

# Modernize Your Data Center With Dell Technologies

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# A pivotal moment in IT is happening now ...



AI  
impact



Edge, Cloud,  
Datacenter



Closed or Open  
Ecosystems



Cost control  
OPEX & CAPEX



Physical &  
Cyber Security

... leading customers to re-evaluate their data strategy

“I have concerns about vendor lock-in and rising licensing costs”

“I have to solve for AI **and** Edge **AND** traditional workloads across multiple ecosystems”

“I want to make the right choices for today and tomorrow”

# AI is driving a move towards disaggregated architectures

## Shared Storage

Open and flexible with the freedom of independent storage and compute to avoid vendor lock-in



Compute



Storage

- Independent Compute & Storage
- Flexibility for emerging workloads (ex: edge, AI)
- **Higher** CPU utilization, higher DRR (lower \$/GB)
- Flexibility of broad, open ecosystem
- Fewer silos
- Up to 25% lower cost\*

## Hyperconverged

Tightly integrated hypervisor, compute, and storage



- **Interlocked** Compute & Storage
- Simplified operations & lifecycle management
- **Lower** CPU utilization, lower DRR (higher \$/GB)
- **Vendor Lock-in**
- More silos
- Higher cost

With the growth of emerging workloads (e.g. AI), there is shift back in IT preference towards shared storage

\* Dell internal analysis - calculations based on comparisons between VSAN Ready Nodes and PE + PowerStore.

# Shared storage is a massive opportunity

## SHARED STORAGE OPPORTUNITY

>80%

of market<sup>1</sup>



## ... WHERE MIDRANGE IS THE LARGEST SEGMENT

\$7.4 B

of global midrange<sup>1</sup>  
market opportunity



The competition is fierce, but our **strategy** and **innovative portfolio** give us the advantage!

# Architecture Positioning

*Lead with*



## Shared Storage

Open and flexible with the freedom of independent storage and compute to avoid vendor lock-in



Unlock your data with **Dell Storage**

*...unless customer is committed to hyperconverged*



## Hyperconverged

Tightly integrated hypervisor, compute, and storage



# Primary Storage Positioning

Segment: MB / Enterprise / ACQ

## Lead with PowerStore



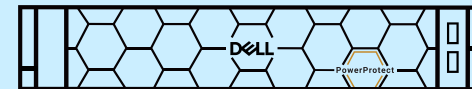
**Lead with PowerStore** due to its unmatched ease of use, advanced technological capabilities, and comprehensive benefits especially with the new 4.0 release as part of our PowerStore Prime launch.

## Why PowerStore? [\(link for more info\)](#)

- Industry's Best 5:1 Data Reduction Guarantee on reducible data.
- Voted #1 in ease of use versus top competitors
- Futureproof Performance – blazing fast NVMe
- Scale Up & Out for seamless growth
- Unified Storage: Supports block & file
- Always-on cyber resiliency/security
- Built-in AIOps and AI Assistant

## Don't forget data protection & cyber resilience!

Don't forget to discuss security challenges and how PowerProtect can help. Now, with Storage Direct Protection integration, you can control backups and ~65:1 dedupe directly from PowerStore Manager.



Build your cyber resilient foundation on the #1 Purpose-Built Backup Appliance



Complete the solution with PowerEdge compute

# Primary Storage Positioning

Segment: Large Enterprise/DTS

## Lead with PowerStore

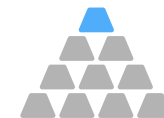


Lead with **PowerStore** due to its unmatched ease of use, advanced technological capabilities, and comprehensive benefits especially with the new 4.0 release as part of our PowerStore Prime launch.



Complete the solution with **PowerEdge** compute

Segment: Large Enterprise/DTS



## Unless

- Large Enterprise seeking enterprise-wide consolidation
- Extreme performance and scalability required
- Change competitive game with software-defined storage

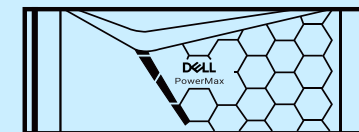
**PowerFlex**



## Unless

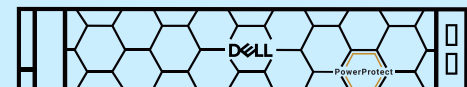
- Mission-critical workloads demanding the absolute highest levels of performance and resiliency

