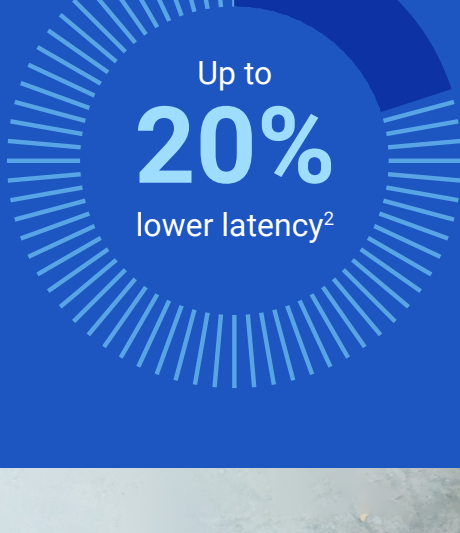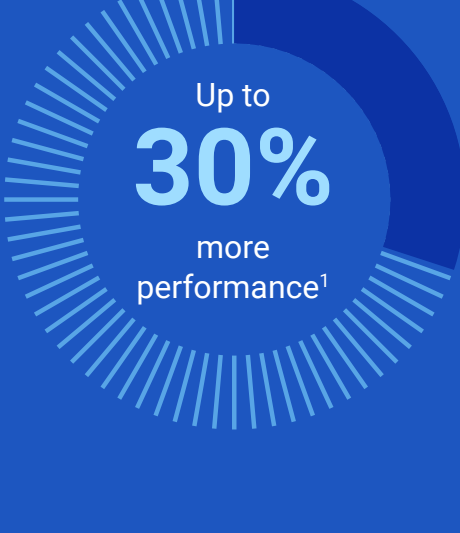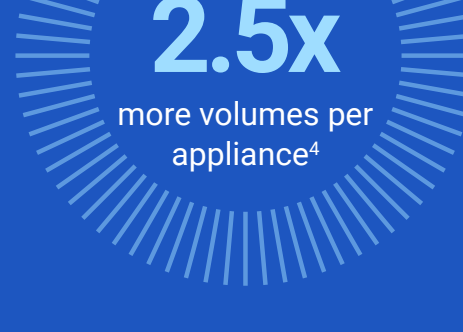**DELL**Technologies

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.
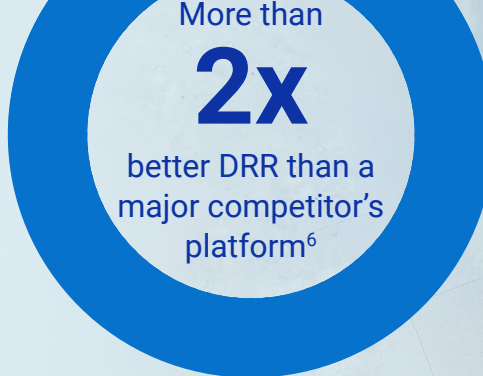
More Performance

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

Up to **2.5x** more volumes per appliance[4]

Up to **30%** more performance[1]

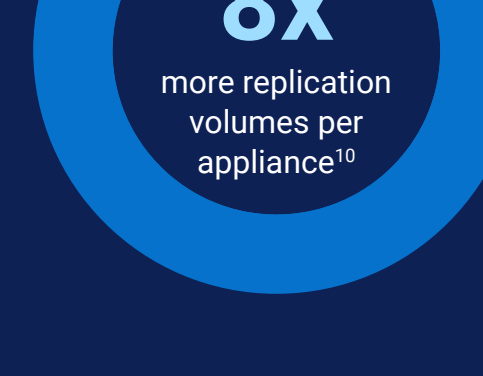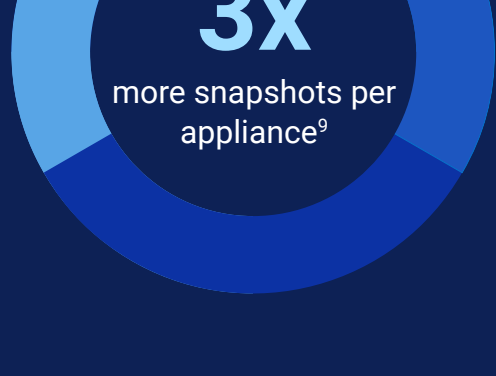Up to **20%** lower latency[1]

8x more VLANs[3]

More Efficiency

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

The industry's **most flexible QLC**[5]

More than **2x** better DRR than a major competitor's platform[6]

28% greater data density and effective capacity[7]

20% increase in data reduction[8]

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:

3x more snapshots per appliance[9]

Up to **8x** more replication volumes per appliance[10]

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