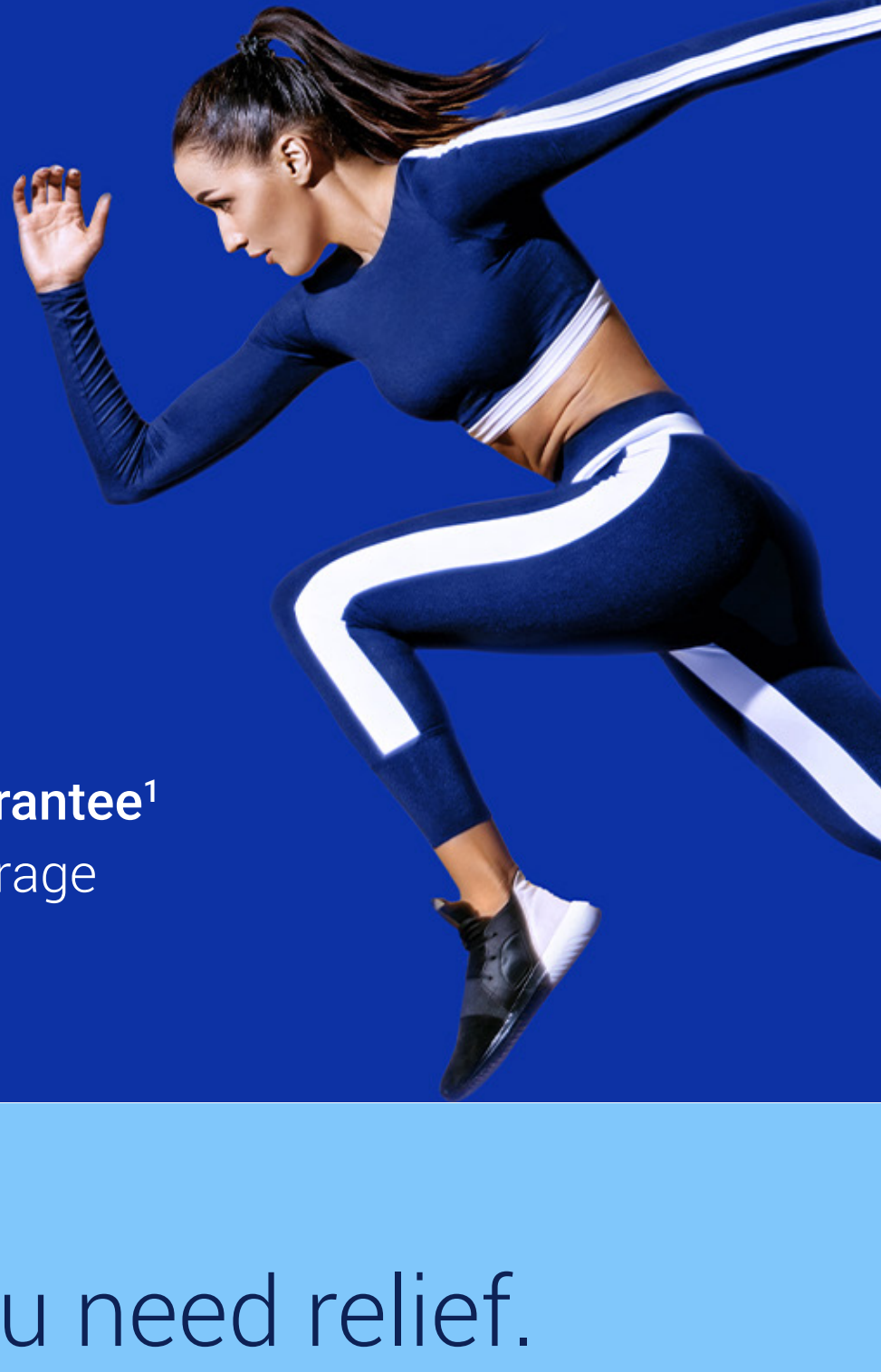


# Stay ahead of storage costs with Dell PowerStore



Industry-leading 5:1 **data reduction guarantee**<sup>1</sup> makes PowerStore the best value in storage

