



Dell Technologies

10 Reasons why  
**Dell EMC PowerScale**  
is ideal for all your file workloads



[click any title to navigate]

# 10 Reasons why Dell EMC PowerScale

Easily handle the most demanding and critical data rich projects with the highly flexible, award winning PowerScale enterprise scale-out file storage platform. Find out why the world's leading companies trust PowerScale to consolidate their unstructured data into a single data lake.

**Stop managing your storage and start innovating with your data with Dell EMC PowerScale, the world's most flexible scale-out NAS solution.\***



\*Based on internal Dell Technologies analysis of publicly available information sources measured across 7 attributes, August 2021



# 1 Simplicity at any scale

One pool of storage from 3 to 252 nodes.

Start small and grow to petabyte scale without downtime. Add new nodes in 60 seconds, add processing, memory, cache and storage to grow with your needs and remain simple no matter how large your data gets.



## Any scale

Non-disruptive scaling



## No node left behind

Add new and remove old nodes without downtime



## Ransomware protection

Stop ransomware real-time with API-integrated solution



## Resilient

Sustain multi-node failures designed for 6x9s availability



## Efficient

Inline data reduction with no hot spots



## DevOps ready

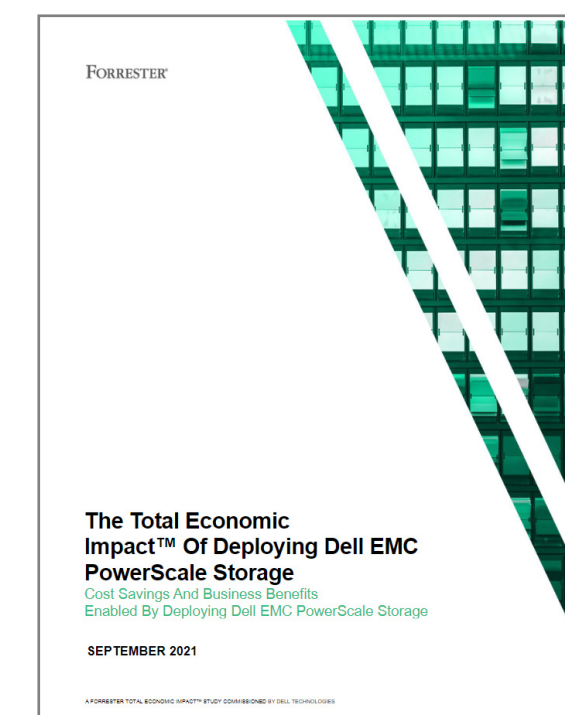
Ansible and Kubernetes integrations

“We like that Dell EMC PowerScale is so simple and straightforward to manage. Because we spend less time on storage administration, we have more time to support our scientists in other meaningful ways.”

- **Simon Binley**

Data Center Manager

Wellcome Genome Campus



**500 TB/admin**  
Admin-to-capacity ratio  
prior state

**5 PB/admin**  
with PowerScale

[Read](#) this Forrester report on the TEI of PowerScale.



# 2 Exceptional storage utilization

Up to 80% storage efficiency\* for lower costs.  
Thank you OneFS.

All PowerScale nodes deliver high-speed in-line data compression and deduplication to improve storage utilization, while a single data lake eliminates data silos for maximum efficiency.



*“We simplified system upgrades greatly with Dell EMC PowerScale OneFS. Once you set up your replication and SmartPools, it just works reliably.”*

**- Michael Fox**

Head of Information and Communication Technology  
North Tees and Hartlepool NHS Foundation Trust

*“This is the best platform we could have for storage utilization. It is affordable and scalable.”*

**- Maurizio Davini**

Chief Technology Officer  
University of Pisa

\*Based on Dell Technologies internal analysis conducted in April 2021.