**PowerMax**



**Don't forget data protection & cyber resilience!**

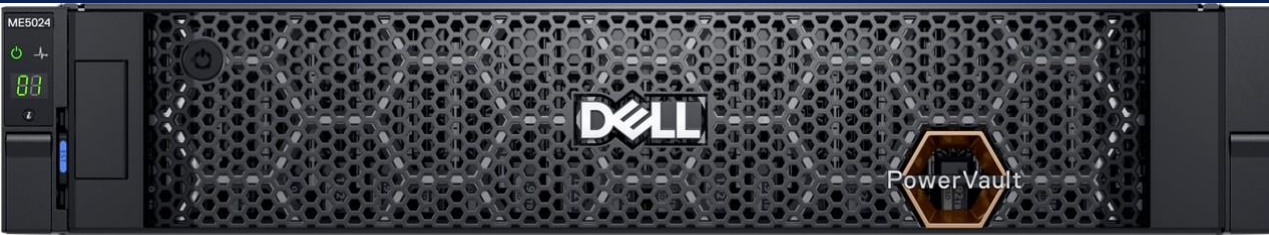
Don't forget to discuss security challenges and how PowerProtect can help. Now, with Storage Direct Protection integration, you achieve ultra-fast backup (1PB/day) and restore (500TB/day) with ~65:1 DRR (dedupe)



# Primary Storage Positioning

Segment: SB/MB

## Lead with PowerVault



**Lead with PowerVault** when the customer is extremely price-sensitive and doesn't require as many advanced capabilities.



Complete the solution with PowerEdge compute

Segment: SB/MB

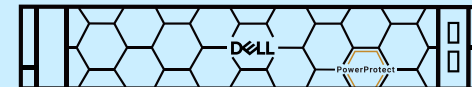


## Why PowerVault?

- Lowest cost block storage starting <\$12K US
- Optimized for small to medium scale workloads and PowerEdge server capacity expansion
- Delivers management simplicity
- Ideal for Edge & HPC deployments
- PowerEdge-ready JBODs

**Don't forget data protection & cyber resilience!**

Discuss security challenges and how PowerProtect can help.





# Unstructured Storage Positioning

Segment: MB / Enterprise / ACQ / Large Enterprise / DTS

## Lead with PowerScale



- The world's most secure, flexible, and efficient scale-out file storage for AI Workloads
- NVIDIA DGX SuperPOD Certified
- Handles all file and object workloads from Gen AI/emerging to IT & industry verticals
- Flexible deployment options including cloud



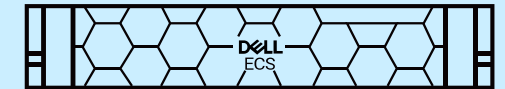
Complete the solution with PowerEdge compute

All Segments



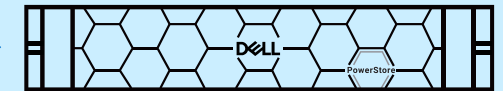
## Unless

- Requires native Object support



## Unless

- Requires Transactional NAS support
- Under 100TB of unstructured data



Don't forget data protection & cyber resilience!

# Best of both worlds for existing VxRail customers

Provide existing VxRail customers an opportunity to shift to a more flexible, shared storage stack over time

## 1 Leverage VxRail as Dynamic Nodes (compute only nodes)



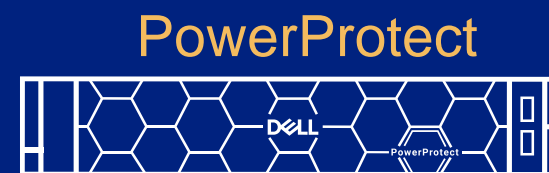
- Preserve existing investment
- Consistent operations with VMware integration
- Continue to run business critical workloads

## 2 Add PowerStore Storage (update through VxRail Manager)



- Migrate existing workloads over time with no disruption
- 5:1 DRR guarantee on reducible data
- Improved storage utilization
- Advanced storage replication

## 3 Add Protection / Cyber Resiliency (integrated with PowerStore)



- 55:1 DRR and cyber recovery guarantees
- VMware integration & management
- Lower backup cost/footprint
- Advanced cyber vault capability

**20+**

years of co-engineered solutions

**20,000**

customers

**300,000**

nodes deployed

Dell and Broadcom continue to offer solutions that meet the needs of VMware deployments spanning edge to core to cloud

**VxRail**



**vSan Ready Nodes**



**PowerFlex**



**PowerStore**



**PowerProtect**



**PowerEdge**



DELL HAS THE BROADEST PORTFOLIO IN THE INDUSTRY

## Jointly Engineered

Deep co-engineering delivers customers significant operational benefits like automated deployment, automated operations, lifecycle management

