

Dell Technologies Continuously Modern Storage

Dell Technologies Innovation Helps Customers Get More Value
From Their Data No Matter Where It Lives

Scott Sinclair, Practice Director

TABLE OF CONTENTS



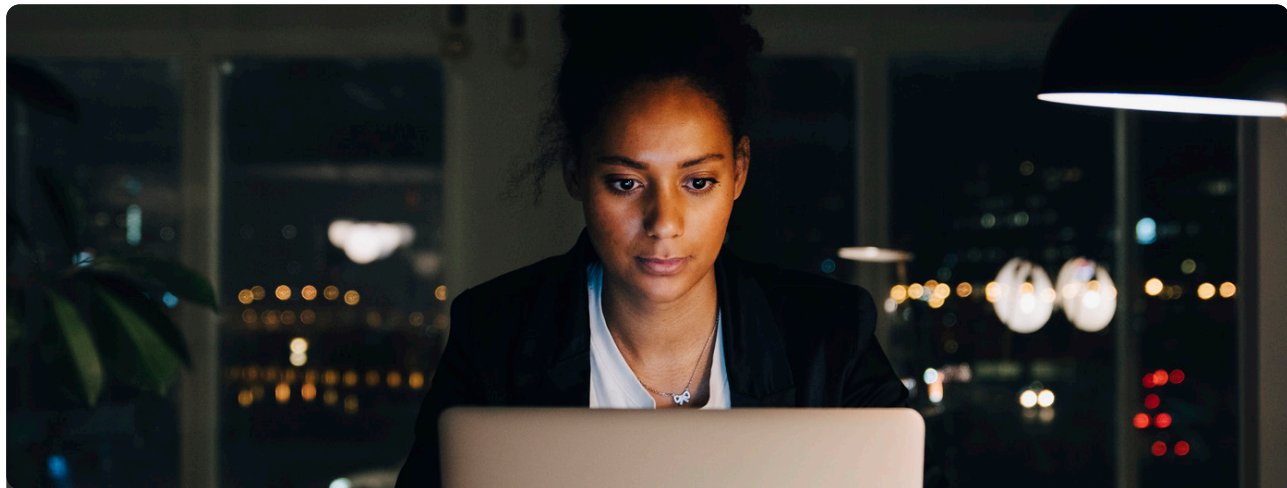
Introduction



Rethinking IT Infrastructure
Accelerate IT Operations to Compete
in the Digital Era



Rethinking IT Infrastructure
Security Is Essential for Innovation



Rethinking IT Infrastructure
Simplify Multi-cloud Infrastructure



On-premises Modernization
and Dell Technologies
Continuously Modern Storage



Conclusion



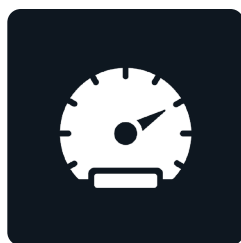
Research Objectives

In a modern, data-driven economy, business success—or conversely, business struggles—often equate directly to how well a company maximizes the value of its data. As businesses require more from their data and the IT teams that manage that data, IT leaders need to rethink what they require from their data storage infrastructure.

The scale of today’s digital demands—the increase in business-related needs—surpasses what IT can accomplish in any one location, whether it is on or off premises, in the cloud, or in the data center. Distributed operations across public cloud services and private data centers will continue to be the essential mode of operations for the foreseeable future.

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data center, with more automation, better security, and with seamless integration with cloud services.

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Organizations need to accelerate IT operations to support digital business initiatives.



Businesses must simplify multi-cloud operations to keep pace with demands.



Given the pervasive threat of cyber-attacks, such as ransomware, security and protection are essential for innovation.



On-premises modernization is an essential component of any multi-cloud strategy.

A man with a beard and short grey hair, wearing a dark blue jacket over a light blue t-shirt, is looking up and to the right while holding a tablet. He is in a server room with rows of black server racks in the background. The racks are filled with various components and blue cables. The lighting is dim, with some light coming from the server racks and a small light source on the right side of the frame.

