



Dell EMC Unity XT Selling Guide

No compromise midrange storage

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Dell EMC Unity XT by the numbers

There are many reasons to refresh to the modernized Dell EMC Unity XT platforms

✓ Performance boost	Up to 2X more IOPS improving application performance
✓ Efficiency increase	Up to 5:1 inline data reduction reducing capex/opex
✓ Capacity utilization	85% system efficiency provides more effective usable capacity
✓ Denser footprints	Up to 790TBe per RackU gives you more in a single rack
✓ Higher drive capacity	12TB NL-SAS HDD increases hybrid capacity options
✓ Faster host connectivity	25GbE iSCSI connectivity speed and performance
✓ Supports more drives	Up to 1500 drives
✓ More processing power	Up to 64 cores per system, dual-socket Intel™ and more memory
✓ File replication topologies	Fan-out and cascading topologies for async file replication
✓ Software-defined storage	Dell EMC UnityVSA updated with the new OE 5.0

Dell EMC Unity XT platforms shift apps into overdrive

Quick Selling Guide: Dell EMC Unity XT – no compromise midrange storage

1 Target Profile

Market: Substantial midrange market opportunity in a price range from just under \$10K-\$250K

Personas: IT Generalists, IT Managers, IT Storage Admins, LOB/Application Managers

Situation: Address IT transformation with All-Flash storage optimized for performance, simplicity, and flexibility for mixed virtualized application workloads and all-inclusive software.

Objective: Lead with Dell EMC Unity XT All-Flash storage with all-inclusive SW, industry-recognized simplicity & built-in cloud solutions.

2 Ask Qualifying Questions

- Is your budget restricting you from purchasing all-flash storage to get the maximum performance you need?
- Does your App/DB admin need to create multiple array copies of production data on a recurring basis?
- Are you struggling with issues such as footprint/space, simplicity, data reduction efficiencies, storage utilization?
- Are you considering cloud deployment options? Do you need access to multi-cloud for tiering, backup, archiving, SDS, etc?
- Do you need deployment options like virtual, purpose-built, or converged? What about Data Protection choices?
- Are you looking to consolidate workloads? Do you need application integration, orchestration, self-service?

3 Identify Challenges

Data Growth/Budget Constraints

- Midmarket customers struggling with storage demands; experiencing high data growth while budgets aren't increasing. IT wearing many hats - handling servers, storage, networking, virtualization, etc. IT's really spread extremely thin.

Performance

- Midmarket demand for affordable flash performance with high density & ability to manage copies without performance impact continues

Complexity

- Need to remove complexity from midrange storage management & cloud access with easy to install, configuration, manage, & support capabilities

Flexibility

- Need to provide flexible deployment options to meet varying capex/opex requirements, scale, & workloads

4 Deliver Pitch

Simplicity

Dell EMC Unity XT is optimized for simplicity across the storage lifecycle including installation and configuration, management and provisioning, virtualization integration, and service and support. Simplicity is punctuated by a built-in self-service Help Desk portal & CloudIQ, a cloud—based storage analytics application with proactive monitoring, predictive analytics, health scores to resolve issues faster.

Performance and Density

Unity delivers 2X more all-flash performance with dual-socket Intel processors, more cores and memory. Dell EMC Unity XT All-Flash delivers the levels of performance and response times expected for a variety of mixed virtualized application workloads. It's also 67% faster than a key competitor at 32K Block and 70/30 R/W

Storage Efficiency

Customers can offset data growth with up to 5:1 data reduction efficiency with inline data reduction. Density increases by 27% up to 790TBe perU with 15.36TB 3D NAND SSDs and an 80 drive 3U expansion enclosure. Unity XT's 85% system efficiency with 3:1 DRR is 31% more efficient than Pure and NetApp – each with only 65% system efficiency

Automation and Orchestration

Dell EMC Unity XT supports snapshot mobility & thin clones that are integrated with AppSync application-aware integration and orchestration to provide midmarket customers with integrated copy data management (iCDM). And Metrosync Manager for automated file level failover.

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Product Overview

- **Designed for Performance** – Optimized to deliver 2X more performance – Reads, Writes, and Mixed
- **Optimized for Efficiency** – Supports up to 5:1 data reduction with an average of 3:1 and can deliver 783TBe per RackU density
- **Built for Multi-Cloud** – supported cloud deployment options are available including Cloud Edition, integration with VMware Cloud Foundation, Cloud Storage Services for DRaaS and Workload Migration, CloudIQ and Cloud Tiering Appliance
- **Modern Design** – Intel dual-socket CPUs, up to 16 cores and 384GB memory per SP, NVMe-ready hardware, 3D NAND SSDs, wear leveling, space efficient snapshots, thin clones, thin provisioning, and dynamic pools, dual-active architecture and 5-9's availability
- **Simple** – Rack & stack starting in an integrated unified 2U design all managed & supported with a simplified HTML5 web-based interface & built-in online help desk
- **Flexible** – Deploy as a virtual storage appliance (Dell EMC UnityVSA), all-flash or hybrid physical array, or in a converged system with VxBlock 1000. Online data-in-place controller upgrades enable simple and affordable performance and capacity scale.
- **All-Inclusive Software** – Each system comes with file & block data services including inline unified compression/deduplication, native controller-based encryption, unified snaps with multiple mount points integrated with AppSync, native remote file and block sync/async replication, Metrosync management, scalable 256Tb file system, VVOLs, VMware/MSFT/OpenStack integrations, REST API, ESA Adapter, FLR, QoS, IP Multi-Tenancy, AntiVirus, FAST Cache/FAST VP for Hybrids, CloudIQ, Hybrid-Cloud enabled, unified data migration, 3rd party data migration, RP and Appsync Basic, Storage M&R
- **Data Migration** – Native support for unified data migrations from VNX1/VNX2 to Unity through Unisphere and third-party data migrations to Unity via Unisphere and SANcopy
- **Storage Analytics** – CloudIQ is a no cost cloud-based storage analytics application that uses proactive monitoring & predictive analytics to provide system Health Scores.

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Selling Guidance

- Dell EMC Unity XT 380F for new opportunities where customers want introductory prices with a low \$/GBe, advanced dedupe and high performance.
 - When positioning the 380 and 380F, keep in mind that they are not NVMe-ready and will not be upgradeable to support NVMe in the future.
- Dell EMC Unity XT 480/480F for refreshing Dell EMC Unity 300/350F and 400/450F
- Dell EMC Unity XT 600/680F for refreshing Dell EMC Unity 500/550F and 600/650F when customers want the performance headroom the new 600 series comes with.
- Dell EMC Unity XT 800/880F for refreshing Dell EMC Unity 600/650F at the high end and for positioning in segments where VNX7600 and VNX8000 systems were once sold.
- Existing Dell EMC Unity situations where they will still need to be sold include:
 - Customer wants to stay with the Dell EMC Unity family
 - Customer requires federal certifications not yet supported with Dell EMC Unity XT, and
 - Customer requires a DC (Direct Current) array – as examples.

Powered up Dell EMC Unity family

