

POWERSCALE

HELP CUSTOMERS
UNLOCK THE
POTENTIAL
OF THEIR DATA



HOW TO USE THIS SALES GUIDE

Welcome to the PowerScale Sales Guide – containing everything you need to help you promote Dell Technologies unstructured storage solutions.

The sections below contain pertinent information about PowerScale’s key features and benefits, as well as what’s new with the latest release. We ask you to use these to guide your conversations with prospects – from introduction through to qualification and follow-up.

We want you to help your customers unlock their data potential by implementing PowerScale, and for you to capitalize on this exciting market opportunity and become your customer’s go-to storage solution provider.

WHY ORGANIZATIONS NEED TO UNLOCK THEIR DATA POTENTIAL	KEY TALKING POINTS	TARGET CUSTOMER PROFILE
INTRODUCING POWERSCALE	WHERE POWERSCALE EXCELS	POWERSCALE SALES OPPORTUNITIES
THE POWERSCALE FAMILY - F200	PROOF POINTS/ CLAIMS	ADDITIONAL PROGRAMS AND SERVICES
THE POWERSCALE FAMILY - F600	POWERSCALE POSITIONING	FUTURE-PROOF YOUR CUSTOMER’S INFRASTRUCTURE AND INVESTMENT
THE POWERSCALE FAMILY - F900	LISTEN & POSITION	APEX FLEX ON DEMAND
KEY CUSTOMER BENEFITS	THE MARKET OPPORTUNITY	POWER-UP YOUR SALES OPPORTUNITIES

WHY ORGANIZATIONS NEED TO UNLOCK THEIR DATA POTENTIAL

Unstructured data holds huge potential to help business leaders understand business results, anticipate what's coming and act quickly on risk and opportunity - and it's growing in all sorts of locations from the datacenter to the cloud to the edge.

The volume, velocity and variety of that growth is staggering; 75% of enterprise-generated data will be created and processed outside the data center of cloud by 2025¹; the core global datasphere will be 175ZB by 2025¹ and **Gartner predicts that unstructured data capacities will triple from 2019 to 2024²**; and IDC predicts that by 2025, 80 percent of data will be unstructured³.

WHY ORGANIZATIONS NEED TO UNLOCK THEIR DATA POTENTIAL

However, today's most demanding unstructured workloads, especially Artificial Intelligence (AI) / Machine Learning (ML) / Deep Learning (DL) and Graphics Processing Units (GPUs), are difficult for most storage systems to handle.

Why? They require massive amounts of Central Processing Unit (CPU) and GPU processing power and the flexibility provided by running in the cloud. In addition, modern workloads such as AI/ML/DL and GPU accelerated applications demand speed and scale that not many vendors have the capability to deliver. Often there is inconsistent performance, lack of flexibility e.g. cloud vendor lock-in, unpredictable costs and pricing and low availability i.e. 999s on average from the public cloud.

**THAT'S WHY,
IN JUNE 2020,
WE LAUNCHED A NEW
PRODUCT FAMILY**

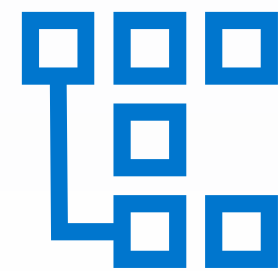
Dell EMC PowerScale. PowerScale is designed to help your customers solve their most critical data challenges and marked a transformation of Isilon's OneFS to extend from the core datacenter to edge and cloud locations.



POWERSCALE: WHAT'S NEW?



Brings structure to unstructured data – from edge, to core, to cloud and can scale in terms of capacity and performance



Handles diverse and unpredictable workloads running in diverse locations



Makes it easy to find and analyze data

TO ADDRESS THE INCREASE IN ADOPTION OF ALL-FLASH BY MANY CUSTOMERS

In spring 2021 we updated the PowerScale OneFS operating system (PowerScale OneFS 9.2), which powers up PowerScale F200 and F600 nodes, and we've introduced F900, the new, fastest-ever flagship all-NVMe node.