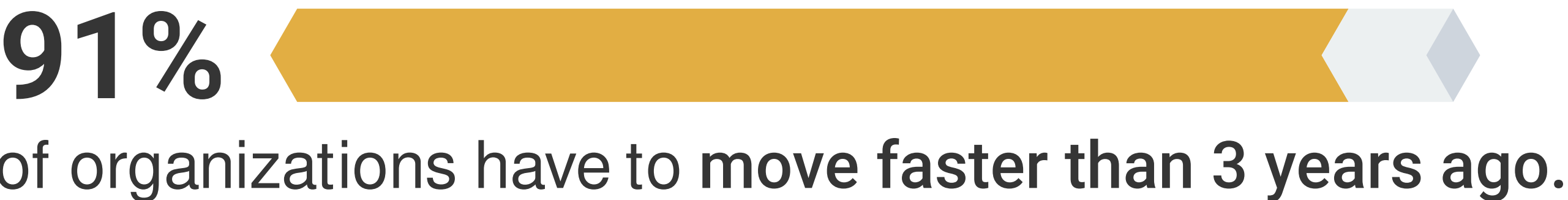
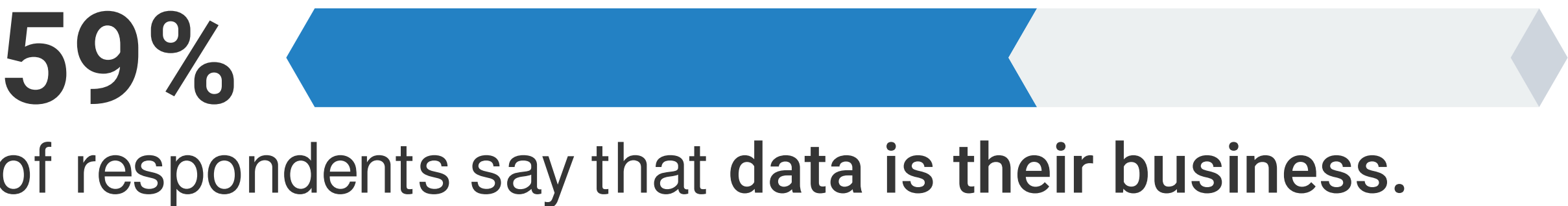
Rethinking IT Infrastructure

