Redefine the economics of enterprise storage with flash at the price of disk.

Marketing how-to guide

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Introduction

Dell enables customers to redefine the economics of enterprise storage by harnessing state-of-the-art technologies to deliver innovative, simple and affordable solutions, whilst enabling you to increase your profitability.

This guide is designed to help you create your own flash at the price of disk marketing campaign to capitalise on the growing industry trend for flash-optimised storage solutions. IDC estimates the all-solid state storage market will reach $1.2 billion in revenue by 2015.[1]

In the pages that follow, you'll find the latest campaign messaging, creative recommendations and product imagery to enable you to develop an integrated marketing campaign to deliver tangible customer leads and drive your enterprise storage pipeline. You will also find links to prebuilt, customisable marketing communications materials. Creating consistent communication is as simple as leveraging the specific copy and visuals that have been included on each page or following the links to the relevant prebuilt assets on the Dell Campaign Builder website.

Using this guide, you can create and communicate our joint value proposition to enable your customers to redefine the economics of their enterprise storage with flash at the price of disk, whilst enabling your sales team to engage in compelling conversations with their prospects.

Background

The demand for flash storage

Virtualisation and the explosion of I/O (input/output)-intensive applications for SAP, Oracle, SQL, big data analytics and more have given IT directors (and their end users) an appetite for flash storage performance. Subsequently the industry is seeing a growing number of organisations deploying solid-state storage solutions. This is primarily because they provide faster access to data while taking up less space and using less power than a traditional disk-based storage solution.

Enterprise Strategy Group (ESG) research has found that the percentage of respondent enterprise organisations that reported leveraging solid-state storage technology more than doubled between 2008 and 2012. While more than a third of organisations are leveraging the technology in some form, 54 percent are in various stages of potential adoption: 17 percent plan on deploying the technology within the next year; 19 percent are currently evaluating the technology; and 18 percent are familiar with and interested in the technology.[2,3]

Don't miss out. According to the ESG figures above, half of your enterprise customers are considering adopting this technology, don't let your competitors capitalise on the opportunity.

Why Dell for flash storage?

- Dell is the only major vendor that has found a way to offer flash at the price of disk. Our new Dell Compellent™ flash-optimised solution saves customers as much as five times over competitive all-flash arrays.[4]
- Despite the significant advantages, flash technology has seen slower adoption due to its high price point. You can now knock down this barrier with Dell Flash-Optimised Storage Solutions. They are one-fifth the price of other solid state drive (SSD) solutions.[5]
- Dell Flash-Optimised Storage Solutions use up to 84 percent less footprint than equivalent disk solutions, whilst providing the equivalent performance.[6]
- Dell Flash-Optimised Storage Solutions deliver up to 90 percent less latency at the same cost thereby making customers' storage environments much more efficient.[6]
- With single-level cell (SLC) and multi-level cell (MLC) flash memory in the same array, your customers can afford to put 100 percent of hot data on flash storage. Dell is the first vendor to enable you to provide this unique advantage at this price point.
- Dell was selected by IT pros as the number one choice for flash storage, according to independent research by Storage Strategies-NOW.[7]

"Simply put, with an all-flash array like what Dell is delivering to the market, you should be able to do more with the same hardware while spending less time fine tuning the storage for performance. And you will be able to afford it, since it is the same cost as enterprise disk."[8]
— Storage Switzerland

Campaign message

Flash at the price of disk: formidable performance at tremendous economic value

Dell has brought the price of flash down so together we can enable your customers to meet their I/Os per second (IOPS) requirements at a reasonable price point, whilst maintaining your margins.

Target audience

Dell Flash-Optimised Storage Solutions are ideal for your mid-range and enterprise customers with highly transactional, IOPS-intensive workloads with random I/O that need very low latencies such as online transaction processing (OLTP), data warehousing, virtual desktop infrastructure (VDI) and indexing.