POWERSCALE: WHAT'S NEW?

And now we are bringing new levels of flexibility, manageability and protection with enhancements to the PowerScale portfolio that enable organizations to support any data workload, manage it easily and keep it cyber resilient, that include:

- PowerScale A300 and PowerScale A3000 are the new Archive nodes, delivering significant performance gains and supporting the growing demands of Active Archive workloads.
- PowerScale H700 and PowerScale H7000 are the new Hybrid nodes, supporting key new technologies that make these great platforms for Hybrid workloads, today and in the future.
- The new PowerScale Archive and Hybrid nodes support the “no node left behind” and can be seamlessly added to existing clusters as they support both non-SED and SED drives as well as Ethernet and InfiniBand backend networking.
- Dynamic NAS Protection, available with PowerProtect Data Manager, delivers a simple, modern way to protect NAS systems through enhanced backup for file data.
- Enhancements to Ransomware protection now allow to deploy it in the cloud in addition to on-premises along with additional new Superna productivity features.

With this launch, we also complete the refresh of the PowerScale portfolio, with the introduction of the PowerScale H700 and H7000 hybrid nodes and the PowerScale A300 and A3000 archive nodes. Perfect opportunity for tech refresh conversations with customers.



INTRODUCING POWERSCALE

PowerScale is an unstructured data storage solution from Dell Technologies, designed to help your customers unlock the potential within their data – seamlessly scaling to handle any data, anywhere, and delivering intelligent data insights.



THE ELEVATOR PITCH

PowerScale delivers **Simplicity at Any Scale** to handle **Any data, Anywhere** and with **Intelligent Insights**.

When it launched PowerScale set a new standard for unstructured data storage by bringing together the scalability and performance of scale-out NAS and server technologies from Dell Technologies, the industry's number one provider of storage systems and servers. Today PowerScale is the world's most flexible scale-out NAS solution⁴.

PowerScale OneFS operating system also includes storage management features including push-button failover, load balancing, and the ability to scale performance and capacity independently. In addition, DataIQ 2.2 delivers data insights and mobility for intelligent dataset management.

In spring 2021 we delivered OneFS 9.2 performance enhancements including:

- New **F900** all-NVMe with **30% faster** sequential reads than F800⁵
- OneFS 9.2 speeds up **F600** by up to **70%** for sequential reads⁶
- OneFS 9.2 speeds up **F200** by up to **25%** for sequential reads⁷
- Up to 60% reduced latency with NFS over RDMA
- Proven 99.9999% availability⁸
- NFS over RDMA, GPU offload ready
- Eliminate CPU overhead with NVIDIA GPUDirect
- Achieve high bandwidth, low latency communication for GPU accelerated applications

THE ELEVATOR PITCH

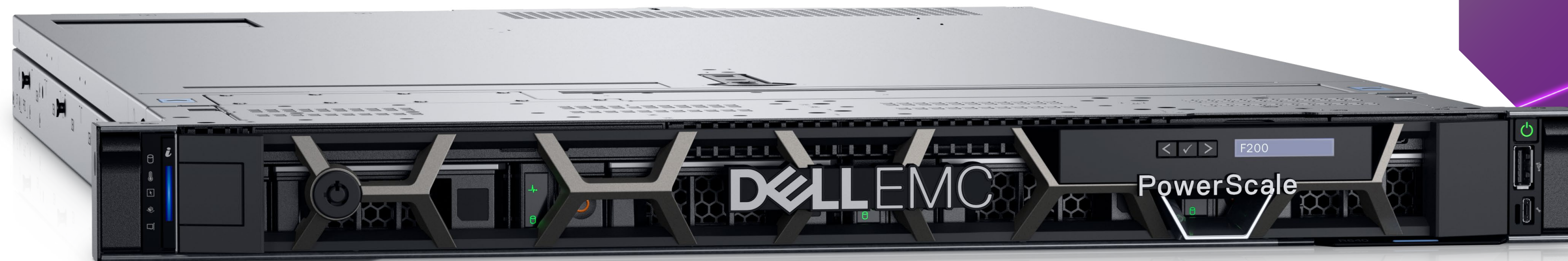
The latest **PowerScale release** allows customers to more easily and efficiently run their diverse file workloads and use their data to make better business decisions.

