



Enterprise Strategy Group | Getting to the bigger truth.™

Dell Technologies Continuously Modern Storage

Dell Technologies Innovation Helps Customers Boost Productivity and Provide Better Insights from their Data No Matter Where it Lives

Scott Sinclair, ESG Practice Director

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DELL Technologies

intel®

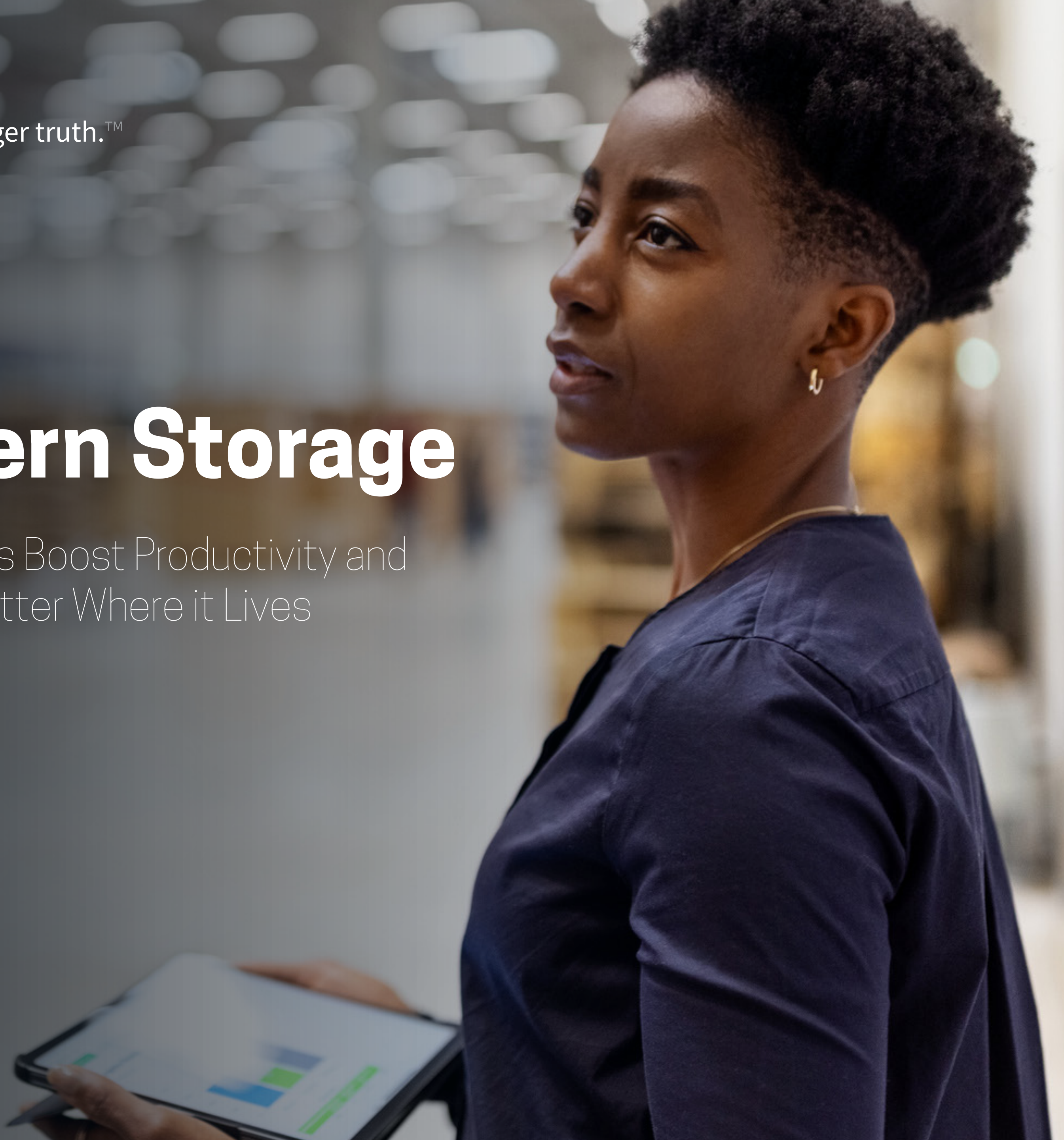


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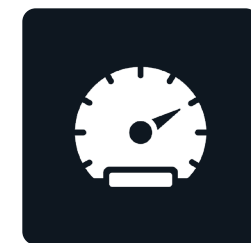
Research Objectives

In a modern, data-driven economy, business success—or conversely, business struggles—often equate directly to how well a company maximizes the value of its data. As businesses require more from their data and the IT teams that manage that data, IT leaders need to rethink what they require from their data storage infrastructure.