Target contact

- **Technology directors** who want to save time and money with high-performance solutions that reduce the need for disk storage and require fewer resources to manage

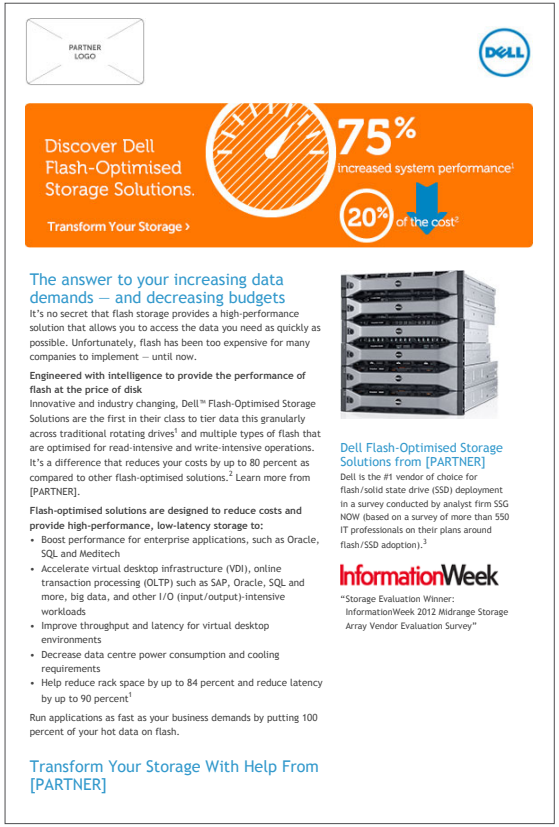
Target markets

- Finance, banking and insurance companies
- Media, entertainment and telecommunications companies
- High-performance server buyers (quadri-socket)
- Database buyers (Microsoft® SQL Server® and Oracle)

Dell Campaign **Builder**

Dell Campaign Builder

Dell Campaign Builder gives you access to a wide range of customisable marketing communications pieces produced by Dell to help you promote Dell Flash-Optimised Storage Solutions. To access these assets, click on the specified thumbnail images in this guide or visit Dell Campaign Builder.



Example of cobrandable campaign materials
View all available assets on Dell Campaign Builder.

Campaign **elements**

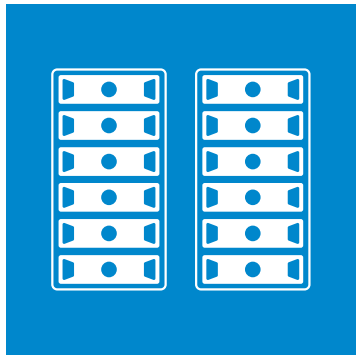
Product image

This is your primary image option. Use it, along with the graphics and other campaign elements, to maintain a consistent visual approach while developing your marketing communications campaign.

Download Now

Graphics

The following graphics are taken from the Dell corporate campaign and are available for use to aid in the creation of your marketing communications.



Download Now

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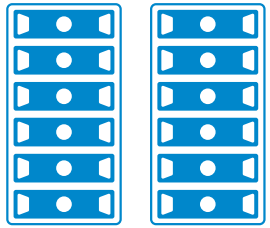


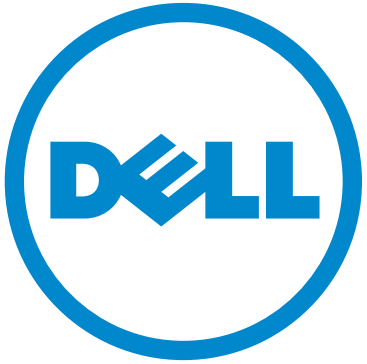
Download Now

Download Now

Download Now

Logo

Be sure to use the Dell master logo without the Power to Do More tagline if you create your own cobranded assets.



Download Now

Download Now

Colour palette

Please use these three colours to help create a consistent campaign, both across your activities and with the Dell corporate campaign.

	Colour name	PANTONE®	CMYK	RGB/HEX
	Dell Blue	--	C92 M34 Y0 K0 (coated value)	0-133-195 #0085C3
	Dell Berry	PMS 151	C4 M93 Y28 K14	183-41-90 #B7295A
	Dell Orange	PMS 151	C0 M48 Y95 K0	255-119-0 #FF7700

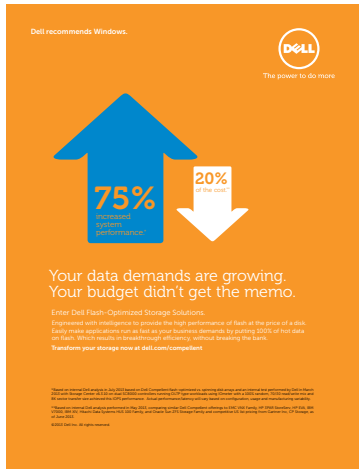
The colours shown on this page and throughout these guidelines have not been evaluated by Pantone®, Inc. for accuracy and may not match the PANTONE® colour standards. Consult current PANTONE® publications for accurate colour. PANTONE® is the property of Pantone, Inc.

