

The Business Value of Dell Technology Rotation for Storage

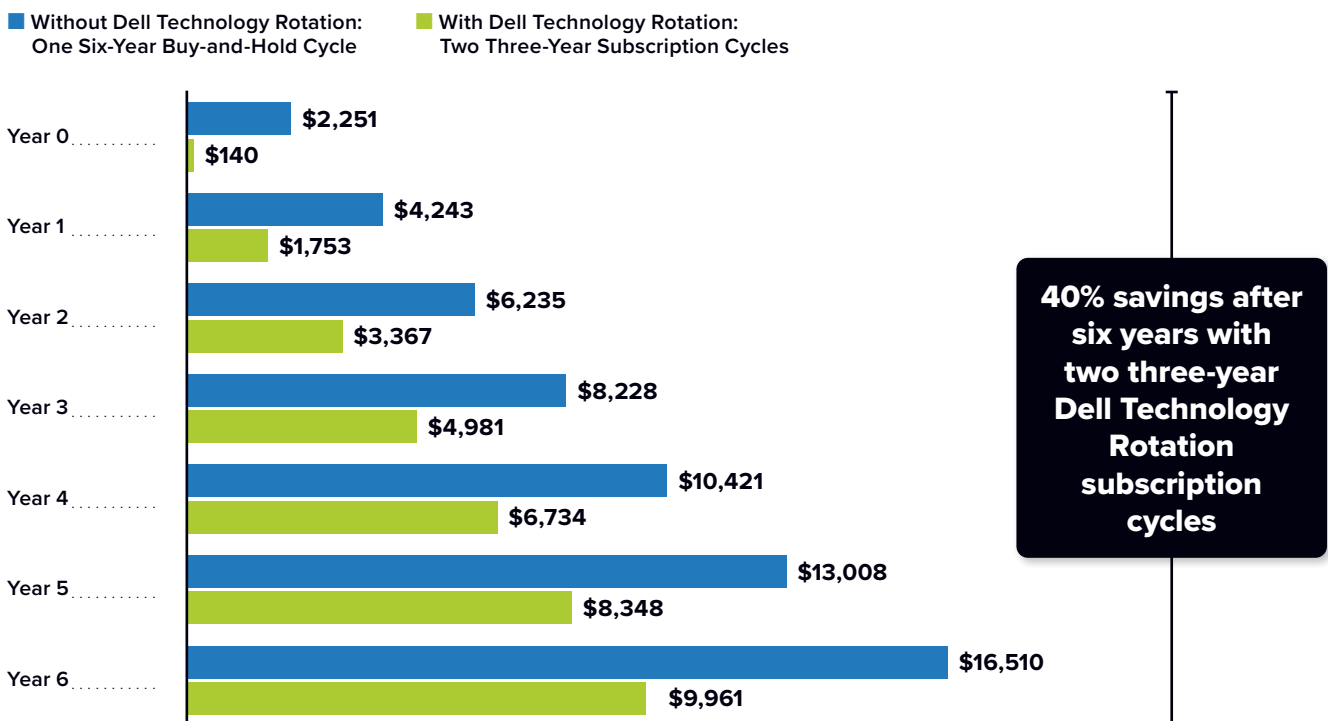
IDC's research demonstrates how organizations benefit from a subscription-based approach to obtaining storage hardware through Dell Technology Rotation compared with a buy-and-hold approach. Study participants not only **optimize total storage operational costs by avoiding capital investments and leveraging Dell Technologies support but achieve improved performance with the newest storage technology** to support business activities and adoption of new technologies.

KEY RESULTS



TOTAL COST PER STORAGE TB BY YEAR

(Total cost, \$ per storage TB)



CUSTOMER QUOTE:

“As our business has grown, we’ve needed to replace storage arrays to support increasing data capacities. Being able to make this shift quickly with Dell Technology Rotation demonstrates our business agility, whether it’s opening new territories, launching new products, or assessing our marketing strategies.”

BENEFITS OF DELL TECHNOLOGY ROTATION

- ▶ **105** fewer staff hours per storage machine required for storage management
- ▶ **\$954** lower productivity losses per storage TB from storage unplanned outages
- ▶ **21%** improved application performance
- ▶ **37%** more efficient storage infrastructure management team
- ▶ **65%** fewer unplanned outages
- ▶ **27%** faster to run queries to support business activities