**vmware**  
by Broadcom

**DELL**  
Technologies

**NativeEdge**  
*For edge/ROBO  
deployments*



**Nutanix**



**Microsoft Azure  
Stack HCI**



**Red Hat  
OpenShift**

 **SUSE**  **Canonical**

**Open Source**

**Hyperconverged**

Tightly integrated compute, storage, and networking

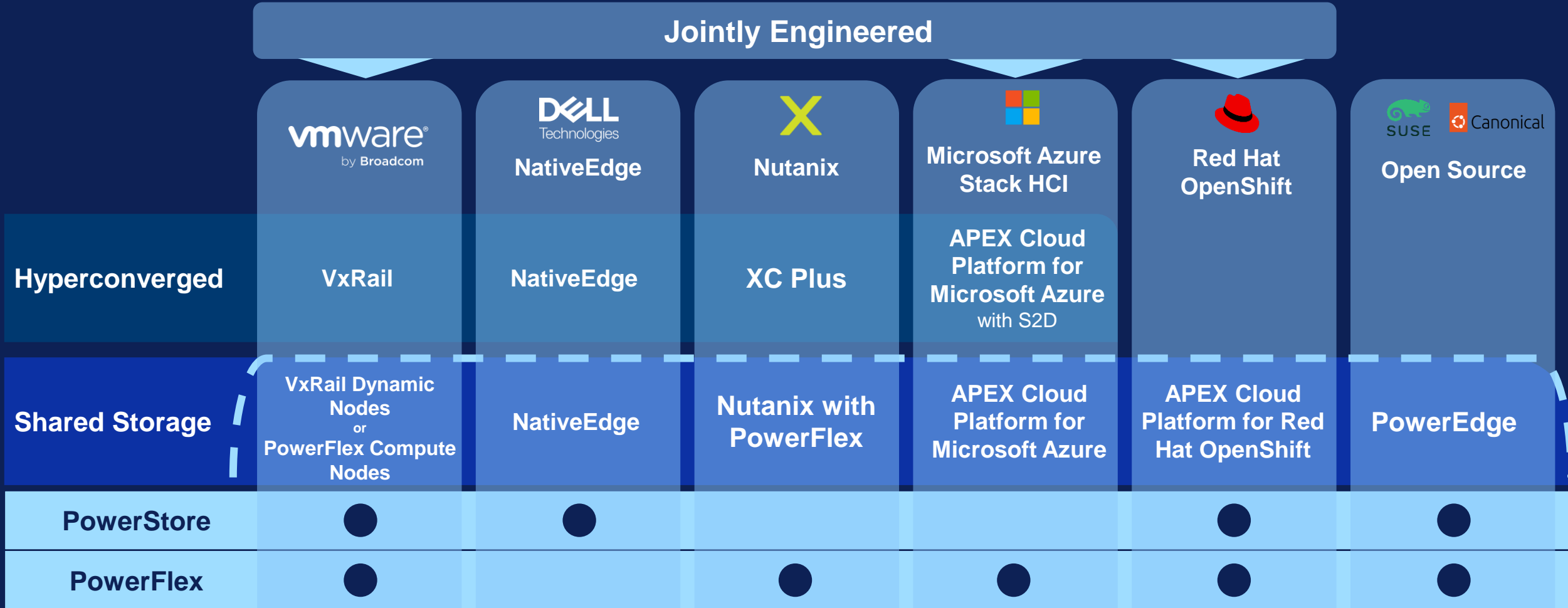
**Shared Storage**

Tightly integrated compute nodes, but avoid complete vendor lock-in with the freedom of independent storage and compute