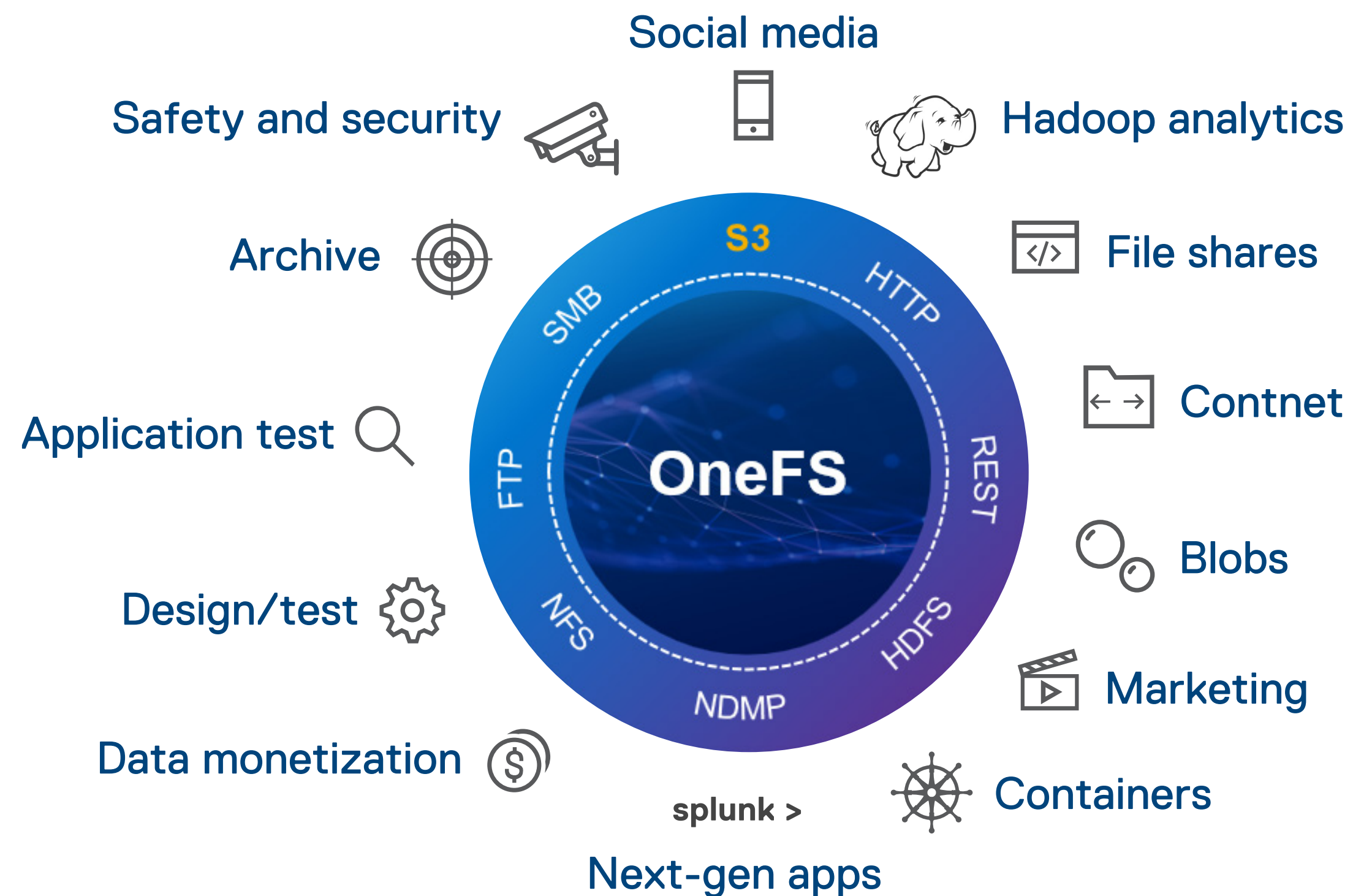


# 3

## Simultaneous multi-protocol access

End the data silos and enable collaboration.

Support universal access – NFS, SMB, HDFS, S3, NDMP, REST, HTTP, and FTP protocols to the same shared data pool – to create an effective data lake strategy. Keep data connected and accessible to all users with minimal effort.



“We create, store and share the big image files we use in cell pathology, hematology and radiology on Dell EMC PowerScale. Care providers and specialists collaboratively review digital slides without worrying about file sizes or storage performance.”

- **Professor Graham Evans**

Chief Information and Technology Officer and Senior Information Risk Owner  
North Tees and Hartlepool NHS Foundation Trust

“It scales seamlessly... Now creating or expanding a PowerScale cluster is almost immediate.”

- **Maurizio Davini**

Chief Technology Officer  
University of Pisa

# 4

## Always protected, secure, compliant

Designed for up to 6x9s availability, API-integrated ransomware protection.

