

Dell's Storage Portfolio

Gaining control of your data strategy with efficient, resilient, and future-ready storage systems

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05 March 2026

DELLTechnologies



Data is at the heart of everything we do

It powers innovation, drives decisions, and unlocks new possibilities.



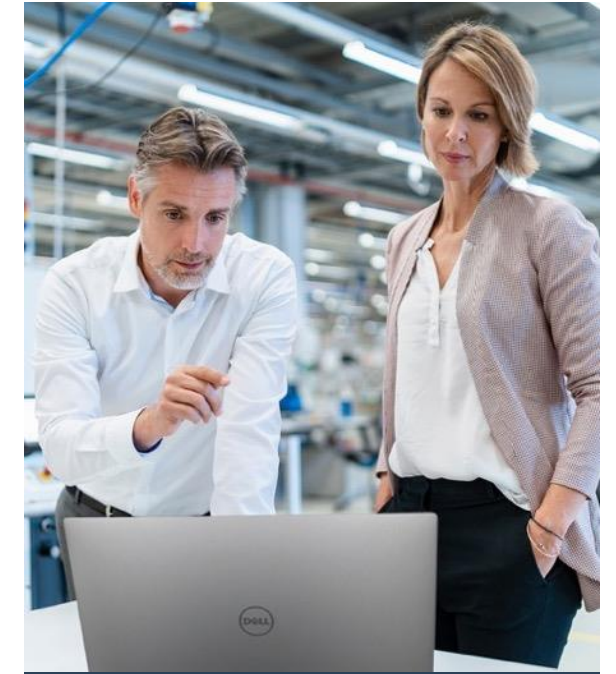
Drive
growth



Enhance
experiences



Optimize
productivity



Accelerate
innovation

The future of IT runs on smarter storage

And is backed by an end-to-end integrated and open ecosystem



Private cloud

Optimize for diverse workloads
with high-performant, unified storage solutions
for modern, hybrid cloud applications

Increased flexibility and resource utilization
by shifting towards open, disaggregated
architectures for dynamic scaling

Simplify IT operations
with unified management, automation,
orchestration, and AIOps

Strengthen security and control
with secure-by-design storage and
integrated backup and recovery



Artificial Intelligence

Adopt performant-intensive storage
to optimize performance and efficiency across
data workflows at scale

Break silos of data
with a modern data architecture and
management platforms to unify access to all
enterprise data

Support AI workloads
with strategic partnerships for open-source
models, LLMs, and GPUs

Enable secure, compliant operations
backed by built-in data protection and cyber
resilience



Cyber resilience

Secure and reduce the attack surface
by minimizing vulnerabilities and entry points that
can be exploited to compromise the environment.

Detect and respond to threats
by actively identifying and addressing potential
security incidents and malicious activities

Recover from Cyberattacks
by restoring the organization as quickly as
possible while minimizing disruption

Future-proof your infrastructure for evolving workloads with Dell's flexible, scalable, and future-ready storage solutions



ERP/CRM



Databases



Virtual machines



Containers



Cloud native



AI / ML

Primary

Best for: Block and unified consolidation, databases and VMs, containerized apps



PowerStore

Unified, all-flash enterprise storage for diverse workloads



PowerMax

World's most secure mission-critical storage



PowerFlex

Powerful, flexible software-defined infrastructure



Unity XT Hybrid

Hybrid flash storage for general purpose workloads



PowerVault

Optimized SAN/DAS for small and medium businesses

Unstructured

Best for: File and object-intensive apps, data analytics and AI/ML



PowerScale

Unified file and object storage built for modern apps and AI



ObjectScale

Object storage at scale, built for the AI era

Dell PowerProtect data protection and cyber resiliency solutions



Unified, all-flash enterprise storage. Future-ready for diverse workloads and private cloud.

Dell PowerStore

Future Proof

Endlessly adaptable

- ✓ Scale-up/Scale-out flexibility
- ✓ Built-in data resiliency
- ✓ Lifecycle Extension with ProSupport – “Never outgrow”

Efficient

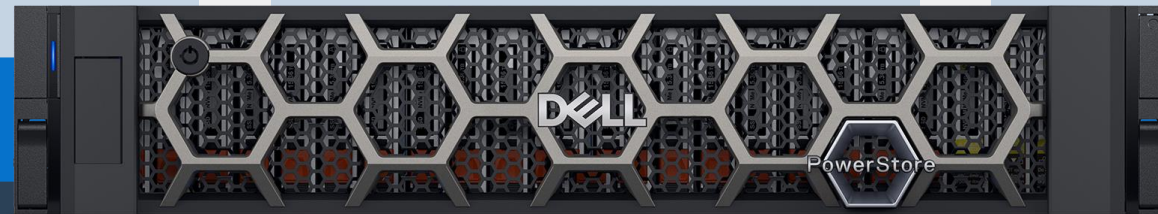
Automatically lowers costs

- ✓ Industry-best 5:1 data reduction guarantee
- ✓ Autonomous active/active
- ✓ Energy efficient design