Accelerate IT Operations to Compete in the Digital Era

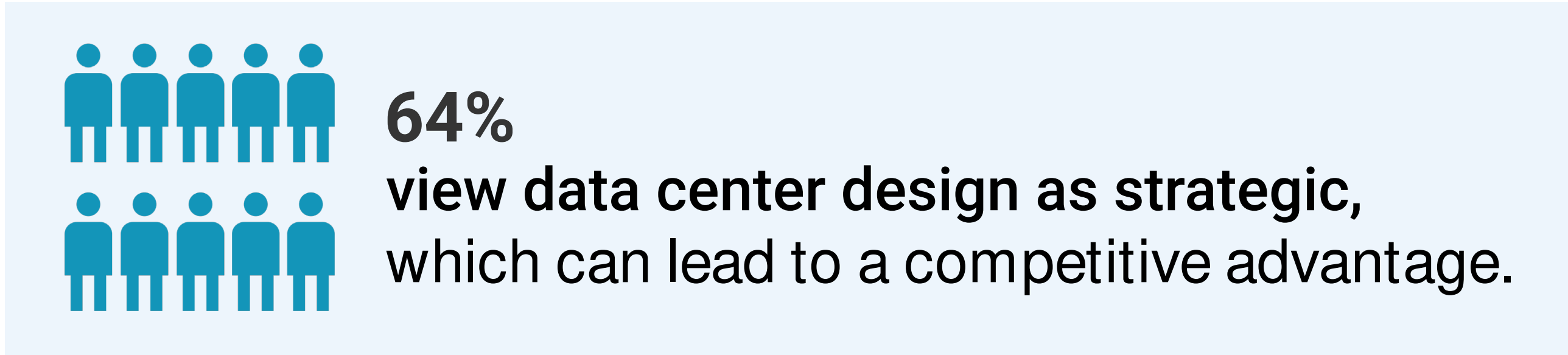
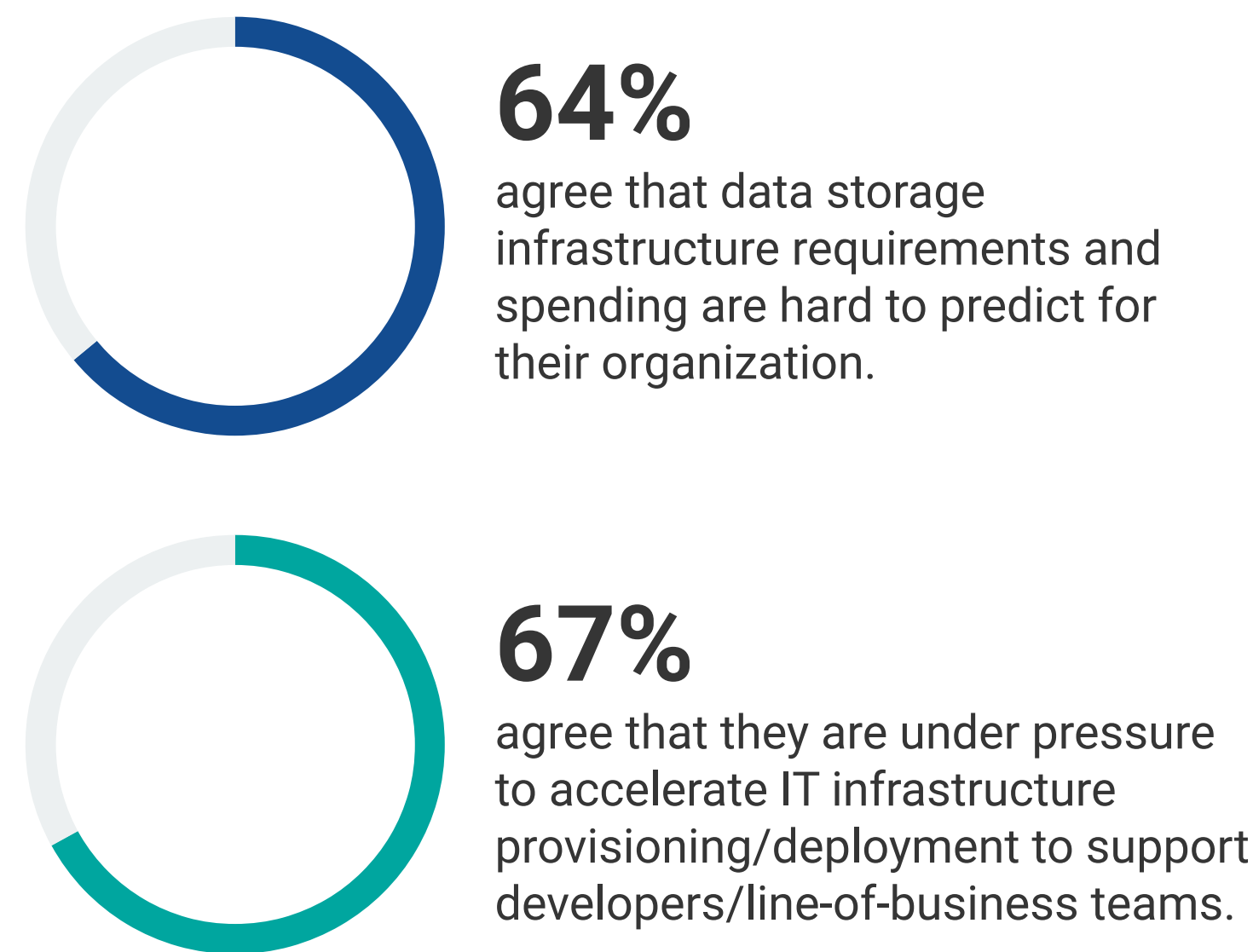
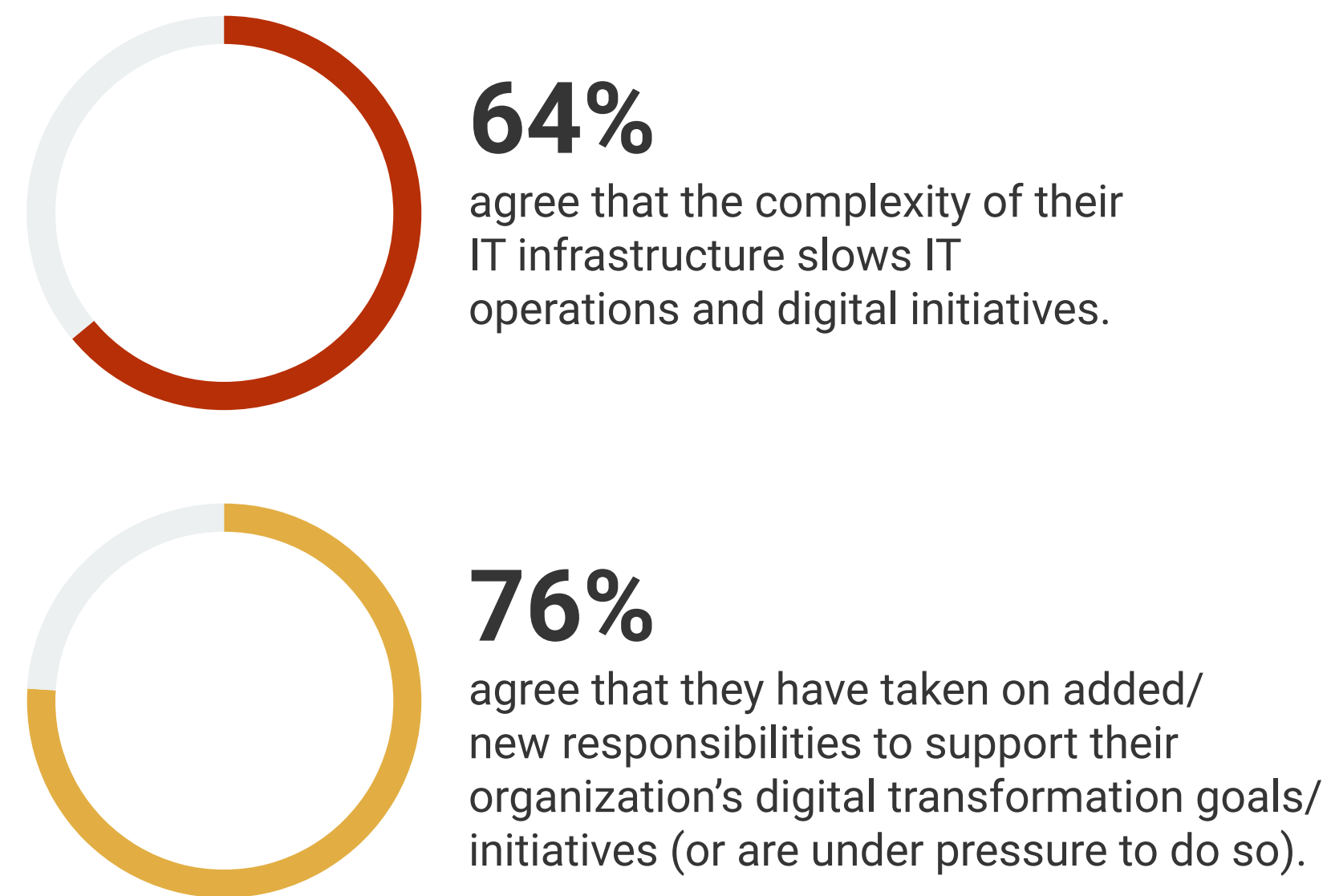
“When business is built on data, the right data storage ecosystem can deliver competitive success.”