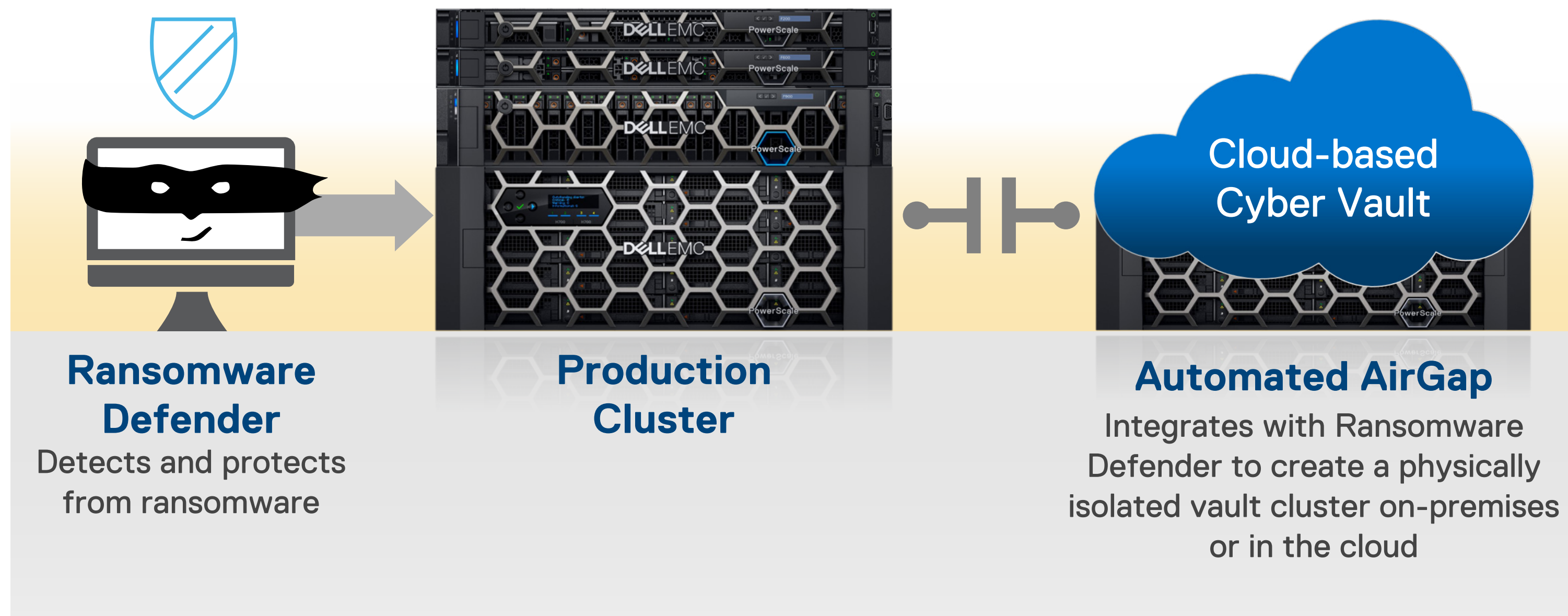
Protect and secure critical data assets from outages and cyber attacks with enterprise-grade availability, redundancy, security, data protection and replication. API-integrated ransomware protection helps to defend and protect data from cyber attacks. We take data protection seriously with HIPPA, PCI DSS and CCPA compliance built-in.

“The availability of PowerScale and PowerEdge saved us millions of dollars by upholding contractual SLA commitments made to clients.”