Flexibility – be ready for any workload with new hybrid (H700 and H7000) and archive nodes (A300 and A3000) and a seamless deployment and upgrade process.

Manageability – Simplify management with new OneFS features such as Writeable Snapshots (coming in October) allowing users to take copies for testing and reporting purposes, Superna Enhanced Monitoring (also coming in October) for performance monitoring, auditing and compliance purposes, and DR Automation, storage efficiency.

Protection – The Cyber Protection and Recovery solution from Superna for PowerScale now includes Superna Ransomware Defender as a managed service for multi-cloud deployments enabled by Faction in addition to the current on-premises options. With this managed service, customers can recover their data from a cyber event in a public cloud. Newly introduced, Superna AirGap Enterprise provides more advanced automation to the air gap feature. Additional new productivity features such as Superna's Search and Recover and enhancements to Easy Monitor capabilities also further expand PowerScale's exceptional management and control capabilities.

THE POWERSCALE FAMILY



POWERSCALE
F200

PowerScale F200

The F200 is a cost-effective compact all-flash node in a 1U form factor. Powered by OneFS, the F200 is best suited for remote offices, small hospitals, enterprise edge locations or small M&E studios. The F200 can seamlessly co-exist with Isilon nodes and can be deployed at the edge, in the datacenter or in the cloud.

F200 provides the performance of flash storage in a cost-effective form factor to address the needs of a wide variety of workloads. Each node allows you to scale raw storage capacity from 3.84 TB to 15.36 TB per node, and up to 3.8 PB of raw capacity per cluster. The F200 includes in-line compression and deduplication. The minimum number of PowerScale nodes per cluster is three, while the maximum cluster size is 252 nodes. The F200 is best suited for remote offices, small M&E workloads, small hospitals, retail outlets, IoT, factory floor, and other similar deployment scenarios.

THE POWERSCALE FAMILY



PowerScale F600

Powered by OneFS, the F600 is best suited for vertical markets like Media and Entertainment, Healthcare, Life Sciences, Financials or Analytics. The F600 can be deployed at the edge, in the datacenter or in the cloud. Newly available solution with InfiniBand backend to seamlessly deploy in existing clusters.

With new NVMe drives, the F600 provides larger capacity with massive performance in a cost-effective compact form factor to power the most demanding workloads. Each node allows you to scale raw storage capacity from 15.36 TB to 61.4 TB per node, and up to 15.48 PB of raw storage per cluster. The F600 includes inline software data compression and deduplication. The minimum number of nodes per cluster is three, while the maximum cluster size is 252 nodes. The F600 is best suited for media and entertainment studios, hospitals and financials that need performance and capacity for demanding workloads.

THE POWERSCALE FAMILY

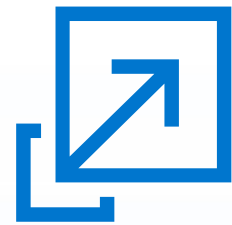


PowerScale F900

With the introduction of the F900 node to the PowerScale family, customers now have a power packed set of file storage options no matter how small or large their workload requirements may be. The multi-processor architecture boasts NVIDIA GPUDirect compatibility to drive demanding workloads with aggregate cluster throughput of 1.5TB/sec and 93 PB of raw capacity.

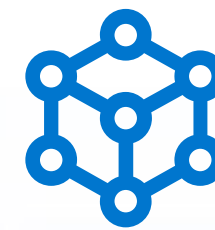
With this release you get more power and scale through blazing fast all-NVMe, support for GPU accelerated applications and the ability to easily scale up to 93 PB. Simply put, the F900 is designed to be the workhorse of modern, high performance data lakes, delivering 30% faster sequential reads than its predecessor⁴.

