INSPIRED BY DATA. EMPOWERED BY MODERN IT.

Unlock the value of your data and be up to 3.5x more likely to make faster decisions.¹ Leverage your most important assets with industry-leading storage and data protection solutions.

STORAGE AND DATA PROTECTION
Data. It’s your most powerful asset.

Data enables the insights that separate your organization from the competition. That’s why it’s imperative to unlock the value of your data capital. Modern IT takes into account where data resides, how it’s managed and how it’s protected.

Learn more at DellEMC.com/DataCapital

Uncover the opportunity hidden in your data.

Dell EMC storage and data protection solutions help simplify the data landscape and empower businesses to quickly uncover insights, innovate faster and improve customer satisfaction.

Data leaders are 2.3x more likely to improve customer service.7

Accelerate innovation
Get your workloads and analytics up and running faster.

Transformed organizations experience up to 16x increased innovation.5

Monetize data
Collect, protect and extract maximum value from your data to drive business and new revenue streams.

Companies that unlock the value of their data capital see 34% increased revenue.6

Improve customer experience
Track and analyze customer interactions to improve service and experience metrics.

Improve productivity
Empower employees with self-service capabilities, policy-driven automation and the freedom to pursue new business opportunities.

Storage leaders see a 90% reduction in application outages, performance and latency issues resulting in increased IT productivity.8

Balance cost and performance
Lower costs with efficient, easy-to-manage storage and data protection solutions.

Avoid data loss
Ensure uptime and integrity with reliable management and data protection from edge to core to cloud.

100% coverage across the data protection continuum.

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Improve business decision-making speed by an average of 26%.3

Reduce IT costs by an average of 15%.4

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Find insights faster and shift toward innovation with storage solutions that range from primary storage to cloud-enabled infrastructure, from the #1 in enterprise storage – Dell EMC.

Learn more at DellEMC.com/Storage

Data storage that takes you from insights to innovation.

Our customers rely on having data available and accessible for instant decision making and we rely on Dell EMC to support that performance. – Plex, a cloud-based manufacturing software company

Dell EMC PowerMax
The world’s fastest storage array, designed for mission-critical workloads with end-to-end NVMe, real-time machine learning and up to 10 million IOPS.

PowerMax 8000 storage array supports the industry’s highest SAP HANA TDI scalability of up to 162 SAP HANA nodes with a single array.

Customers have seen up to $1.7M in benefits from improved staff productivity.

-improve the runtime efficiency for SAP supply chain analytics by up to 78%.

Reduce time spent managing SAP storage by up to 33%.

Learn more at DellEMC.com/PowerMax-SAP

Dell EMC Unity XT

SC Series
Efficient, federated storage with workload mobility that delivers transformational All-Flash or hybrid performance.

Primary Storage
The right combination of scalability, efficiency, intelligence and multi-cloud integration.

PowerMax
The world’s fastest storage array, designed for mission-critical workloads with end-to-end NVMe, real-time machine learning and up to 10 million IOPS.

XtremIO X2 All-Flash Array
Dramatically improve IT operational efficiency, transform application workflows with copy data management and inline data reduction.

Dell EMC Unity XT

PowerVault
Affordable entry-level block storage optimized for SAN and DAS workloads.

Cloud-based analytics and monitoring, like a fitness tracker for your data center. Supports Dell EMC Unity XT, SC Series, XtremIO, VMAX, PowerMax, and Connexxion.
File and Object Storage
Manage the rapid growth of file and unstructured data. Efficiently consolidate file and object data for a range of workloads at any scale.

Isilon Scale-Out NAS
Scale-out NAS designed to store, manage and protect file data with simplicity at scale.

Dell EMC ECS
Cloud-scale, geo-distributed object storage built for archiving and cloud native apps on-prem.

Dell EMC Unity XT
Flexible, simple unified file/block storage for diverse workloads.

Converged Infrastructure
Simplify IT and transform operations by bringing together compute, storage, networking and data protection in fully-engineered systems and validated designs from Dell EMC.

VxBlock
• A turnkey converged system supporting all your high-value, mission-critical workloads.
• Ready Stack enables you to build your own converged infrastructure solution using your choice of Dell EMC best-in-class technology components, including All-Flash storage and next-gen servers.

Learn more at DellEMC.com/CI
The ability to capture, store and use data is only part of the challenge of creating data capital. Data must also be protected, easily recoverable and able to meet recovery point objectives, recovery time objectives and specific uptime requirements.

