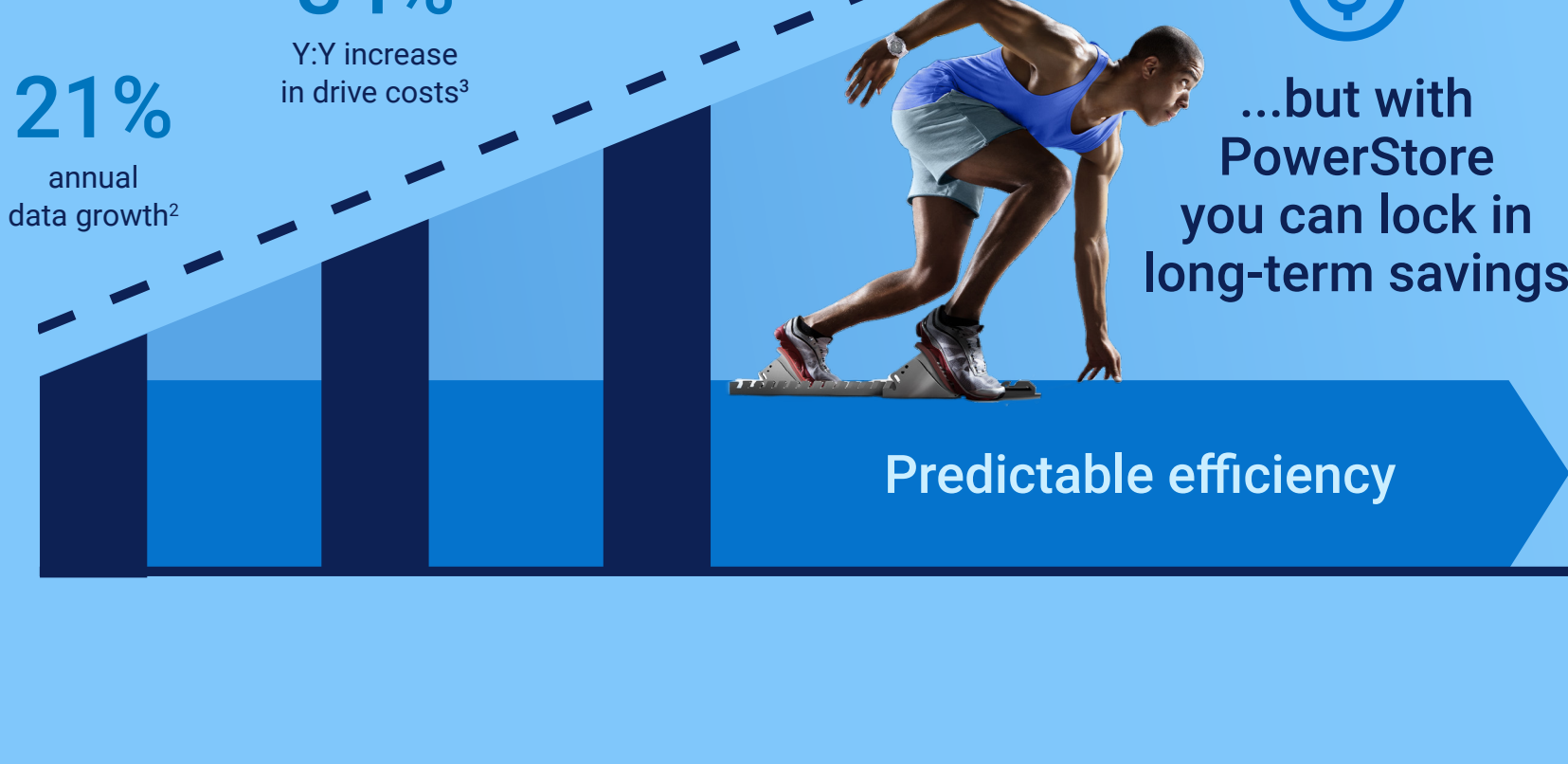


Stay ahead of storage costs with Dell PowerStore

Industry-leading 5:1 **data reduction guarantee**¹ makes PowerStore the best value in storage

Rising costs? You need relief.