KEY CUSTOMER BENEFITS



Simplicity at any scale

With a scale-out architecture, you provision capacity and performance only as needed – no overprovisioning storage or fork-lift upgrades. With a single namespace, single file system environment and enterprise-class data services, you get agility, simplicity, flexibility and performance with increased efficiency and new automation capabilities. Manage your data, not your storage. Eliminate islands of storage with support of a data lake that can scale to PBs of capacity.



Any data, anywhere

Enterprise class unstructured data services with simultaneous multi-protocol support – with introduction of S3 access to our data platform you can handle even more with a mix of File, Object and Hadoop data access. Run at new locations including the edge and, in the cloud, with native Google Cloud Platform and Azure support. Support for multi-cloud data access with maximum choice and flexibility.



Intelligent insights

Get insights about your infrastructure and your data with CloudIQ and DataIQ 2.2. CloudIQ makes it easy to determine the health of your systems across their data center. DataIQ 2.2 makes it easy for anyone to find and understand data within file and object stores. Native HDFS support with leading analytics vendors.

KEY TALKING POINTS

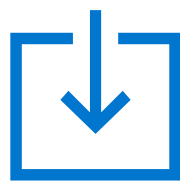
Product features & functionality



Harnesses the strength of the 9th generation operating system, OneFS



Proven 99.9999% availability⁹



Incorporates DataIQ – data management and file insights software for file management, insight capability, and advanced monitoring and reporting



Combines newly introduced 1U all-flash (NVMe & SDD drives) nodes (F200 & F600) running on PowerEdge, that address edge, entry and high-performance needs



Delivers intelligent insights with the incorporation of the data management and file insight software, DataIQ – enabling organizations to discover, classify and move data across heterogeneous storage systems and cloud



Seamlessly scales in terms of performance, capacity, and efficiency to handle any unstructured data workload from 11TVB to tens of PBs of data – without downtime



Scales out to 93PB (F900)



Delivers application requirements like support for S3 protocol for data extraction and performance needs like NVMe, from edge to the cloud



Saves on rackspace by requiring only three nodes to start a cluster



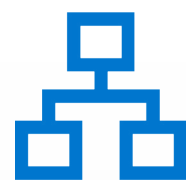
Offers investment protection as it's easily added to existing Isilon clusters



Supports all workload needs e.g. hybrid, archive or all-flash nodes, together or separate



Includes storage management features including push-button failover, load balancing, automated tiering to the cloud; encryption, compression and de-duplication; WORM and full compliance certification



Automates and optimizes the protection of NAS infrastructure with Dynamic NAS Protection

WHERE POWERSCALE EXCELS

Let's take a look at some of the storage challenges that PowerScale is designed to address, and some of the key benefits that you can promote in conversations with your customers and prospects.

Lower costs

Dell EMC PowerScale and Isilon nodes, powered by the PowerScale OneFS operating system, represent a flexible scale-out NAS solution that is simple to install, manage and scale to virtually any size. One administrator can now manage petabytes of data, which lowers costs and allows staff to focus on managing their data - not their storage.

Flexibility

PowerScale enables organizations to store any unstructured data anywhere – at the edge, the data center or the cloud. With multi-protocol data access, customers can run a variety of applications and workloads to flexibly meet the business needs.

Efficiency

OneFS delivers up to 80 percent storage utilization to optimize the space used in a cluster. The F200, F600, F900 all-flash and the H5600 hybrid platforms deliver high-speed in-line data compression and deduplication to improve storage utilization depending on the dataset.

Enterprise-grade features

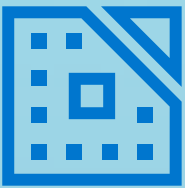
The latest release of OneFS delivers enterprise grade features including availability, redundancy, security, data protection and replication to simplify and automate storage management.

Easily find and analyze data

Apart from the need to bring structure into their unstructured data, customers want to easily find and analyze data wherever it resides. PowerScale solutions enable customers to unlock the potential within their data by turning it into powerful business intelligence.