Customisable **copy and templates**

Customisable copy: Print advertisement

Use this copy and the example below to create your own print advertisements.

Example print advertisement



Header banner

75% increased system performance.*

20% of the cost.**

Headline

Your data demands are growing.

Your budget didn't get the memo.

Subhead

Enter Dell Flash-Optimised Storage Solutions.

Body copy

Engineered with intelligence to provide the high performance of flash at the price of a disk. Easily make applications run as fast as your business demands by putting 100% of hot data on flash. Which results in breakthrough efficiency, without breaking the bank.

Call to action

Transform your storage now at dell.com/compellent
[Or add your own own specific company call to action URL.]

Legal

*Based on internal Dell analysis in July 2013 based on Dell Compellent flash-optimised vs. spinning disk arrays and an internal test performed by Dell in March 2013 with Storage v6.3.10 on dual SC8000 controllers running OLTP type workloads using IOmeter with a 100% random, 70/30 read/write mix and 8K sector transfer size achieved this IOPS performance. Actual performance/latency will vary based on configuration, usage and manufacturing variability.

**Based on internal Dell analysis performed in May 2013, comparing similar Dell Compellent offerings to EMC VNX Family, HP 3PAR StoreServ, HP EVA, IBM V7000, IBM XIV, Hitachi Data Systems HUS 100 Family, and Oracle Sun ZFS Storage Family and competitive US list pricing from Gartner Inc, CP Storage, as of June 2013.

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Dell recommends Windows.

Customisable copy: Newsletter

These copy blocks can be used to provide a quick mention in printed and online newsletters.

Headline

Finally, flash is within reach

Body

Are you ready to put all your hot data on a fully functional flash array within the tightest footprint? Now you can get safe, reliable, full-featured performance with 90 percent less latency within 84 percent less footprint — and all at just one-fifth the price of other solid-state drive (SSD) solutions.[1,2]

Call to action

Learn more from [PARTNER] about the innovative Dell Compellent™ Flash-Optimised Storage Solutions. ›

Legal

1. Competitive U.S. list pricing from June 2013 IDC Product Evaluation Service (USD). Street pricing calculated assuming a discounting of approximately 50 percent for all competitive systems and Dell Compellent.
2. Internal Dell analysis in July 2013 of technical specifications based on flash-optimised versus spinning disk arrays and an internal test performed by Dell in March 2013 with Dell Compellent Storage Center v6.3.10 on dual Dell Compellent SC8000 controllers running OLTP-type workloads using Iometer with a 100 percent random, 70/30 read/write mix and 8,000 sector transfer size achieved this IOPS performance. Assumption is Dell Compellent Storage Center 6.4 will have similar results. Actual performance/latency will vary based on configuration, usage and manufacturing variability.

Customisable copy: Twitter

Here are some simple conversation starters developed specifically for Twitter.

Learn more about flash storage at the price of disk. #DellCompellent Flash-Optimised Solutions sheet: shorten.ed/url
[116/140 characters]
Link to: http://www.dellstorage.com/WorkArea/DownloadAsset.aspx?id=3512

Get flash storage performance at disk economics. #DellCompellent Flash-Optimised Solutions #infographic: shorten.ed/url
[119/140 characters]
Link to: http://www.dellstorage.com/WorkArea/DownloadAsset.aspx?id=3522

Did you know a #DellCompellent mixed all-flash array delivers safer high performance? Read white paper: shorten.ed/url
[118/140 characters]
Link to: http://www.dellstorage.com/WorkArea/DownloadAsset.aspx?id=3525

Are you ready to unify your data centre? Check out ESG's validation of #DellCompellent flash storage: shorten.ed/url
[116/140 characters]
Link to: http://www.dellstorage.com/WorkArea/DownloadAsset.aspx?id=3579

