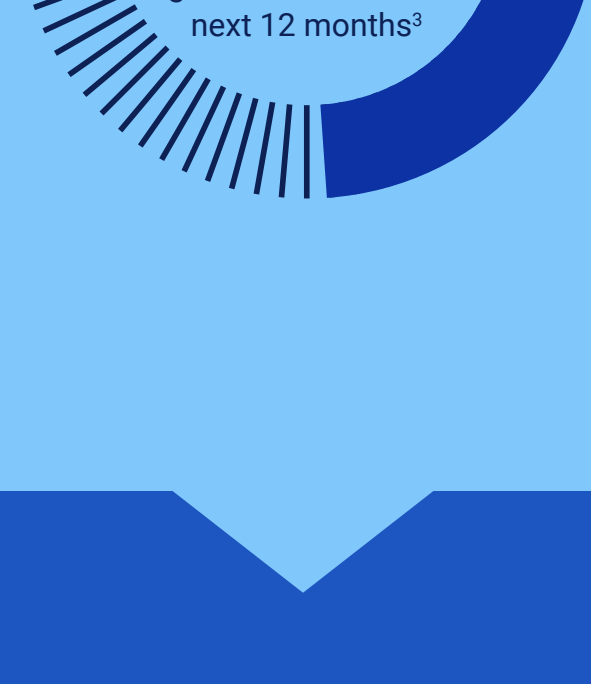
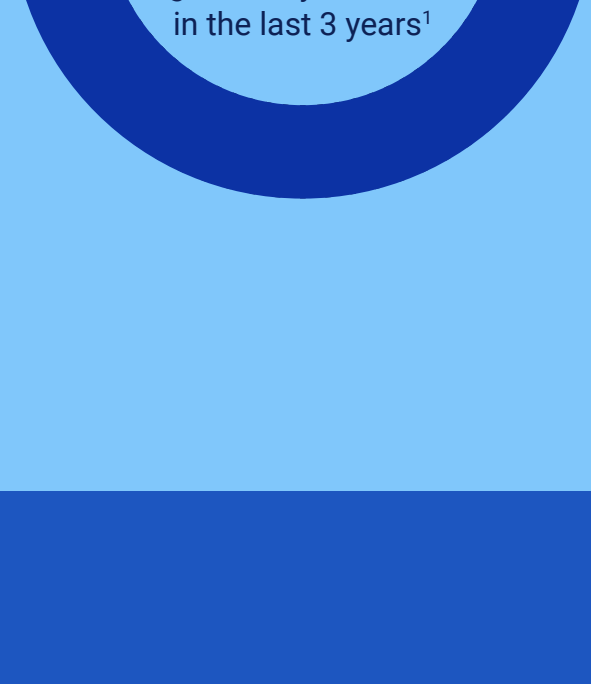


# Simplify your IT game plan with intelligent storage



**Ranked #1 in ease of use**, Dell PowerStore helps you deliver fast, consistent results under pressure

## Feeling the time and resource crunch?



**\$5.5 trillion**  
global cost of IT skills shortage by 2026<sup>2</sup>



## You need intelligent infrastructure

When too much is on your plate, it's all about blocking distractions. PowerStore frees up your time, allowing you to focus on strategy and innovation instead of routine tasks.



## Self-optimizing storage makes your business agile

PowerStore **auto-tunes** your environment for peak performance, efficiency and availability. Advanced services are configured automatically as you insert new drives. Built-in machine learning manages dozens of time-consuming tasks and decisions.



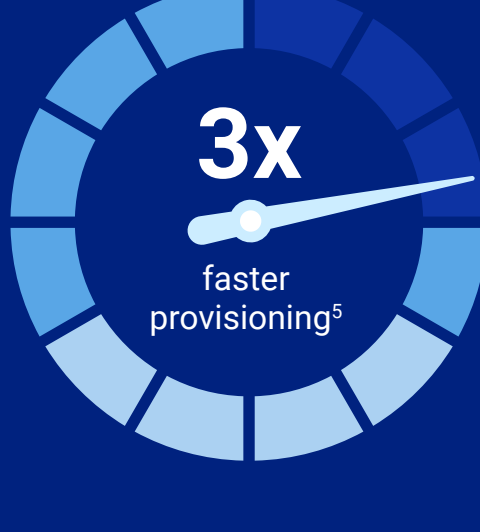
- Data placement
- Load balancing
- Node optimization
- Resiliency and sparing
- Data reduction / efficiency
- Automated network config
- Multicloud backup config
- Performance tuning
- Cybersecurity

We handle the hard stuff, so what starts simple, stays simple – no matter how your environment evolves.