The scale of today's digital demands—the increase in business-related needs—surpasses what IT can accomplish in any one location, whether it is on- or off-premises, in the cloud, or in the data center. Distributed operations across public cloud services and private data centers will continue to be the essential mode of operations for the foreseeable future. Businesses must improve their agility and operational efficiency across their entire IT infrastructure, including within the data center, with more automation, better security, and with seamless integration with cloud services.

To gain insight into these trends, ESG consolidated insights from multiple research studies covering hundreds of IT professionals at organizations in North America (US and Canada) responsible for evaluating, purchasing, managing, and building infrastructure.

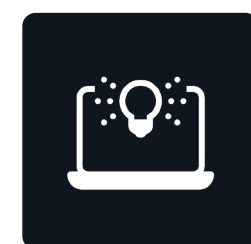
KEY FINDINGS:



Organizations need to accelerate IT operations to support digital business initiatives.



Given the pervasive threat of cyber-attacks, such as ransomware, security and protection are essential for innovation.



Businesses must simplify multi-cloud operations to keep pace with demands.



On-premises modernization is an essential component of any multi-cloud strategy.

Rethinking IT Infrastructure

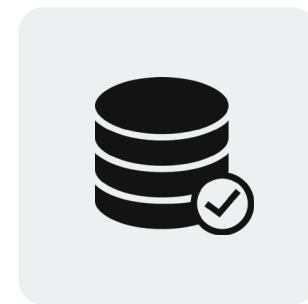
Accelerate IT Operations to
Compete in the Digital Era



“When business is built on data, **the right data storage ecosystem can deliver competitive success.**”

- Scott Sinclair, ESG Practice Director

Business is defined by data.



59%



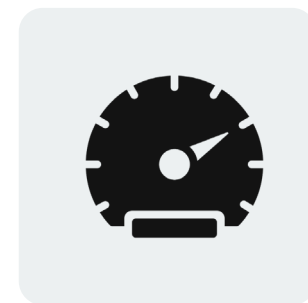
of respondents say that data is their business.



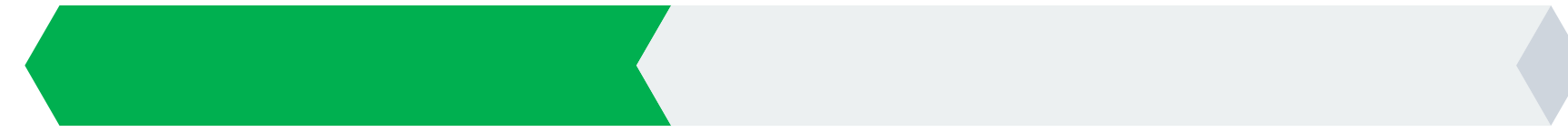
91%



of organizations have to move faster than 3 years ago...

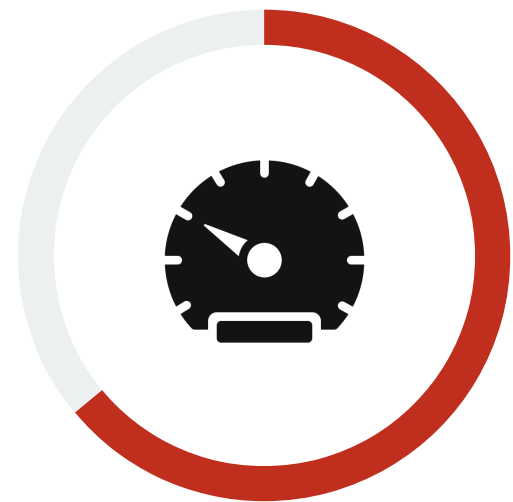


41%



of organizations had to accelerate operations by more than 50%.

IT leaders need modern and automated infrastructure to simplify, automate, and accelerate operations.



64%

agree that the complexity of their IT infrastructure slows IT operations and digital initiatives.



64%

agree that data storage infrastructure requirements and spending are hard to predict for their organization.