PROOF POINTS/CLAIMS

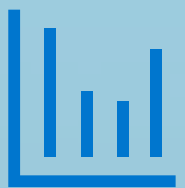
PowerScale builds on a proven history of innovation to enable customers to lower costs, reduce risk, and, with the provision of data insights, move at the speed of business.



PowerScale OneFS based systems can produce 317% ROI and payback under six months (Forrester TEI)¹⁰



PowerScale delivers up to 5x the power for the same cost as previous platforms



PowerScale OneFS powered systems enable an admin to manage 10X the storage compared to traditional storage (Forrester TEI)¹⁰



PowerScale is proven to deliver 99.9999% availability⁹ - virtually eliminating the risk of data unavailability



PowerScale for Multi-cloud solution requires up to 59% lower costs for GPU-based compute up to 89% lower costs than native file services¹¹



Leveraging PowerScale for Azure reduces the processing time by 94.3% or 17.6x faster than CPU processing¹²

POWERSCALE POSITIONING

PowerScale's potential market opportunity is huge and there is a massive amount of **untapped sales potential**. With the F900's larger capacity and massive performance, PowerScale is perfectly positioned for the higher-end storage market. However, the entry level solution, the F200, offers a huge opportunity to tap into the extremely lucrative midrange market with a flash storage solution that addresses the needs of a wide variety of lighter workloads.

The new PowerScale hybrid nodes provide optimal performance for critical apps at the most efficient price – ideal for workloads such as Automotive, Media & Entertainment (M&E), Healthcare, Life Sciences, Analytics etc. The new archive nodes deliver faster CPU and more memory to support the most demanding backup and archive workloads.



LISTEN & POSITION

If your customer has an Isilon X210, S200, X200 or a competitive product:



Listen for

- Current file storage solution not meeting needs
- No Isilon today
- Caution about large storage investments without proof of concept



Position and respond with

- All the power of Isilon in an affordable price – now called PowerScale
- 10+ years of enterprise-class storage and data services
- Unprecedented protection, efficiency and scalability



Listen for

- Dispersed deployment over many small locations
- Each remote location needs to be connected with the main datacenter
- Need affordable lower capacities and smaller footprints



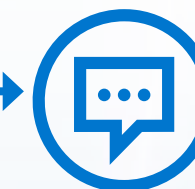
Position and respond with

- Enterprise-class storage functionality sized to fit your remote location
- Data services to backup and protect all your data from Edge to Core



Listen for

- Low-capacity flash with high throughput
- Store, stream, thermal imaging, photographs
- Healthcare, Genomics, Financial analysis, Engineering



Position and respond with

- Leadership position in 22 diverse industries
- Ideal for anyone using data as a business differentiator
- In 18 out of the top 20 top hospitals in the US and in 8 of the top 10 US-based pharmaceuticals



When to sell PowerScale

- **Primary Use:** Scale-out NAS for enterprise file sharing, big data and vertical workloads
- **Primary Access:** NFS, SMB, HDFS
- **Secondary Access:** S3
- **Starts at:** \$30K all-flash (11.5TB raw, all software, 3 year ProSupport 4H)
- **Don't position:** Transactional and VMware data store (VMDK) workloads

THE MARKET OPPORTUNITY

Unstructured data holds huge potential to help business leaders understand business results, anticipate what's coming, and act quickly on risk and opportunity. But unstructured data is challenging to manage and the problem is it is increasing in terms of volume, variety and velocity.

Gartner predicts that unstructured data capacities will triple from 2019 to 2024¹³, whilst the IDC predicts that by 2025, 80 percent of data will be unstructured³. Furthermore, unstructured data is increasingly being created and processed outside of the data center or cloud. And while unstructured data is increasing at a rapid rate, IT budgets aren't increasing to reflect this new reality. That makes the latest release of PowerScale a great business opportunity for you.

Capitalize on the lucrative midrange market opportunity with PowerScale F200. PowerScale F200 provides 50% savings per \$/GBE, when compared to H600 at the same effective capacity. And with bundle starter kit starting at approximately \$30K with software and three years of ProSupport, it's our most affordable cluster ever.