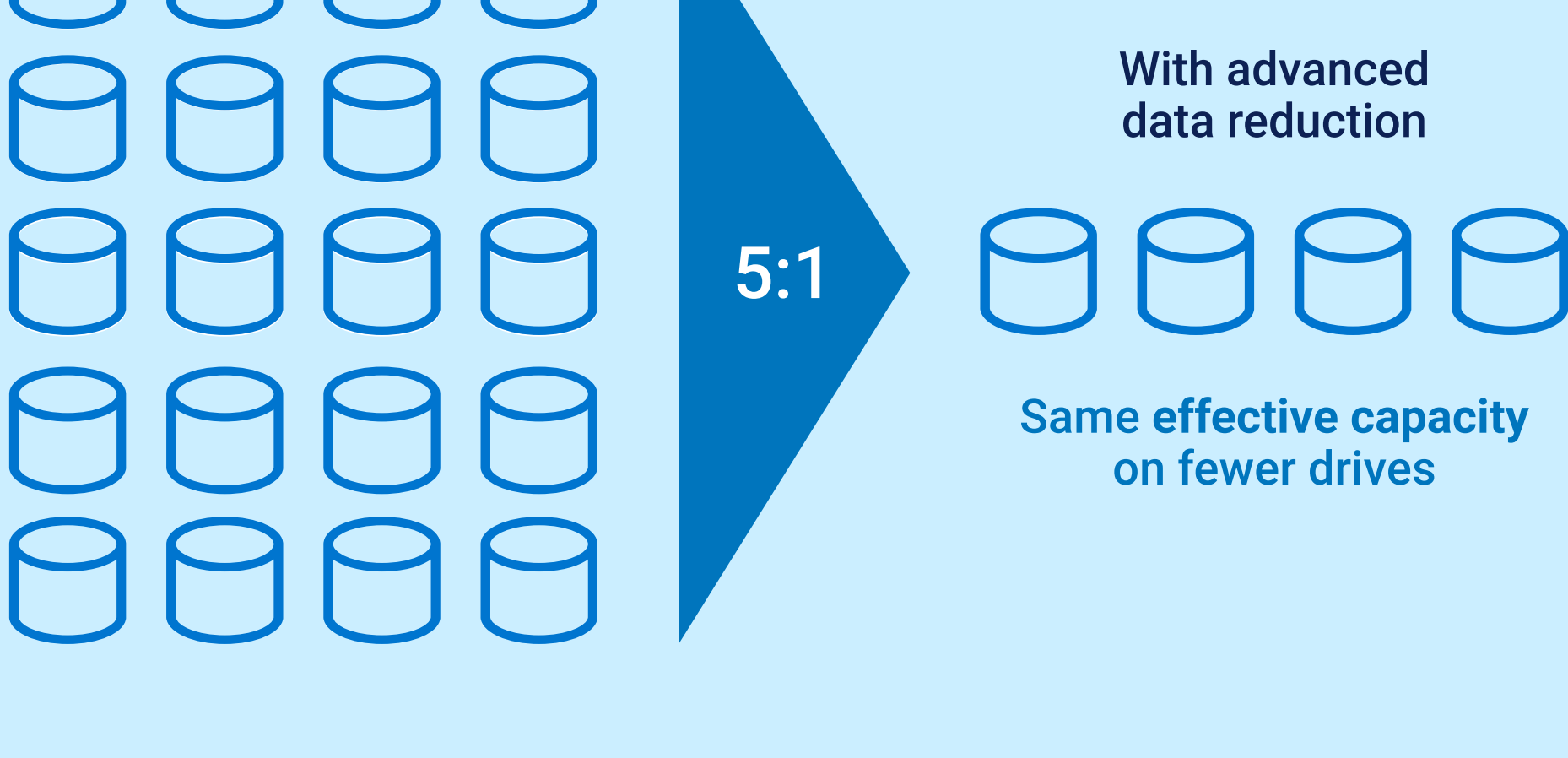
In today's fast-paced world, IT operations are under pressure from rising costs and skyrocketing data demands. Organizations of all sizes need to stretch their IT budgets further than ever before.



Reduce costs permanently with advanced data reduction

Dell PowerStore's Intelligent Deduplication and Compression are game-changers, giving you long-term confidence for planning and purchasing.

No data reduction



Superior technology gives you the winning edge

Unlike basic software-only solutions that can degrade performance when applied, PowerStore's always-on data reduction combines smart software and integrated hardware to deliver predictable efficiency outcomes in real time – without impacting your workloads.



Zero performance impact

- Hardware offload via onboard Intel® QuickAssist chip
- Dynamic performance optimization



Easier to use

- Always-on for maximum simplicity
- Industry's best data reduction visibility and analytics



Maximum efficiency

- Global, full-array coverage
- Variable block compression, granular deduplication



Proven results

Third-party testing and customer field data show PowerStore is clearly ahead of the competition.