Boost performance and decrease operating costs with flash storage. #DellCompellent Embracing Flash brief: shorten.ed/url
[120/140 characters]
Link to: http://www.dell.com/us/business/p/d/shared-content~-data-sheets~en/Documents~Embracing-Flash-Storage-Executive-Brief.pdf.aspx?layoutvariation=modal&modaltype=box&position=center&modalwidth=600&modalheight=600&modalscroll=yes&ovrcolor=%23000000&ovropac=50&modaltarget=iframe

Learn how to get reliable storage with #DellCompellent Flash-Optimised Solutions in SSG-Now's report. shorten.ed/url
[116/140 characters]
Link to: http://www.dellstorage.com/WorkArea/DownloadAsset.aspx?id=3524

Reduce costs & boost performance with #DellCompellent Flash-Optimised Solutions. Learn more from [PARTNER]. shorten.ed/url
[122/140 characters]
Link to: http://www.dellstorage.com/WorkArea/DownloadAsset.aspx?id=3539

All-flash or hybrid? Get answers about #DellCompellent Flash-Optimised Solutions from [PARTNER]. shorten.ed/url
[111/140 characters]
Link to: http://www.dell.com/learn/us/en/04/videos~en/Documents~Storage_Center_6_4_Announce.aspx

Customisable copy: LinkedIn

Use the following copy to generate interest on LinkedIn.

Changing the economics of flash storage: flash at the price of disk

For most IT pros, looking into flash storage ends with sticker shock. But what if you could get flash performance at disk economics? You can. This is your chance to get safe, reliable, full-featured performance at a fraction of the cost of competitive hybrid-flash and all-flash storage solutions. Dell and [PARTNER] can help you get the performance you need with 90 percent less latency, 84 percent less footprint and 100 percent hot data on flash with Dell Compellent Flash-Optimised Storage Solutions. shorten.ed/url

[574 characters, including spaces]

Link to: http://www.dellstorage.com/WorkArea/DownloadAsset.aspx?id=3539

Note: Copy and paste your link into your post, wait for the preview image to appear below it and then delete the link from the body copy. The preview image will not disappear when you delete the link from the body copy.

Reduce costs and increase efficiency with flash at the price of disk

Get ready to reduce costs and increase efficiency with the first storage solution in its class to tier sub-logical unit (sub-LUN) data across traditional rotating drives, single-level cell (SLC) and multilevel cell (MLC) solid-state drives (SSDs). The innovative flash tiering of Dell Compellent Flash-Optimised Storage Solutions delivers safe, reliable, full-featured performance at an approximate five-times/two-times price advantage over competitive all-flash and hybrid-flash solutions. shorten.ed/url

[559 characters, including spaces]

Link to: http://www.dellstorage.com/WorkArea/DownloadAsset.aspx?id=3544

Note: Copy and paste your link into your post, wait for the preview image to appear below it and then delete the link from the body copy. The preview image will not disappear when you delete the link from the body copy.

Flash at the price of disk: changing the economics of flash storage

Ever yearned for flash at the price of a rotating disk? Dell Compellent all-flash or hybrid-flash storage solutions are designed to deliver safe, reliable, full-featured performance while driving down costs at an approximate 2-times price advantage over competitive hybrid solutions, and up to an approximate 5-times price advantage over competitive all-flash solutions. Contact us today to find out how you can dynamically unify your data centre with flash storage. shorten.ed/url

[534 characters, including spaces]

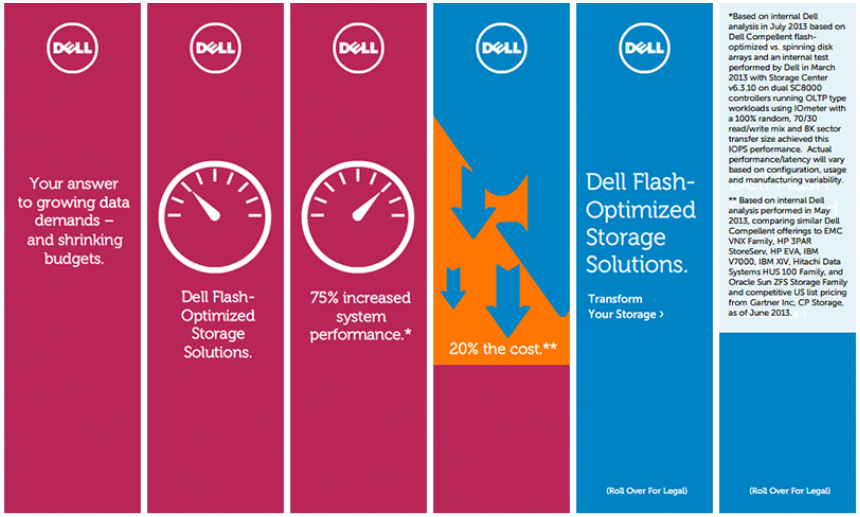
Link to: http://www.dellstorage.com/WorkArea/DownloadAsset.aspx?id=3540