- Scott Sinclair, Practice Director, Enterprise Strategy Group

Business is defined by data.



IT leaders need modern and automated infrastructure to simplify, automate, and accelerate operations.



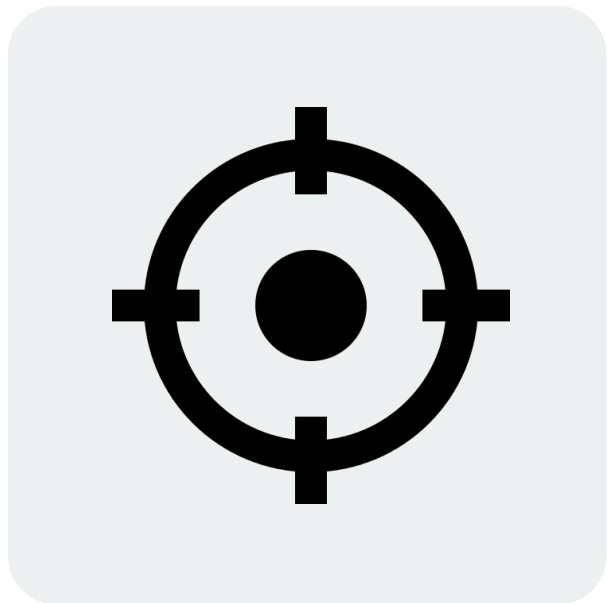
“ Without investments
M R x W M Q T P M ... G
and automation,
**IT operations will
continue to be
slowed by increased
complexity, hindering
and eventually
paralyzing business
operations.”**

A man with a beard and glasses is seen from the side, looking at a large computer monitor. The monitor displays a world map with a network diagram overlaid, featuring a red box with a warning icon and the text 'SECURITY WARNING'. The man's hand is on a laptop keyboard in the foreground. The background is dark, with some green light reflecting off the man's glasses.

