Meet The True Storage Specialists From Dell Technologies

By Andrew Glinka, Vice President of Competitive Intelligence, Dell Technologies | October 2022

NetApp is preparing to hold its annual Insight conference next week with a brief one-day digital event. The short schedule implies NetApp is following the pattern of previous events, a groundhog day repetition of new versions of ONTAP, and a smattering of minor enhancements that do little to address its aging architecture and lack of innovation. NetApp also advertises the opportunity to "Meet the Specialists," but is NetApp specializing by rapidly acquiring and integrating new companies with the jack-of-all-trades master of none ONTAP OS?

The distinct challenges in data center modernization require second-to-none solutions that excel in their purpose. Let's meet the specialists from the Dell Technologies portfolio and explore how purpose-built solutions deliver better outcomes for current and future data-era demands

Meet Dell PowerStore, the Storage Innovation Specialist

Your long-term data strategy requires an innovative solution that makes managing data growth simple, flexible, and efficient. PowerStore specializes in storage innovation with a future-ready architecture that eliminates the tradeoffs inherent in NetApp's stagnant platforms and provides a more agile, cost-effective, and easy-to-manage solution for the broad needs of the evolving modern data center. PowerStore's Dynamic Resiliency Engine makes managing growth easy with granular and seamless expansion. NetApp's traditional architecture is languishing in the past. NetApp disk pools, also known as aggregates, are owned by a single controller. Single controller ownership can lead to potential hot spots when individual volumes get busy often requiring a complicated load-balancing process to resolve.What about cost efficiency? NetApp isn't specializing in guarantees – their DRR guarantee is only a 3:1 across mixed workloads. PowerStore's 4:1 Future-Proof guarantee[1] can offer up to ***33%*** more guaranteed effective capacity, directly helping reduce overall TCO. Enterprise storage has to adapt when conditions change, and NetApp has nothing to match PowerStore's Anytime Upgrade[2] program, providing you a predictable prepaid path for upgrades, modernizing, or scaling-out[3] needed. PowerStore's fresh and

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

[2] Requires purchase of ProSupport and either "Standard" or "Select" Anytime Upgrade option (where available) at point of sale to qualify. Additional terms and conditions apply

[3] Upgrade available 180 days after invoice. Requires purchase of minimum 3-year ProSupport Plus with Anytime Upgrade Select or Standard add-on option at point of sale to qualify. Anytime Upgrades Program availability may vary by country and segment. Additional terms and conditions apply. For details contact your sales representative.

innovative design better addresses enterprise storage requirements with advantages that simplify usability, provide superior guarantees for more cost-effective storage, and more flexible programs to keep you ready for what's next.

Meet Dell PowerMax, the Mission-Critical Storage Specialist

Mission-critical applications demand uncompromising performance, security, and scalability. PowerMax is tailor-made for these requirements, with a differentiated architecture that surpasses NetApp for essential workloads. NetApp's multi-purpose ONTAP foundation strands resources across federated arrays, challenging administrators to balance data across silos. This is inefficient and ineffective compared to PowerMax, which has up to 16 nodes in a tightly-coupled scale-out architecture, delivering predictable scalability for massive workload consolidation and the flexibility to scale performance and capacity independently. Does NetApp do enough to help secure your data? PowerMax is the world's most secure mission-critical storage[4] with a zero-trust architecture, massive snapshot scalability (up to 65 million), and CloudIQ Cybersecurity features that help identify security risks and provide remediation recommendations. NetApp's lack of specialized architecture introduces tradeoffs your business can't afford to make. When your business needs ultimate operational excellence, there's no debate over PowerMax's differentiated superiority.

Meet Dell PowerScale, the scale-out NAS specialist

With an engineering focus on the demands of PB-scale unstructured data workloads, Dell delivers world-leading flexibility[5] and security[6] with PowerScale. If Dell had taken a more generic approach exhibited with NetApp ONTAP platforms, you'd be looking to handle workload growth and infrastructure consolidation with a cluster scale-out breadth of just up to 24 nodes instead of up to 252 nodes[3]. You'd be facing cyber threats with no cyber vault for your last-line-of-defense recovery cluster instead of an

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[4] Based on Dell analysis, Sept. 2021.

[5] Based on Dell analysis, August 2021

[6] Based on Dell analysis comparing cybersecurity software capabilities offered for Dell PowerScale vs competitive products, September 2022.

integrated cyber vault.[4] You'd be grappling with workload growth and infrastructure consolidation with the complexity of a RAID-based architecture and multiple provisioning constituents instead of a single-volume namespace.[7] And you'd be throttling your high-value workloads in the cloud to just 4.5GB/s instead of 18.6GB/s per 100TB at sub-ms latency with PowerScale for Google Cloud[8].