- **David J. Brzozowski Jr**

Chief Technology Officer

Medacis



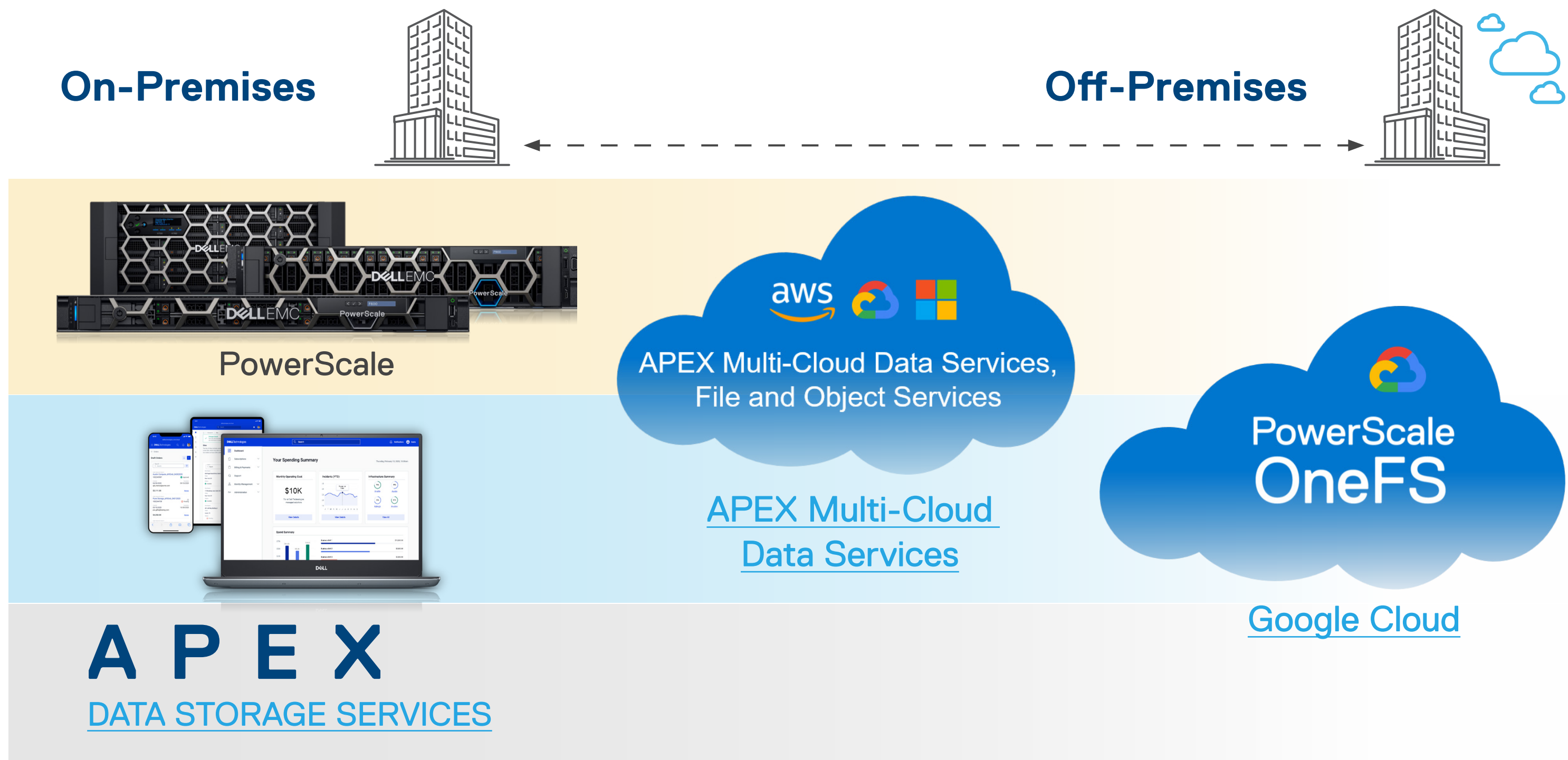


# 5

## Edge, core, cloud deployment flexibility

Handle any data, anywhere.

On-premises or public cloud, PowerScale can handle it all. Keep pace with demanding data workloads with powerful all-NVMe and all-flash solutions with NVIDIA GPUDirect support. Handle large, active archives with our dense, efficient archive nodes. Consume as an appliance, in APEX Data Storage Services, APEX Multi-Cloud Data Services or in the cloud. Your data, your choice.



“The beauty of our multi-cloud solution is we pay for only what we consume. My team no longer has to manage storage and security and instead can focus more on innovation.”

- **Matt Douglas**  
Chief Enterprise Architect  
Sentara Healthcare

“The solution provides us with the flexibility to add the right tier of storage at the right time for data that resides at the edge, core, or cloud.”