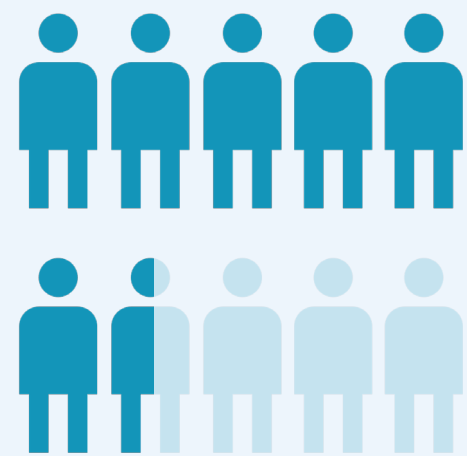
76%

agree that they have taken on added/new responsibilities to support their organization's digital transformation goals/initiatives (or are under pressure to do so).



67%

agree that they are under pressure to accelerate IT infrastructure provisioning/deployment to support developers/line-of-business teams.



64%

view data center design as strategic, which can lead to a competitive advantage.



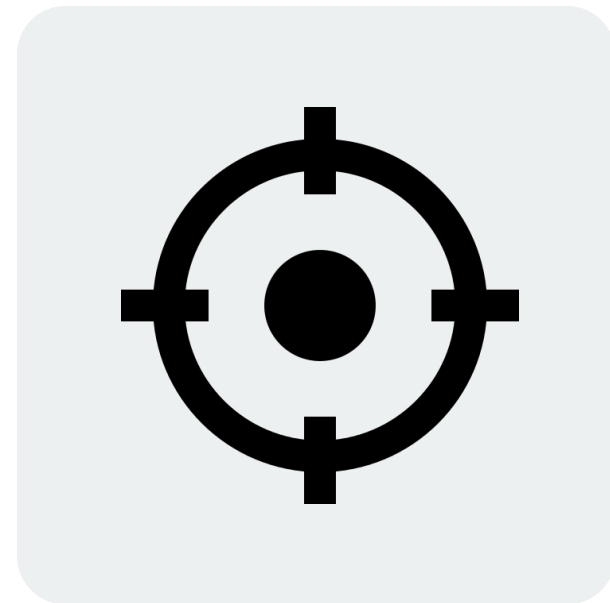
Without investments in simplification and automation, **IT operations will continue to be slowed by increased complexity, hindering and eventually paralyzing business operations.**



Rethinking IT Infrastructure

Security Is Essential
for Innovation

Pervasive Threat of Ransomware Attack



79%



of surveyed organizations **have been the target of ransomware in the last 12 months...**



