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Dell PowerStore Prime

Game-changing Storage Innovation Meets Business Advantage
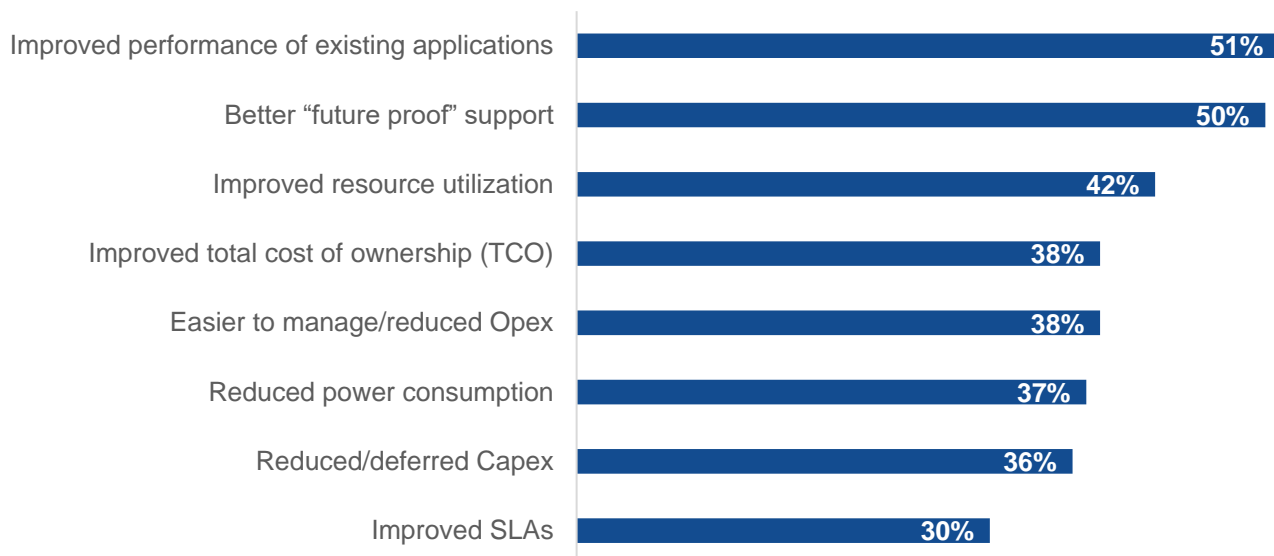
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IT Challenges

TechTarget's Enterprise Strategy Group research shows that flash-based storage continues to expand within business of all sizes as organizations seek to harness its greater performance, reduced power footprints, and easier management. Specifically, flash storage continues to drive a range of benefits with the top benefit being greater performance (51%), followed by better "future-proof" support to the organization (50%), improved resource utilization (42%), improved TCO (38%), and easier to manage/reduced Opex (38%, see Figure 1).[1]

These data points show that organizations need broad and deep technology capabilities to innovate, but they also need to know that the solution will fit their financial and operational needs and provide long-term ROI.

Figure 1. Flash Storage: It's Not All About Better Performance

You indicated your organization will have a higher percentage of all-flash storage in 24 months than it does now. Which of the following factors will drive this increase? (Percent of respondents, N=138, multiple responses accepted)

Improved performance of existing applications	51%
Better "future proof" support	50%
Improved resource utilization	42%
Improved total cost of ownership (TCO)	38%
Easier to manage/reduced Opex	38%
Reduced power consumption	37%
Reduced/deferred Capex	36%
Improved SLAs	30%

Source: Enterprise Strategy Group, a division of TechTarget, Inc.