- **Keith Bradley**  
Director of IT  
Nature Fresh Farms



# 6

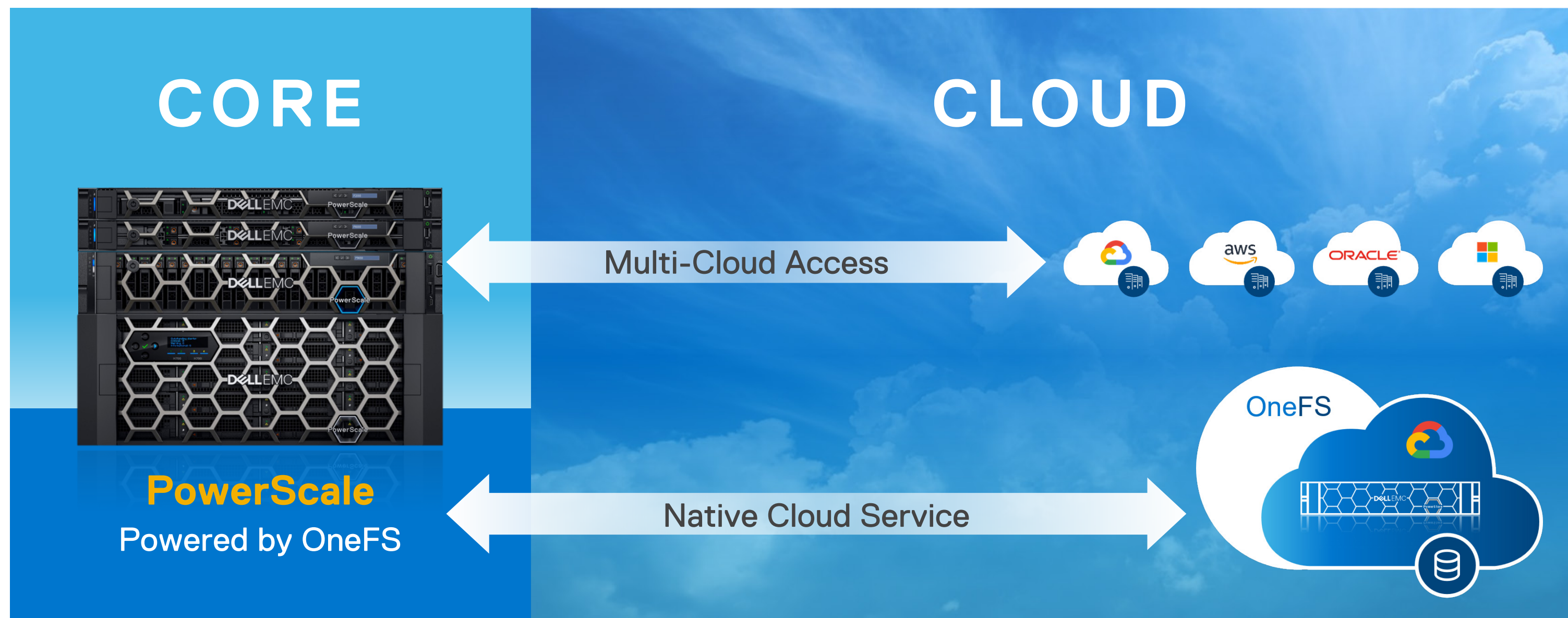
## Public cloud storage with data control

Save up to 89%\* in storage costs.

Give AWS, Google Cloud, Microsoft Azure and Oracle Cloud compute workloads the storage they need at a fraction of the cost of public cloud storage – all while retaining complete control of your data. Handle demanding public cloud services with cloud-scale performance, reliability and multi-petabyte scale – delivered by PowerScale.

“The excellent elasticity of the Dell EMC PowerScale solution for multi-cloud supported front-line workers with the tools and data they need to care for patients. By modernizing our infrastructure with the Dell EMC PowerScale solution for multi-cloud, we reduced our costs by \$5 million and raised the performance.”

- **Matt Douglas**  
Chief Enterprise Architect  
Sentara Healthcare



\*Based on a January 2022 ESG Technical Review commissioned by Dell Technologies, “Solving Big Data Challenges for File Services with APEX Multi-Cloud Data Services.” Actual results may vary. See ESG report [here](#).