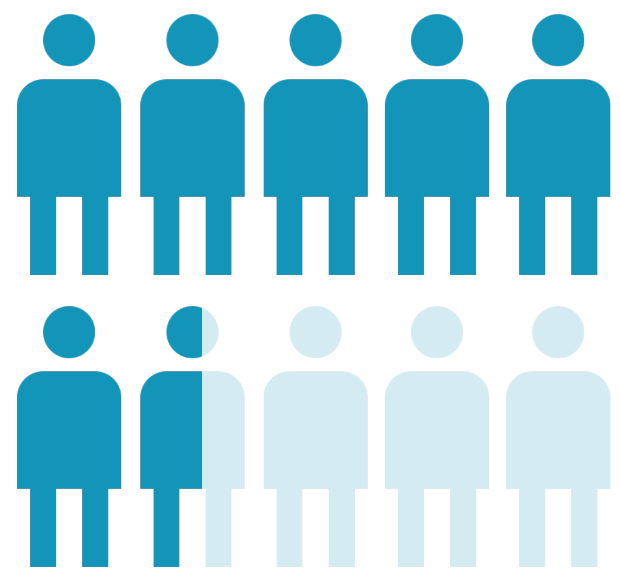
73%



of those attacked said the **attacks were successful.**

Get Your Checkbook Out! However, Paying Doesn't Guarantee Recovery

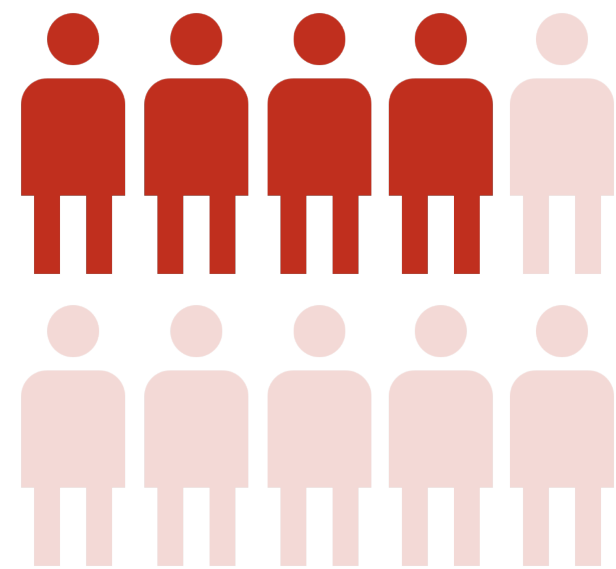
Cyber-threats/ransomware are becoming more frequent, more sophisticated, and more impactful. Every business and industry is at risk. Ransomware, in particular, is a major challenge. The majority of attacks are successful, and most companies pay to recover data. Paying the ransom, however, does not guarantee recovery and often it entices the attacker to ask for more.



56%
paid the ransom.



87%
were asked to pay more,
and the majority did.



Only 40%
who paid a ransom were able to recover
more than 75% of their data.



More than half of organizations admit to paying a ransom to recover their data...

but extortion attempts persisted.”

“IT leaders must assume **their infrastructure can be compromised...**”

IT leaders need secure IT infrastructure to ensure innovation and reduce risk.

Cybersecurity is an essential IT priority that requires prevention, detection, and recovery from ransomware attacks. IT leaders must assume their infrastructure can be compromised and have plans and tools in place to prevent, detect, and recover from attacks.



82%



say concern for ransomware is greater today than it was two years ago.



68%



say ransomware is a top 5 business priority.

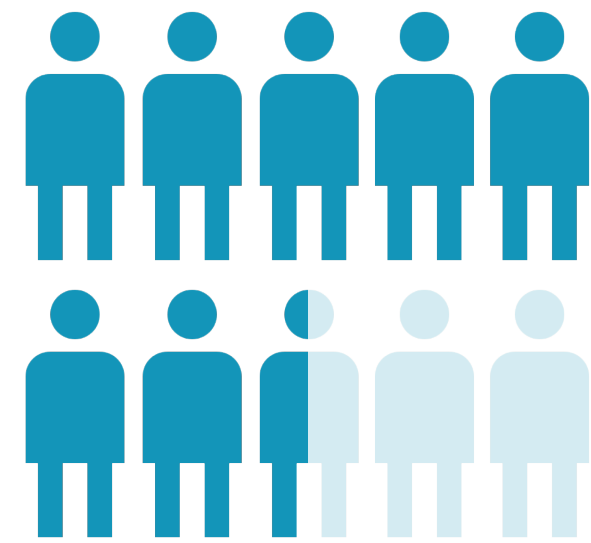
Rethinking IT Infrastructure

Simplify Multi-cloud Infrastructure

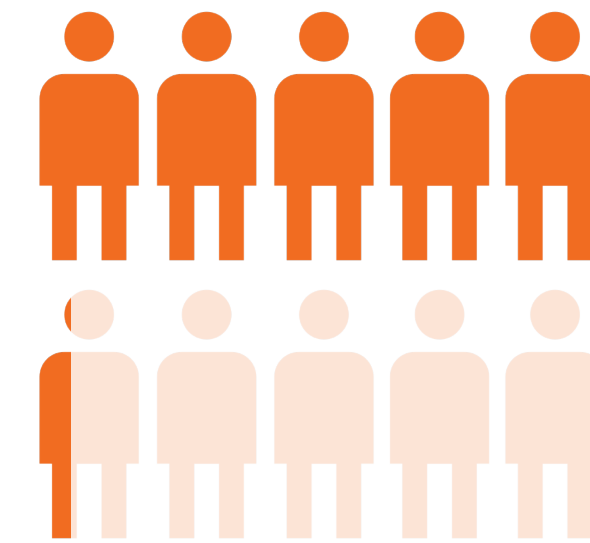


“On-premises infrastructure must be better able to integrate with cloud providers **to deliver greater agility and accelerated operations.**”

IT leaders need greater agility across distributed, multi-cloud environments.