Easy to use

Simple across any ecosystem

- ✓ Self-optimizing platform
- ✓ Powerful AIOps tools
- ✓ End-to-end ecosystem automations



#1

Industry’s most flexible upgrade program¹

5:1

Industry’s best data reduction guarantee²

2x

Better data efficiency vs competitor³

463%

Average three-year ROI⁴

#1

in ease of use⁵

1 – Based on Dell industry analysis, November 2024

2 – 5:1 average rate guaranteed for reducible data across customer applications. Rates for individual applications may vary. See Future-Proof Program terms and conditions for details.

3 – Based on a ProWess report commissioned by Dell Technologies, “Choose High Data-Efficiency Technology for Lower Storage TCO”, May 2024. Actual results may vary

4 – IDC: The Business Value of PowerStore, March 2023

5 – Based on Dell Technologies analysis in October 2023 using double-blinded, competitive benchmark Net Promoter Score (NPS) data gathered by third-party commissioned by Dell for 1H FY24

Future-proof: Never outgrow your storage

Is your infrastructure ready for anything?

Put modernization
on autopilot

Lifecycle Extension with ProSupport

Modular hardware
All-inclusive software



Industry's most flexible
upgrade program

Non-disruptive Next-Gen, Higher
Model, Scale-out upgrades

Up to 25%
hardware savings

Node deployment
included

25% credit on
drive refreshes

Keep your existing
drives!

Plus...

- World-class proactive support
- Appointed technical advisor
- 3-year money back guarantee
- Trade-in credit

Flexible configurations

Start anywhere — grow anywhere
Any workload: Block, file, vVols, containers

Scale up

All services
auto-configured

Single-drive
granularity

No expensive
drive packs

All models
scale equally

No need to upgrade
for capacity



Scale out with intelligent load balancing

Rock solid resiliency

Policy-based protection for every workload



Local



Remote



Cloud

ZERO RTO/RPO

- Secure snapshots
- Sync/async replication
- Native metro w/witness

Integrated backup and recovery

PowerStore



Storage
Direct
Protection

PowerProtect DD



Control backups directly from PowerStore

Federal-grade security

Stay ahead of today's threats...and tomorrow's



Intelligent cybersecurity

Secure enough for the US DoD — and
your Zero Trust business solution

- Hardware Root of Trust
- Multifactor authentication
- STIG/APL, USGv6-R1
- Ransomware detection
- Data-at-rest encryption
- File level retention
- AIOps cybersecurity assessment

Efficient: Maximize ROI and cost savings

PowerStore's smart technology helps you get the most out of every resource

Software-optimized performance & scalability

Dynamic Node Affinity

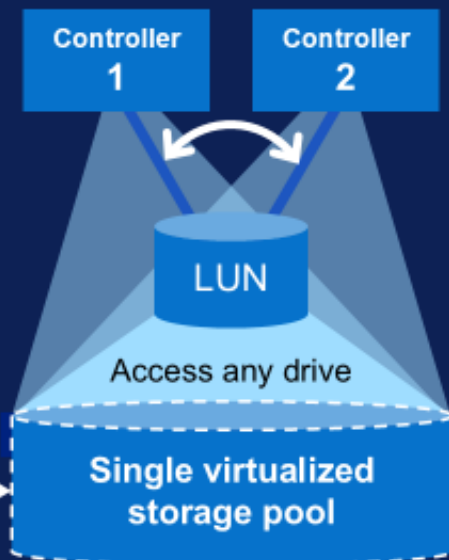
- Reassigns host path dynamically
- Real-time IOPS/latency optimization

Dynamic Resiliency Engine

- No need to create RAID groups
- Faster rebuilds with distributed sparing

Add drives one at a time
Mix and match sizes

Autonomous active/active architecture



Store MORE data on fewer drives

Advanced data reduction

- Software + integrated hardware
Zero performance impact
- Global Data Reduction Base
Not limited to volume or aggregate
- Always on – nothing to manage!

Industry's best DRR guarantee

- Covers all reducible data
- No assessment required
- Up to 6 years coverage
- Transparent remediation process

5:1

468% Average 3-year ROI¹

2x better data efficiency²



54% lower energy use³

¹ IDC: The Business Value of PowerStore

² vs. a leading competitor

³ vs. a leading competitor

Easy to use: Put more time back in your day

PowerStore's AI-powered simplicity helps you deliver fast, consistent results under pressure

Self-optimizing platform

Built-in intelligence automates dozens of manual tasks and decisions



Deployment
Parity/sparing
Data placement
Node optimization

Load balancing
Data reduction
Network configuration
Performance tuning

Powerful AIOps tools

Resolve issues up to 10x faster with connected AI insights across



Server



Storage



Network



Cloud

End-to-end ecosystem integrations

Empower your users with self-service storage!

