TOP TEN REASONS WHY CUSTOMERS CHOOSE DELL EMC POWERMAX WITH NVME

10

Accelerate your journey to the Modern Data Center with PowerMax, architected for mission-critical apps and designed with the latest NVMe technology. What are the top ten reasons customers choose PowerMax? Keep reading!

1 | Modern architecture

PowerMax comes standard with a future proof multi-controller scale-out architecture with end-to-end NVMe to maximize performance of modern media (including flash and Storage Class Memory – SCM). Buy PowerMax today and run NVMe over Fabric and SCM drives to optimize performance at scale.

2 | Intelligent software

PowerMaxOS brings autonomous storage to life with a built-in machine learning engine that leverages predictive analytics and pattern recognition to maximize performance with no overhead. Dell EMC high-end arrays already analyze over 425 billion data sets[4] in real-time – a leader in delivering this level of intelligence and automation.

3 | Amazing performance

It's fast, really fast. In fact, PowerMax delivers up to 15 million IOPS[1] and 350 GB per second[2] with under 100 microseconds read response times[3] for those demanding OLTP, decision support, real-time analytics and virtualized applications. You can always trust PowerMax to deliver extreme performance with consistently low latency.

4 | Optimal storage efficiency

Efficiency is our middle name. With the latest inline data deduplication and compression technology you will see 3.5:1 data reduction—guaranteed by Dell EMC. Plus dedupe and compression have virtually no performance impact, work with all data services, and can be turned on and off by application. No compromises here.

5 | Mission-critical availability

When it comes to mission-critical availability, no one does it better than PowerMax. Whether it is proven active-active data center replication with SRDF/Metro Smart DR, non-disruptive hardware and software upgrades, or the highly resilient no single-points-of-failure architecture, PowerMax delivers 6 nines of availability[5] for mission-critical applications. Avoid unplanned downtime all together with PowerMax!

6 | Unmatched security

PowerMax offers incredible security features that keep your data safeguarded for life. To start, end-to-end efficient encryption secures data sent from the host to every PowerMax drive with high efficiency—enabling customers to achieve 3.5:1 data reduction on encrypted data, guaranteed. Access controls and role-based authorization ensures that only approved personnel manage PowerMax. And, SnapVX secure snapshots prevent accidental or malicious deletion of your snaps, protecting them until they reach their specified retention period. You can trust that your data is secure with PowerMax.

7 | Extensive VMware integration

PowerMax delivers deep integration with all of the core storage enablers offered by VMware vSphere. VAAI, the core VMware API for storage offload, increases the performance of the vSphere cluster significantly. And, PowerMax supports VMware Virtual Volumes (vVols) 2.0, VASA V3.0, and site recovery manager (SRM 8.3) so that customers can benefit from the simplicity of storage policy-based management (SPBM) of vVols, the high availability of SRDF, and the scalability of PowerMax (up to 64,000 vVols).

8 | Massive scale and consolidation

Massive may be an understatement. PowerMax scales up to 4.5 PB of effective capacity to consolidate block, file, open systems, mainframe, and IBM i workloads onto a single array. This lowers the overall cost of ownership by reducing the physical footprint, power and cooling requirements, and operating expenses. And with up to 64,000 devices/LUNs, PowerMax arrays have plenty of headroom for replicas, snapshots, and unexpected bursts in storage growth. You are safe to grow with PowerMax.

9 | Proven data services

PowerMax isn't just an enterprise storage array, it's a lot more. It enables trusted data services such as SnapVX snapshots, SRDF active-active data center replication, end-to-end efficient encryption, and Cloud Mobility for Dell EMC PowerMax (easily ship snapshots from on-prem to the cloud). Best of all, PowerMax high-value software comes in two simple appliance-based software packages. Essentials offers local replication, migration tools (NDM), compression and dedupe, Cloud Mobility to name a few. The Pro package adds remote replication, path failover, encryption, SRM and AppSync iCDM advanced. RecoverPoint heterogeneous replication and PowerProtect Storage Direct can be purchased A la carte.

10 | Inspiring loyalty

The Dell EMC Future-Proof Program takes the worry out of buying storage. Purchasing PowerMax qualifies for the 3-Year Satisfaction Guarantee, 3.5:1 data reduction Guarantee, Never-Worry Data Migrations, Hardware Investment Protection and more. Get peace of mind with your PowerMax.

1 Based on Dell EMC internal analysis of Random Read Hits Max IOs Per Second (Within a single array) for the PowerMax 8000, August 2020.
2 Based on Dell EMC internal analysis of Random Read Hits Max MBs Per Second (Within a single array) for the PowerMax 8000, August 2020.
3 Based on Dell EMC internal analysis using the Random Read Hits benchmark for a single PowerMax 8000 array, August 2020.
4 Based on Dell EMC internal analysis of installed machine learning activity across Dell EMC high end arrays, August 2020.
5 Based on the Dell EMC specification for a single PowerMax 2000 or 8000 array, August 2020. Actual system availability will vary.

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