

Primed and ready to accelerate storage wins

Key Takeaways

With the IT landscape rapidly changing, organizations can't afford to sit still as this transformation unfolds.

Dell PowerStore Prime is the comprehensive integrated offering that unites new all-flash storage advancements with incentive programs to help you and your customers compete and win.

The next evolution in modern data storage

The storage market is competitive but highly lucrative. Dell Technologies strengthens your partner position and profitability potential to ensure you win big in a midrange storage market worth \$10.7B.¹

PowerStore 4.0 is the most comprehensive release to date, delivering software-driven capabilities that help customers power any innovation, stretch IT budgets, protect any workload and activate a multicloud future.



More Performance

PowerStore's software-driven release boosts end-to-end NVMe performance and scalability which streamlines operations and enables greater workload and infrastructure consolidation.



More Efficiency

Whether optimizing CapEx costs, reducing power and cooling OpEx, improving sustainable practices or minimizing admin overhead, the goal remains "do more with less". Discover new levels of efficiency, intelligence and self-optimization with PowerStore 4.0.



More Resiliency

Built from the ground up for the modern data era, PowerStore identifies, prevents and recovers from all sources of potential disruption. With five types of advanced protection in one easy workflow, the integrity and accessibility of the most valuable data is robustly safeguarded.



More Multicloud

PowerStore harmonizes public cloud, edge and data center environments to make multicloud a reality. Backup, restore and migrate to any public cloud with integrations to Dell APEX cloud offerings.

The Future-Proof Program

Help customers consume, scale and protect their storage investment their way with a broad range of industry-leading guarantees and assurances that help customers focus on business outcomes, not IT operations. Optimize IT lifecycles while keeping your customers' storage, data protection, networking, HCI and server systems continuously modern and protected.

Partner First Strategy for Storage

Dell Technologies is strengthening its commitment to accelerating value for partners by increasing our focus on opportunity, partnership and predictability. Become the strongest, most trusted advisor your clients need to transform with our partner-first, go-to-market strategy that gives you the tools and knowledge to deliver a competitive edge.



¹ Based on IDC WW ESS Forecast Tracker, 2023-Q3 December, 2023.