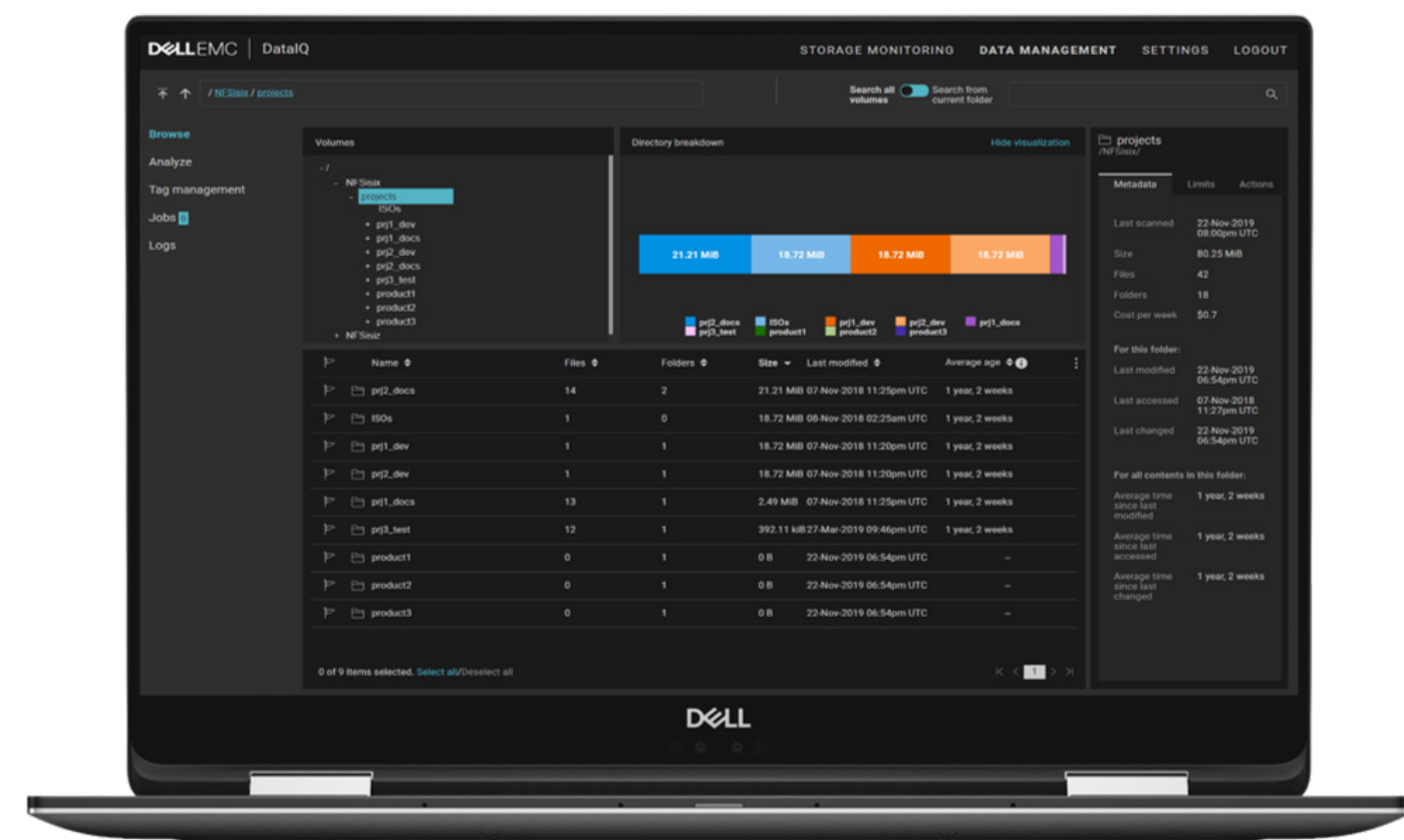
# 7

## Intelligent insights into your data

Get more from your data and storage with DataIQ and CloudIQ.

