

10 Reasons

WHY CUSTOMERS CHOOSE DELL EMC POWERSTORE FOR NEXT-GEN ANALYTICS



Redefine Your Modern Analytics Infrastructure

1

On-Board Applications Capability – AppsON brings apps closer to data

Dell EMC PowerStore delivers deep integration with VMware vSphere. PowerStore was designed for VMware vVols and runs them natively. PowerStore can also come with ESXi installed, providing a feature – AppsON – that enables running virtualised applications directly on the storage platform. It supports the vSphere storage offload primitives allowing storage operations such as block zeroing and data copies and it can be managed by your existing vCenter via the optional Dell EMC VSI vCenter plugin. This functionality increases VMware Administrator efficiency as well as improve the performance and reliability of VMware environments.

2

Flexible Scaling for Analytic Workloads

PowerStore combines flexible scaling with ease of management that greatly complements analytics applications' scale-up and scale-out deployment models. Using the built-in hypervisor brings the scale for data storage when the workload requires it. New applications can be provisioned rapidly on the same or on additional appliances in multiple locations. Advanced clustering technology allows PowerStore to scale system capacity (up to 1PB raw per system) and provide processing power by clustering up to four appliances together. PowerStore provides a balanced approach to storage scalability, cost-effective scale-up capacity, and the ability to scale performance with an easy to manage deployment model as application needs continue to evolve.

3

Performance for Modern Analytic Database Environments

PowerStore changes the way analytics database teams design and build analytic solutions. It is designed from the ground up to utilise the latest in storage and interface technologies to maximise application performance. PowerStore is architected to maximise performance with NVMe solid-state flash storage as well as Intel Optane Storage Class Memory (SCM), which provides performance approaching the speed of DRAM. Its multi-controller, scale-out architecture offers the highest levels of performance.

4

Easily Consolidate Multiple Workloads

PowerStore is engineered with the ability to support storage in multiple formats bringing flexibility to a variety of applications, ranging from physical and virtual LUNs to containers to traditional files. It provides a single architecture for block, file, and VMware vVols leveraging the latest technologies to support a wide variety of traditional and modern workloads – from relational databases, to ERP and EHR apps, cloud native applications, and file-based workloads such as content repositories and home directories. This diverse support is achieved without sacrificing the cost-effective nature of midrange storage while providing cost-saving flexibility for IT to simplify and consolidate their infrastructure.

5

Redefined Application Productivity with Proactive Monitoring

Using intelligent data placement, PowerStore improves system performance through the balanced provisioning of new appliance storage and the automated balancing of cluster resources. It determines the optimum provisioning of new volumes and identifies the changes required to maintain efficiency. Users can prioritise business-critical application volumes. With proactive monitoring and cloud-based analytics, PowerStore will simplify infrastructure planning and enhance system availability and performance. Health Scores provide operational status, available storage, connectivity, and performance alerts.

6

Outstanding Data Efficiency

PowerStore brings data capacity efficiency, which greatly simplifies deployment planning. Dell EMC PowerStore includes important capabilities for today's modern analytic applications: thin provisioning, compression, deduplication, intelligent snapshots, data at rest encryption, replication and quality of service. The inline data reduction operations are carried out in hardware without affecting system performance. Customers receive a 4:1 data reduction ratio efficiency guarantee while simultaneously enjoying ultra-fast performance without compromise.

7

Superior VMware Cloud Integration

PowerStore performs storage operations for vSphere and can also run ESXi on the storage array itself. With its unique ability to host applications via AppsON, enabled by seamless integration with the onboard VMware ESXi hypervisor, it provides unparalleled flexibility and mobility for analytics deployment. PowerStore cluster management, combined with standard VMware tools provides seamless application and storage agility that encompass the edge, data centre, and cloud. Using a single storage instance, applications can be transparently migrated. Dell EMC Cloud Storage Services can make selected data sets stored in PowerStore available for consumption in the public clouds.

8

Mission-Critical Availability for High-Value Analytics Deployments

Critical data is valuable and must be highly available. PowerStore uses advanced fault isolation, robust data integrity, and non-disruptive upgrades and migrations to ensure applications always remain online and available. With snapshots, the modern space-efficient copy technology of PowerStore, DBAs can create thousands of local copies that can be used for database development, protection, and recovery. It includes integrated copy data management (ICDM) tools that provide simple creation, management, orchestration, and automation of database copies. DBAs can now create and manage their own database copies to suit their requirements.

9

Outstanding Data Efficiency

PowerStore comes with proven security features that meet corporate governance and compliance requirements and can prevent accidental or malicious intrusion. Key features include Data at Rest Encryption (D@RE) with key management, tamper-proof audit logs, and secure access controls. PowerStore provides additional data protection with array-based snapshots. Snapshots are point-in-time space-efficient copies of data and take seconds to create. With tight integration with VMware vSphere, PowerStore can take vVol-based snapshots directly from the PowerStore manager using a protection schedule or on-demand. The VM snapshot information is seen in both PowerStore and in vCenter.

10

Continue to Modernise with a Future-Proof Infrastructure

PowerStore offers future-proof investment protection with the industry's most comprehensive upgrade program via the new Anytime Upgrade program. Anytime Upgrade offers flexible non-disruptive options for organisations to enhance their systems with data-in-place upgrades beyond just a next-gen controller swap. Upgrades that can be done anytime in contract as opposed to waiting three years or more and no renewal required when the upgrade is performed. PowerStore supports a 3-Year Satisfaction Guarantee, All-Flash Storage Efficiency Guarantee, Never-Worry Data Migrations, and Hardware Investment Protection. Get peace of mind with Dell EMC PowerStore.

WHY CDW?

We appreciate that you need more than just the latest technology. That's why we do more and work with exceptional partners such as Dell Technologies to find the right solutions to suit your organisation. From mobility to cloud to security and beyond, we can configure your IT to meet your specific needs.

In fact, we've been designing, implementing and managing technology, communication and security solutions for businesses of all sizes for nearly 30 years. Our partnership with Dell Technologies combines the best technology with value-adding services at every stage of infrastructure development.

