Why Only Dell Delivers a Continuously Modern Storage Experience – all in one place

By Andrew Glinka | May, 2022

Today's business climate is one of relentless change and unpredictable challenges. Data continues to get bigger and more critical. Technology is always advancing. Threats are more menacing.

Can one-size-fits-all solutions address the bigger, more complex, and diverse challenges of today's landscape? Does searching, evaluating, and implementing complex multi-vendor solutions add value when they lag behind your changing business demands? You need modern, innovative solutions that are agile and smart, work with cloud, and help secure your data. Wouldn't it be better to have adaptable software architectures, intelligent insights, cloud ecosystem flexibility, and comprehensive cyber resiliency?

Many vendors aim to provide modern storage solutions but don't have the portfolio breadth to solve the variety of storage obstacles IT departments face. They complicate infrastructure by bringing in multiple vendors to complete the picture. With the most comprehensive portfolio of products and services to address your data challenges today and in the future, only Dell Technologies can deliver a continuously modern storage experience.

The Dell Technologies Advantage

IT strategies are designed to manage, protect, and leverage data, but multi-vendor sprawl brings complexity, slowing innovation with inefficiencies. Dell focused on what our customers need, software innovation that delivers a comprehensive, continuously modern storage experience with three key tenets:

The continuously modern storage experience

Adaptable software architectures

Comprehensive cyber **resiliency**

Multi-cloud ecosystem **flexibility**

1. Adaptable software architectures with intelligent insights
2. Cloud ecosystem flexibility with multi-cloud enabled software
3. Comprehensive cyber resiliency

We deliver these innovations across the storage portfolio, all from a single vendor. Let's explore how Dell goes beyond competitors to provide a complete strategy that gives businesses the tools to succeed in an unpredictable business climate.

Adaptable Software-Driven Architectures

Modern apps require flexible, adaptable, and automated infrastructure to help developers speed up business transformation. The narrow portfolios of other companies have fewer options to support DevOps initiatives. Dell makes it easy to deploy, manage, and maintain infrastructure without piecemealing solutions from multiple providers and forcing complexity for IT staff to manage and support. Take these examples of how Dell delivers unique advantages over competitive portfolios:

Adaptable
software architectures

Boost productivity for AIOps initiatives.

Eliminate time-consuming tasks with ML.

Operate infrastructure with cloud-like agility.

Resolve issues with intelligent insights.

- **Container Storage Orchestration:** Companies like Pure and NetApp narrowly approach DevOps infrastructure with software-defined technologies, lacking HCI building blocks that can enable a hardware-efficient, streamlined approach to DevOps. Dell's strategy is about giving you choices to implement container storage on your own terms:
  - Container Storage Modules bring powerful enterprise storage capabilities to Kubernetes developers across Dell's full disk array portfolio. Notably, PowerMax offers the industry's first REST API storage provisioning for block, file, *and* mainframe[1].
  - Choice of integrated platforms through the broadest DevOps-ready platform portfolio fully validated with all major hyperscalers and container orchestration platforms.[2]
  - PowerFlex satisfies mission-critical SLAs demanded from modern workloads while delivering extreme performance and linear scale with the broadest support for hyperscaler and container orchestration platforms for file and block across bare metal and hypervisors[3].
- **Scalable Performance and Capacity:** Dell's modern and innovative storage architectures scale up and out non-disruptively for file, block, object, HCI, software-defined storage (SDS) deployed on bare metal servers, and backup, with support for non-disruptive hardware and software upgrades. PowerStore's Anytime Upgrade makes it especially easy to adapt to rapid change with the most flexible program in the industry for controller upgrades[4]. Competitors can't enable similar infrastructure flexibility across the same breadth of solutions.
- **Intelligent Insights:** CloudIQ monitoring with predictive analytics for servers, storage arrays, backup and recovery systems, HCI systems, and networking speeds time to resolution of infrastructure issues by up to 2X to 10X and can save IT staff one workday per week on average[5].

Simply put, competitors can't address the myriad of challenges businesses face the way Dell does. Dell's adaptable infrastructure rises to the challenge without complex partnerships or support models.

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[1] Based on Dell analysis comparing primary PowerMax REST API interface capabilities vs competitive storage solutions, March 2022.

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

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

[4] Based on Dell analysis, April 2020 using publicly available data to compare the highest available program/subscription offers for controller upgrades. Anytime Upgrade is available for purchase with PowerStore at POS only, and requires a ProSupport or ProSupport Plus contract with a 3, 4 or 5-year term. Upgrades available 180 days after invoice.
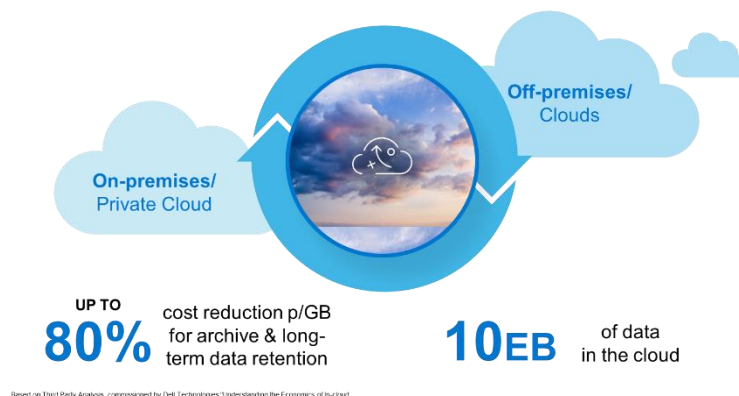
[5] Based on a Dell Technologies survey of CloudIQ users conducted May through June 2021. Actual results may vary.

