Do More With
Dell PowerStore

Discover the storage infrastructure delivering resiliency, agility, and efficiency you can trust.

Dell PowerStore scalable, all-flash storage

Built for today's infrastructure needs, Dell™ PowerStore® is designed to meet the demands of current- and next-gen data centers.

Resiliency, efficiency, and agility are core needs when it comes to infrastructure choices. Dell Technologies has created a storage solution that delivers all of the above — and then some.

Why Insight for Dell Technologies

Insight brings decades of data center, storage, and hybrid cloud experience, plus proven expertise across the Dell portfolio, to help you modernize and transform.
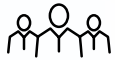
25+ years as a leading storage infrastructure expert

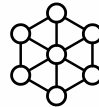**340+** Dell Technologies certifications and accreditations

Resolve top challenges with Dell.

For organizations wondering whether PowerStore is right for your business, see if the challenges below sound familiar.

Common challenges

Staff overwhelmed with infrastructure complexity

Lack of confidence in data security and cyber resilience

Applications requiring higher performance

Need to reduce or optimize infrastructure costs

Difficulties achieving energy efficiency goals

Require replication options for multisite operations

If you find yourself facing any of the following, modernization with Insight and Dell PowerStore may be the right move.

Read on to discover three major wins when you choose PowerStore and explore its capabilities and benefits.

Ramp up resiliency.

Stay ahead of the competition with always-on access to your data. PowerStore® empowers you to be ready for anything – with simplicity and agility to tackle new opportunities fast.

Every 11 seconds
a ransomware attack occurs.[1]

83% of businesses
have been impacted by a security attack in the past 12 months.[2]

$2.6M is the average cost
of data loss per business.[3]

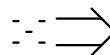## More protection, less complexity

PowerStore is an active/active enterprise platform designed for 99.9999% uptime. Patented DRE software provides robust dual-parity protection without the complexity of traditional RAID, maximizing NVMe performance and simplifying management with efficient, auto-provisioned services.

Automated failure protection

Rapid, zero-touch rebuilds

Single-drive expansion

NIST-aligned cybersecurity DNA

- ✔ STIG-certified, US DoD APL
- ✔ Hardware Root of Trust/Secure Boot
- ✔ Data-at-Rest Encryption (D@RE)
- ✔ Multi-Factor Authentication (MFA)
- ✔ Advanced threat detection
- ✔ CAVA/CEPA support
- ✔ AIOps cybersecurity tools
- ✔ File-Level Retention (FLR)

5 kinds of protection. 1 easy workflow.

PowerStore Protection Policies make advanced resiliency strategies effortless. Customize and combine local, remote, and cloud-based methods for comprehensive coverage that's tailored to your workloads. Enjoy seamless backup and recovery anywhere with flexible, reusable policies you can set up on the fly.

Local

✓ Secure & immutable local snapshots

Impossible to delete until predetermined date.

Remote

✓ Synchronous replication

✓ Asynchronous replication

✓ Storage Direct backup to PowerProtect® Data Domain®

Cloud

✓ Storage Direct backup to Dell APEX™ Protection Storage in AWS®, Azure®, or Google clouds

Initiate and manage directly from PowerStore.

Auto-failover, always in sync

For the ultimate in hands-free automation, PowerStore Metro Volume provides active/active synchronous replication with failover protection across sites. No matter which site goes down, your workloads will continue to run smoothly — with zero manual intervention required.

Install on physical server, VM, or cloud. **No extra cost.**

3rd site witness

60 miles (100km)

Stretched Metro Volume

Auto-failover, always in sync. Ideal for ZERO RTO/RPO solutions.
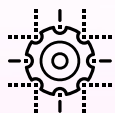
Enable efficiency.

