

Dell Technologies has a bigger view of storage

By Andrew Glinka, Vice President of Competitive Intelligence, Dell Technologies | June 2022

Some vendors see storage modernization through a drinking straw. They see flash media as the solution to every storage problem, but how can flash media alone solve complex challenges in today's dynamic business climate? With



data growing exponentially and becoming less predictable and more critical, you need more than a flash-only storage perspective to drive your success.

Dell has a bigger view of storage. Only Dell can deliver a continuously modern storage experience with an expansive portfolio of products and services that enable adaptable software architectures, multi-cloud-capable software, and comprehensive cyber-resiliency from a single vendor, all in one place.¹

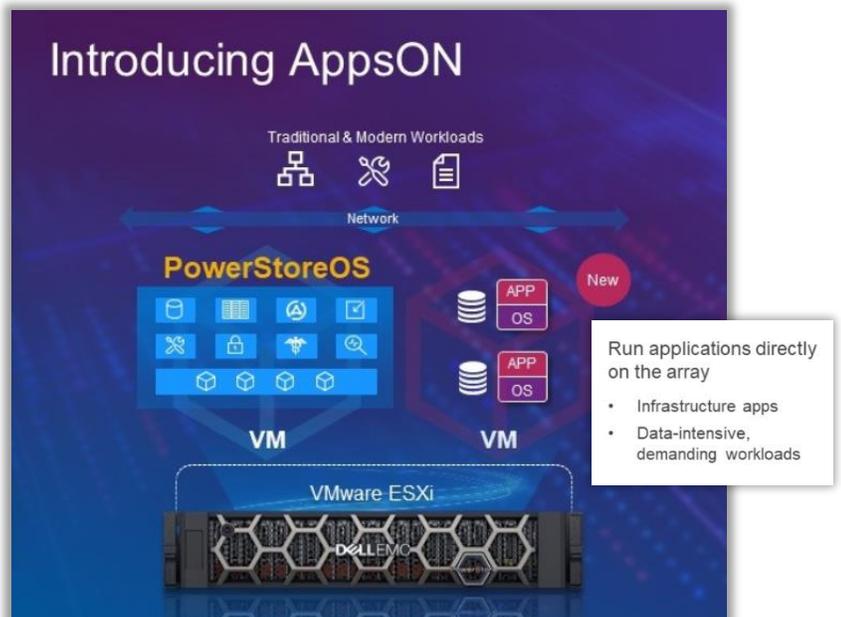
How Dell [PowerStore](#) does more to uncomplicate your primary data

Some flash-only vendors incorrectly believe that you can uncomplicate your data with primary storage systems that are built on finite, silo-type architectures designed to keep storage and application infrastructure forever separated. But this view falls short when data demands are radiating from all corners of your enterprise and relentlessly expanding. A siloed approach can actually add complexity to your data environment.

Dell has a bigger view of how to uncomplicate your data. Because of its scope and unpredictability, we know you need flexible scale-up/scale-out primary storage solutions that can be deployed and scaled according to your business needs.

Dell PowerStore X all-flash arrays can consolidate storage and application infrastructure as the only purpose-built arrays with VMware vSphere built-in.² [AppsON](#) technology simplifies deployments for workloads in core or edge locations where infrastructure simplicity and density are required. For the most demanding workloads, PowerStore can be deployed as dedicated storage. At any location, you can scale PowerStore platforms up or out. You can add just capacity, or just performance, or both at the same time. And you can seamlessly manage your data across this diversity.

To go along with PowerStore's deployment and scaling flexibility, Dell offers the industry's most flexible upgrade program for controller upgrades³—Anytime Upgrade—so you can uncomplicate your future, along with your data.



¹ Based on Dell analysis, April 2022.

² Based on Dell analysis of publicly available information on current solutions from mainstream storage vendors, April 2020.

³ Based on Dell analysis, April 2020 using publicly available data to compare the highest available program/subscriber offers for controller upgrades.