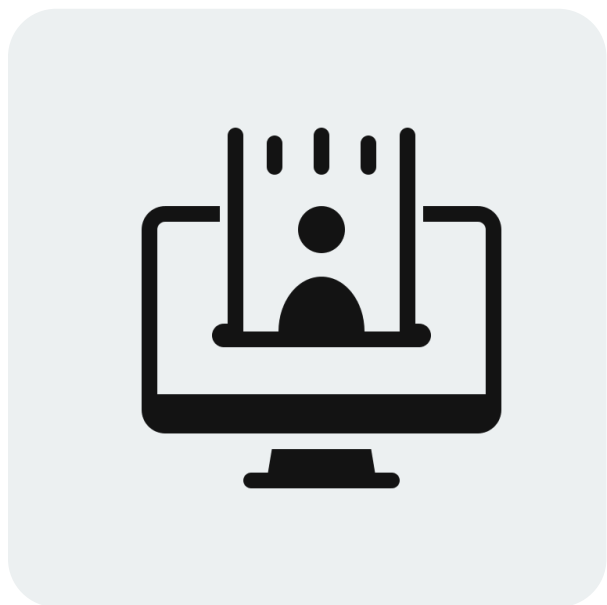
Rethinking IT Infrastructure

Security Is Essential for Innovation

There is a pervasive threat of ransomware attacks.



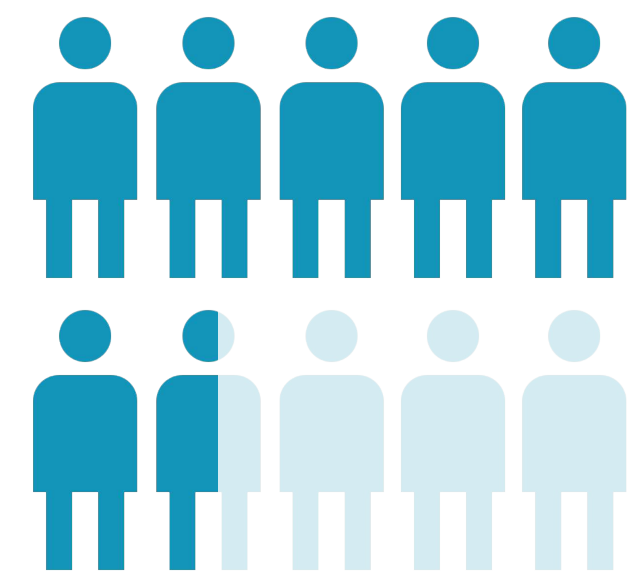
of surveyed organizations have been the target of ransomware in the last 12 months.



of those attacked said the attacks were successful.

Get your checkbook out! However, paying doesn't guarantee recovery.

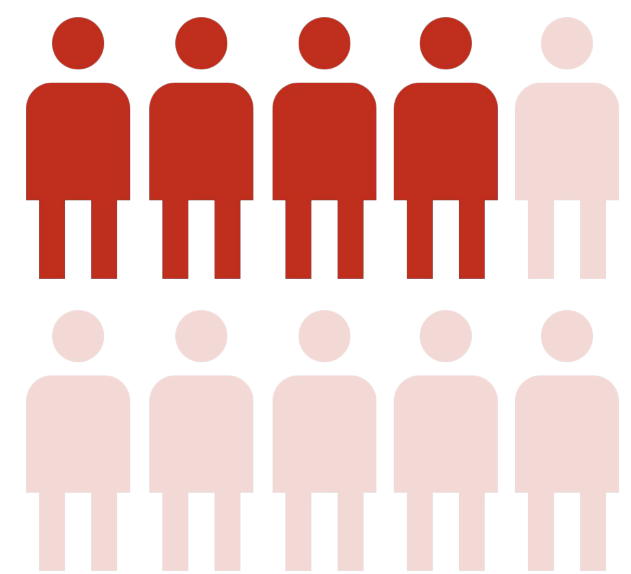
Cyberthreats/ransomware are becoming more frequent, more sophisticated, and more impactful. Every business and industry is at risk. Ransomware, in particular, is a major challenge. The majority of attacks are successful, and most companies pay to recover data. Paying the ransom, however, does not guarantee recovery and often it entices the attacker to ask for more.