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[1] Source: Enterprise Strategy Group Research Report, *Navigating the Cloud and AI Revolution: The State of Enterprise Storage and HCI*, March 2024.
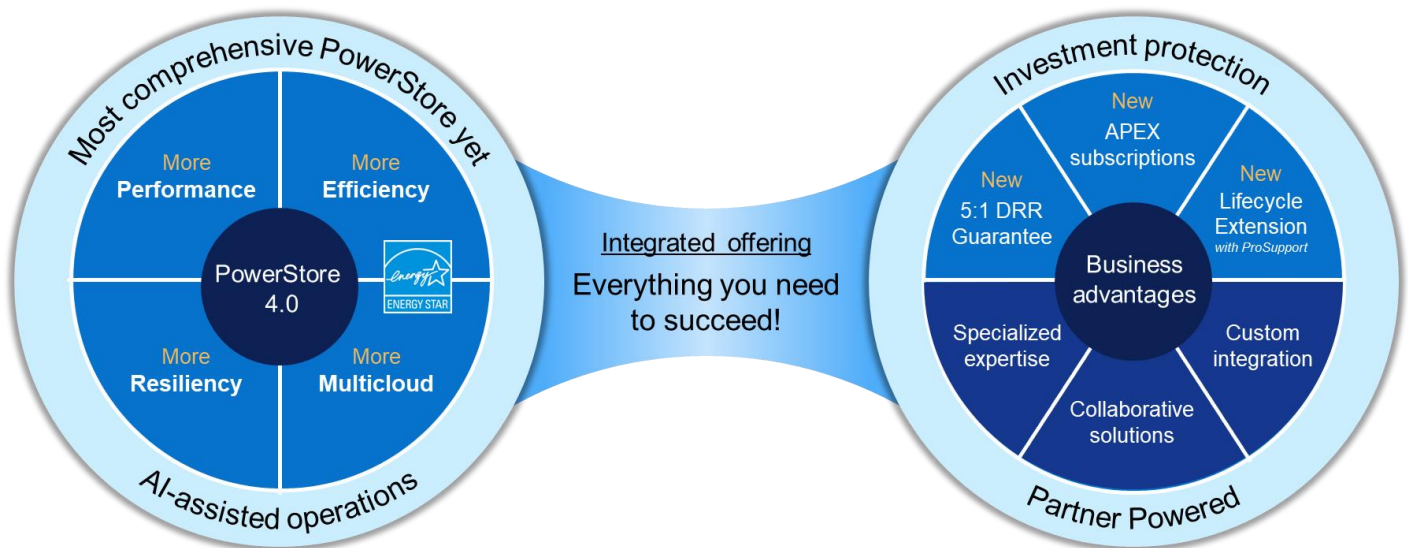
Dell PowerStore Prime

Dell Technologies recently announced PowerStore Prime, which is a comprehensive integrated offering that combines new all-flash storage advancements with strategic business advantages to help organizations compete in an AI-accelerated yet economically challenged world.

PowerStore Prime includes both product and program components that help organizations leverage Dell's unique position as a technology leader, including the company's broad enterprise portfolio and its global ecosystem of trusted partners and distributors (see Figure 2).

Figure 2. Dell PowerStore Prime Overview

Source: Dell Technologies

Prime begins with PowerStore 4.0, which is the latest release of Dell's all-flash enterprise storage appliance. PowerStore 4.0 offers organizations enhanced performance, efficiency, resiliency, and multicloud capabilities, including:

- Up to 66% improved performance due to software and hardware enhancements.
- New QLC (quad-level cell) flash array to lower capacity costs.
- Up to 20% improved data reduction to reduce data footprint and power consumption.
- Enhanced native replication capabilities to improve workload resiliency.
- Ability to backup and migrate data to public cloud.
- New APEX AIOPs GenAI assistant for quicker infrastructure optimization.

In addition to the product enhancements, PowerStore Prime provides organizations financial and operational benefits, including enhancements to Dell's Future-Proof and Services Programs:

- A 5:1 data reduction guarantee, with no preassessment or program fee required and up to five-year coverage, matching the customer's entire support contract.
- Flexible as-as service consumption options for PowerStore, enabling organizations to pay for only the storage they need on a monthly basis.

- Lifecycle Extension with ProSupport, which is Dell's new investment protection program for PowerStore.

Finally, PowerStore Prime is delivered in collaboration with Dell's global partner ecosystem. Prime gives partners new tools and programs that leverage their diverse expertise and insights to better serve customers. Whether they purchase PowerStore directly from Dell or through a partner, organizations will receive technology solutions backed by a network of expert support that understands their unique challenges. This synergy between product, programs, and partnership gives organizations a clear all-flash storage choice to enable business innovation and success.

First Look

Enterprise Strategy Group reviewed the new Dell PowerStore Prime product and program capabilities and assessed how they would benefit customers and partners. The IT world continues to increase in complexity and scale, and the need for an easy-to-use, intelligent, dependable storage system has only grown in importance. PowerStore addresses this challenge by packaging a powerful storage system into a cost-efficient and space-efficient profile.