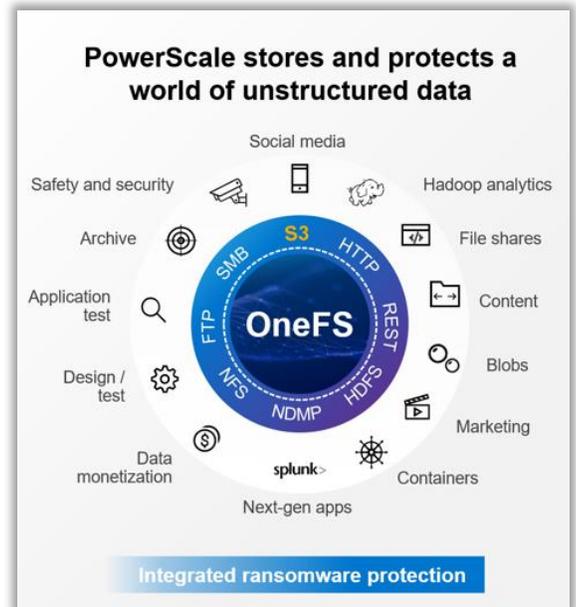
How Dell [PowerScale](#) does more to uncomplicate your unstructured data

Flash-only vendors seem to ignore the sheer magnitude of cold data that continues to mushroom in all unstructured data environments. They overstate the complexity of mixed-media storage environments and over-simplify what it takes to keep data safe from cyber-attacks. Their customers often turn to outside vendors to help them move inactive data out of their performance environment and protect their active data and archives from cyber-attacks. This multi-vendor approach drives up complexity and costs.

Dell [PowerScale](#) is built to uncomplicate unstructured data environments for both active and inactive data. PowerScale can cost-optimize storage and protect it from attackers for all your data, all within a single cluster.

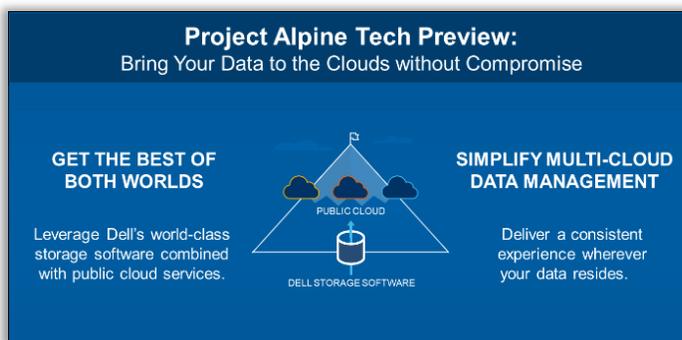
PowerScale automates the management of your data throughout its lifecycle, so complexity doesn't get in the way of optimizing storage economics. PowerScale also allows you to non-disruptively phase storage media and hardware advances into existing clusters, as well as repurpose and decommission older nodes.

[Superna Eyeglass Ransomware Defender](#) cyber security software integrates directly into PowerScale's OneFS operating system—and out into the ECS object storage infrastructure—so you'll have real-time detection and automated lock-out and recovery responses baked into your entire unstructured data infrastructure. Ransomware Defender incorporates AI/ML analytics to help stop cyber-attacks and enables a network-isolated operational air-gap vault to help protect your recovery data.



How Dell gives you a bigger experience with [multi-cloud and container storage](#)

Flash-only vendors approach multi-cloud and container storage with tunnel vision. They don't see that you need a much bigger set of capabilities than just flash storage to help build applications. These same vendors mistakenly assume that all developers implement container storage the same way, and they leave you on your own to implement and lifecycle-manage multi-vendor solutions for critical requirements such as data protection, cyber-security, and hyper-converged infrastructure.



Unlike flash-only vendors, Dell gives you the industry's most comprehensive [portfolio of multi-cloud-capable storage](#) from a single vendor⁴ so you can leverage a full menu of primary and unstructured storage, backup and recovery, and hyper-converged infrastructure in your multi-cloud application environments, all while enjoying rich functionality, robust security, and seamless interoperability with your on-premises storage infrastructure.

