Everpure™

Why You Can't Bet Your Data Future on Dell

High-performance workloads are increasing across every industry, and as a result, data growth has become exponential.

The demands placed on infrastructure have shifted dramatically. Today, organizations need intelligent, scalable, and automated storage that adapts quickly.

Unfortunately, legacy systems are no longer up to the task. They cannot provide the control, flexibility, and governance required to support modern business. They often force IT teams to stitch together multiple tools from different vendors, creating siloed environments and growing operational complexity.

This is exactly where Dell falls short.

Dell continues to position its PowerStore and PowerFlex arrays as modern solutions. In reality, they are holdovers from a past era. These products are built on a bolt-on architecture that struggles under pressure. Customers face inconsistent performance, complicated and often disruptive upgrades, unclear licensing structures, and a confusing sprawl of management tools. Dell is not building a platform. It is piecing together aging parts and calling it innovation.

Everpure™ takes a radically different approach. From the beginning, we built our technology for this new reality. We designed a true platform that adapts, simplifies, and scales as our customers grow. This means a consistent experience across every deployment, whether on premises, in the cloud, or both. It means seamless upgrades without downtime or risk. It means freedom from forklift replacements and fragmented management.

At the same time, industry analysts agree that organizations must move away from purchasing traditional storage infrastructure. The smarter path is to invest in integrated storage platforms that support diverse workloads, improve operational efficiency, and accelerate business outcomes. The Everpure Platform delivers exactly that.

Because we control our innovation end to end, we can deliver next-generation capabilities like DirectFlash®, Pure1®, and Evergreen® without compromise. These technologies work together to remove friction, increase visibility, and support continuous modernization. While Dell remains anchored in a past built on servers and printers, Everpure is focused on building the data platform to power what comes next.

You have a choice. You can keep patching together old systems and hope they keep up, or you can move forward with a partner who is ready for tomorrow. Everpure is that partner.

Need five reasons to be convinced?

1 Evergreen Architecture powers SLA-driven continuity—Dell leaves you exposed

Modern enterprises cannot afford downtime, performance inconsistency, or unpredictable infrastructure costs. Maintaining service level agreements (SLAs) is essential, not only for IT reliability but for broader business continuity and growth. Everpure is the only provider delivering a full suite of SLA-backed guarantees that cover every layer of the storage experience.

At the heart of these guarantees is Evergreen, which underpins both Evergreen//Forever™ and Evergreen//One™. Evergreen//Forever ensures that storage infrastructure remains continuously modern through nondisruptive software and hardware upgrades. Compatibility is guaranteed across generations so systems can evolve incrementally without forced refreshes, data migrations, or rebuying capacity. Evergreen//Forever directly supports uptime, performance, and operational continuity—core SLA concerns for any business.

But Evergreen//One, our storage-as-a-service (STaaS) offering, elevates this to an entirely new level.

It is the industry's first STaaS solution that offers financially backed SLAs across six critical dimensions:

1. 99.9999% availability[1]

Infrastructure is guaranteed to remain online and accessible, with measurable uptime targets that support even the most demanding SLAs.

2. Performance

Workloads are delivered with predictable, guaranteed performance, measured in latency and IOPS depending on the service tier.

3. Zero planned downtime

Upgrades and expansions are performed nondisruptively, with no scheduled maintenance windows that interrupt service.

4. Energy efficiency

Everpure guarantees watts-per-terabyte efficiency targets and even pays the power bill for systems under Evergreen//One, reducing environmental impact and operational cost.

5. Capacity buffer

Everpure maintains a reserve of on-demand capacity (typically 25%[2]) so you can grow instantly without planning delays or capacity breaches.

6. Deployment speed

Storage is provisioned quickly, with service level targets for deployment timeframes, ensuring business agility.

These SLAs are not aspirational. They are contractually enforced obligations with defined outcomes if Everpure falls short. Dell offers no comparable model. Its programs, like Lifecycle Extension with ProSupport, lack performance, efficiency, or usage guarantees. Customers are left to manage power, cooling, scaling delays, and refresh cycles on their own, adding risk, cost, and the likelihood of missed SLAs.