2x
better efficiency
than a leading competitor⁵

81%
real-world data savings
Field average exceeds guarantee by 31%⁶

5:1 Data Reduction Guarantee

Efficiency you can take to the bank

Dell backs PowerStore's innovative technology with the industry's best data reduction guarantee.

Your 5:1 results will continue through your entire pre-paid maintenance term, or we'll ship you actual free drives – not a "discount toward future purchase".

- No assessment or program signature required
- Up to 5-year coverage
- Transparent remediation process
- Applies to all reducible data¹



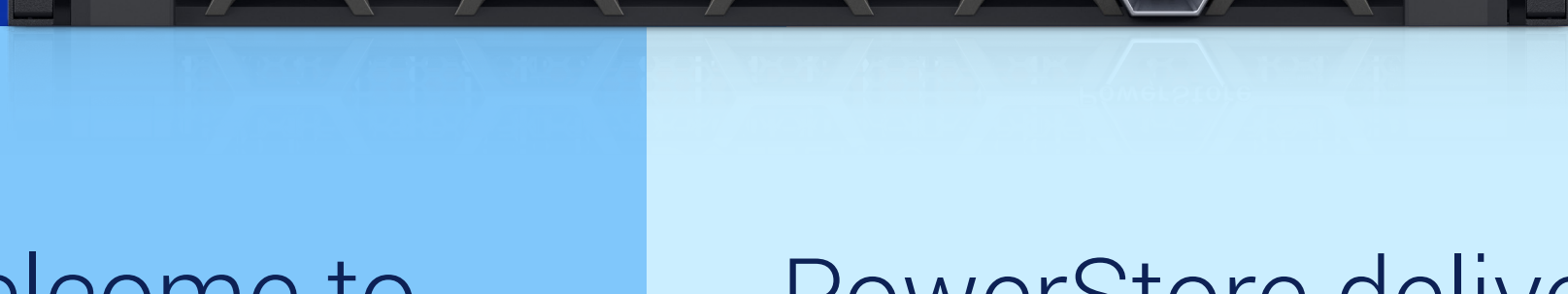
Meet your budget and sustainability goals

PowerStore's software-driven architecture enables granular single-drive scalability, reduces rack footprint, and lowers power and cooling costs.

Up to 6X
more data density than Pure FlashArray//X20R4⁷

Up to 54%
lower energy use than a leading competitor⁸

Daily power costs about the same as your morning latte⁹



Welcome to the best value in enterprise storage

Think PowerStore is out of reach? Advanced data reduction changes the equation, making world-class storage more affordable than ever.

Don't settle for inferior solutions that force you to overprovision and rack up long-term costs. Instead, join the thousands of satisfied customers who have experienced PowerStore's performance, ease of use and unrivaled efficiency.

PowerStore delivers

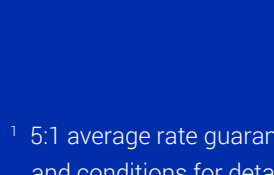
\$ 468%
3-year ROI⁹

11-month
investment payback⁹

24%
decrease in 3-year operational cost⁹

26%
more time for innovation⁹

Ready to transform your storage efficiency?



Contact your Connection Account Team for more information.

Business Solutions 1.800.800.0014 Enterprise Solutions 1.800.369.1047 Public Sector Solutions 1.800.800.0019
www.connection.com/Dell

¹ 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.

² IDC WW Global DataSphere and Global StorageSphere Structured and Unstructured Data Forecast, 2022-2026.

³ Q3 2024 vs. Q3 2023. Source: IDC Worldwide SSD Trends Forecast.

⁴ McKinsey & Company, Investing in the rising data center economy, January 2023 (US-based analysis).

⁵ Based on a ProWess report commissioned by Dell Technologies, "Choose High Data-Efficiency Technology for Lower Storage TCO", May 2024. Actual results may vary.

⁶ Based on Dell PowerStore January 2024 field data. ESG: Dell PowerStore Data Efficiency.

⁷ Based on Dell analysis using publicly available specs – May 2024. Actual results may vary.

⁸ Estimate based on Dell analysis using Dell PowerStore 32000 base appliance power consumption (1056.4 W) and an average electricity price of \$0.173 per KWH (source: Electricity per KWH in U.S. city average from U.S. Bureau of Labor Statistics, data accessed).

⁹ IDC: The Business Value of PowerStore.