehensive approach to resiliency that meets the most stringent industry standards. Protect your data from cyber threats and accelerate the adoption of a robust cyber resilience strategy with Zero-Trust security principles. Using advanced access controls in both PowerStore and Data Manager, IT admins can utilize multi-factor authentication, single-login convenience through Active Directory integration and meticulous Identity and Access Management (IAM) with Role-Based Access Control (RBAC). PowerStore meets the stringent requirements of the US Federal Government, and its integration with Data Manager ensures secure transmission with data encryption across the network. The Anomaly Detection feature within Data Manager offers early threat detection of unusual file activities after backups, providing immediate insights into potential security risks. Using advanced machine learning algorithms, Anomaly Detection reviews metadata, behavior patterns and system configurations to flag suspicious activity, helping to protect your production environment from ransomware and other threats. Take control of your data integrity with [PowerProtect Data Domain](#) retention lock governance and compliance mode, reducing the risk of malicious data changes. Data Domain streamlines cyber resiliency for your organization's data making it an ideal choice for robust cyber resilience for remote offices, small and medium-sized businesses, and large enterprises. Data Domain offers inherent data integrity features that guarantee the security of data and reduces the potential for data loss, enabling your business to sustain essential operations seamlessly. Enhancing enterprise resilience against evolving cyber threats, [PowerProtect Cyber Recovery](#) ensures the physical isolation of critical data within a protected data center space. With an automated air gap and recovery data validation, these solutions provide fast and efficient recovery in the face of a cyberattack

### 3 | Optimized for Performance and Efficiency

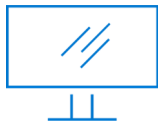
The combination of PowerStore's 4:1 [no-assessment guarantee](#) and Data Domain's world's best data reduction<sup>10</sup> significantly reduce infrastructure costs by minimizing heating, cooling and space requirements for storing your data. Protect massive data sets with lightning-fast speeds of up to 131 TB/hour with zero impact on applications with only changed data being transmitted. PowerStore's ENERGY STAR certified models help achieve sustainability goals with up to 61% more performance per watt<sup>6</sup> than previous models while Data Domain reduces power consumption through advanced deduplication technology. In tandem, PowerStore and Data Domain help optimize operations and set a new standard for resource conservation in data management.

### 4 | Simplified Management and Operations

With ever-changing risks and compliance requirements, the need for simplicity cannot be overstated. Integrating enterprise storage and cutting-edge cyber resilience greatly simplifies backup and recovery workflows across diverse environments whether you are managing directly from PowerStore or from Data Manager. Storage Direct Protection centralized orchestration provides the highest performance, incremental forever backups and block-level recovery with minimal impact on applications and databases during backups. Storage administrators can easily send backups from edge to core to cloud-based Data Domains without using a dedicated backup server and can quickly recover using Instant Access to restore individual files in as few as seven clicks directly within PowerStore manager<sup>7</sup>. Don't just take our word for it, customers rank PowerStore #1 in ease of management over Pure, NetApp and HPE<sup>8</sup> which can deliver a 468% three-year return on investment<sup>9</sup>, making it an excellent choice for businesses looking for easy-to-use storage solutions.

### 5 | Multicloud Cyber Resilience

Flexibly back up data to an on-premises or software-defined cyber resilience appliance, such as [Data Domain Virtual Edition](#), to retain data across multiple clouds for a versatile and resilient recovery strategy across diverse locations. Incorporating Data Domain Virtual Edition into your cyber resilience strategy ensures confidence that your valuable assets are shielded and accessible in the public cloud. Offering trusted software-defined cyber resilience storage with world leading deduplication, scalability and data immutability, Data Domain Virtual Edition delivers robust enterprise-level backup and restore capabilities for seamless cyber resilience across multicloud environments. Choose to retain backups on-premises for quick access, establish remote site backups for added redundancy, or leverage the agility of public cloud storage for cost-effective and scalable solutions. Even in the event of a disruption, your cloud data can be rapidly recovered in just a few clicks for failover and for failback<sup>10</sup>, offering direct in-cloud access for swift and efficient data retrieval.



Learn More about  
[PowerStore](#) and  
[PowerProtect](#)



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<sup>1</sup> Based on combined revenue from the IDC 3Q23 Purpose-Built Backup Appliance (PBBA) Tracker, with select Storage Software segments from the 3Q23Storage Software and Cloud Services Qview.

<sup>2</sup> As of January 2023, based on internal analysis of vertical industry categories from 2022 Fortune 500 rankings.

<sup>3</sup> Based on Dell Technologies internal analysis, March 2026.

<sup>4</sup> Based on Dell analysis Based on Dell Technologies analysis. Compared to Veeam, Cohesity, Rubrik, and Commvault using double-blind, competitive benchmark Net Promoter Score (NPS) data gathered by third-party commissioned by Dell. August 2025.

<sup>5</sup> Based on Dell Internal Analysis, October 2022. <https://www.dell.com/en-us/dl/data-protector/guarantees.htm>

<sup>6</sup> Based on Dell analysis comparing maximum IOPS per Watt for PowerStore 1200 base appliance configurations with PowerStoreOS 3.0 vs. PowerStore 1000 base appliance configuration with PowerStoreOS 2.0. Actual results vary.

<sup>7</sup> Based on Dell analysis, January, 2023.

<sup>8</sup> 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

<sup>9</sup> IDC White Paper, sponsored by Dell Technologies and Intel, "The Business Value of PowerStore," IDC #US50037323, March 2023.

<sup>10</sup> Based on Dell analysis of the purpose-built backup appliance market and available max average deduplication ratios, December 2025.