CYBER PROTECTION AND RECOVERY FOR POWERSCALE

Cyber attacks have become a serious and continuous threat to businesses of all sizes and verticals. IT Organizations can do a lot to significantly improve the cyber resiliency of their systems to protect business-critical data and setup faster recovery of business operations.

Superna Eyeglass Ransomware Defender for Dell EMC PowerScale and ECS systems boosts the cyber resiliency of unstructured data by providing customers comprehensive capabilities to protect data, detect attack events in real-time and recover from cyber-attacks.



CYBER PROTECTION AND RECOVERY FOR POWERSCALE



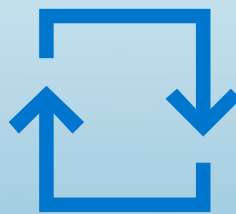
Protect with smart air-gap technology

Ransomware Defender offers the protection of last resort, which is a copy of the data in a cyber vault that is isolated from the production environment. After the initial replication of data to the cyber vault, an air-gap is maintained between the production environment and the vault copy. Any further incremental replication is done only intermittently by closing the airgap after ensuring there are no known events that indicate a security breach on the production site.



Detect cyber attacks in real-time

Ransomware Defender comes with the ability to configure event triggers based on patterns of data access that are indicative of a cyber attack. These include detecting for mass deletion of data, mass encryption of data, unauthorized network access or a marked deviation of user behavior from historical data access pattern.



Operational and Data Recovery

In case a cyber attack goes undetected and results in a denial of data access or denial of a key service that is essential to run business operations, customers will have the option of failing over to the Cyber vault. Ransomware Defender is integrated with the Eyeglass DR Edition's capabilities that include a continuous monitoring of failover readiness which enables a single-click failover that does not require complicated or outdated run-books.

For data recovery, customers can utilize the immutable snapshots in the cyber vault to granularly restore data to last clean version of it. Not all vault copies are the same. A cyber vault copy on PowerScale enables unmatched RPO of a few hours for a Petabyte of data, something that can take weeks with a typical Object store.



SUPERNA EYEGLASS SUITE

In order for customers to take the most advantage of Superna Eyeglass Ransomware, the following products that are part of the Superna Eyeglass Suite are required:

- Superna Eyeglass DR Edition
- Superna Eyeglass Easy Auditor

The Airgap solution can be deployed in two configurations depending on the scale of clusters as well as security features:

Basic Airgap Configuration that deploys the Ransomware Defender agent on one of the primary clusters being protected

Enterprise Airgap Configuration that deploys the Ransomware Defender agent on the cyber vault cluster. This solution comes with greater scalability and additional security features.



THE MARKET OPPORTUNITY

The F900 with its blazing fast All-NVMe supports GPU accelerated workloads to handle customers' most data intensive workloads. Scaling up to a whopping 93PB, it's a workhorse of modern, high performance data lakes that delivers 3-% faster sequential reads than its predecessor.

With this launch, we complete the refresh of the PowerScale portfolio, with the introduction of the PowerScale H700 and H7000 hybrid nodes and the PowerScale A300 and A3000 archive nodes. Perfect opportunity for tech refresh conversations with customers.



TARGET CUSTOMER PROFILE

Take advantage of the new opportunities and verticals that PowerScale delivers by targeting customers that have increased unstructured data storage needs, from the edge to the cloud including:

HEALTHCARE

AUTOMOTIVE

MEDIA AND
ENTERTAINMENT

LIFE SCIENCES

SURVEILLANCE

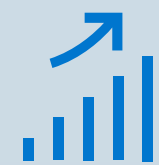
GPU
APPLICATIONS

OIL AND GAS

SLED

CAPITALIZE ON POWERSCALE SALES OPPORTUNITIES

PowerScale presents massive opportunities for your business and enables you to:



Earn trusted partner status by becoming the go to partner for helping customers manage their unstructured data growth and protect their long-term investment



Build a recurring business and revenue stream by providing customers with an unstructured data storage architecture that enables customers to seamlessly scale up as requirements change



Explore new sales opportunities in edge locations (e.g. Internet of Things (IoT), small hospitals and small retailers) where they may not have a local storage infrastructure



Promote the ability to reduce the complexity of data storage by consolidating their IT architecture across the data center, public cloud and the edge



Capitalize on the branded and unbranded version of the product, enabling partners to sell with their own logo as part of a turnkey solution



Capitalize on upselling opportunities by combining with other pieces of software, hardware, storage, networking, servers etc.



