

## **Nominated Company: Dell**

### **Nomination Title: Dell Storage brings enterprise features and function to every offering**

#### **What are your product's / solution's key distinguishing features and/or USP?**

Dell has been working to develop cost-effective and automated storage solutions that challenge key competitors. The solutions have been developed following two analyst led, Dell-commissioned surveys which have given Dell clarity on the specific storage needs of its customers.

An IDC report commissioned by Dell outlined that getting the best performance from their storage infrastructure was a key priority for IT managers struggling to deal with data volumes that are forecast to double in size every 18-24 month.

A second commissioned survey carried out by Forrester Consulting has shown that the vast majority of organisations are seeking storage that is simpler to manage and uses automation to free up staff members for more strategic tasks. Out of the 839 IT professionals surveyed, 74 percent of IT leaders and 66 percent of storage administrators considered that storing and managing data is too complex today. To help reduce this complexity, 95 percent of the respondents said that they see value in buying storage from the vendor from which they buy server, networking, system management or IT services.

In response to these industry needs Dell has been working on developing a range of solutions that use automation to free up staff time. Examples of storage solutions that Dell has introduced to the market this year include the Dell DR4100 disk backup appliance, the Dell Compellent SC280 and the Dell Fluid File System (FluidFS). Dell PowerEdge VRTX, Dell Fluid Cache for DAS 1.0 and Dell Compellent Flash Optimised Solution – an all flash array – are three particularly good examples of new and innovative technologies where Dell is directly addressing the storage challenges that its customers are facing.

Dell PowerEdge VRTX is a direct response to the industry's call for converged infrastructures that provides the ability to consolidate servers, storage and networking into an easy-to-manage architecture that can help any company reduce costs, speed up deployment and simplify management. VRTX is the latest addition to Dell's Active Infrastructure family of converged solutions and addresses the storage needs of small and remote office environments. This is balanced by Dell's Converged Blade Data Center solution which Gartner has recognised as one of only two offerings from the Big Four vendors which support converged blade modules with 40 GbE capability.

Dell Fluid Cache for DAS 1.0 and the Dell Compellent Flash Optimised Solution have been created to address the rising popularity and demand for flash storage. Dell Fluid Cache for DAS 1.0 offers the ability to apply automated tiering to server-side flash cache as part of a broader storage infrastructure with flash and various spinning disk types. Dell Compellent Flash Optimised Solution marks Dell's first entry into the all flash storage market. Together these offerings provide customers with choice and the opportunity to benefit from the ability to dynamically add users and improve transaction performance.

## **What tangible impact has your product/solution had on the market and your customers?**

A number of customers throughout EMEA are reaping the benefits that Dell Storage, can offer. The College of North West London, Holland Casino and BARD Engineering are three good examples.

### ***College of North West London, UK***

The College of North West London (CNWL) introduced Dell Storage to increase automation, ease IT management across its three campuses, and improve the learning experience.

The IT team has been able to expand the college's virtualized environment and also move to a Microsoft Lync 2013 telephony system which runs on the virtual environment and allows staff to make calls via a USB. These two projects together have already saved the College approximately £35,000 through the ability to decommission servers. This has also led to a drop in electricity usage equating to 12 Amps.

### ***BARD Engineering, Germany***

BARD Engineering deployed Dell Storage to cope with rapidly growing data volumes. It now benefits from 120TBs of storage capacity, allowing the company to automatically collect data which can be calculated and analysed daily.

"Combined with exceptional service and support throughout planning, implementation and operation phases, we benefit from a storage infrastructure that is proactively monitored by Dell and which is covered by a four hour on-site service support in the instance of any hard disk failure," says Andreas Fischer, Head of IT at BARD Engineering. "

### ***Holland Casino, Netherlands***

Holland Casino replaced its HP EVA storage system with Dell Storage and now benefits from a reliable, flexible IT platform for key business processes.

Holland Casino hosts IT for its 14 sites in a centralised data centre that supports 600 end users as well as applications which hold customer contact and gaming information. Holland Casino opted to update to Dell Compellent because of its flexibility, stability, ease-of-management and Fluid Data approach.

## **What are the major differentiators between your product/solution and those of your primary competitors?**

Dell Storage's priorities are to bring enterprise features and function to every offering.

An IDC White Paper published this year showed that Dell Compellent installations had almost twice as long of a productive life span than non-Dell storage solutions with organisations replacing Compellent every 6.9 years compared to 3.5 years for their other storage environments. The IDC report also surveyed 10 Dell EqualLogic and Compellent customers who saw an average return on investment of 397%, with an average payback period of six months from deployment.

The scalability of Dell Storage also sets it apart from its competitors – for example the College of North West London replaced its legacy EMC solution with Dell Compellent as it had to carry out rip and replace upgrades every 5 years. With Compellent, the College has the ability to scale out the solution easily and without expensive licenses.

### **Why nominee should win**

- Dell Storage has developed solutions in response to market requirements to ensure that they meet company's storage needs now and in the future.
- Customers throughout EMEA are benefitting from Dell Storage to help simplify, automate and reduce costs around their storage infrastructure.
- Dell Compellent installations offer almost twice as long of a productive life span than non-Dell storage solutions with organisations replacing Compellent every 6.9 years compared to 3.5 years for their other storage environments.