Product Technology Advantages

The PowerStore Prime offering includes the updated PowerStore 4.0 enterprise all-flash storage solution, which provides increased performance and scalability. This is helpful for organizations grappling with the increased demands of AI. Enterprise Strategy Group reviewed the following key PowerStore 4.0 benefits:

- **Performance.** The solution provides both software- and hardware-based performance and scalability improvements to help organizations streamline operations, enabling greater workload and infrastructure consolidation as well as additional flexibility to prepare for whatever challenges lie ahead.

- **Efficiency.** The new addition of Intelligent Compression adapts dynamically to data content for up to 20% better overall data reduction. The benefits of data reduction also include lower infrastructure costs, reduced footprint and complexity, lower energy costs, and more predictable capacity forecasting.

- **Resiliency.** The solution extends data protection capabilities with native synchronous replication for block and file workloads, as well as enhancements to the native Metro Volume feature which now supports Windows and Linux environments in addition to VMware. PowerStore 4.0 also increases replication scalability with up to 8x more replication volumes per appliance.

- **Multicloud capabilities.** The solution helps organizations in their multicloud journey with flexibility from the data center, to the edge, to partner colocation facilities, and to the public cloud. This new flexibility provides simple options for backup and restore to APEX Protection Storage and two-way data migration to and from APEX Block Storage for Public Cloud.

Program Business Advantages

The PowerStore Prime offering also provides several program enhancements, including:

- **A 5:1 data reduction guarantee.** This provides organizations with the highest guaranteed data reduction without preassessment, including no program fees, up to five years coverage, and a transparent remediation policy.

- **APEX subscriptions.** This provides organizations with the ability to subscribe to PowerStore with greater convenience and pay for only what they use each month, including tailored capabilities to meet needs on their schedule, with on-premises and off-premises managed services options.

- **Lifecycle Extension with ProSupport.** Organizations receive world-class support, flexible technology upgrades, capacity refreshes, and modernization consultations.

In addition, Future-Proof offers organizations a three-year satisfaction guarantee, all-inclusive software, simplified data migration, and technology refresh and recycle leading to lower risk and improved ROI.

Conclusion

The core technology underpinnings that support a company's digital strategy continue to play a critical role in helping organizations deliver effective and efficient services, and storage technology remains a key part of that. Organizations are evolving their storage environments across the stack to support a variety of workloads and applications. In the core data center, flash-based storage continues to take center stage as organizations look to drive greater performance, along with more simplicity and power efficiency to the keep the infrastructure and data adaptable for future needs. Organizations also continue to add enterprise-grade capabilities, such as persistent storage, to their cloud-native environments, in addition to preparing for AI initiatives, which include data reduction, data security, and governance. Additionally, they are turning to software-defined storage capabilities in their public cloud deployments to boost critical aspects of cloud functionality. This comprehensive, integrated perspective, including technology and business benefits, is a powerful advantage for organizations.

Enterprise Strategy Group found that Dell PowerStore Prime can provide organizations with enhanced product, program, and partner-enabled capabilities to meet their dual technology and business needs.

The PowerStore 4.0 product provides increased performance, efficiency and resiliency, and multicloud capabilities. Also, data reduction is a key benefit that PowerStore continues to develop and improve. This comprehensive technology enables organizations to innovate and better compete.

The PowerStore Prime programmatic advantages, including an updated 5:1 guarantee, APEX Subscriptions, and Lifecycle Extension with ProSupport, lower risk and improve ROI through strategic investment protection and flexible consumption models.

Finally, organizations will benefit from Dell's Partner First Strategy for storage, enabling them to better leverage Dell's robust ecosystem of partners for specialized expertise and custom integrations tailored to their specific needs. Prime is Dell's first major storage announcement since announcing this strategy, and it signals a new era of agility and advantage for businesses in an AI-accelerated world.

If your company is looking to adopt a modern storage platform to keep the infrastructure and data ready and adaptable for future needs, as well as protect your investment over the long term, you'd be smart to consider Dell PowerStore Prime.

For more information on Dell PowerStore Prime, please visit Dell Technologies PowerStore.