Note: Copy and paste your link into your post, wait for the preview image to appear below it and then delete the link from the body copy. The preview image will not disappear when you delete the link from the body copy.

Customisable copy: Online banner advertisement

Reference the copy and example storyboard below to build your own animated online banner advertisements.

Example banner advertisement



Frame 1

Your answer to growing data demands — and shrinking budgets.

Frame 2

Dell Flash-Optimised Storage Solutions.

Frame 3

75% increased system performance.*

Frame 4

20% the cost.**

Frame 5

Dell Flash-Optimised Storage Solutions.

Transform Your Storage ›

(Roll Over For Legal)

Frame 6: Rollover legal

*Based on internal Dell analysis in July 2013 based on Dell Compellent flash-optimised vs. spinning disk arrays and an internal test performed by Dell in March 2013 with Storage Center v6.3.10 on dual SC8000 controllers running OLTP type workloads using IOmeter with a 100% random, 70/30 read/write mix and 8K sector transfer size achieved this IOPS performance. Actual performance/latency will vary based on configuration, usage and manufacturing variability.

**Based on internal Dell analysis performed in May 2013, comparing similar Dell Compellent offerings to EMC VNX Family, HP 3PAR StoreServ, HP EVA, IBM V7000, IBM XIV, Hitachi Data Systems HUS 100 Family, and Oracle Sun ZFS Storage Family and competitive US list pricing from Gartner Inc, CP Storage, as of June 2013.

(Roll Over For Legal)

Template: Email

Build a cobranded email using your company template or customise this prebuilt email within Dell Campaign Builder to drive awareness of this solution to your customers.

Customisable email

Download Now

Header banner

Discover Dell Flash-Optimised Storage Solutions.

Transform Your Storage ›

75% increased system performance[1]

20% of the cost[2]

Headline

The answer to your increasing data demands — and decreasing budgets.

Body

It's no secret that flash storage provides a high-performance solution that allows you to access the data you need as quickly as possible. Unfortunately, flash has been too expensive for many companies to implement — until now.

Engineered with intelligence to provide the performance of flash at the price of disk

Innovative and industry changing, Dell™ Flash-Optimised Storage Solutions are the first in their class to tier data this granularly across traditional rotating drives[1] and multiple types of flash that are optimised for read-intensive and write-intensive operations. It's a difference that reduces your costs by up to 80 percent as compared to other flash-optimised solutions.[2] Learn more from [Partner].

Flash-Optimised Solutions are designed to reduce costs and provide high-performance, low-latency storage to:

- Boost performance for enterprise applications, such as Oracle, SQL and Meditech
- Accelerate virtual desktop infrastructure (VDI), online transaction processing (OLTP) such as SAP, Oracle, SQL and more, big data, and other I/O (input/output)-intensive workloads
- Improve throughput and latency for virtual desktop environments
- Decrease data centre power consumption and cooling requirements
- Help reduce rack space by up to 84 percent and reduce latency by up to 90 percent[1]

Run applications as fast as your business demands by putting 100 percent of your hot data on flash.

Call to action

Transform Your Storage With Help From [Partner] ›

Copy continued on next page

Template: Email (continued)

Customisable email copy (continued)

Legal

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[Customisable area for partner birdseed or terms and conditions]

1. Based on internal Dell analysis in July 2013 of Dell Compellent™ flash-optimised solutions versus spinning disk arrays. Also, an internal test performed by Dell in March 2013 with Dell Compellent Storage Center v6.3.10 on dual Dell Compellent SC8000 controllers running OLTP-type workloads using Iometer with a 100 percent random, 70/30 read/write mix and 8,000 sector transfer size achieved this I/Os per second (IOPS) performance. Actual performance/latency will vary based on configuration, usage and manufacturing variability.
2. Based on internal Dell analysis performed in May 2013, comparing similar Dell Compellent offerings to EMC® VNX™, HP® 3PAR StoreServ, HP® EVA, IBM® Storewize® V7000, IBM XIV, Hitachi® Unified Storage (HUS) 100 family and Oracle® Sun® ZFS storage family. Also based on competitive list pricing from Gartner Inc., CPStorage, as of June 2013.