Rising costs and skyrocketing data demands have most organizations trying to stretch IT budgets further than ever. PowerStore® lets you lock in long-term savings with an industry-leading 5:1 data reduction guarantee.[4]
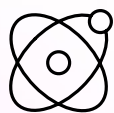
Efficiency you can take to the bank

Dell backs PowerStore's innovative technology with the industry's best data reduction guarantee. Your 5:1 results will continue through your entire prepaid maintenance term, or Dell will ship you actual free drives.

✓ No assessment or program signature required

✓ Up to 5-year coverage

✓ Transparent remediation process

✓ Applies to all reducible data[5]

Third-party proven results

2X better efficiency than a leading competitor[6]

81% real-world data savings – field average exceeds guarantee by 31%[7]

It's sustainable, too...

PowerStore's software-driven architecture enables granular single-drive scalability, reduces rack footprint, and lowers power and cooling costs.

Up to
6x
more data density than Pure FlashArray™//X20R4[8]

Up to
54%
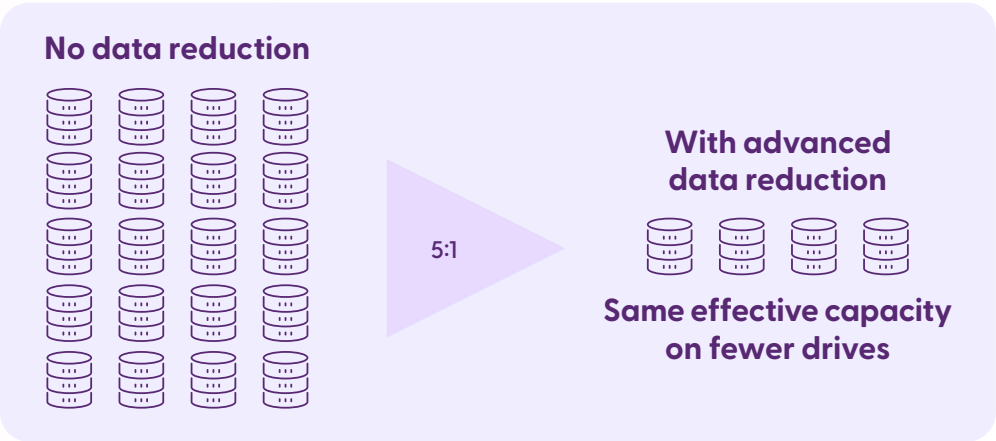lower energy use than a leading competitor[9]

Daily power costs
about the same
as your morning latte[10]

Reduce costs permanently.

Dell™ PowerStore's Intelligent Deduplication and Compression are game changers, giving you long-term confidence for planning and purchasing.

No data reduction

5:1

With advanced data reduction

Same effective capacity on fewer drives

A winning combination

Unlike basic software-only solutions that can degrade performance when applied, PowerStore's always-on data reduction combines smart software and integrated hardware to deliver predictable efficiency outcomes in real time — without impacting your workloads.

Zero performance impact	Easier to use	Maximum efficiency
· Hardware offload via onboard Intel® QuickAssist chip · Dynamic performance optimization	· Always on for maximum simplicity · Industry's best data reduction visibility and analytics	· Global, full-array coverage · Variable block compression, granular deduplication

The best value in enterprise storage[11]

468%
3-year ROI

24%
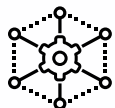decrease in 3-year operational cost

11-month
investment payback

26%
more time for innovation

Accelerate agility.

A full 95% of companies say demands on IT teams significantly increased in the last three years.[12] Intelligent infrastructure with PowerStore® helps you free up time, allowing your teams to focus on strategy and innovation instead of routine tasks.

Voted #1

Third-party NPS surveys rank PowerStore highest among competing storage vendors.
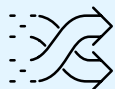
#1 in choice of consumption models[13]

#1 in support responsiveness[14]
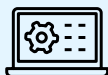
#1 in roadmap confidence[15]

Future-proof infrastructure. Seamless modernization.