## Rising costs? You need relief.

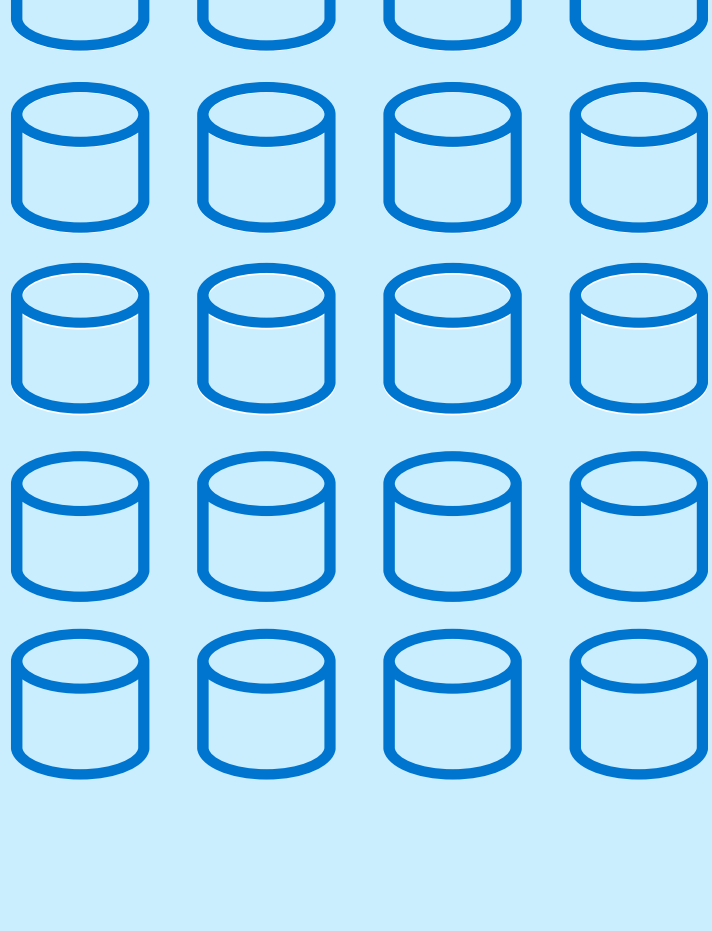
In today's fast-paced world, IT operations are under pressure from rising costs and skyrocketing data demands. Organizations of all sizes need to stretch their IT budgets further than ever before.



## Reduce costs permanently with advanced data reduction

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

### No data reduction



5:1

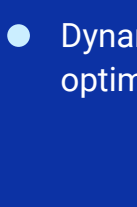
### With advanced data reduction



Same effective capacity on fewer drives

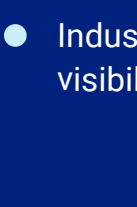
## Superior technology gives you the winning edge

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.



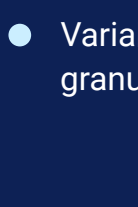
### Zero performance impact

- Hardware offload via onboard Intel® QuickAssist chip
- Dynamic performance optimization



### Easier to use

- Always-on for maximum simplicity
- Industry's best data reduction visibility and analytics



### Maximum efficiency

- Global, full-array coverage
- Variable block compression, granular deduplication



## Proven results

Third-party testing and customer field data show PowerStore is clearly ahead of the competition.

**2x** better efficiency than a leading competitor<sup>5</sup>

**81%** real-world data savings. Field average exceeds guarantee by 31%<sup>6</sup>

## 5:1 Data Reduction Guarantee

### 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 pre-paid maintenance term, or we'll ship you actual free drives – not a "discount toward future purchase".

- No assessment or program signature required
- Up to 5-year coverage
- Transparent remediation process
- Applies to all reducible data<sup>1</sup>

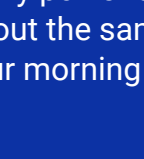


## Meet your budget and sustainability goals

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<sup>7</sup>

Up to **54%** lower energy use than a leading competitor<sup>8</sup>



Daily power costs about the same as your morning latte<sup>9</sup>



## Welcome to the best value in enterprise storage

Think PowerStore is out of reach? Advanced data reduction changes the equation, making world-class storage more affordable than ever.

Don't force you for inferior solutions and rack up long-term costs. Instead, join the thousands of satisfied customers who have experienced PowerStore's performance, ease of use and unrivaled efficiency.

## PowerStore delivers

**468%** 3-year ROI<sup>10</sup>

**11-month** investment payback<sup>11</sup>

**24%** decrease in 3-year operational cost<sup>12</sup>

**26%** more time for innovation<sup>13</sup>

## Ready to transform your storage efficiency?

Learn more about PowerStore and see how you can start saving today.

[Learn More](#)

<sup>1</sup> 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.

<sup>2</sup> IDC WW Global DataSphere and Global StorageSphere Structured and Unstructured Data Forecast, 2022-2026.

<sup>3</sup> Q3 2024 vs. Q3 2023. Source: IDC Worldwide SSD Trends Forecast.

<sup>4</sup> McKinsey & Company, Investing in the rising data center economy, January 2023 (US-based analysis).

<sup>5</sup> Based on a ProWess report commissioned by Dell Technologies, "Choose High Data-Efficiency Technology for Lower Storage TCO", May 2024. Actual results may vary.

<sup>6</sup> Based on Dell PowerStore January 2024 field data. ESG: Dell PowerStore Data Efficiency.

<sup>7</sup> Based on Dell analysis using publicly available specs – May 2024. Actual results may vary.

<sup>8</sup> Estimate based on Dell analysis using Dell PowerStore 32000 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).

<sup>9</sup> IDC: The Business Value of PowerStore.