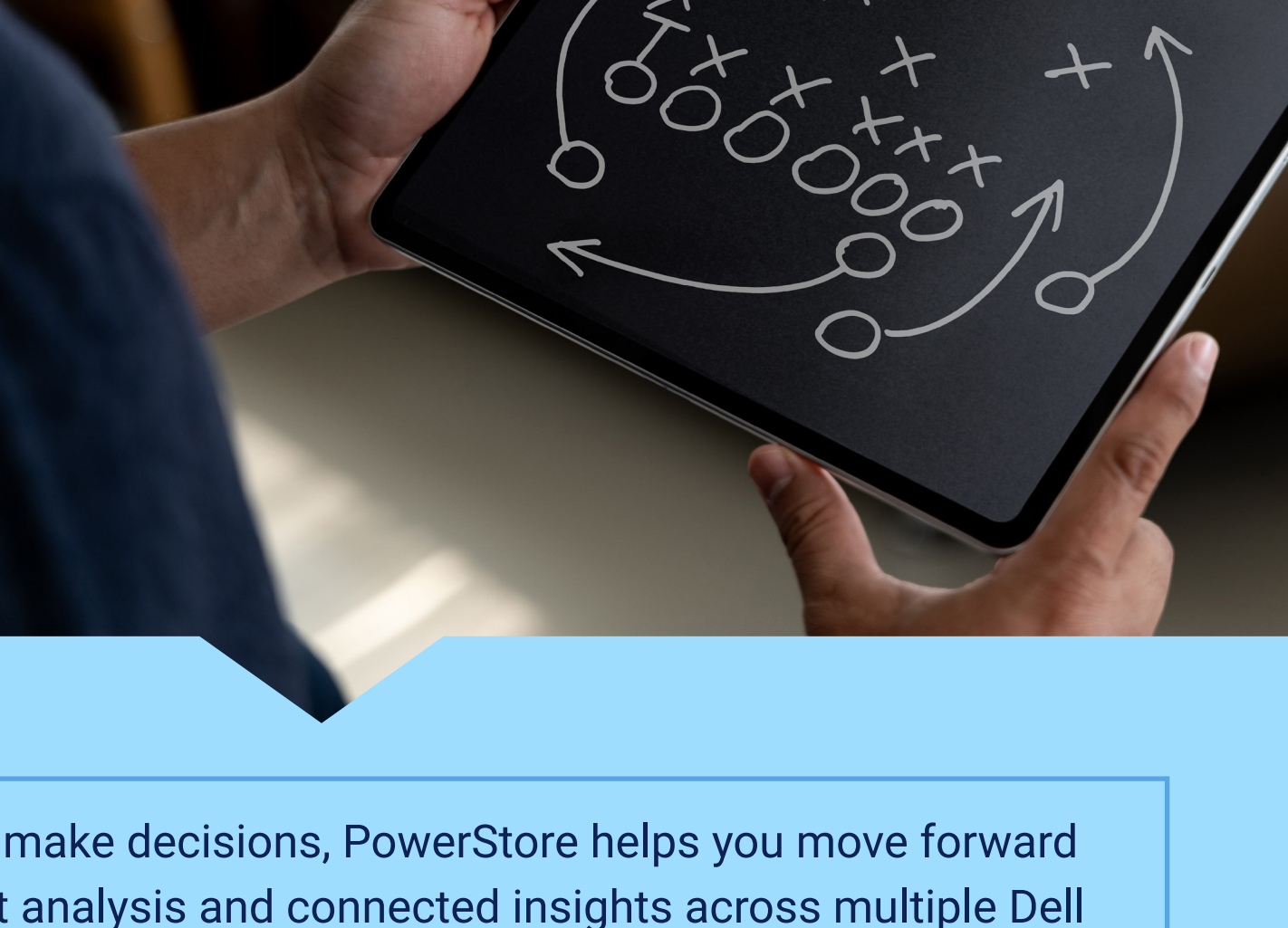


**7 clicks**

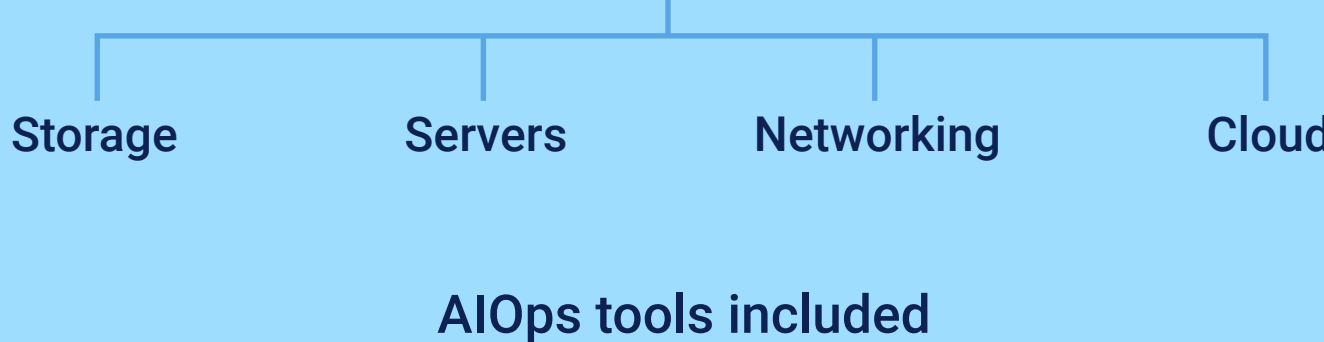
to migrate from existing platforms<sup>4</sup>



## Let AI help you call the plays



When you **do** need to make decisions, PowerStore helps you move forward quickly with intelligent analysis and connected insights across multiple Dell infrastructure categories – including servers, storage, networking and cloud.



**AI Ops tools included**



### Reduce risk

- Health scores and recommendations
- Cybersecurity alerts



### Plan ahead

- ML-based capacity forecasting
- Predictive performance analytics



### Improve productivity

- Seamless 3rd-party tools integration
- Resolve issues up to 10x faster<sup>7</sup>



### AI Ops Assistant

Built-in generative AI provides instant, detailed answers and problem-solving recommendations based on 133,000+ Dell-approved Knowledge Base articles. **Save hours of research, get faster results!**



## Ecosystem integrations

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.

<b>VMware</b> <ul style="list-style-type: none"> <li>• Provision VM-level PowerStore services from vSphere</li> <li>• View VMware relationships within PowerStore Manager</li> </ul>	<b>DevOps</b> <ul style="list-style-type: none"> <li>• Self-service storage provisioning</li> <li>• Kubernetes support with CSI</li> <li>• Plugins for Ansible, Terraform, ServiceNow</li> </ul>	<b>Dell integrations</b> <ul style="list-style-type: none"> <li>• PowerProtect Data Domain</li> <li>• SmartFabric Storage Software</li> <li>• VxRail Dynamic Nodes</li> <li>• APEX cloud storage</li> </ul>
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## Future-proof infrastructure

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 to evolve with your changing business strategy.



### All-inclusive software

No licenses to purchase or renew. Experience nonstop PowerStore innovation, delivered at no extra cost!



### Modular hardware upgrades

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

### Lifecycle Extension with ProSupport

Innovative program combines cutting-edge PowerStore technology with human expertise to simplify all aspects of storage ownership.

World-class support services

Customized annual consultations

Up to 25% cost savings on upgrades.

