



Redefining the economics of your enterprise data center

Dell, the #1 supplier of entry and midrange storage¹, delivers new workload-optimized architectures that simplify IT for any size enterprise.



With the volume, velocity and value of data accelerating at an ever-increasing pace, making a departure from the costly and complex approach to storage of the past is critical. Dell is redefining the economics of enterprise storage through modern storage architectures, a focus on customer workloads, and an end-to-end integrated portfolio of server, storage, networking, software and services offerings.

Dell can help you develop the right data center and virtualization strategies based on your workloads for faster response times and lower TCO. From performance-optimized flash technologies to the densest storage enclosures available from any major vendor – and anything in between – Dell's end-to-end storage portfolio can offer you an optimal solution for your business demands.

Dell Storage leverages state-of-the-art technologies to help you maximize efficiency while slashing storage costs by:

- Converging server, storage and networking
- Investing in storage designed to achieve low TCO with innovative licensing models so you only pay for software once²
- Providing performance-optimized workload solutions for your mission critical applications and big data analysis
- Offering price and performance-optimized solutions for server and desktop virtualized environments and traditional IT workloads where price matches performance
- Delivering cost optimized solutions for cold data and image archiving with a cost-efficient price/TB and dense enclosure options

You can grow storage on demand, adapt seamlessly to business needs, and intelligently manage data assuring business continuity while extracting more business value out of your growing data with an optimized data center infrastructure that helps you:

- Automate time-consuming tasks with intelligent hands-off management
- Non-disruptively grow storage with your business using modular scalability
- Accelerate virtualization effectively with the #1 storage for iSCSI environments³
- Enhance performance with Flash-optimized solutions designed for data-intensive workloads

- Balance cost-efficiency and performance in sequential (streaming) applications with the #1 DAS vendor⁴
- Deploy and migrate quickly with the experience of Dell Services
- Depend on proactive support from Dell to detect and resolve issues quickly

With a broad product and services portfolio, Dell offers unparalleled strengths as an IT solution partner. Let Dell collaborate with you to architect a storage solution that can scale seamlessly, adapt gracefully to new – even over-the-horizon – hardware and software capabilities, all while helping to reduce capital and operating costs.

As a solution partner, Dell offers the technology, know-how and experience to help you develop the right architecture for your most important workloads and the right technology for innovation in your environment.

Maximize efficiency,
optimize workloads
and lower TCO with
Dell Storage

¹ #1 supplier in terms of entry- and mid-range storage worldwide in Q4 of 2013 per IDC Worldwide Disk Storage System Tracker, Q4 2013.

² Dell EqualLogic PS Series storage solution has the lowest total cost of ownership over a five-year period compared to two comparable SAN arrays in the market. Source: ESG Lab Report, "Dell EqualLogic PS Series Storage and TCO Analysis-Delivering Lasting Value with Streamlined Management and Improved Performance Scalability," a January 2014 report sponsored by Dell. For the full report see http://en.community.dell.com/techcenter/extras/m/white_papers/20438150/download.aspx. Dell Compellent can reduce your total storage software costs up to 96% and your total hardware costs up to 44% compared to traditional storage over a ten-year period. Source: Based on 2013 Dell internal TCO tool analysis.

³ #1 iSCSI storage vendor worldwide by revenue and total terabytes in 2013 per the IDC Worldwide Quarterly Disk Storage Systems Tracker Q4 2013.

⁴ #1 DAS vendor by unit share worldwide in 2013 per the 5k-499k price bands from the IDC Worldwide Quarterly Disk Storage Systems Tracker Q4 2013.

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