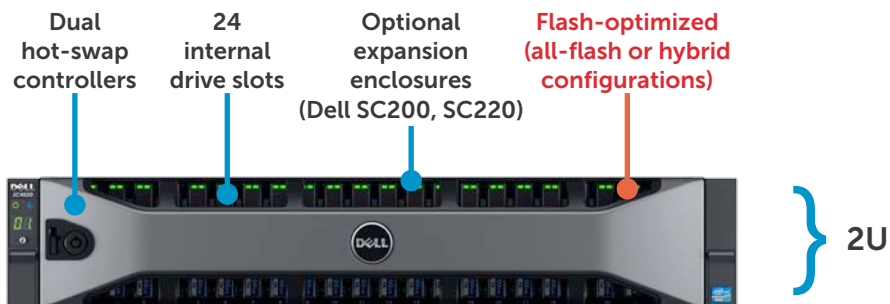


Dell Storage SC4020 – Extending the advantages of enterprise storage to your customers’ mid-size deployments



Dell Storage SC4020 – “all-in-one” array

Hardware Highlights	Software Highlights
(8) FC or (4) iSCSI* network ports	Unified management with Dell Compellent SC8000
Up to 120 drives (>400TB) per system	Same optional feature licenses as Dell Compellent SC8000
Embedded SAS back-end for expansion	Value-priced “base” pricing covers 48 drives
NAS support via optional Dell Compellent FS8600 front-end	<ul style="list-style-type: none"> • SCOS Core bundle • Remote Data Protection bundle • Performance bundle • Live Volume
FC and iSCSI replication	
Copilot enterprise support: Same range of options as the current Dell Compellent SC8000 products	

Opportunity	Why you’ll win
Mid-sized stand-alone SANs	<ul style="list-style-type: none"> • Affordable tech advantage = customer business advantage • Core Dell SC Series/Compellent values sellable in context with your customers’ application goals. Power to do more for less. • Multiple, flexible solutions (FC, iSCSI, NAS, etc.)
Distributed enterprise environments	<ul style="list-style-type: none"> • Easy satellite deployments (branch office/departments) • Full integration with Dell SC8000 and FS8600 • Unified management, replication • Shared expansion options, firmware, etc.
Flash deployments	<ul style="list-style-type: none"> • Lowest price and TCO for flash – now your customers can afford to move ALL their hot data to flash, not just select volumes • Mature, proven stack; broad third-party integration • Ideal “first flash” solution – succeed quickly

Problem set-up statement

Today, the ability to handle huge workloads for applications such as OLTP, virtualization or VDI is a base requirement for nearly all of your customers’ businesses – so why should the technology enablers be limited to the largest installations? It’s time for a practical storage solution that packs large-scale operational punch in an “any scale” solution format.

Elevator pitch

The Dell Storage SC4020 makes the business and technology benefits of true enterprise-class storage practical and affordable for deployments of any size. Your customers can experience the award-winning capabilities of the popular Dell Compellent SC8000 array in a compact and affordable, yet highly expandable, format. This easy-to-manage solution will auto-tune your customers’ data-center environments to meet workload and budget requirements at the same time.

Key differentiators

- **Enterprise performance:** No other array offers a wider range of performance-enhancing features, including true multi-tier flash optimization. The Dell Storage SC4020 keeps your customers’ applications running smoothly (and their users happy) by ensuring all data writes go to the fastest drives at the highest-performing RAID levels.
- **Best-in-class intelligence:** Only Storage Center OS v6.5, featuring exclusive Data Progression technology, puts all the right data in the right place, at the right time. Self-optimizing, efficient, fully virtualized solution from the company that invented auto-tiering storage.
- **Unprecedented value:** Compact all-in-one format reduces your customers’ heating and cooling costs. Hassle-free deployment and simplified management. Value-priced software with perpetual, transferable licensing. World-class, proactive Copilot Enterprise Support prevents errors and eliminates downtime.