Multi-Cloud Flexibility

Developers use multiple cloud providers to best fit their specific needs when building apps or deriving insights from data. Other vendors lack comprehensive portfolios spanning primary and unstructured data storage, data backup and recovery, and hyper-converged infrastructure. Dell streamlines multi-cloud strategies with solutions that help protect and support any data type with the industry's most comprehensive portfolio of multi-cloud capable storage from a single vendor[6]. Here's how Dell gives you the edge:

- Dell has the broadest DevOps-ready platform portfolio fully validated with all major hyperscalers and container orchestration platforms[7]. Turnkey software-defined solutions let developers tap into scalable and performant resources without a heavy operational lift.
- Some vendors can't deliver multi-cloud access across block, file, and object data storage and data protection. Multi-Cloud Data Services enabled by Faction simplify access data in the cloud without restrictive cloud lock-in.
- Protecting data across clouds is vital to business continuity and success. Dell data protection has a tremendous pedigree, with over **10.3EB** of data protected in the cloud[8]. Dell provides better cloud data management and lower cloud data costs that are up to 80% more cost-effective than other cloud data protection competitors[9].
- Project Alpine will further enhance the multi-cloud capabilities of our portfolio by delivering our flagship file, block, and object storage software in all the major hyperscalers – AWS, Microsoft Azure, and Google Cloud – and bringing operational consistency across environments.

Gain multi-cloud control with the most comprehensive storage portfolio from a single vendor supporting all major hyperscalers

Off-premises/
Clouds

On-premises/
Private Cloud

UP TO
80% cost reduction p/GB for archive & long-term data retention

10EB of data in the cloud

Based on Third Party Analysis, commissioned by Dell Technologies "Understanding the Economics of In-cloud"

Other vendors can't deliver on the diverse needs of modern multi-cloud strategies the way Dell does. A Dell-engineered multi-cloud strategy is more comprehensive, fueling advantages in your business.

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[6] Based on Dell analysis, April 2022.
[7] Based on Dell analysis of integrated systems for Kubernetes distributions, April 2022.
[8] Based on Dell Technologies analysis, February 2022
[9] Based on Third Party Analysis, commissioned by Dell Technologies "Understanding the Economics of In-cloud Data Protection" September 2021. A Dell EMC Data Protection Solution Designed with Cost Optimization in Mind". Results were derived from comparing Dell EMC PowerProtect Data Manager with PowerProtect DDVE against 4 unnamed competitors.

Comprehensive Cyber Resiliency

Every 11 seconds, there is a successful cyber or ransomware attack[10]. Cyber threats continue to challenge data-driven organizations to maintain secure access to data, expand edge and cloud computing, and maintain a competitive business environment. Other storage vendors provide pieces of the puzzle, but Dell's approach is more holistic and business-centric, with comprehensive methods integrating end-to-end security throughout the product and solution life cycle.

- PowerMax, the world's most secure mission-critical storage[11], helps secure primary workloads with available features like advanced cyber recovery and massively scalable, optional policy-based secure snapshots through SnapVX that help prevent malicious snapshot deletion.
- For your unstructured data, PowerScale's cyber protection with Superna Ransomware Defender software has intelligence and automation that can proactively detect attacks, enable fast recovery with minimal data loss, and enable a secure operational airgap vault as a last line of defense.
- PowerProtect Cyber Recovery and CyberSense intelligent analysis software provide real-time observation, detection, and scanning of anomalous files and data activity, identifying clean data copies and post-attack forensic reporting.
- APEX Cyber Recovery Services provides enterprises with a simplified recovery from cyber attacks in the cloud or on-premises. Dell manages and assists in the daily cyber recovery vault operations. Resiliency through recovery operations from an isolated, immutable, and intelligent data vault delivers agility and confidence to cyber teams through one point of contact for vault operations throughout the subscription.

Our competitors don't have the portfolio to offer such an all-inclusive strategy from a single vendor. Protect your business with a vendor who understands and delivers best-in-class comprehensive cyber resiliency.

Software-driven storage ready for whatever's next

Staying ahead of the curve requires the continuously modern, multi-cloud-capable, and more secure foundation that only Dell can provide through best-in-class platforms giving you the best of everything in one place. Reach out to your local Dell representative and learn more about how our products surpass the competition.

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[10] According to Cybersecurity Ventures
[11] Based on Dell internal analysis of cybersecurity capabilities of Dell **PowerMax** versus cyber security capabilities of competitive mainstream arrays supporting open systems and mainframe storage, February 2022.