56%
paid the ransom.



87%
were asked to
pay more, and the
majority did.



Only 40%
who paid a ransom were able to
recover more than 75% of their data.

“ More than half of organizations admit to paying a ransom to recover their data, **but extortion attempts persisted.**”

“
IT leaders must assume
**their infrastructure can
be compromised...**”

**IT leaders need secure IT infrastructure to ensure innovation
and reduce risk.**

Cybersecurity is an essential IT priority that requires prevention, detection, and recovery from ransomware attacks. IT leaders must assume their infrastructure can be compromised and have plans and tools in place to prevent, detect, and recover from attacks.



82%



say concern for ransomware is greater today than
it was two years ago.



68%



say ransomware is a top 5 business priority.

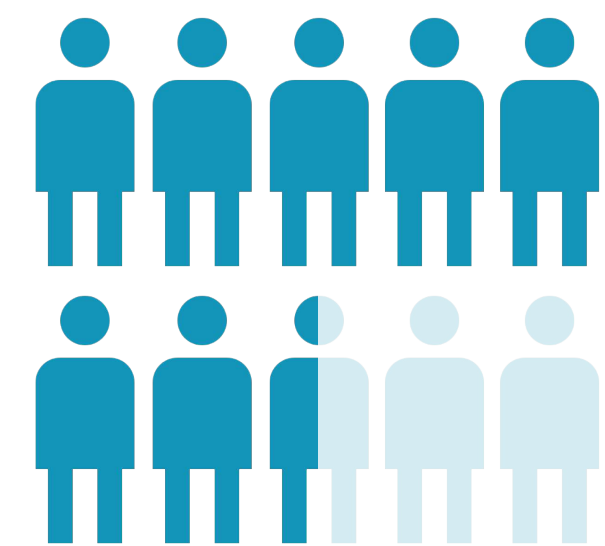
A woman with dark hair tied back, wearing a black blazer over a white shirt, is sitting at a desk in a dimly lit office at night. She is looking intently at a laptop screen. The desk has a glass of water, a smartphone, and a mug. In the background, a large window shows a city skyline with bokeh lights. A desk lamp is visible on the left.

Rethinking IT Infrastructure

Simplify Multi-cloud
Infrastructure

“On-premises infrastructure must be better able to integrate with cloud providers to deliver greater agility and accelerated operations.”

IT leaders need greater agility across distributed, multi-cloud environments.



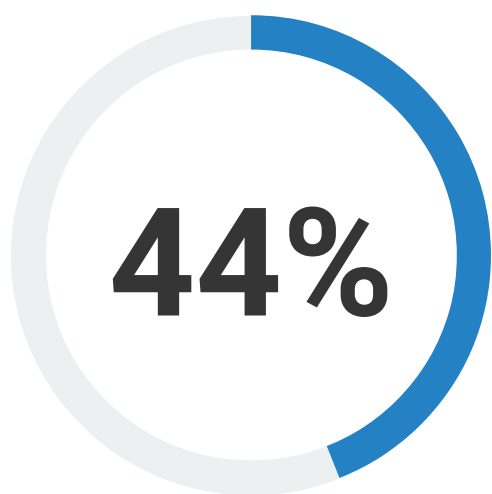
75%
of organizations
leverage public cloud
infrastructure services.



53%
of cloud users
leverage 3 or more
providers.

| Top 3 most common challenges with multiple CSPs.

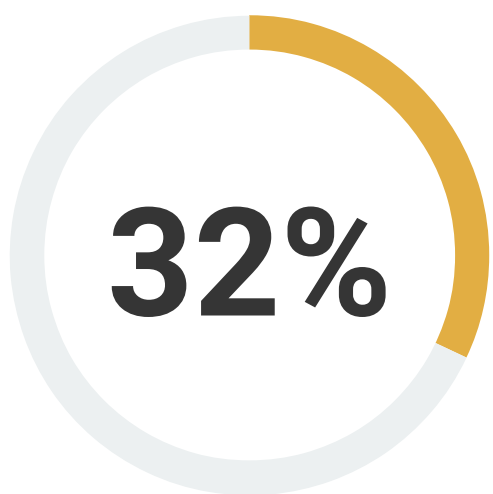
Ensuring proper coordination/
cooperation between multiple cloud
teams/IT functional teams



