



# Drive business results with data that's optimized everywhere

An end-to-end storage portfolio that puts the right data in the right place at the right time—for the right cost

With the volume, velocity and value of data accelerating at an ever increasing pace, IT is spending too much time maintaining the status quo, when it could be supporting growth and delivering new capabilities. The Dell™ Fluid Data™ architecture is designed to help you move faster and scale further than ever before while boosting resiliency with storage solutions that are as dynamic as your business.

## Maximize efficiency by slashing storage costs

- Invest in storage designed to achieve low TCO
- Store more data on less hardware with content-aware deduplication and compression
- Only pay for software once with innovative licensing models that change the way you purchase storage
- Automatically optimize cost and performance across the data lifecycle with built-in intelligence

## Increase agility with a flexible infrastructure designed to support applications

- Automate time-consuming tasks with intelligent hands-off management
- Non-disruptively grow storage with your business—not before—with modular scalability
- Virtualize effectively with the #1 storage for virtual environments<sup>1</sup>
- Deploy and migrate quickly with the experience of Dell services

## Boost resiliency by ensuring applications and information are protected and available

- Enable the absolute fastest recovery possible—minutes, not hours or days, with a near-zero RPO—using AppAssure
- Trust storage designed to provide complete DR at fraction of the cost
- Provide immediate, available information with storage solutions designed to be the industry's most reliable
- Rely on the industry's best<sup>2</sup>, proactive support

"A lot of vendors we looked at were sitting on old architecture. We required flexibility, scalability and performance and that's what Dell Fluid Data architecture provided."

*Ryan Sclanders*  
IT Infrastructure Services Manager  
Credit Market Analysis

Dell storage offers end-to-end solutions for the data challenges facing every organization, enabling you to tackle client, cloud, and converged from start to scale.

Learn more at [dellstorage.com](http://dellstorage.com)

<sup>1</sup>Source: IDC Multiclient Study: Server Virtualization 2011. End-User Survey Results, November 2011 © IDC 2011

<sup>2</sup>Dell Compellent™ voted Best Technical Support by Storage magazine, Sept 2011