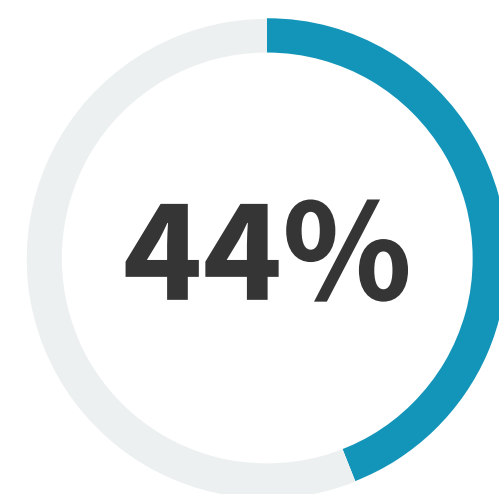
75%
of organizations leverage public cloud infrastructure services.



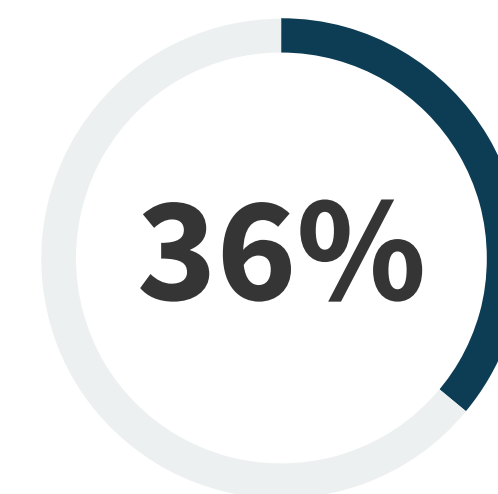
53%
of cloud users leverage 3 or more providers.

| Top 3 most common challenges with multiple CSPs.

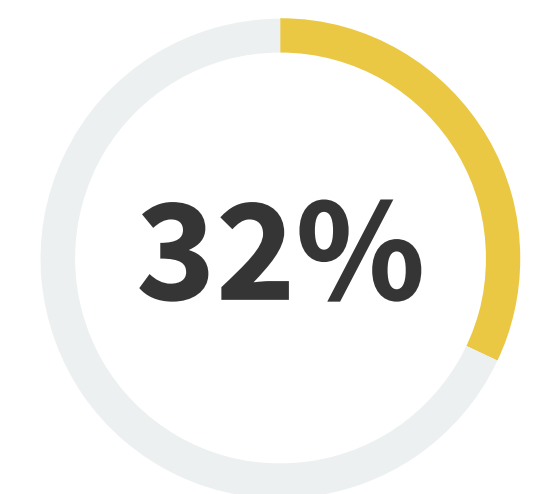
Ensuring proper coordination /cooperation between multiple cloud teams/IT functional teams



Ensuring security across multiple cloud environments



Time and effort associated with moving apps/data between data center(s) and multiple public cloud services



A man in profile, looking towards the right, is positioned in the foreground. Behind him is a large screen displaying various data visualizations, including line graphs, bar charts, and snippets of code. The overall aesthetic is futuristic and data-driven, with a blue and white color palette. A red horizontal bar is located above the text on the left side.

On-premises Modernization and Dell Technologies Continuously Modern Storage

Modernizing the data center remains critical in a multi-cloud world.



79%



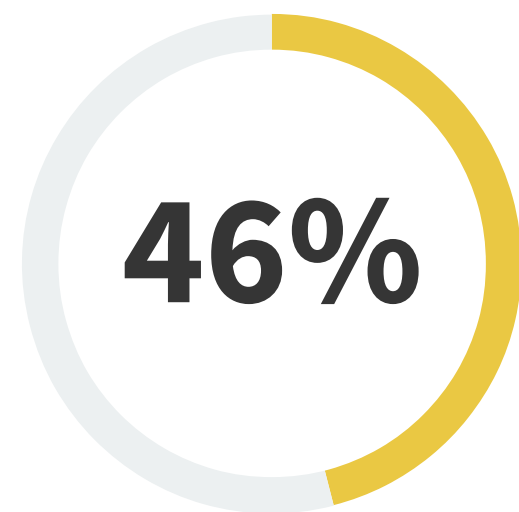
are focused on modernizing their data center to support their business strategy over the next 3 years.

| On-premises data center environment strategies over the next three years.



