

TOP REASONS WHY: DELL POWERMAX FOR CLOUD



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As customers recognize that a winning IT infrastructure strategy will embrace private and public cloud technologies, Dell Technologies delivers solutions that enable customers to easily leverage both. In a multicloud world, customers want to know that their storage investments are designed to flexibly integrate their on-prem infrastructure investments with built-in cloud data services, leveraging the agility and cost-effectiveness of the public cloud to optimize IT delivery. Dell PowerMax delivers an enterprise-class storage solution that expands data connectivity to the cloud as well as allows data to be simply consumed by cloud infrastructure.

1 | Simple Disaster Recovery as a Service for VMware

With *Multicloud Services for Dell PowerMax*, users can connect their on-prem PowerMax system, and replicate data using the native tools they know and love, to this true, As-a-Service Disaster Recovery offering for VMware-based workloads. There's no need for secondary data centers, costly infrastructure, or special skills, as this solution is totally operationally consistent with on-prem VMware deployments. Customers can implement flexible data mobility and a cost-effective operating expense model for automated DR with PowerMax in VMware Cloud on AWS. When a test is required, or a disaster is declared, the process of recovery is seamless to the customer. It could not be simpler.

2 | Agile, Multicloud Based Applications, using On-Prem Data

Have you ever wished you could leverage the amazing array of public cloud services and applications against the data generated by your on-prem applications? Well, now you can. A key offering of the *Multicloud Services for PowerMax* solution, users gain the agility and economic benefits of public cloud-based applications and services, while also leveraging the high availability and durability of the world's most robust enterprise storage system and maintaining complete control of their data. PowerMax replicates data to the storage service using native SRDF technologies. When desired, leveraging patented technologies the application data you choose can be shared to compute resources in any hyperscaler, concurrently through a high-speed, low latency connection. And as a bonus, Dell has an agreement with Microsoft Azure, whereby there are absolutely no egress charges when using this solution within Azure.

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3 | Pay-As-You-Go with Dell APEX Flex on Demand

Dell's Flex on Demand for PowerMax provides you with elastic capacity, where we work with you to right-size capacity for your workloads as they shrink and grow over time. You gain immediate access to buffer capacity should you need it, while only paying for the technology you use. Your payment adjusts up or down to match your actual usage. Dell APEX Flex on Demand gives you additional peace of mind by capping total monthly billing at 85% usage of total installed capacity - an offer unmatched by other infrastructure providers.

4 | Leverage Dell APEX Custom Solutions

With APEX Custom Solutions, customers can select the appropriate technology and services to design a custom solution that is right for their business. APEX Data Center Utility is highly customizable and enables organizations to move part, or all, of their data center operations into a pay-per-use model that includes professional services to fully support and manage the data center and its operations and provides a single invoiced monthly payment based on actual usage.

5 | Visibility to all Storage Assets Any-Time, Anywhere

CloudIQ combines machine intelligence and human intelligence, enabling algorithms to be continuously updated leveraging Dell products and subject matter expertise, combined with industry best practices to address the most potentially impactful issues. This provides IT administrators with the information they need to take quick action and more efficiently manage and secure their Dell storage environment, at no additional cost.