



Introducing PowerStore Prime

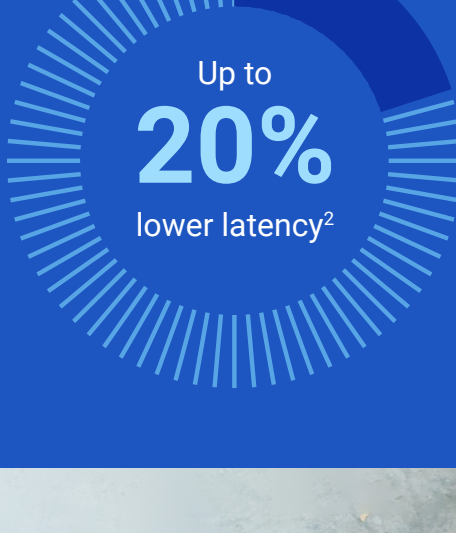
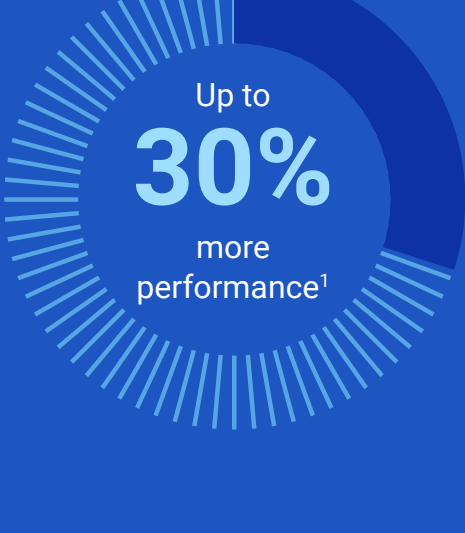
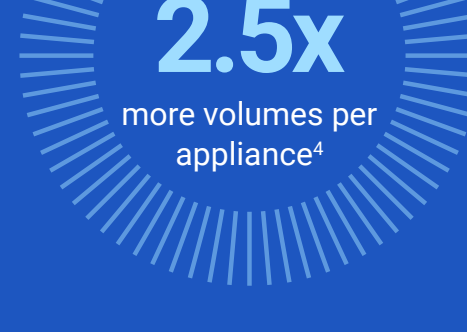
Get primed to deliver more for you and your customers

Our completely new, integrated solution combines cutting-edge, all-flash storage advancements with valuable incentive programs so you compete with confidence and your customers can accelerate innovation.



More Performance

With the rapid emergence of demanding AI workloads, performance and scalability are crucial competitive differentiators for organizations. Dell PowerStore 4.0 powers more with:



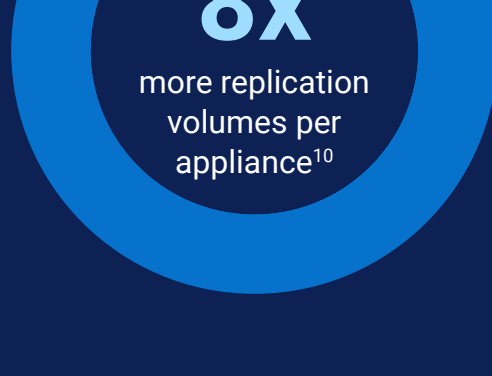
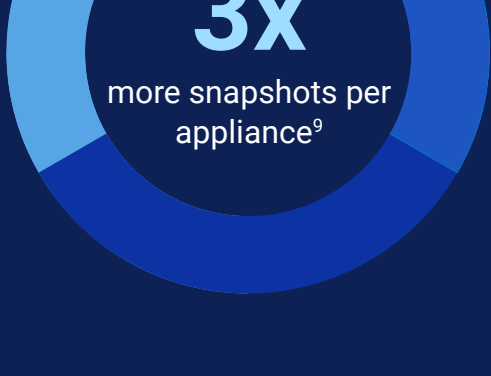
More Efficiency

In today's business landscape, organizations need a solution that maximizes productivity while minimizing resource consumption. New PowerStore delivers:



More Resiliency

The dynamic threat landscape means organizations require trusted infrastructure that's equipped to identify, prevent and recover from all sources of potential disruption. Dell PowerStore 4.0 delivers:



5 types of data protection in 1 easy workflow

Enhanced Metro volume workload support

More Multicloud

Many organizations struggle to establish the harmonious strategy they know will unlock the true value of their public cloud, edge and data center environments. PowerStore 4.0 is ready to unlock multicloud with:

Two-way migration between PowerStore and the industry's most resilient and flexible cloud storage offering

Integration with APEX Protection Storage for direct backup to and recovery from any major public cloud



The Future-Proof Advantage

Help your customers consume, scale and protect their storage investment their way to optimize IT lifecycles and focus on business outcomes.



GUARANTEES

- Three-year satisfaction
- 5:1 storage data reduction
- Cyber recovery
- Industry-best data protection deduplication



MODERNIZE

- Tech refresh and recycle
- Lifecycle Extension or ProSupport Plus
- Flexible payment solutions
- Never-worry data migration



SOFTWARE

- Dell APEX AIOps
- All-inclusive software

- New features

Partner First Strategy for Storage

We are increasing our focus on opportunity, partnership and predictability – alongside supporting tools and knowledge – to help you stand out from competition and win new business.

99%
of Dell customers and prospects are exclusive to partners because 'Partner First' is a Dell storage mandate.

>\$
We will pay Dell sellers more when transacting through a partner.

4x
increase in the number of storage Partner of Record accounts.¹¹



Get primed and ready to accelerate your storage wins

Compete with confidence and drive more success with Dell PowerStore Prime. Go beyond what was possible with next-level solutions that deliver everything you and your customers need.

[Visit the Portal Page](#)

1. Based on internal analysis comparing PowerStore 5200 peak IOPS with PowerStore OS 3.6 vs. PowerStore OS 4.0, running 70/30 read/write mix, 128k block size over FC. Actual results will vary.
 2. Based on internal testing of 64k reads on PowerStore 1200 with 32GB FC running PowerStore OS 3.6 vs 4.0
 3. Maximum supported VLANs for PowerStore models with PowerStore OS 3.6 vs. PowerStore OS 4.0
 4. Maximum supported block volumes for PowerStore model 5200 with PowerStore OS 3.6 vs. PowerStore OS 4.0.
 5. Based on Dell analysis of Primary Storage QLC arrays – May 2024.
 6. Based on PwC Consulting Report, commissioned by Dell, May 2024, comparing Dell PowerStore 1200T to similarly configured storage platform from a major competitor, using Veeva. Actual results may vary. Full report found here.
 7. Based on comparing maximum effective PowerStore capacities of 4:1 versus average 5:1 data reduction. Actual results vary, refer to Power Sizer for capacity data in your environment.
 8. Based on internal analysis comparing data reduction with PowerStore OS 3.5 vs. PowerStore OS 4.0 with variable block compression. Actual results will vary.
 9. Maximum supported block snapshots for PowerStore model 9200 with PowerStore OS 3.6 vs. PowerStore OS 4.0.
 10. Comparing PowerStore OS 3.6 vs. PowerStore OS 4.0's maximum supported 15-minute RPO async replicated volumes.
 11. All resale partners enrolled in the Solution Provider track (authorized and metal tiered) are eligible for Partner of Record if they meet the respective historical incumbency or acquisition program criteria, based on their resell revenue.