## Voted #1 in ease of use

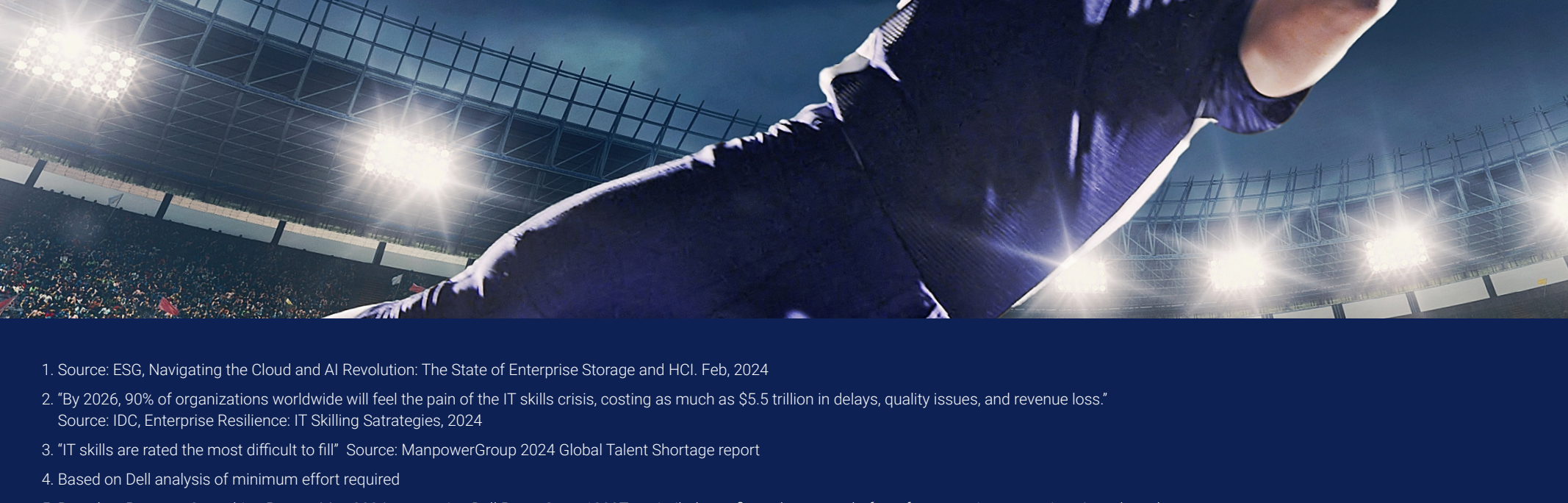
With all these benefits, it's no wonder customers love PowerStore! Third-party NPS surveys rank PowerStore highest among competing storage vendors.

<p><b>#1</b> in ease of use<sup>7</sup></p>	<p><b>#1</b> in choice of consumption models<sup>8</sup></p>	<p><b>#1</b> in support responsiveness<sup>9</sup></p>	<p><b>#1</b> in roadmap confidence<sup>10</sup></p>
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## Achieve goals faster with PowerStore

Ready to put time back on the clock? PowerStore's AI-driven simplicity and ease of use position you to deliver quick wins and long-term success for your business.

[Learn More](#)



1. Source: ESG, Navigating the Cloud and AI Revolution: The State of Enterprise Storage and HCI, Feb, 2024

2. 'By 2026, 90% of organizations worldwide will feel the pain of the IT skills crisis, costing as much as \$5.5 trillion in delays, quality issues, and revenue loss.' Source: IDC, Enterprise Resilience: IT Skill Shortages, 2024

3. 'IT skills are rated the most difficult to fill.' Source: ManpowerGroup 2024 Global Talent Shortage report

4. Based on Dell analysis of minimum effort required

5. Based on ProView Consulting Report, May 2024, comparing Dell PowerStore 1200T to similarly configured storage platform from a major competitor. Actual results may vary.

6. Based on Dell analysis of staff time required to maintain balanced PowerStore cluster vs. traditional multi-array deployment. Actual results will vary.

7. Based on an April 2020 Principled Technologies Report commissioned by Dell, "Dell Infrastructure Observability streamlined the user experience in five cloud-based storage preventive management tasks."

8, 9, 10, 11. Based on Dell Technologies analysis vs top three competing storage vendors in October 2023 using double-blinded, competitive benchmark Net Promoter Score (NPS) data gathered by third-party commissioned by Dell for 1H FY24