Provision PowerStore from your management or orchestration platform of choice



Voted #1 in ease of use

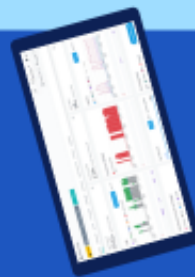
Independent 3rd-party survey
Bain-certified methodology



Business value assessment

61% quicker storage deployment¹

26% more time for innovation²



- ✓ Health scoreboards
- ✓ Predictive analytics
- ✓ Smart alerts with root cause and suggested remediation



New AI assistant

Custom, natural language answers in seconds

Save hours of research



Create volumes, snapshot policies, replication rules

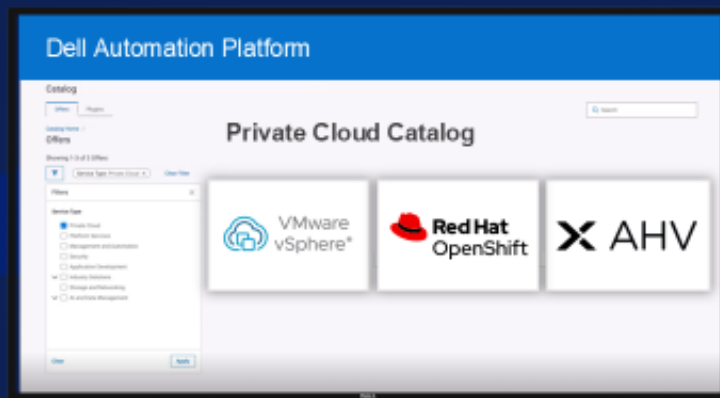


Streamline workloads – get results in seconds, not days

1, 2 – Source: IDC paper: [“The Business Value of PowerStore”](#)

Dell Private Cloud

with Dell PowerStore



Dell Automation Platform



Build private clouds faster with smarter storage and Dell Automation Platform

- **Streamlined Automation:** Simplify onboarding, automate storage management, and reduce errors with guided workflows and blueprints.
- **Unified Visibility:** Gain a holistic view of your private cloud with intuitive topology and cross-platform consistency.
- **Accelerated Deployment:** Automate provisioning and updates for faster cluster rollouts and reduced maintenance windows.
- **Flexible Architecture:** Disaggregated compute and storage enable independent scaling and risk-free updates.

Validated with
45,000+
hours of testing¹

Over
90%
fewer steps to provision vs.
manual deployment²

Workload-ready clusters in
2.5
hours, **zero** manual effort³

¹ Based on internal Dell testing. Dell Private Cloud deploying VMware vSphere. May 2025. Actual results may vary. CLM-014261.

² Based on internal Dell testing. Manual steps automated through a single Dell Private Cloud blueprint. May 2025. Actual results may vary. CLM-014260.

³ Based on internal Dell testing. After hardware installation, configuration and platform onboarding. No manual interaction required after initiation. Actual results may vary. CLM-014252.

⁴ Additional storage support coming 2H 2025.

Smarter infrastructure. Fewer disruptions.

Dell AIOps

Gain visibility instantly

Across your infrastructure

>700,000 systems monitored¹

Proactively resolve issues

Predict and act before impact

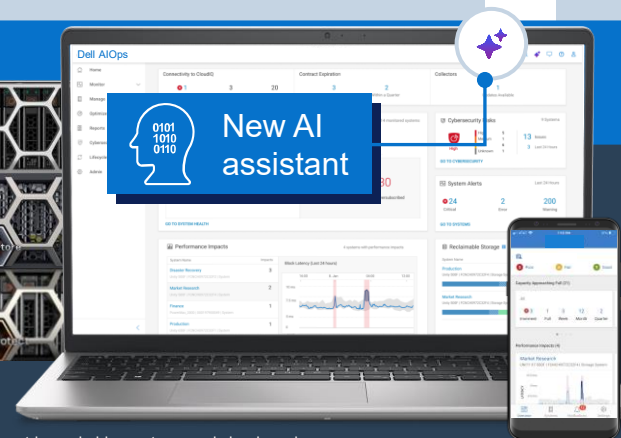
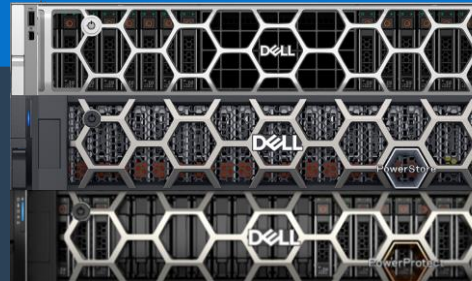
Up to 10x faster issue resolution²

Automate everything

With AI-powered intelligence

Up to 8hrs saved per week²

Supports Dell infrastructure: storage, data protection, server and networking infrastructure*



AI-driven observability and automation. Cloud-based simplicity. Included with ProSupport agreements.