50%

Improving connectivity to/ interoperability with public cloud infrastructure



46%

Invest in technologies that provide a cloud-like experience on-premises



The data center is not going away, **nor can it stay the same.**”

“IT leaders need to be ready for what comes next.
Businesses don't stand still, and neither should their storage.”

Dell Technologies Continuously Modern Storage can deliver the needed data center modernization by:



Automating and accelerating operations.



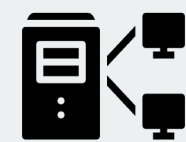
Providing integrated security capabilities.



Delivering greater agility across distributed multi-cloud environments.

Dell Technologies Continuously Modern Storage – Automation for Distributed Multi-cloud Environments

Dell offers intelligent storage offerings with built-in AI along with CloudIQ providing intelligent insights and proactive infrastructure monitoring.



PowerStore's adaptable architecture with native replication and native metro sync replication delivers simple shared storage across sites.



PowerMax offers multi-array smart provisioning and workload optimization, health and compliance monitoring/ remediation, and NVMe/TCP networking configuration that reduces setup time by up to 44%.



PowerFlex's data path optimization delivers linear scalability of performance and capacity independently

Dell Technologies Continuously Modern Storage – Security and Comprehensive Cyber Resiliency Throughout the Data Lifecycle

Dell provides intrinsically secure storage solutions along with comprehensive threat detection and response capabilities, ensuring that data is secure, protected, and always available. These solutions offer data isolation and immutability, anomaly detection, and granular recovery. They help reduce security complexity by aggregating threat intelligence and cascading it to upstream security platforms.



Dell designed **PowerMax** for robust, zero trust security architectures, claiming it as the world's most secure mission-critical storage. PowerMax offers multifactor authentication, continuous ransomware anomaly detection, and a native air-gapped cyber vault for open system servers and mainframes. And it has excellent scalability—up to 65 million immutable snapshots per array—to provide fast and granular data recovery.



Dell PowerProtect Cyber Recovery protects against ransomware and malware attacks with a secure vault (on-premises or in public clouds) to secure and recover critical data. It can find data corruptions with up to 99.5% confidence, according to Dell.



For the on-premises infrastructure, **Dell CloudIQ's** intelligent insights now extend to ransomware capabilities, helping to detect early cyber-attack behaviors, minimize exposure, and speed recovery.



Dell Technologies Continuously Modern Storage – Multi-cloud Ecosystem Flexibility

Dell's storage software and DevOps offers work with all the leading public cloud providers, offering flexibility for managing data on-premises and in public clouds.



For cloud-native workloads and DevOps orchestration, **PowerFlex** has broad support for hyperscaler and container orchestration platforms for file and block data across bare metal and hypervisors—on a single platform.



PowerMax offers more options for seamless, secure data movement to AWS, Azure, and ECS and can quickly move data to public clouds with faster cloud snapshot shipping and recovery.



Project Alpine brings Dell's file, block, and object storage software to the public cloud, enabling use cases that combine public cloud services with Dell enterprise data services like high availability, scale out, and deduplication.

The Bigger Truth

The growth, diversity, and security of data and the prevalence of multi-cloud usage are all facts of life now. Organizations must optimize all of those aspects of modern IT, which points to an urgent need to implement and leverage Continuously Modern Storage.

Dell Technologies, a trailblazer in IT, has an extensive portfolio of leading storage solutions. In fact, its broad portfolio covers the whole IT stack (storage, servers, software, networking, etc.) to help organizations simplify their IT ecosystems on a macro scale. Dell's specific approach for Continuously Modern Storage is enabled by software-driven innovation and highly specialized hardware using the latest Intel technologies that deliver the performance, efficiency, and hardware-enabled security needed in modern storage environments.

With the growing focus on AIOps, DevOps, security, and multi-cloud, it's not just about storage capacity and performance anymore. Dell is delivering software innovations across its entire storage portfolio—including PowerStore, PowerMax, PowerFlex, PowerScale, PowerProtect, Unity XT, and CloudIQ. Software innovation is what has kept Dell as a leader in the storage market for decades. And clearly, Dell intends to continue to advance that innovation, powered by Intel technology. Dell is attempting to make the path forward into the future as easy as possible for its customers by equipping IT organizations with software innovation that will have a real-world impact on IT modernization efforts today and tomorrow.

[WATCH THE VIDEO](#)

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