

# TOP REASONS WHY CUSTOMERS CHOOSE DELL POWERSTORE

**PowerStore is  
#1 in ease of use<sup>1</sup>**



PowerStore is the only storage system with a certified NPS® scoring methodology by Bain & Company (the inventors of the Net Promoter System.™)<sup>2</sup>

PowerStore is intelligent storage that adapts to any future. Simplify IT operations for the long term with a *continuously modern* platform that evolves with your needs, helping you stay ahead of your competition in a rapidly changing world.

## 1 | Software-driven design

PowerStore is a “software first” storage architecture built from the ground up to deliver advanced storage services for today’s diverse and distributed workload environments. Based on a containerized micro-services platform, the PowerStore operating system is modular and agile, allowing Dell to deliver new capabilities at an unprecedented pace, without disruption.

## 2 | Adaptable architecture

Designed to accommodate change, PowerStore helps you do more with your solution over time, adapting physically and operationally with your needs. With granular scale-up and scale-out expansion to over 18 PBe capacity per cluster,<sup>3</sup> unified block, vVols and enterprise file services, plus flexible deployment models for edge, core, metro and cloud, PowerStore has the scope to ensure the solution you deploy today will continue to meet your needs in the future. No matter where your data resides or how you use it, PowerStore gives you plenty of headroom to adjust your strategy as you go.

## 3 | Built-in intelligence

Better still, PowerStore’s built-in AI and Machine Learning makes change *easy*, so what starts simple, stays simple. Self-optimizing processes auto-tune both operational and power efficiency (up to 60% more power efficient with latest release<sup>4</sup>), plus performance and availability, without manual intervention – even as you make rapid course corrections. All storage services are configured and maintained automatically, and PowerStore software continually enhances resource utilization across your scale-out cluster, monitoring the environment to automate load balancing changes with up to a 99% reduction in management effort.<sup>5</sup>

## 4 | Predictive analytics

When you do need to make decisions, PowerStore helps you move forward quickly with intelligent analysis and connected insights across multiple infrastructure categories – including servers, storage, networking and cloud. PowerStore’s AIOps application, CloudIQ, helps resolve issues up to 3x faster,<sup>6</sup> reduces risk, improves staff productivity and forecasts future needs.

## 5 | Programmable infrastructure

Deep integrations with leading DevOps, containerization and open management frameworks simplify and streamline your overall ecosystem. By automating PowerStore functions within VMware, Kubernetes and other frameworks, administrators can deploy new services in seconds vs. days.<sup>7</sup> Integrations include Dell Container Storage Modules (CSMs), Ansible modules, Terraform provides, PowerStore provisioning from vSphere and end-to-end VMware visibility from PowerStore Manager.

## 6 | Dynamic AppsON

Dynamic AppsON combines compute-only VxRail dynamic nodes with PowerStore T model appliances in a tightly integrated “better together” solution that allows users to scale compute or storage independently. It increases flexibility for both platforms, giving VxRail HCI environments access to PowerStores’s enterprise efficiency, data protection and resiliency features, and helping PowerStore environments quickly expand compute for CPU-intensive workloads – all while simplifying operations with end-to-end automation and management integration.

## 7 | Advanced data protection and security

PowerStore safeguards your business-critical applications and data from both environmental corruption and malicious threats. High availability begins with active/active design, software-based Dynamic Resiliency Engine, secure and immutable snapshots, native async replication for block, file and vVols, and native active/active metro sync replication. Cybersecurity is built into PowerStore’s DNA with a holistic NIST framework development approach, with features ranging from role-based access control to FIPS 140-2 compliant data-at-rest encryption, multi-factor authentication (MFA), HWRoT (secure boot), File Level Retention (FLR), support for third-party monitoring apps, and new STIG hardening for US Federal environments.<sup>8</sup>

## 8 | Cost-effective multi-cloud

PowerStore transforms your on-premises infrastructure into a hybrid cloud solution while maintaining operational consistency. Native integration with PowerProtect DD physical or virtual appliances lets you set up [secure, encrypted cloud backup](#) in as little as 90 seconds,<sup>7</sup> managing both backup and restores directly from the PowerStore Manager UI. No dedicated backup server is required, there is zero impact on application hosts, and you’ll save overall costs with typical 65:1 data reduction.<sup>9</sup> Other cloud advantages include MultiCloud Data Services, which combines a fully-managed PowerStore environment with flexible multi-cloud access for disaster recovery, test/dev and distributed high performance computing.

## 9 | Non-stop NVMe innovation

PowerStore is engineered to take full advantage of the latest developments in storage, interface and network technologies – incorporating new technology as it becomes available. PowerStore now extends the benefits of low latency performance with end-to-end NVMe throughout the appliance, as well as across FC and IP networks (including vVols-over-NVMe). Dell SmartFabric, the industry’s first software tool for automating end-to-end NVMe/TCP deployment,<sup>10</sup> makes it easy to take advantage of cost-effective new 100Gb NVMe/TCP PowerStore solutions.

## 10 | Anytime Upgrade advantage

Anytime Upgrade, a component of Dell’s overall FutureProof program, makes even PowerStore hardware refreshes feel like software. By far the smartest way to take advantage of PowerStore’s adaptable architecture, Anytime Upgrade combines the platform’s standard all-inclusive software subscription with hassle-free, non-disruptive upgrades to a next-gen or higher model appliance. Anytime Upgrade protects and extends the lifespan of your storage investment, giving you complete confidence your workloads will always be running on the newest and best technology.

Endnotes:

1. Based on Dell analysis in January 2022 comparing among Top 3 storage providers globally using double-blinded, competitive benchmark Net Promoter Score (NPS) data gathered by 3rd-party commissioned by Dell for 2H FY22
2. Based on Dell analysis comparing midrange storage providers as of January 2023. Dell technologies was accredited with 2-star rating by NPSxSM by Bain & Company for the period of October 2022 to October 2023.  
Note: CX Accreditation is a proprietary rating of Bain & Company, Inc. (“Bain”). Bain does not certify or endorse any Dell product or service.
3. Assumes 4:1 average data reduction. Actual results may vary.
4. Based on Dell analysis comparing maximum IOPS per Watt for PowerStore 1200 base appliance configurations with PowerStoreOS 3.0 vs. PowerStore 1000 base appliance configuration with PowerStoreOS 2.0. Actual results vary.
5. Based on Dell analysis of staff time required to maintain balanced PowerStore cluster vs. traditional multi-array deployment, March 2022. Actual results may vary.
6. Based on a Dell internal survey of Trusted Advisors (Dell Technologies account team and Partners) conducted March 2020, comparing issue resolution with and without CloudIQ. Actual results may vary.
7. Based on Dell analysis of effort required to deploy workloads with and without Ansible and vRO orchestration integrations, March 2022. Actual results may vary.
8. With PowerStoreOS 3.5, PowerStore is hardened to meet the security requirements of the US Federal Government. DoDIN Approved Product List (APL) listing in process.
9. Logical capacity based on up to 50x deduplication (DD3300) and typically 65X deduplication (DD6400, 6900, 9400, 9900) based on additional hardware-assisted data compression of typically 30% more logical capacity per TB.
10. Based on Dell analysis comparing NVMe/TCP discovery and registration with PowerMax/PowerStore using SmartFabric Storage Software vs competitive storage solutions, March 2022.

Contact your Connection Account Team for more information.



Business Solutions  
1.800.800.0014

Enterprise Solutions  
1.800.369.1047

Public Sector Solutions  
1.800.800.0019

[www.connection.com/dell](http://www.connection.com/dell)

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