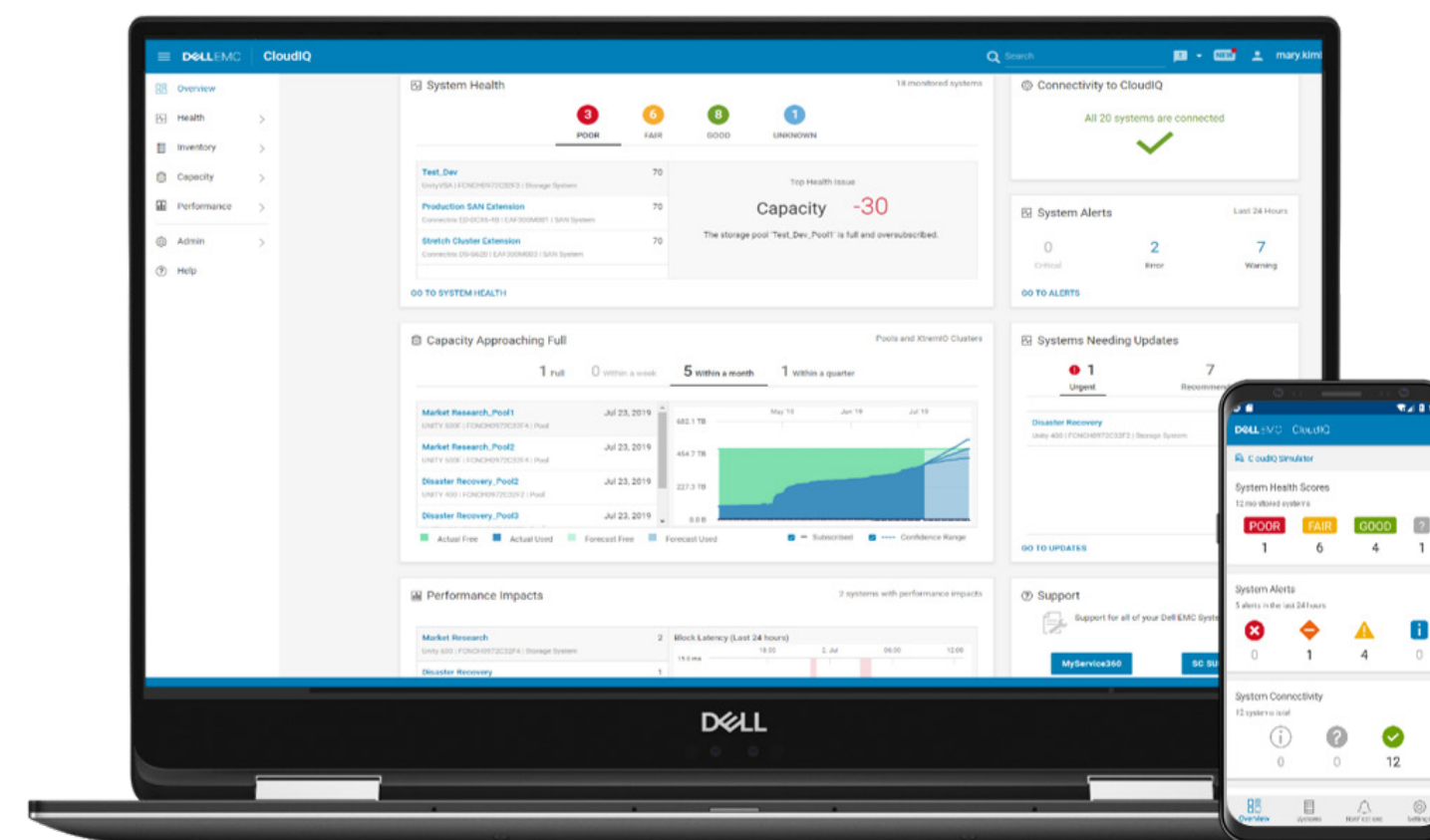
Easily determine the health of your infrastructure from the palm of your hand with CloudIQ. Manage your data with DataIQ, which lets you scan and index billions of files and objects across your storage and cloud environment and move datasets where needed.

### Smarter dataset management with DataIQ



PowerScale | ECS | 3rd Party | Public Cloud

### Faster time to insights with CloudIQ



Across Dell EMC Storage Portfolio

*“We’re excited about using DataIQ data analytics for data deduplication and optimizing performance. DataIQ helps us more accurately quote and forecast our needs and growth for the studio, which translates into real savings for us and our customers.”*

**- Rachel Bauer**

COO and CFO

Like a Photon Creative

*“The solution has definitely freed up a lot of time... PowerScale allows us to focus on data management rather than storage management and helps us get the most out of our data.”*

**- Bill Sharp**

Senior Vice President

EarthCam, Inc.



# 8

## Integrates with your applications

250+ industry app integrations and certifications.

Our storage and data management portfolio is designed to work seamlessly with your existing business applications to power data engineering, data science, data warehouse, and data lake projects. Support Apache Flink, Spark and Hadoop, Dremio, Yellowbrick, Databricks, Vertica, Adobe, Splunk and a universe of modern data analytics applications with PowerScale.