Explore tech refresh opportunities enabling customers to consolidate data into a single platform, eliminate data siloes, consolidate devices and reduce licensing costs



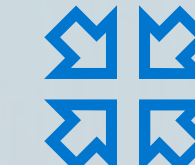
Explore the lucrative midrange storage market - PowerScale's entry level solution brings an unstructured data storage solution to the midrange market – a market ripe with opportunity for partners



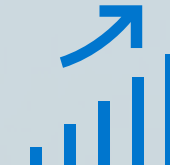
Accelerate your customer's adoption of their new technology, increase your rebate potential and meet partner tier requirements when you resell complementary Services, such as Residency or Data Migration Services



Realize even greater margin potential when you co-deliver deployment services with the appropriate competencies, or resell ProDeploy to support rapid and effective deployment



Support GPU accelerated applications with the blazing fast all-NVMe F900



Upsell Superna Eyeglass solution for manageability and API integrated ransomware defender and DR Manager for cyber protection and recovery

ADDITIONAL PROGRAMS AND SERVICES TO IMPROVE YOUR SALES OFFERING



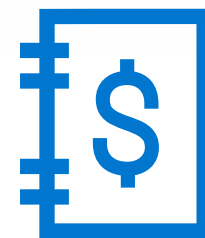
Channel partner focused bundles to help you sell with velocity, starting at \$30k with all software included



Engage in activities throughout the sales life cycle and redeem rebates in your region



Lucrative MDF programs to support lead generation campaigns - take advantage of pre-designed and approved marketing content to open doors to further funding opportunities to create demand



New business incentives - storage portfolio competency will qualify for category A rebates dependent on Partner tier. Partners may qualify for acquisition accounts NBI*.



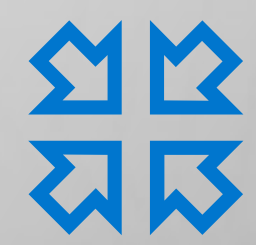
FUTURE-PROOF
PROGRAM

**FUTURE-PROOF
YOUR CUSTOMER'S
INFRASTRUCTURE
AND INVESTMENT**

Realize the value of today's infrastructure, safe in the knowledge that your customer's investment is protected for the long-term with Dell Technologies' Future-Proof program.



Optimize the lifecycle of their infrastructure with confidence through guaranteed IT outcomes



Seamlessly modernize your customer's infrastructure with the latest technologies



Eliminate future cost uncertainties with predictable planning



OFFER YOUR CUSTOMERS THE FLEXIBILITY OF APEX FLEX ON DEMAND

Dell Financial Services (DFS) delivers innovative payment programs for hardware, software and services, helping your customers get the solutions they need to keep their businesses running while addressing their cash flow challenges. DFS can finance the total solution for your customers, including Dell Technologies and non-Dell hardware, software and services, as well as partner services.

As part of Dell Technologies APEX, DFS now introduces APEX Custom Solutions that simplify customers IT digital transformation. With APEX Flex on Demand (an APEX Custom Solution), our consumption-based offering is available for the Dell Technology Infrastructure Portfolio. This gives you the option to offer customers the flexibility of elastic capacity and the economy of paying only for the buffer capacity which it consumes each month. It also enables your customers to align and scale the cost of their IT solutions with technology consumption and budget availability.