Complementary **customer engagement**

Telemarketing script

Leverage Dell's new telemarketing service to drive sales-ready leads or use this script to implement a campaign with the telemarketing vendor of your choice.

- What are your highest priority, business-critical workloads? What type of storage media do you use to support them?
- How satisfied are you with their performance, including I/Os per second (IOPS) levels and latencies?
- How do high I/O workloads stress your current storage environment?
- How do you currently use SSDs and for which workloads? If you're not using them, what are the barriers to the use of SSDs?
- How do you support, or plan to support, a virtual desktop initiative?
- How do you run your business analytics workloads today?
- What are the pain points of your current storage solutions?
- What storage projects are you planning? How much is your budget?
- How do you associate Intel with your storage solution?
- Are you currently in contact with anyone at Dell regarding storage solutions?
- How do you see the commonality of your server and your storage infrastructure?

Customer event

Use these tools to plan and hold an event for your customers, such as a Dell Solutions Showcase. If you would like support from our event management agency for your Dell Solution Showcase event, or would like it added to your Dell.com events page please register. This content could also be used to plan and host a CIO round table event, or other customer event.

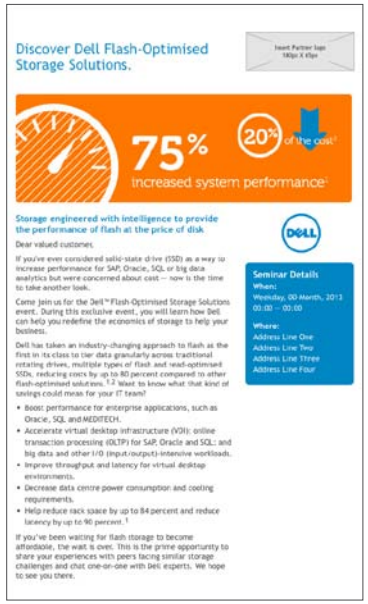
Sample customer presentation

Download Now

Customer event (continued)

Create your own event invitation using the copy suggested below, or customise this prebuilt email.

Invitation email



Download Now

Header banner

75% increased system performance[1]

20% of the cost[2]

Headline (Above header banner)

Discover Dell Flash-Optimised Storage Solutions.

Subhead (Under header banner)

Storage engineered with intelligence to provide the performance of flash at the price of disk

Body

Dear valued customer,

If you've ever considered solid-state drive (SSD) as a way to increase performance for SAP, Oracle, SQL or big data analytics but were concerned about cost — now is the time to take another look.

Come join us for the Dell™ Flash-Optimised Storage Solutions event. During this exclusive event, you will learn how Dell can help you redefine the economics of storage to help your business.

Dell has taken an industry-changing approach to flash as the first in its class to tier data granularly across traditional rotating drives, multiple types of flash and read-optimised SSDs, reducing costs by up to 80 percent compared to other flash-optimised solutions.[1,2]

Want to know what that kind of savings could mean for your IT team?

- Boost performance for enterprise applications, such as Oracle, SQL and Meditech.
- Accelerate virtual desktop infrastructure (VDI); online transaction processing (OLTP) for SAP, Oracle and SQL; and big data and other I/O (input/output)-intensive workloads.
- Improve throughput and latency for virtual desktop environments.
- Decrease data centre power consumption and cooling requirements.
- Help reduce rack space by up to 84 percent and reduce latency by up to 90 percent.[1]

If you've been waiting for flash storage to become affordable, the wait is over. This is the prime opportunity to share your experiences with peers facing similar storage challenges and chat one-on-one with Dell experts. We hope to see you there.