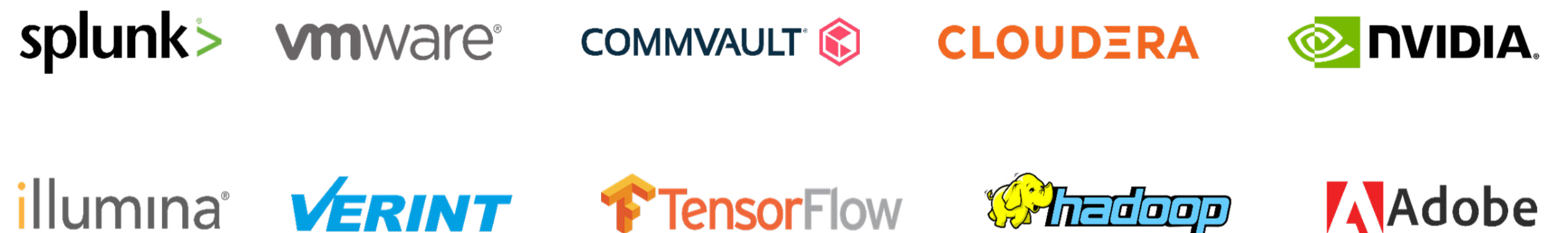
*“Together, Dell EMC PowerEdge Servers and PowerScale storage help us ensure that the data our clients review and analyze remains available and secure. Our clients can improve patient safety or even save lives because the Dell Technologies solutions support analytics based on massive amounts of data.”*

**- David J. Brzozowski Jr**  
Chief Technology Officer  
Medacis

*“HPC serves to help us understand strategy calls and so we’ll simulate hundreds of millions of permutations of the race to understand what might happen if it started raining on a given lap, or if a competitor in front of us was to spin off, or if the safety car was to come out. It helps us augment our decision-making capabilities.”*

**- Edward Green**  
Head of Commercial Technology  
McLaren Racing

### Hundreds of ISV ecosystems validated with PowerScale





# 9

## Expertise and leadership

2,000+ healthcare customers, 1,900+ financial firms, 8/10 top broadcasters and 8/10 top biotechs.

Proven expertise in 22+ verticals and horizontal applications, including 43% of the safety and security market, 100+ deep learning, 400+ analytics and 4,500 backup and archive customers. Our solutions won a Technology & Engineering Emmy® Award and were selected by NBC Olympics to store digital video content from the Tokyo 2020 Olympics.

“The new Dell EMC PowerScale All-Flash nodes give us improved performance of our existing storage. This gave us the power to complete final rendering, where the heaviest compute cycles occur in any film, of ‘The Lego Movie 2’ faster and more efficiently than any previous film.”

- **Darin Grant**  
Chief Technology Officer  
Animal Logic

Figure 1: Magic Quadrant for Distributed File Systems and Object Storage



Dell Technologies named a Leader in [2021 Gartner® Magic Quadrant™ for Distributed File Systems and Object Storage](#) for 6<sup>th</sup> consecutive year.

Positioned **highest** for **ability to execute** in the **Leaders** quadrant.

Source: Gartner (October 2021)

Gartner, Inc. "Magic Quadrant for Distributed File Systems and Object Storage" by Julia Palmer, Jerry Rozeman, Chandra Mukhyala, Jeff Vogel, October 1, 2021. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Dell Technologies. Gartner and Magic Quadrant are registered trademarks of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.



“Like the gifted athletes selected to compete in the Olympics for the ultimate glory, Dell Technologies is honored to have been chosen to help NBCUniversal bring the powerful stories of victory and defeat to viewers worldwide. With Dell EMC PowerScale, NBC Olympics will reliably store and simply manage more than 7,000 hours of athletic heroics across its networks and streaming platforms while making the experience for those watching remotely better than ever.”

- **Jeff Boudreau**  
President and General Manager,  
Infrastructure Solutions Group at Dell Technologies



10

# A complete, interconnected portfolio

## Dell EMC PowerScale, ECS, ObjectScale and Streaming Data Platform.

Address all of your unstructured data workloads with a powerful portfolio of industry leading solutions to handle file, object and streaming data from the data center to the edge and cloud.

Data first foundation | Integrated data intelligence | App & industry expertise



Stop managing your storage and start innovating with your data with Dell EMC PowerScale, the world's most flexible scale-out NAS solution.

[DellTechnologies.com/PowerScale](https://DellTechnologies.com/PowerScale)

*“In a strategic alliance like ours with Dell Technologies, we can source the right solutions to support transformational use cases.”*

**- Professor Graham Evans**

Chief Information and Technology Officer  
North Tees and Hartlepool NHS Foundation Trust

*“Our partnership with Dell Technologies allows us to take advantage of the full breadth and depth of their compute, storage, networking and security solutions.”*

**- David J. Brzozowski Jr.**

Chief Technology Officer  
Medacist