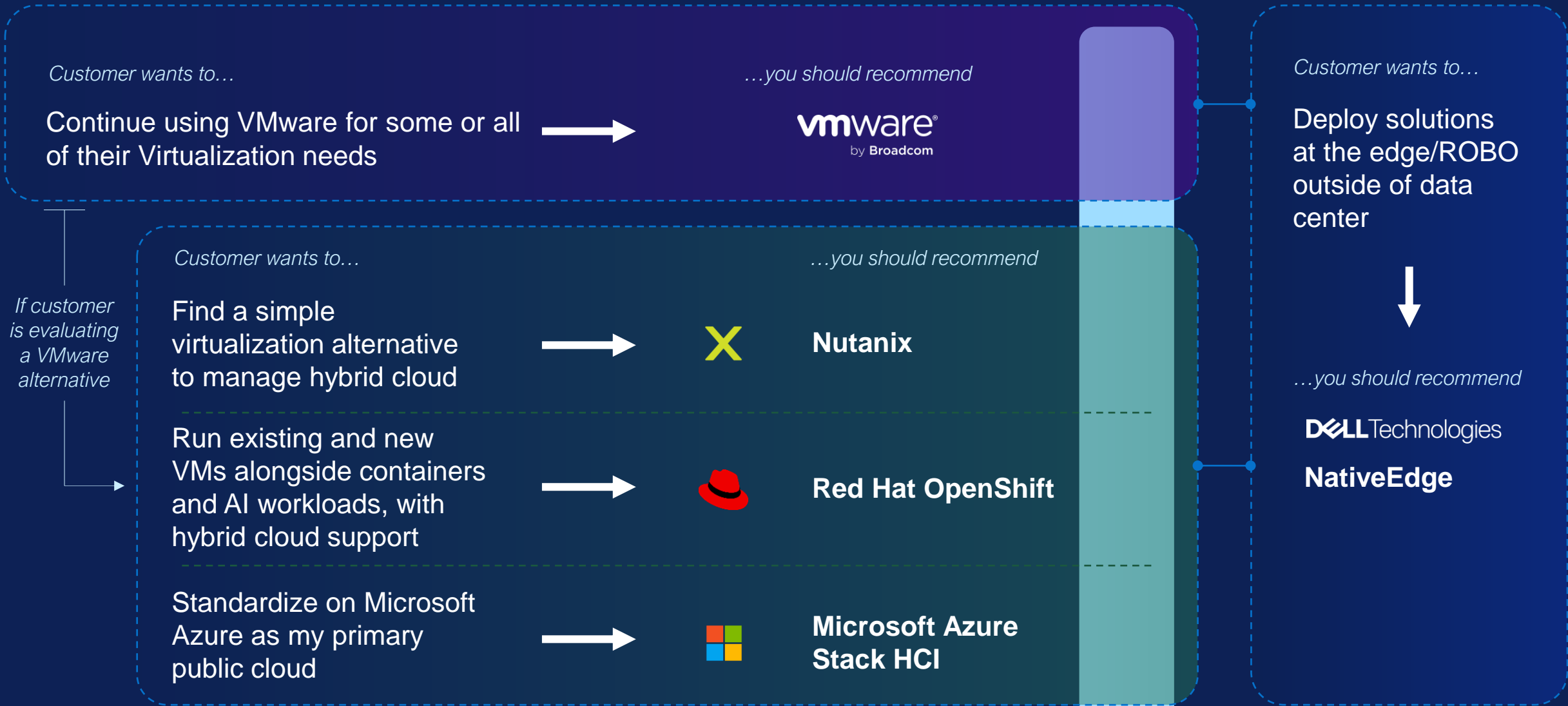
Unlock your data with a universal storage layer based on  
**PowerStore and PowerFlex**


DELL HAS THE BROADEST PORTFOLIO IN THE INDUSTRY



Unlock your data with a universal storage layer based on **PowerStore and PowerFlex**

# HYPERSVISOR POSITIONING



 All on a universal storage layer based on **PowerStore** and **PowerFlex**

# Modernize your Data Center with Dell Technologies

Find out why 95% of Fortune 100 companies choose to partner with Dell

## Smart

Accelerate innovation with intelligent & efficient systems.

Energy-efficient

Embedded automation

AIOps & observability



Block & Unified  
Storage

## Flexible

Power any workload across the edge, data center & public cloud.

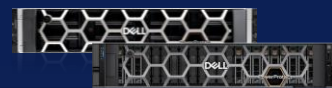
Multicloud by design

AI-ready infrastructure

Broad ecosystem support



File & Object  
Storage



Data Protection



Networking



Hyperconverged

## Resilient

Deliver comprehensive data protection everywhere.

Intrinsic security

Complete data protection

Advanced cyber resiliency

# Dell partners: Opportunity is everywhere!

## Tech Refresh

Thousands of Midrange Storage and VxRail assets are expiring in next 12 months!

[Next steps / Link](https://www.delltechnologies.com/partner/en-us/auth/campaigns/techrefresh.htm)

<https://www.delltechnologies.com/partner/en-us/auth/campaigns/techrefresh.htm>

## Acquisition Incentives

Earn financial incentives and benefits through NBI and competitive swaps!

[Next steps / Link](https://www.delltechnologies.com/partner/en-us/auth/partner-incentive-programs.htm)

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**Additional  
Resources**

[Dell Technologies Partner portal](#)  
[Dell Partner First for Storage](#)