Ensuring security
across multiple cloud



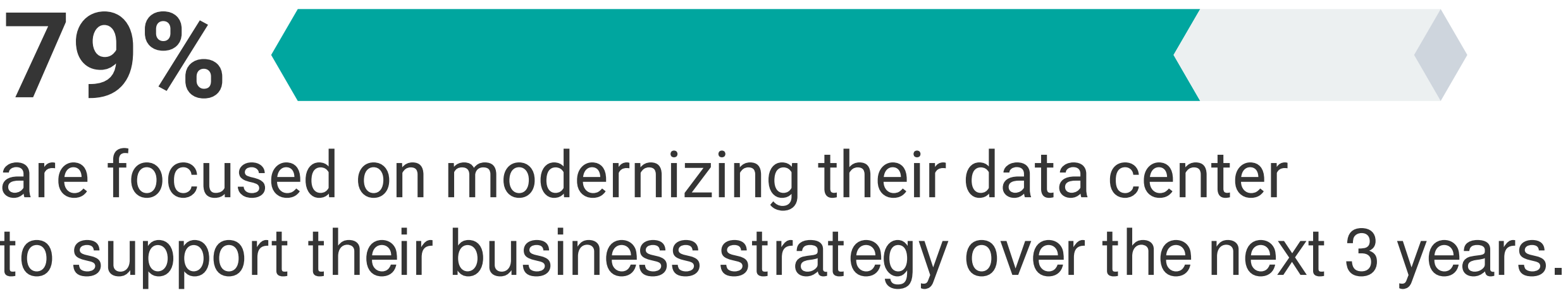
Time and effort associated with moving
apps/data between data center(s) and
multiple public cloud services



On-premises Modernization and Dell Technologies Continuously Modern Storage



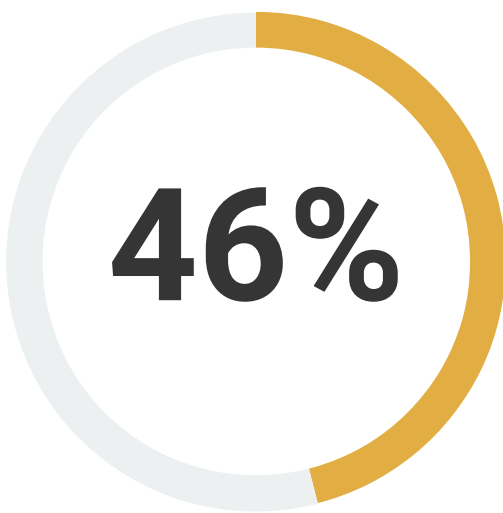
Modernizing the data center remains critical in a multi-cloud world.



| On-premises data center environment strategies over the next three years.



Improving connectivity to/ interoperability with public cloud infrastructure

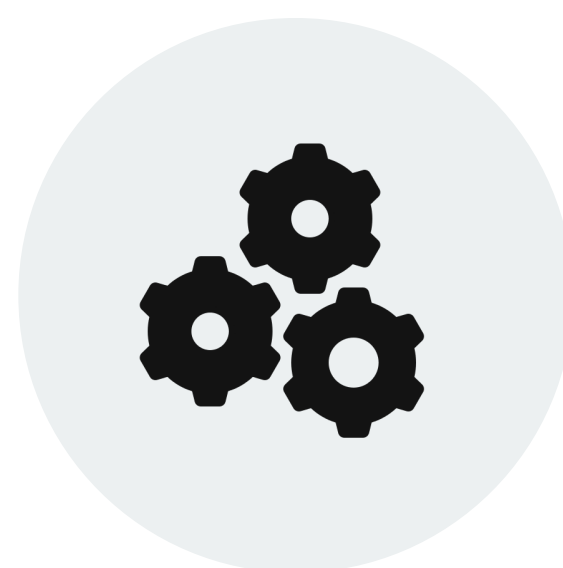


Invest in technologies that provide a cloud-like experience on premises

“
The data center is not going away, **nor can it stay the same.**”

**“IT leaders need to be ready for what comes next.
Businesses don’t stand still, and neither should their storage.”**

Dell Technologies Continuously Modern Storage can deliver the needed data center modernization by:



Automating and
accelerating operations.



Providing integrated
security capabilities.



Delivering greater agility across
distributed multi-cloud environments.



Dell Technologies Continuously Modern Storage – Automation for Distributed Multi-cloud Environments

Dell offers intelligent storage offerings with built-in AI along with CloudIQ, providing intelligent insights and proactive infrastructure monitoring.