[Customisable area for partner]

Copy continued on next page

Customer event (continued)

Invitation email (continued)

Call to action

Register Today

Sidebar

Seminar Details
When:
Weekday, 00-Month, 2013
00:00 – 00:00

Where:
Address Line One
Address Line Two
Address Line Three
Address Line Four
Register Today

Legal

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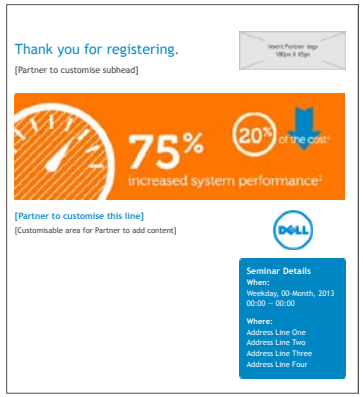
1. Based on internal Dell analysis in July 2013 of Dell Compellent™ flash-optimised solutions versus spinning disk arrays. Also, an internal test performed by Dell in March 2013 with Dell Compellent Storage Center v6.3.10 on dual Dell Compellent SC8000 controllers running OLTP-type workloads using Iometer with a 100 percent random, 70/30 read/write mix and 8,000 sector transfer size achieved this I/Os per second (IOPS) performance. Actual performance/latency will vary based on configuration, usage and manufacturing variability.
2. Based on internal Dell analysis performed in May 2013, comparing similar Dell Compellent offerings to EMC® VNX™, HP® 3PAR StoreServ, HP® EVA, IBM® Storewize® V7000, IBM XIV, Hitachi® Unified Storage (HUS) 100 family and Oracle® Sun® ZFS storage family. Also based on competitive list pricing from Gartner Inc., CPStorage, as of June 2013.

[Customisable area for partner birdseed or terms and conditions]

Customer event (continued)

Thank you for registering email



Download Now

Header banner

75% increased system performance[1]

20% of the cost[2]

Headline (Above header banner)

Thank you for registering.

Subhead 1 (Above header banner)

[Customisable area for partner subhead]

Subhead 2 (Below header banner)

[Customisable area for partner subhead]

Body

[Customisable area for partner content]

Sidebar

Seminar Details
When:
Weekday, 00-Month, 2013
00:00 – 00:00

Where:
Address Line One
Address Line Two
Address Line Three
Address Line Four

Legal

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[Customisable area for partner birdseed or terms and conditions]

1. Based on internal Dell analysis in July 2013 of Dell Compellent™ flash-optimised solutions versus spinning disk arrays. Also, an internal test performed by Dell in March 2013 with Dell Compellent Storage Center v6.3.10 on dual Dell Compellent SC8000 controllers running OLTP-type workloads using Iometer with a 100 percent random, 70/30 read/write mix and 8,000 sector transfer size achieved this I/Os per second (IOPS) performance. Actual performance/latency will vary based on configuration, usage and manufacturing variability.
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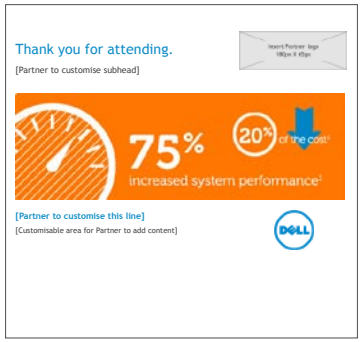
Customer event (continued)

Thank you for attending email



Download Now

Header banner

75% increased system performance[1]

20% of the cost[2]

Headline (Above header banner)

Thank you for registering.

Subhead 1 (Above header banner)

[Customisable area for partner subhead]

Subhead 2 (Below header banner)

[Customisable area for partner subhead]

Body

[Customisable area for partner content]

Sidebar

Seminar Details
When:
Weekday, 00-Month, 2013
00:00 – 00:00

Where:
Address Line One
Address Line Two
Address Line Three
Address Line Four

Legal

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[Customisable area for partner birdseed or terms and conditions]

1. Based on internal Dell analysis in July 2013 of Dell Compellent™ flash-optimised solutions versus spinning disk arrays. Also, an internal test performed by Dell in March 2013 with Dell Compellent Storage Center v6.3.10 on dual Dell Compellent SC8000 controllers running OLTP-type workloads using Iometer with a 100 percent random, 70/30 read/write mix and 8,000 sector transfer size achieved this I/Os per second (IOPS) performance. Actual performance/latency will vary based on configuration, usage and manufacturing variability.
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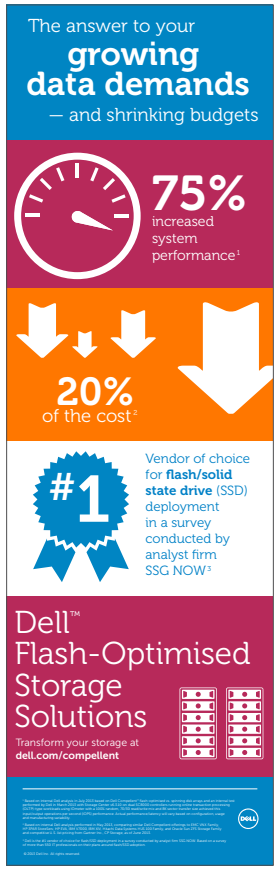
Infographic