Dell EMC offers a broad data protection portfolio, with appliances and software solutions that provide backup, recovery and data management options for enterprises, mid-market organizations and remote offices.

Learn more at DellEMC.com/DataProtection

Dell EMC Global Data Protection Index

Data is increasingly becoming one of the most valuable assets that organizations own — making data protection more critical than ever.

- 63% of organizations lack confidence that their organization can meet its backup and recovery SLOs.17
- 91% of organizations surveyed globally expect recovery from downtime to take from one hour or more.18
- Only 16% of organizations surveyed globally believe that their current data protection solutions will be able to meet all future business challenges.19
- Organizations using a single data protection vendor are less likely to have experienced disruption in the last 12 months.20
- Organizations using more than one data protection vendor are nearly 2x more likely to suffer from a ransomware attack that prevented access to data.21

Learn more at DellEMC.com/gdpi

"We went from 4:1 dedup rate to 41:1 deduplication with the Data Domain. We saw backups go from taking upwards of 72 hours to complete to 98% of our backups completing in less than 1 hour."

Fieldcore, a GE company
Data Protection and Backup Solutions

PowerProtect Software
Next-generation data management that enables faster IT transformation to meet ever-changing growth.

Cyber Recovery
Provides business resiliency and data recovery from ransomware and malware attacks, with easy-to-deploy management and orchestration software that automates data isolation and recovery workflows end-to-end.

Virtualization
Offers the deepest integration for VMware users with automation and orchestration across the entire VMware stack, on-premises or in the cloud - at a low cost to protect.

Cloud
Transforms your data center to enable greater efficiency, resiliency and scalability with hardware, software, solutions and services designed for public, private and hybrid cloud environments.

Data Protection Suite
Comprehensive data protection software to support your workloads from core to edge to cloud.

Data Protection and Backup Software
Future-Proof Loyalty Program
The Future-Proof Loyalty Program delivers investment protection across Dell EMC storage, data protection and hyperconverged solutions.

Future-Proof Program Benefits
- Three-year satisfaction guarantee
- Hardware investment protection
- Clear pricing
- All-inclusive software
- Never-worry data migrations
- Data protection deduplication guarantee
- Storage data reduction guarantees
- Cloud-enabled
- Cloud consumption

Learn more at DellEMC.com/Future-Proof

Dell Financial Services
Upgrading to the latest IT solutions should not be as complex as running your business. Dell Financial Services can help.**

Lower your costs
Lower your overall cost and avoid technology obsolescence with our innovative leasing and financing solutions.

Free up budgets
Reduce capital expenses and free up budgets for digital transformation with flexible leasing and financing solutions.

Maximize your opportunity
Take advantage of financing and lease opportunities across the full Dell Technologies portfolio.**

Learn more about financing and lease opportunities at Dell.com/FinancingSolutions

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FINANCE LEASE: At the end of the initial Finance Lease term, lessee may 1) purchase the equipment for $1 or 2) return the equipment to DFS. FAIR MARKET VALUE (“FMV”) LEASE: At the end of the initial FMV Lease term, lessee may 1) purchase the equipment for the then FMV, 2) renew the lease or 3) return the equipment to DFS. PCaaS: At the end of the initial term customer may 1) extend original term or 2) return the equipment to DFS.

2 Based on Forrester white paper, Harnessing Your Data Capital to Drive Business Success, commissioned by Dell EMC, March 2019. Results are based on a survey of 516 IT Decision makers that reported benefits after having improved their data management capabilities. Actual results will vary. Full report [https://www.dell.com/resources/en-us/asset/analyst-reports/products/storage/forrester_harness_your_data_capital_to_drive_business_success.pdf]
4 Based on Forrester TEI Study commissioned by Dell EMC: Improved Performance And Cost Efficiency Enabled By The Dell EMC All-Flash Storage Portfolio, September 2017. Results based on a composite org constructed from (4) customer interviews and are a comparison to traditional disk storage. https://www.emc.com/collateral/analyst-reports/forrester-all-flash-tei-multi-company-case-study.pdf
7 SAP HANA TDI certification, released 10th July 2018.
9 Based on Dell EMC internal analysis of published bandwidth of the PowerMax 8000 versus competitive mainstream arrays, March 2018.
10 Based on Dell EMC internal analysis of Random Read Hits Max IOs Per Second (Within a single array on 2 floor tiles) for the PowerMax 8000, March 2018. Actual performance will vary.