The difference is even more pronounced at the architectural level. Everpure maintains a stateless, modular design that eliminates the need for redundant array of independent disks (RAID) rebuilds, manual rebalancing, or deep system tuning during upgrades. Administrators can maintain system performance while making real-time changes, ensuring consistent service delivery under pressure. Dell's traditional architectures, on the other hand, introduce operational risk with every refresh or expansion.

Put simply

Only Everpure backs your storage with outcome-enforceable SLAs across availability, performance, energy efficiency, and deployment speed. Dell offers none of this. With Evergreen//One, Everpure doesn't just deliver storage. You get guaranteed outcomes, operational transparency, and modernization without the burden of owning and managing hardware life cycles. If your business depends on uptime, energy savings, and the ability to scale fast, Everpure is the only vendor offering the guarantees that truly support your SLAs, end to end.

2 Everpure DirectFlash redefines speed beyond Dell's SSDs

Dell continues to rely on commodity solid-state drives (SSDs) that include embedded controllers and a legacy flash translation layer. These off-the-shelf SSDs create significant architectural limitations. Each drive manages data independently, resulting in fragmented performance, higher latency, and inefficient resource utilization. Because Dell cannot fully control or optimize flash behavior at the system level, its storage platforms are limited in how well they scale and consistently perform under load.

Everpure takes a fundamentally different approach. Our DirectFlash Modules eliminate the flash translation layer entirely. Instead of relying on embedded controller logic inside each drive, Everpure centralizes all flash management in software through the Purity operating environment. This design allows for precise control over data placement, smarter wear leveling, lower write amplification, and more consistent low-latency performance across the array.

The benefits of this approach are measurable. Everpure DirectFlash architecture consumes up to 54% less power per terabyte than Dell's SSD-based platforms.[3] It is significantly more reliable, with a failure rate of just 0.15%—one-sixth that of commodity SSDs.[4] It delivers higher storage density and more efficient use of rack space because fixed drive sizes do not restrict it. All critical flash operations, from performance tuning to garbage collection and failure recovery, are handled in software, giving administrators complete visibility and control without relying on disparate, drive-level decision-making.

Dell's reliance on third-party SSD vendors also introduces supply chain dependencies and reduces long-term architectural flexibility. Customers face unpredictable latency, inconsistent performance, and increased risk of stranded capacity due to limited drive interoperability. These issues become more acute as environments scale and workloads intensify.

In contrast, DirectFlash delivers system-wide intelligence and real-time adaptability through a single, integrated software stack. There are no controller silos, no bottlenecks created by legacy SSD limitations, and no compromises on performance or efficiency. The Everpure Platform gives you the flash performance you expect with the simplicity and control you need to keep your infrastructure lean and future-ready.

Put simply

DirectFlash Modules from Everpure are purpose-built to outperform and outlast commodity SSDs. They fail up to four times less frequently, extend media lifespan through advanced software-managed flash optimization, and reduce power and rack space requirements.[5] With centralized control over flash, Everpure delivers a faster, more reliable, and more efficient platform that helps you reduce cost and complexity while staying ahead of your growing data demands.

3 Everpure delivers AIOps without the complexity, unlike Dell's disjointed toolset

AI-driven operations are no longer optional. In modern enterprise environments, automation, predictive analytics, and intelligent management are essential to operating a resilient and scalable infrastructure. That is why Pure1 was purpose-built as a cloud-native AIOps platform. From the beginning, Pure1 has offered a single, unified control plane for managing storage infrastructure with intelligence and efficiency. There are no bolt-on tools, hidden costs, or fragmented user experiences.

Pure1 combines real-time telemetry, capacity forecasting, energy optimization, and automated planning into one integrated system. It analyzes thousands of global environments to deliver predictive insights that help organizations reduce risk, improve uptime, and align IT operations with business demands. Administrators benefit from complete visibility, AI-guided decision-making, and real-time feedback without toggling between disconnected tools.