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Identify potential customers

Stand-alone installations (primarily new customers):

- Mid-size SQL, Exchange or Oracle environments
- VDI projects with less than 1,000 users
- Small/medium business, public institutions, government agencies

Distributed enterprise environments (existing Dell Compellent SC8000 or primarily new customers):

- Looking to replicate or back up data to a central data center
- Adding remote office/branch office
- Large retail, healthcare, etc.

Flash deployments (either of above):

- New projects (VDI, OLTP, etc.) requiring top performance
- "First flash" proof of concept (succeed quickly with lowest TCO solution)

Establish enterprise credentials quickly

Focus on customer business goals. Communicate that the Dell Storage SC4020 is a full Dell Compellent Storage Center solution, "right-sized" and "right-priced" for their project needs. Depending on customer interests, be prepared to discuss:

Flash optimization: Multiple flash tiers leverage different SSD types

Thin provisioning: Fully virtualized architecture eliminates need to pre-allocate for capacity or RAID level (unique multi-RAID levels per drive).

Ease of management: Enterprise Manager end-to-end automation and control

Data protection: Instant replays (snapshots), sync/async replication

High availability: Dual, hot-swappable controllers design

Overcome objections

Doesn't Data Progression strand cold data on Tier 3 disks?

What happens when it heats up again?

No. With Dell SC series arrays, data is never stranded in cold storage. ALL writes go to your fastest disks, at blazing RAID 10 performance levels — even writes to infrequently accessed volumes. Reads are optimized to RAID 5 and virtualized over an entire tier of drives for fastest access and no need for dedicated, pre-allocated RAID groups.

Do I have to buy a lot of expensive drives?

No. Data Progression helps you get the most out of any combination of drives, leveraging their unique characteristics to auto-configure solutions that are both cost- and performance-optimized.

Proof points

Price: All-flash solutions for up to 72 percent less than other vendors¹

Compact format: Host up to 10,000 Microsoft Exchange™ mailboxes in a 2U footprint²

Performance: Achieve 120K random IOPs with less than 1ms latency for OLTP³

Long-term value: 92 percent of Dell Compellent systems ever sold are still in active use

Product options

Base model: Choose between FC or iSCSI network, 12-drive min

Expansion enclosures: Dell SC200/SC220, same as Dell Compellent SC8000*, 120-drive max

Drives: Same support as Dell Compellent SC8000 (SLC/MLC SSDs, 15/10/7.2K HDDs)

Software: Value-priced, transferable option bundles cover first 48 drives

- Performance bundle (Data Progression, FastTrack)
- Remote Data Protection bundle (Remote Instant Replay, Replication)
- 24-drive licenses for additional expansion
- Host-based licenses for Replay Manager, EM Charge-back, vCOPS plugin

Dell SC4020/Compellent SC8000 comparison (upsell opportunity)

Similarities

- Same Storage Center software values
- Roughly equivalent IOPs performance
- Same high-quality drives (SSD and HDD)
- Same ALL-Flash support
- Same tight NAS integration



Differences

	Dell Storage SC4020	Dell Compellent SC8000	Dell Compellent SC8000 value
Capacity	>400TB*	3PB*	8X capacity
Memory	32GB max	128GB max	4X memory
Connectivity	FC or iSCSI	Simultaneous multi-protocol: FC, iSCSI and FCoE	Greater flexibility, add I/O w/o controller swap
Throughput	(8) 8Gb FC or (4) 10Gb iSCSI Back: (4) SAS ports, single chain	Up to (32) 8Gb FC, (20) 16Gb FC, (20) 10/1Gb iSCSI/FCoE Back: (40 max) SAS ports, 10 chains	2.4X throughput
Architecture	All-in-one design	Modular components	In-place controller upgrades, migration
Extra features	–	Compression, FCFS support, Dell SC280 dense enclosure	Enhanced data placement, efficiency

* Dell SC280 enclosure not supported

1. Based on Dell analysis of US list pricing from Gartner Inc., CP Storage, as of May 27, 2014. Geographic limitations on comparative advertising may apply.

2. Based on JetStress testing of 24 x 900GB 10K RPM drive Dell Storage SC4020 configuration in February 2014 in Dell Labs.

3. Based on one Dell Storage SC4020 array with a total of 24 x 400G write-intensive SSD drives in the base enclosure.



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