OFFER YOUR CUSTOMERS THE FLEXIBILITY OF APEX FLEX ON DEMAND

APEX Flex on Demand referral deals

- All Metal-tier Dell Technologies partners are eligible.
- One-off enhanced Incentive (10% Server; 20% Storage, HCI, CI; 2% Distributors) based on committed contract value (CCV).
- Tier credit (CCV recognized towards DTPP revenue requirements).

Flex on Demand resell deals

- Dell Technologies Tier 1 Titanium partners are eligible for the APEX Flex on Demand resell incentive of 20% for hyperconverged infrastructure for registered deals and 10% for servers.
- Tier 2 Platinum, Gold and Platinum and Partners are able to resell APEX Flex on Demand opportunities through distribution specific program.
- Eligible resell partners receive DTPP tier revenue credit for the CCV in APEX Flex on Demand deals.
- Possibility for additional margin with resell.
- Can include value-added services. Proven 99.9999% availability⁸.
- NFS over RDMA, GPU offload ready.
- Eliminate CPU overhead with NVIDIA GPUDirect.
- Achieve high bandwidth, low latency communication for GPU accelerated applications.



CAPITALIZE ON THE SALES OPPORTUNITIES

Dell Technologies has created a raft of dedicated PowerScale sales resources specially designed to lead your customers and prospects through the sales process.



You will find additional sales resources and tools in the:

**PARTNER DEMAND
GENERATION CENTER**



Identify your prospect customer list and activate your engagement plan to introduce them to the PowerScale proposition.



Identify installed base customers and demonstrate how PowerScale can support their traditional and modern workloads.



Share the dedicated sales assets a utilize the enablement tools available to help close your deals. These include:

SUCCESS PACK	KLUE	POWERSCALE SPEC SHEET
IDC WHITE PAPER	CUSTOMER PRESENTATION	POWERSCALE NODES ONEFS 9.0 FAQ
FORRESTER TEI PAPER	POWERSCALE ONEFS SOFTWARE FEATURES	CYBER PROTECTION AND RECOVERY FOR POWERSCALE
POWERSCALE AT A GLANCE	POWERSCALE DATA SHEET	
POWERSCALE TOP FIVE REASONS		

DELLTechnologies
PARTNER PROGRAM

Innovation
Built-in

intel®

¹Data Age 2025, sponsored by Seagate with data from IDC Global DataSphere, Nov 2018.

²Source: Gartner ("From 2019-2024, enterprises will triple their unstructured data stored as file or object storage").

³Source: IDC.

⁴Based on Dell analysis, August 2021.

⁵Based on internal streaming performance testing performed by Dell EMC for F900 and F800 nodes in a 3 node streaming cluster. Performance varies by cluster and is dependent on workloads. Feb 2021. Actual results will vary.

⁶Source: Gartner, Inc. "Magic Quadrant for Distributed File Systems and Object Storage" by Julia Palmer, Raj Bala, Chandra Mukhyala, September 30, 2019.

⁷Source: Based on 2Q19 shipments of x86 servers. Source: IDC Quarterly Server Tracker, Q2 2019.

⁸Based on internal performance testing for F900 with results from IOZone NFS sequential reads. Feb 2021. Results will vary with different performance tools.

⁹Based on internal, hardware availability numbers for the Dell EMC PowerScale family, which includes PowerScale and Isilon nodes.

¹⁰June 2020, "The Total Economic Impact™ Of Dell EMC PowerScale OneFS Powered Systems," a commissioned study conducted by Forrester Consulting on behalf of Dell Technologies.

¹¹Based on a February 2021 ESG Technical Review commissioned by Dell Technologies, "Solving Big Data Challenges with Dell Technologies Cloud PowerScale for Multi-cloud." Actual results may vary. See ESG report here.

¹²Based on a January 2021 ESG Technical Review commissioned by Dell Technologies, "ESG Technical Review: Analysis of Dell Technologies Cloud PowerScale for Microsoft Azure for High Performance File-based Applications."

Actual results may vary. See ESG report here.

¹³Source: Gartner ("From 2019-2024, enterprises will triple their unstructured data stored as file or object storage").