Automation is embedded in the core experience. Pure1 handles policy-based management, proactive alerts, automated tasks, and secure infrastructure monitoring. It minimizes the potential for human error, accelerates root cause analysis, and enforces operational consistency across all arrays. With Everpure AI Copilot for storage, Pure1 allows teams to ask questions in natural language and receive immediate, actionable responses. This turns siloed knowledge into shared intelligence and enables faster resolution without the guesswork.

Dell's approach is the opposite. Instead of a unified platform, Dell relies on a suite of disconnected tools that vary by product line. Dell AIOps (formerly CloudIQ) handles telemetry, InsightIQ delivers analytics, PowerStore Manager and Unisphere are specific to individual systems, and none of them share a common interface or operational model. These tools were developed independently and bolted together over time, which means Dell customers must manage siloed data, redundant processes, and inconsistent user experiences across their environment.

In addition to adding new tools to their product line, Dell has a well-known pattern of repackaging the same technology with new names. But don't be fooled—a rebrand doesn't mean an improvement. Dell's flagship AIOps tool is marketed under at least three different names—CloudIQ, Dell AIOps, and Dell APEX AIOps Infrastructure Observability—across their own website, creating confusion and casting doubt on the clarity and cohesion of Dell offerings.

Whatever name you use for it, Dell's flagship AIOps tool lacks the reach and usability of Pure1. It requires product-specific integrations and does not offer full-stack observability or automation. There is no native natural language interface. It provides data, but not the context, automation, or control required to drive meaningful outcomes. As a result, Dell's toolset increases operational overhead and creates barriers to agility.

Pure1 was designed to unify operations, not complicate them. It enables a platform-native approach to AIOps that empowers IT teams, simplifies infrastructure management, and supports continuous innovation.

Put simply

Pure1 gives you intelligent storage management without the burden of complexity. While Dell forces customers to juggle multiple disconnected tools, Pure1 delivers AI, automation, and insights in a single intuitive interface. This frees administrators to focus on strategic priorities, eliminate repetitive tasks, and confidently move faster.

4 Our NPS proves what real partnership looks like

Everpure is trusted by some of the world's most recognized organizations, including Comcast, Ford, and AC Milan. These customers do not choose Everpure based on performance alone. They stay with Everpure because of the long-term partnership, unmatched support, and consistent innovation they receive throughout their journey. As AC Milan's Alessandro Vita said, "I think we've changed the game on and off the pitch with [Everpure]."[6]

This level of customer loyalty is not marketing spin. Precise and independently validated data support it. The Net Promoter Score (NPS) is the gold standard in measuring customer satisfaction, and Everpure stands at 84. This score has been externally audited and sustained for more than a decade.[7] For context, the average NPS across the technology industry is just 35.[8] Our score is not a one-time result. It reflects a long-standing commitment to customer success and a willingness to be held publicly accountable for it.

Dell, by comparison, does not disclose its NPS. Instead, Dell cites a "two-star rating"[9] from Bain & Company's proprietary NPSx system, a benchmark that few in the industry use and one that lacks transparency. There is no available methodology. There is no industry-wide comparison. There is no way for customers to understand how Dell's customer satisfaction truly stacks up.

The contrast could not be more apparent. Everpure openly shares a third-party validated NPS and uses it as a benchmark for continuous improvement. Dell does not. Everpure backs its score with thousands of customer success stories and over 13,000 active deployments. Dell leaves customers to make assumptions based on vague, unverified metrics.

This difference matters. In an industry where products can appear similar on paper, the real differentiator is the experience behind the technology. Real customers have a better experience with Everpure than with Dell. On Gartner®[10] Peer Insights™, which collates verified user reviews, Everpure scores higher than Dell on every single metric.[11] Everpure consistently earns trust because we deliver more than performance. We deliver partnership, reliability, and a customer-first mindset.