The PowerStore "easy button" also enables seamless modernization. Add new capabilities quickly and non-disruptively to ensure your workloads are always running on the latest and best technology.

Adaptable architecture
Flexibility and headroom evolve with your changing business strategy.

All-inclusive software
No licenses to purchase or renew. Experience PowerStore innovation at no extra cost.

Modular hardware upgrades
Boost performance without interrupting workloads or replacing existing drives and chassis.

Integrations for **every ecosystem**

Streamline end-to-end workflows and provision enterprise storage directly from your preferred management or orchestration platform. By automating PowerStore functions within these frameworks, administrators can deploy new services in seconds instead of days.

VMware	**DevOps**	**Dell integrations**
• Provision VM-level PowerStore services from vSphere® • View VMware relationships within PowerStore Manager	• Self-service storage provisioning • Kubernetes support with CSI • Plugins for Ansible®, Terraform®, ServiceNow®	• PowerProtect® Data Domain® • SmartFabric Storage Software • VxRail® dynamic nodes • Dell APEX™ cloud storage

Start simple. Stay simple.

Built-in Machine Learning (ML) manages dozens of time-consuming tasks and decisions. No matter how your environment evolves, Dell helps keep your job easy.

3x
faster provisioning[16]

Save hours of research. Get faster results.

Built-in generative AI provides instant answers and problem-solving recommendations based on 133,000+ Dell-approved Knowledge Base articles. AIOps tools will help you:

Reduce risk with health scores and cybersecurity alerts.

Plan ahead with ML-based capacity forecasting and predictive performance analysis.

Improve productivity with seamless third-party tool integration.

About Insight

Insight Enterprises, Inc. is a Fortune 500 Solutions Integrator helping organizations accelerate their digital journey to modernize their business and maximize the value of technology. Insight's technical expertise spans cloud and edge-based transformation solutions, with global scale and optimization built on 35+ years of deep partnerships with the world's leading and emerging technology providers.

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Source:

[1] Fox, J. (2022, Dec. 27). Cybersecurity Statistics for 2023. Cobalt.

[2] Dell Technologies. (February 2024). Innovation Catalysts Study.

[3] Dell Technologies. (October 2023). Global Data Protection Index — Special Edition 2024.

[4] 5:1 average rate guaranteed for reducible data across customer applications. Rates for individual applications may vary. See Future-Proof Program terms and conditions for details.

[5] Ibid.

[6] Prowess Consulting. (May 2024). Choose High Data-Efficiency Technology for Lower Storage TCO. Commissioned by Dell Technologies.

[7] Palmer, T. (January 2024). Dell PowerStore Data Efficiency. Enterprise Strategy Group.

[8] Dell Technologies. (May 2024). Dell analysis using publicly available specs.

[9] Prowess Consulting. (May 2024). Choose High Data-Efficiency Technology for Lower Storage TCO. Commissioned by Dell Technologies.

[10] Dell Technologies. (February 2024). Dell analysis using Dell PowerStore 3200Q base appliance power consumption (1056.4 W) and an average electricity price of $.173 per KWH (source: Electricity per KWH in U.S. city average from U.S. Bureau of Labor Statistics, data accessed).

[11] Szurley, M. and Silwa, C. (March 2023). The Business Value of Dell PowerStore. IDC. Sponsored by Dell Technologies and Intel.

[12] Robinson, S. and Perry, C. (February 2024). Navigating the Cloud and AI Revolution: The State of Enterprise Storage and HCI. Enterprise Strategy Group.

[13] Dell Technologies. (October 2023). Dell analysis vs. top three competing storage vendors using double-blinded, competitive benchmark Net Promoter Score (NPS) data gathered by third-party. Commissioned by Dell for 1H FY24.

[14] Ibid.

[15] Ibid.

[16] Prowess Consulting. (May 2024). Comparison of Dell PowerStore 1200T to similarly configured storage platform from a major competitor.