Furthermore, Dell offers the broadest DevOps-ready storage portfolio that is fully validated with all major hyper-scalers and container orchestration platforms.⁵ When it comes to backup, Dell provides better cloud data management and lower cloud data costs that are up to 80% more cost-effective than other cloud data protection competitors.⁶ With [Project Alpine](#), Dell is poised to bring its entire portfolio of world-class storage software to AWS, Google Cloud, and Microsoft Azure, enabling broad-scale operational consistency across all these hyper-scaler environments.

⁴ Based on Dell analysis, April 2022.

⁵ Based on Dell analysis of integrated systems for Kubernetes distributions, March 2022.

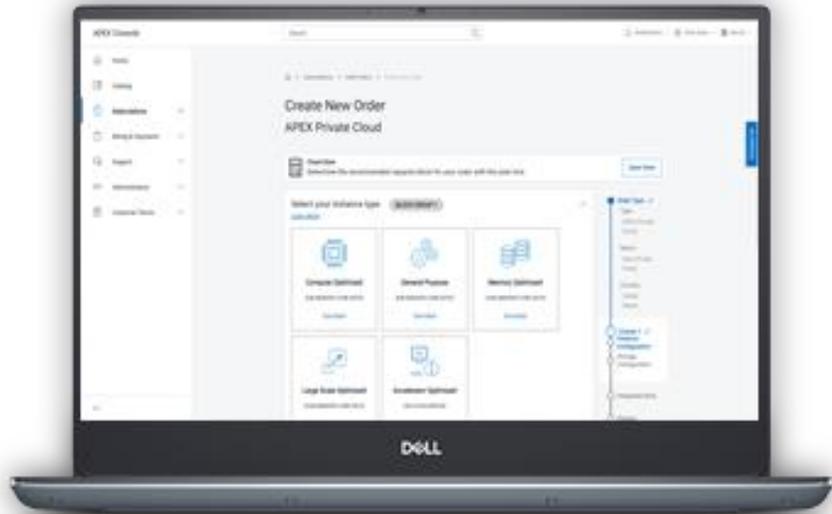
⁶ Based on third-party analysis, commissioned by Dell Technologies: "Understanding the Economics of In-cloud Data Protection: A Dell EMC Data Protection Solution Designed with Cost Optimization in Mind," Sept. 2021. Results were derived from comparing Dell EMC PowerProtect Data Manager with PowerProtect DDVE against 4 unnamed competitors.

How Dell [APEX](#) unlocks more service choices

In your transition to as-a-service IT, the last thing you need is a storage-only console that limits your choices of on-demand services and self-service empowerment. As your deployment of on-demand IT advances, this siloed approach could become untenable. You might also expect to pay premium rates for bursting, which can lead to unpredictable costs.

Dell APEX As-a-Service has ushered in the era of the super cloud through a single console and a single vendor approach. The Dell APEX Console empowers you with a comprehensive catalog of industry-leading IT services and a complete self-service procurement experience.

APEX Data Storage Services help you manage and control costs more predictably. You can scale capacity up and down to respond dynamically to customer and workload requirements and only pay for what you use at a single rate, with no overage fees.



