TOP REASONS WHY: DELL EMC POWERMAX FOR CLOUD

5

As customers recognize that a winning IT infrastructure strategy will embrace both private and public cloud technologies, Dell Technologies delivers solutions that enable customers to leverage both, with ease. In a multi-cloud world, customers want to know that their storage investments are designed to flexibly integrate their on-prem infrastructure investments with built in cloud data services, leveraging the agility and cost effectiveness of public cloud to optimize IT delivery. Dell EMC PowerMax delivers an Enterprise Class storage solution that expands data connectivity to the cloud as well as allowing data to be simply consumed by cloud infrastructure.

1 | Simple Disaster Recovery as a Service for VMware

With *Dell Technologies Cloud PowerMax for Multi-cloud*, users can connect their on-premise PowerMax system, and replicate using the native tools they know and love, to this true, As-a-Service Disaster Recovery offering for VMware based workloads. There's no need for secondary data centers, costly infrastructure or special skills, as this solution is totally operationally consistent with on-prem VMware deployments. Customers can implement for as much or as little of their data as they choose and a cost-effective Op-Ex model delivers automated DR with PowerMax in VMware Cloud on AWS. When a test is required, or a disaster declared, the process of recovery is totally seamless to the customer. It could not be simpler.

2 | Agile, Multi-Cloud Based Applications, using On-Prem Data

Have you ever wished you could leverage the amazing array of public cloud services and applications against the data generated by your on-prem applications? Well now you can. A key offering of the *PowerMax for Multi-cloud* solution, users gain the agility and economic benefits of public cloud-based applications and services, while also leveraging the high-availability and durability of the world's most robust enterprise storage system and maintaining complete control of your data. PowerMax replicates to the storage service using native SRDF technologies. When desired and leveraging patented technologies, the

application data you choose can be shared to compute resources in any hyperscaler, concurrently through a high-speed, low latency connection. And as a bonus, we have a special agreement with Microsoft Azure, whereby there are absolutely no egress charges when using this solution within Azure.

3 | Cost-Effective Snapshot Archiving

Dell EMC's cloud connected storage systems address rapid data growth and extend the useful life of valuable data center resources, with simple and efficient data mobility to and from public clouds. Cloud Mobility for PowerMax leverages public cloud as an economical storage tier, ideal for archiving and long-term retention. With this solution, older snapshots can be archived securely (data is always encrypted) and efficiently (data is compressed in flight) to very cost-effective Object based storage offerings, with savings of up to 50%*. PowerMax is totally integrated to these copies and can analyze and recover them whenever required.
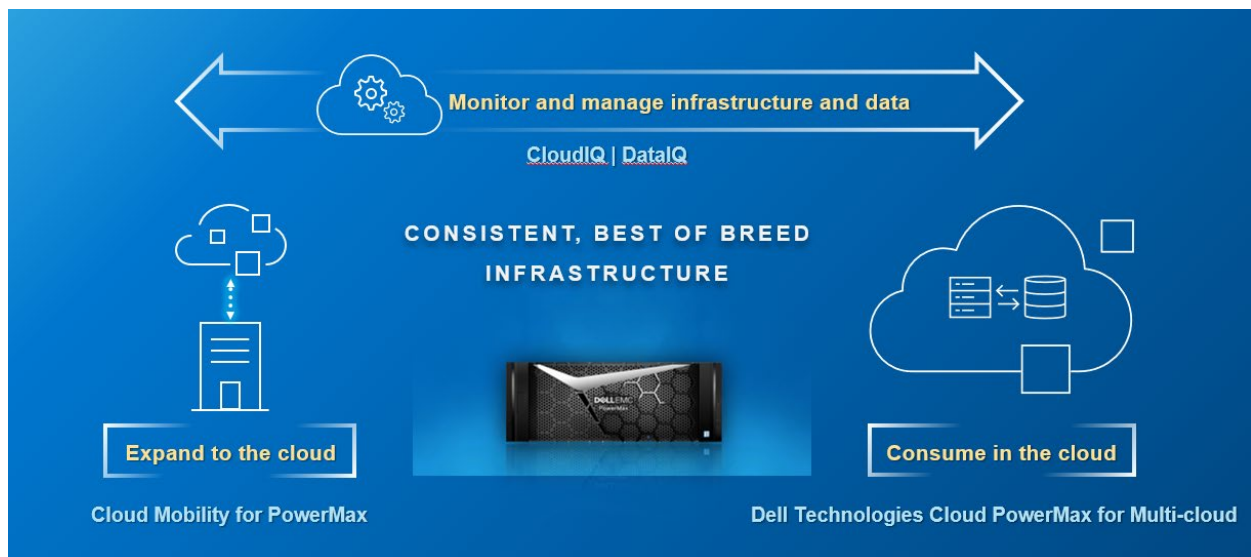
4 | Leverage Native Public Cloud Infrastructure for On-Prem Data

Extending the snapshot archiving use case with *Cloud Mobility for PowerMax*, customers can take any of the archived snap copies sitting in the public cloud and via a freely available Dell EMC vApp running in AWS, re-hydrate the data. This offering analyzes the application data and can enable application data recovery to native AWS block storage (Elastic Block Storage) and leveraging EC2 compute infrastructure as a service and AWS native application services, customers can run secondary application use cases against the data, such as re-use for services such as reporting or analytics

5 | Visibility to all Storage Assets Any-Time, Anywhere

CloudIQ combines machine intelligence and human intelligence, enabling algorithms to be continuously updated leveraging Dell EMC product and subject matter expertise, combined with industry best practices to address the most potentially impactful issues. This provides IT administrators with intel they need to take quick action and more efficiently manage their Dell EMC storage environment, at no additional cost!

PowerMax Cloud Offerings

* Based on Dell Technologies testing, June 2020 based on PowerMax 8000 3 Year TCO calculation