PowerStore’s adaptable architecture with native replication and native metro sync replication delivers simple shared storage across sites. And PowerStore’s latest release MW QSVI IRIVK] I GMIRX WMQTPMJ]MRK IRXIVTVMWI WX and an adaptable, continuously modern design.

&EWIH SR E (IPP EREP]WMW GSQTEVMRK QE\MQYQ -347 TIV ;EXX JSV 4S[IV7XSVI 4S[IV7XSVI37 ZIVWYW 4S[IV7XSVI FEWI ETTPMERGI GSR...KYVEXMSR [MXL 4S[



PowerMax offers multi-array smart provisioning and workload optimization, health and GSQTPMERGI QSRMXSVMRK VIQIHMEXMSR ERH 2:1I 8’4 RIX reduces setup time by up to 44%.



PowerFlex’s WSJX[EVI HI...RIH WGEPI SYX EVGLMXIGXYVI [MXL H linear scalability of performance and capacity independently. APEX Block Storage uses Dell PowerFlex software so that customers can enjoy the same storage in public clouds.

Dell Technologies Continuously Modern Storage – Security and Comprehensive Cyber Resiliency Throughout the Data Lifecycle

Dell provides intrinsically secure storage solutions along with comprehensive threat prevention, detection, and response capabilities, ensuring that data is secure, protected, and always available. These solutions offer data isolation and immutability, anomaly detection, and granular recovery. They help reduce security complexity by aggregating threat intelligence and cascading it to upstream security platforms.



Dell designed **PowerMax** for robust, zero trust security architectures, claiming it as the world’s most secure mission-critical storage. PowerMax offers multifactor authentication, continuous ransomware anomaly detection, and a native air-gapped cyber vault for open system servers and mainframes. And it has excellent scalability—up to 65 million immutable snapshots per array—to provide fast and granular data recovery.



Dell PowerProtect Cyber Recovery protects against ransomware and malware attacks with a secure vault (on premises or in public clouds) to secure and recover critical data.

- X GER ... RH HEXE GSVVYTXMSRW [MXL YT XS GSR... HIRGI EGGSVHMRK XS (IPP



For the on-premises Dell infrastructure, **Dell CloudIQ’s** AIOps application detects early

VERWSQ[EVI EXXEGO FILEZMSV ERH W]WXIQ WIGYVMX] QMWGSR...KYVEXMSRW XS QMRMQM^I exposure, help reestablish a secure posture, and speed recovery.





Dell Technologies Continuously Modern Storage – Multi-cloud Ecosystem Flexibility

(IPP W WSJX[EVI HI...RIH WXSVEKI TVSZMHIW %I\MFMPMX] JSV QER and in public clouds.

Dell APEX Storage for Public Cloud FVMRKW (IPP W IRXIVTVMWI PIZIP FPSGO ERH clouds, along with scale, economics, and a consistent management experience.



Dell APEX Block Storage for AWS brings the high performance, linear scalability, and **PowerFlex** to AWS. I...RIH F



Dell APEX File Storage for AWS brings **PowerScale OneFS** ... P I WXSVEKI WSJX[E AWS, with multiprotocol support (NFS, SMB, S3), SyncIQ native replication, snapshots, CloudPools and data reduction.



Dell APEX Protection Storage for Public Cloud ensures data is protected and available, enabling replication between cloud and on-premises storage or between clouds.

The growth, diversity, and security of data and the prevalence of multi-cloud usage are all facts of life now. Organizations must optimize all of those aspects of modern IT, which points to an urgent need to implement and leverage Continuously Modern Storage.

Dell Technologies, a trailblazer in IT, has an extensive portfolio of leading storage solutions. In fact, its broad portfolio covers the whole IT stack (storage, servers, software, networking, etc.) to help organizations simplify software-driven innovation and highly specialized hardware using the latest Intel technologies that deliver the

With the growing focus on AIOps, DevOps, security, and multi-cloud, it's not just about storage capacity and performance anymore. Dell is delivering software innovations across its entire storage portfolio—including PowerStore, PowerMax, PowerFlex, PowerScale, PowerProtect, and CloudIQ. Software innovation is what has kept Dell as a leader in the storage market for decades. And clearly, Dell intends to continue to advance that innovation, powered by Intel technology. With APEX Storage for Public Cloud offerings, Dell is equipping IT organizations with software innovation that will have a real-world impact on IT modernization efforts today and tomorrow.





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