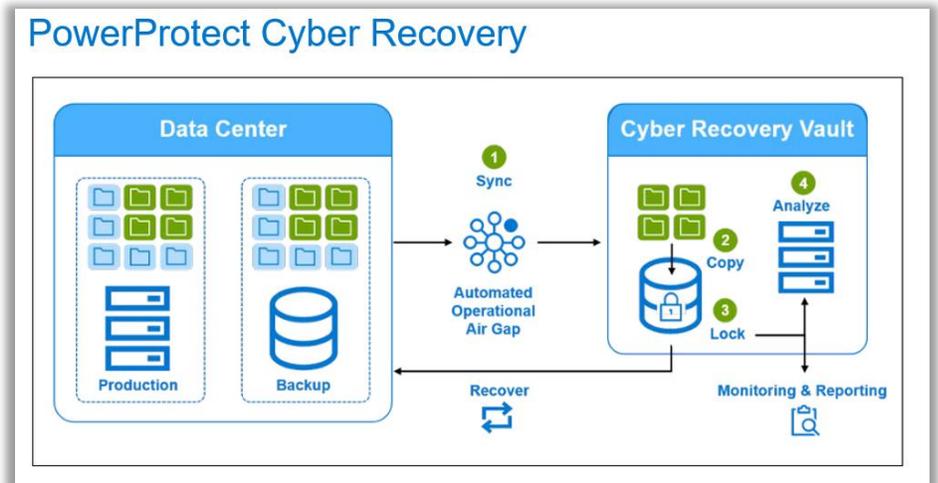
APEX Hybrid Cloud Services offer the only jointly engineered HCI system with deep VMware Cloud Foundation integration. Data protection and security are top-of-mind for any business. APEX Cyber Recovery Services provide lines of business and application owners with security and confidence. Enterprises can restore data to multiple public clouds without excessive egress fees.

How Dell [PowerProtect Cyber Recovery](#) helps keep your data safe

Some storage vendors exclusively lean on tamper-proof snapshots for cyber security. But what do you do if your snapshots expire before you discover you've been attacked? For more robust protection, these vendors will steer you to third-party data protection solutions that may not cover your security vulnerabilities.

Dell knows that tamper-proof snapshots aren't enough. Dell also knows that best-in-class cyber protection requires a couple of safeguards that are absent from some storage vendors, as well as the traditional backup vendors they partner with, for example:

- A network-isolated operational air-gap data vault that is policy-controlled from within the vault using strictly controlled access tools so your recovery data is not accessible by attackers.



- An artificial intelligence and machine learning technology that uses a machine learning model trained on millions of samples across thousands of malware strains to recognize data within backups files that have been affected by malware.

Both these protections are available with Dell's PowerProtect Cyber Recovery solution, with full integration of CyberSense to add an intelligent layer of protection.

Conclusion: Dell's bigger view of storage enables modernization on a bigger scale

Unlike vendors who see storage modernization through a drinking straw, Dell's bigger view of storage has resulted in the world's most comprehensive storage portfolio from a single vendor. Dell offers an expansive portfolio of products and services to help you modernize your storage infrastructure on a bigger scale and with longer-lasting impact, for example:

- [PowerStore](#) uncomplicates your primary data more successfully with greater deployment, scaling, and upgrading flexibility.
- [PowerScale](#) uncomplicates your unstructured data environment more successfully with storage media flexibility, paired with data lifecycle intelligence and directly integrated cyber security, when equipped with Ransomware Defender.
- Dell's broader array of container-ready storage platforms and more expansive menu of [multi-cloud storage services](#) enable a more robust and flexible application development environment.
- Dell's more comprehensive [APEX](#) As-a-Service catalog, with its more empowering self-service console, enable a more successful transition to on-demand IT.
- The extra data protection measures offered with Dell's [PowerProtect Cyber Recovery](#) solution help you keep your data safe from bad actors.

Only Dell can deliver a continuously modern storage experience with an expansive portfolio of products and services that enable adaptable software architectures, multi-cloud-capable software, and comprehensive cyber-resiliency from a single vendor, all in one place.



About the author: Andrew Glinka is Vice President, Competitive Intelligence at Dell Technologies. Andrew is an 11-year Dell Technologies veteran and brings over 23 years of experience in technology sales, management, and operations. Prior to assuming his current role, Andrew served as Global Director of Sales Strategy for the Data Protection Solutions Division. He has also managed the Global Software Sales team as well as other sales teams in the Data Protection Solutions Division. Prior to joining Dell through the EMC acquisition, Andrew owned and operated an IT Managed Services business in Virginia for over 8 years before successfully selling the company.