Thanks to Dell's focused approach to scale-out NAS with PowerScale, you can get up to 10x greater scale-out to help you handle workload growth and infrastructure consolidation[9]. PowerScale offers integrated offline data vaulting using AirGap 2.0 technology from Ransomware Defender to help you better protect your last-line-of-defense recovery cluster from cyber-attacks[10]. You get a single global namespace to make it easier to provision and manage your storage.[5] And you get cloud-native storage with up to 4x greater throughput at low latency to help power your high-value workloads.[7]

Meet Dell PowerProtect, the Data Protection Specialist

The impact of losing data can be devastating. Can you afford an approach that doesn't include a robust protection approach? You need a *proven* and *acknowledged* industry specialist, not only good enough snapshot replication or cloud-based vaulting for backup and recovery of your most important data. NetApp doesn't have the specialized portfolio that Dell's PowerProtect offers. Dell offers a robust and proven portfolio that includes PowerProtect Data Manager software, DD target backup appliances, PowerProtect Cyber Recovery isolated vault appliances, and CyberSense AI/ML full data contents intelligent analysis software to help provide peace of mind and fast recovery from ransomware attacks.

Industry and customer accolades validate our proven leadership. Sheltered Harbor, the standard-bearer for data protection and cyber-resilience in the US financial sector, awarded Dell PowerProtect Cyber Recovery their very first endorsement for meeting cyber resilience and recovery requirements by a turnkey data vaulting solution vendor. Dell Technologies is #1 in Data Protection Appliance & Software[11], and Cyber Recovery has a growing list of more than 1,300 customers[12]. The combination of PowerProtect Data Manager's advanced Data Invulnerability Architecture (DIA), write lock protection, and Transparent Snapshots offers innovative, reliable, effective, and fast backup and recovery beyond NetApp's basic snapshot-only protection from cyberattacks. Trust your data with a *proven* data protection and management specialist in Dell PowerProtect.

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[7] Based on Dell analysis, October 2022

[8] Based on Dell analysis comparing peak throughput at 100 TiB for Google Cloud, Sept. 2021

[9] Based on Dell analysis, Sept. 2021.

[10] Based on Dell analysis, August 2021.

[11] Based on combined revenue from the IDC 2Q22 Purpose-Built Backup Appliance (PBBA) Tracker, with select Storage Software segments from the 2Q22 Storage Software and Cloud Services Tracker

[12] Based on Dell Technologies analysis, October 2022

Meet Dell APEX, the As-a-Service Specialist

Not all as-as-Service providers are the same, and [Dell APEX Data Storage Services](#) stands above NetApp's Keystone offering. NetApp bills at a 50% higher daily rate if the customer's burst capacity unexpectedly exceeds 20% of committed capacity. Dell APEX simplifies things and takes the guesswork out of on-demand billing by providing a single usage rate.   NetApp also requires a traditional sales motion and has no online or self-service ordering options. The APEX Console allows customers to a simply select and

order APEX services when you need it. They don't have to deal with the hassle of tracking down a sales representative and wasting time on the phone once they have the console. APEX is ready to grow with your business and help you meet your as-a-Service needs seamlessly. Outside of APEX Data Storage Services, the entire APEX portfolio allows customers to consume more of their infrastructure in an as-a-Service model. NetApp cannot compete with the breadth of Dell's portfolio.

Meet Dell Technologies, the Cloud-Strategy Specialist

The cloud isn't just a place to store data; it's a new way of running your business. Exploring private, public, and hybrid cloud options is a daunting task requiring a partner that can offer you the tools and vision to accomplish any outcome. NetApp's singular focus on storage provides a fraction of what businesses need to complete their strategies. Dell specializes in cloud interoperability, with the broadest DevOps-ready platform portfolio that's fully validated with all major hyper-scalers and container orchestration platforms[13]. Also, NetApp's lack of HCI solutions limits broader, more diverse outcomes. They have nothing like Dell PowerFlex, which has the broadest support for hyper-scaler and container

orchestration platforms for file and block, across bare metal and hypervisors, delivered on a single infrastructure platform[14]. [Project Alpine](#) further demonstrates how we intend to drive cloud strategies, it will deliver our flagship file, block, and object storage software in all the major hyperscalers – AWS, Microsoft Azure, and Google Cloud – and will bring operational consistency across environments. Specializing in a holistic cloud vision removes the ONTAP shackles with a

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[13] Based on Dell analysis of integrated systems for Kubernetes distributions, March 2022.
[14] Based on Dell analysis of integrated systems for Kubernetes distributions, March 2022.

complete strategy of solutions to help transform your cloud plans into reality.

Get Specialized Insights from Dell Technologies

The brief five-hour schedule of NetApp Insight will have to be packed with monumental changes for NetApp to address the many gaps in its portfolio. The truth is, we expect to see more of the same story since NetApp seems determined to confine customers to ONTAP and keep them rooted in a one-size-fits-all approach to infrastructure.

To learn more about how Dell Technologies can address modern IT challenges, reach out to your local Dell representative or partner for new insights on accelerating your transformation with a broader and deeper portfolio of solutions - client, infrastructure consumption, and financial models that NetApp can't match.

About the author: Andrew Glinka is Vice President, Competitive Intelligence at Dell Technologies. Andrew is an 11-year Dell Technologies veteran and brings over 23 years of experience in technology sales, management, and operations. Prior to assuming his current role, Andrew served as Global Director of Sales Strategy for the Data Protection Solutions Division. He has also managed the Global Software Sales team as well as other sales teams in the Data Protection Solutions Division. Prior to joining Dell through the EMC acquisition, Andrew owned and operated an IT Managed Services business in Virginia for over 8 years before successfully selling the company.