AIOps Assistant: streamlines research and resolves issues faster.

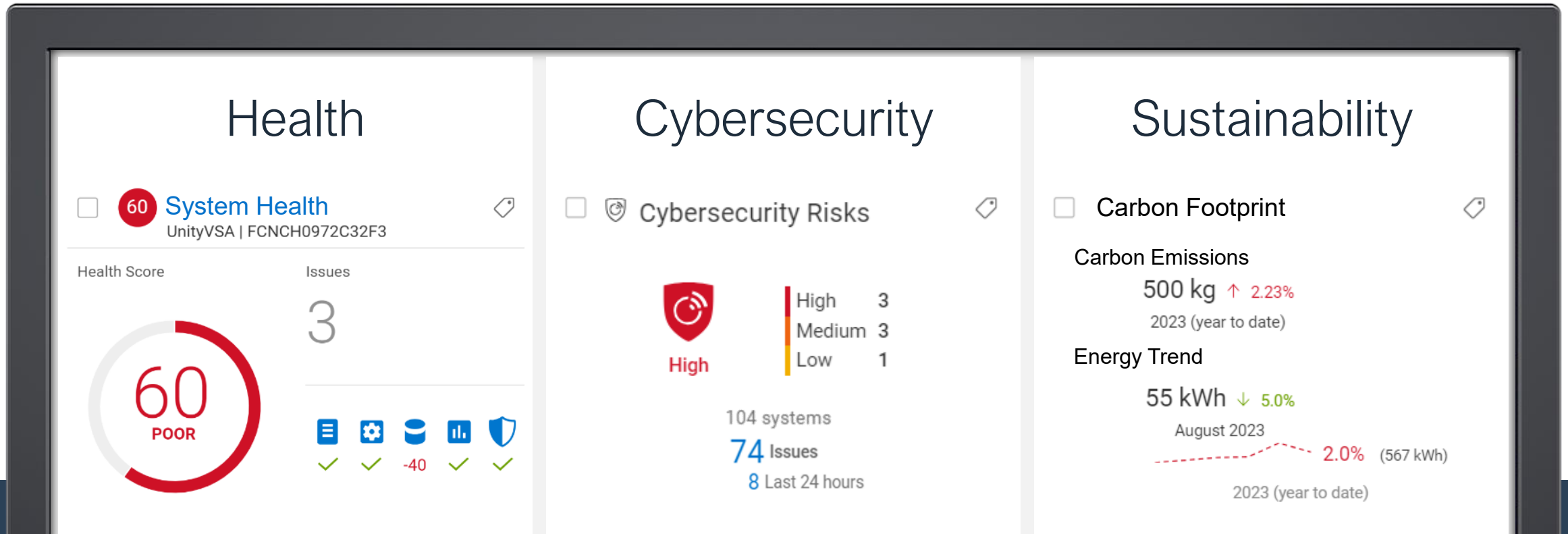
¹ Based on Dell analysis of all systems ever connected as of July 2025.

² Based on a Dell Technologies survey of CloudIQ users, 2021. Actual results may vary.

* PowerStore, PowerMax, PowerFlex, Unity XT HFA, PowerVault, PowerScale, VxRail, PowerProtect Data Domain, PowerEdge, PowerSwitch, Connectrix, and older systems and cloud versions.

AI Ops: a game-changer for IT operations

Simplify your Dell fleet management with smarter insights



Evolution from simple metrics to actionable insights



Reliable and innovative data center transformation unlocks limitless potential

Reduced data center footprint by 67%, driving significant power and cost savings — from 17 racks to one.

Enhanced data access speed, decreasing latency by 10x.

Lowered monthly OpEx by over \$200k with Dell APEX.

“Dell PowerStore has everything we need, including speed, low latency, data protection and DRR to run mission-critical workloads.”

Kevin Cossa
Senior Director, Engineering, Smarsh

Powered by:

- Dell PowerMax
- Dell PowerStore
- Dell APEX Subscriptions
- Dell PowerProtect Cyber Recovery
- Dell AIOps

The logo for Dell Technologies, featuring the word "DELL" in a stylized font where the "E" is composed of three horizontal bars, followed by the word "Technologies" in a sans-serif font.