Share this illustrated infographic with your customers by either printing or emailing it.



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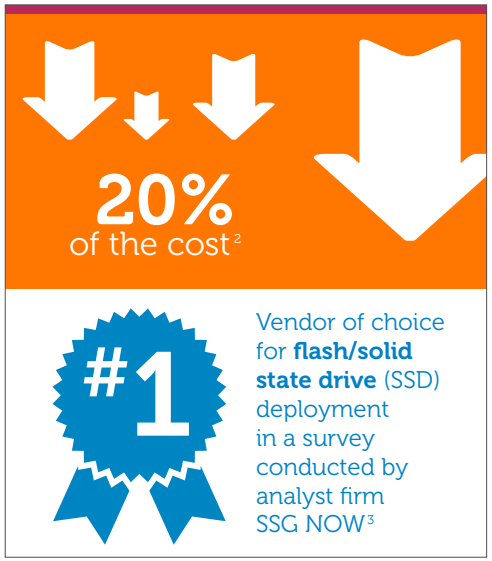

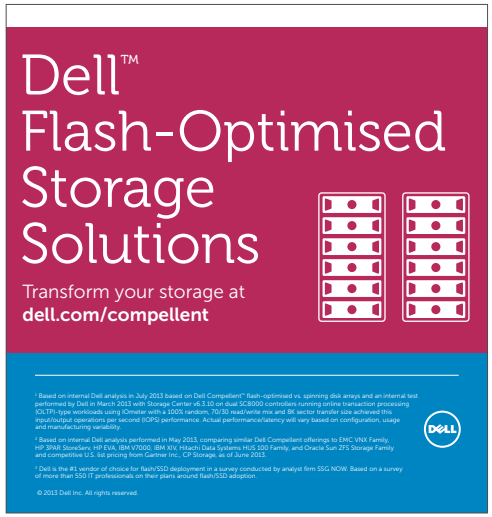

Thank you

If you have any questions regarding this marketing guide, Dell Campaign Builder or Dell Flash-Optimised Storage Solutions, please contact your Dell marketing representative.

Sources

1. IDC, December 2013.
2. ESG Research Report: 2012 Storage Market Survey. November 2012.
3. Garrett, Brian. ESG Lab Report: Dell Compellent: Breakthrough Savings with Flash Optimized SSD Tiering. October 2013.
4. Based on internal Dell analysis performed in May 2013, comparing similar Dell Compellent offerings to EMC® VNX™, HP® 3PAR StoreServ, HP EVA, IBM® Storewize® V7000, IBM XIV®, Hitachi® Unified Storage (HUS) 100 family and Oracle® Sun ZFS Storage Family and competitive U.S. list pricing from Gartner Inc., CP Storage, as of June 2013.
5. Competitive U.S. list pricing from June 2013 IDC Product Evaluation Service (USD). Street pricing calculated assuming a discounting of approximately 50 percent for all competitive systems and Dell Compellent.
6. Internal Dell analysis in July 2013 of technical specifications based on flash-optimised versus spinning disk arrays and an internal test performed by Dell in March 2013 with Dell Compellent Storage Center v6.3.10 on dual Dell Compellent SC8000 controllers running OLTP-type workloads using Iometer with a 100 percent random, 70/30 read/write mix and 8,000 sector transfer size achieved this IOPS performance. Assumption is Dell Compellent Storage Center 6.4 will have similar results. Actual performance/latency will vary based on configuration, usage and manufacturing variability.
7. Information Technology Information Consulting (ITIC) and Storage Strategies NOW. Enterprise Use Cases for Solid State Storage/Flash Memory. August 2013.
8. Crump, George. Storage Switzerland. Mixed All-Flash Array Delivers Safer High Performance. August 2013.