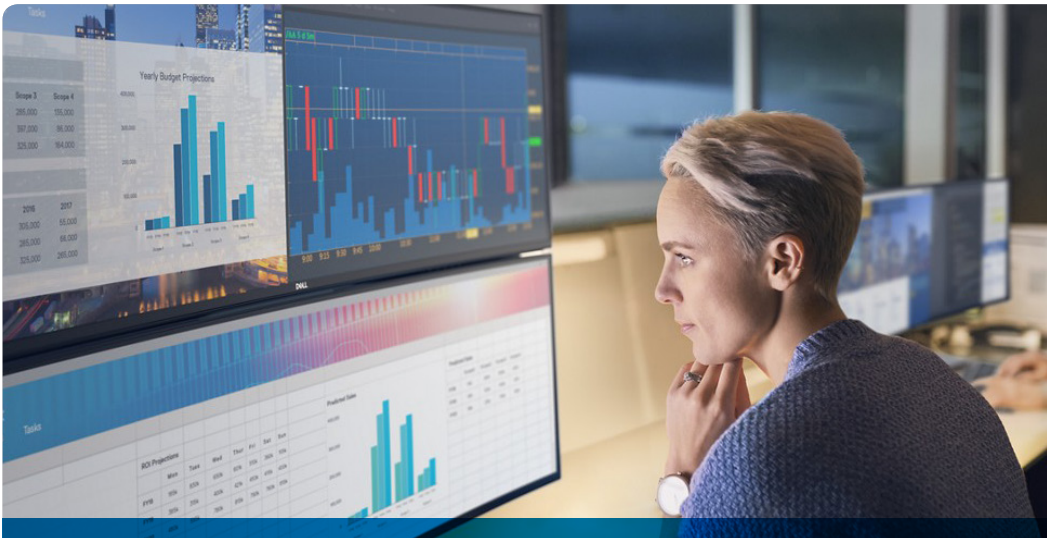


Keep your storage system optimized and configured for peak performance



Up to
34% reduction
in data loss and
downtime¹

Up to
24% fewer
critical events²

Optimize for Storage service

In-depth analysis and strategic guidance

Because data is the lifeblood of your enterprise, protecting and supporting the systems that store your data is crucial, along with the ability to quickly respond to changing business demands.

That's where Dell EMC Optimize for Storage makes a measurable difference, providing ongoing guidance from a designated storage expert with deep technical expertise and intimate knowledge of your environment. It's like a personal coach for your storage system, making sure the mission-critical systems you depend on every day are configured and operating at peak performance.

Just like elite athletes, top performers need expert guidance to gain and keep their competitive edge. With Optimize for Storage, we work with you year round, keeping a daily watch on system trends, risks, capacity and performance. And should you purchase Optimize for Storage with ProSupport Plus, your Optimize for Storage expert works in sync with your assigned support professional, giving you a powerful, collaborative team backing you every step of the way.

Continual improvement for dynamic business environments

Aligning your storage needs to business objectives, your Optimize expert orchestrates a host of tools and resources to interpret complex data, deliver deep-dive performance evaluations and make timely recommendations – not once a year, but ongoing for the life of your contract.

Key benefits:

- Maximize storage performance and operational efficiencies
- Reduce risk of data loss, downtime or business delays
- Save time and resources in managing your storage environment
- Deliver accelerated returns on your storage investment

It's like a
personal coach
for your storage
system.

Analysis & recommendations



Your Optimize Technical Account Manager understands your environment and is in tune with current and changing technologies. Before making recommendations, our experts conduct a deep-dive evaluation, analysis and review of your storage performance:

- Capacity and consumption trends
- Front and back-end overviews
- Replications
- Raid striping
- System logs
- Fault tolerance
- Controller and software versions
- Product notifications and code releases
- Security and technical advisories
- CloudIQ health scores, data and alerts
- Case reviews

Optimize for Storage provides:

- An in-region Technical Account Manager – a designated Dell EMC storage expert who provides ongoing strategic guidance
- Daily system monitoring against key performance indicators
- Deep-dive configuration and performance evaluations
- Regularly scheduled meetings to review trends, forecasts and areas for performance improvement³
- Annual strategic planning session to align with your business objectives
- Ongoing best practice advice, technical guidance and knowledge transfer
- Assistance with critical support issues

Avoiding risks, bottle necks and poor performance

With so much information at your fingertips, you don't always have the time to review and interpret data or to formulate a plan or course correction. Bandwidth is always a challenge, as are competing priorities, rigid deadlines and ever-increasing demands. This is where Optimize for Storage delivers an added level of technical expertise and guidance – to avoid operational conflicts, reduce unplanned outages, simplify upgrades and evaluate the impact of near-term decisions on future performance.

“The Dell EMC Optimize service helps us sleep at night because we know we have a constant set of eyes monitoring our storage. They are very quick to alert us to potential issues and assist in resolving anything that comes up. The monthly review call is also a huge benefit because it helps us stay in touch with what is going on under-the-hood when things get busy.”

— **Tom Torebka**
Network Manager
Glens Falls National Bank and Trust Company
November 2018

For details about Optimize for Storage service, contact your Dell EMC representative. Visit www.dellemc.com/Optimize for additional information.

¹Based on internal analysis of technical support incidents from August 2017 to May 2018 for SC Series comparing the percentage of Data Unavailable/Data Loss cases in systems with Optimize for Storage vs. systems without it. Actual results may vary. ²Based on internal analysis of service tags from July 2009 to October 2018 for SC Series comparing the percentage of Severity 1 cases in systems with Optimize for Storage vs. systems without it. Actual results may vary. ³Monthly or quarterly options available. Strategic planning meeting is onsite for monthly option and remote for quarterly.