Put simply

Everpure has maintained an industry-leading NPS of 80 or higher for over 10 consecutive years. In a market where the average is just 35, this score reflects an unmatched level of customer trust and satisfaction. Customers like Ford, Comcast, and NASA rely on Everpure not only for technology but for a partnership that delivers. In contrast, Dell's vague two-star NPSx rating lacks credibility, consistency, and accountability. The numbers speak for themselves.

5 Dell is not a platform—it's just a pile of products

Dell wants to be seen as a platform provider, but the architecture tells a different story. PowerFlex and PowerStore are not platforms. They are product bundles: storage, compute, and software combinations that require manual integration and ongoing tuning. Customers are left to manage dependencies across these systems, with no consistent control plane or unified software experience.

In a true platform, complexity is abstracted, automation is built in, and management is unified. Dell's offerings fall short on every count.

Each Dell product has its own management interface, its own upgrade path, and its own operational quirks. Whether it's PowerStore Manager, Unisphere for PowerMax, or Dell AIOps, the result is a fragmented experience. There is no shared telemetry, no global automation framework, and no architectural coherence. Customers must stitch together insights from different tools and rely on professional services to maintain stability. This is not platform simplicity. It's a legacy burden rebranded.

In contrast, Everpure is a platform by design. The Everpure Platform delivers a unified software layer across block, file, and object services, with a single control plane through Pure1. It supports consistent automation, nondisruptive upgrades, and real-time observability across environments. Whether you deploy on premises, in the cloud, or at the edge, the experience remains the same.

Our platform-native design enables faster scaling, simpler management, and lower risk. There are no bolt-ons, compatibility gaps, or fragmented user experiences to reconcile. Customers can modernize continuously without operational slowdowns or disruption.

Dell's so-called platform strategy still operates like a hardware portfolio, with separate tools, licensing models, and upgrade paths. Everpure delivers a true platform that is unified, intelligent, and purpose-built for the demands of modern data infrastructure.

Put simply

Dell assembles products. Everpure builds a platform. If your business depends on a consistent, scalable, and intelligent foundation for data, Everpure delivers what Dell cannot: a platform that works like one.

Conclusion: The choice is clear

Dell built its business in a different era.

Today's demands for scale, automation, and platform-level simplicity have exposed the limits of legacy design. Dell's fragmented architecture, reliance on commodity components, and disconnected management tools leave customers with complexity, inefficiency, and operational risk. Even their approach to upgrades and customer satisfaction reflects a mindset stuck in the past.

Everpure was built for the future. From our DirectFlash architecture to our Pure1 AIOps platform, every aspect of the Everpure Platform is designed to eliminate friction, enable scale, and deliver continuous innovation. We offer nondisruptive upgrades, real-time intelligence, software-defined control, and a fully integrated platform experience that supports both cloud and on-premises deployments with equal simplicity.

The results speak for themselves—lower power consumption, higher reliability, simpler operations, and an NPS of 84, backed by more than a decade of customer success. In contrast, Dell continues to obscure performance gaps with vague metrics and stitched-together solutions.

If your business is ready to move forward with a storage partner that brings clarity, simplicity, and long-term value, the choice is clear. Everpure is not just a better alternative. It is the platform modern IT leaders trust to power what comes next.

See Why Everpure Leads the Way

1 | https://www.purestorage.com/content/dam/pdf/en/datasheets/ds-pure-storage-purity.pdf

2 | https://www.purestorage.com/content/dam/pdf/en/solution-briefs/sb-business-evergreen-one.pdf

3 | https://blog.purestorage.com/purely-educational/demystifying-directflash-modules-vs-ssds-vs-hdds-vs-hybrid/

4 | https://blog.purestorage.com/perspectives/escaping-the-ssd-trap-pure-storage-directflash-module/

5 | https://www.purestorage.com/knowledge/what-is-directflash-and-how-does-it-work.html

6 | https://www.purestorage.com/customers/ac-milan.html

7 | https://blog.purestorage.com/perspectives/pure-storage-84-nps/

8 | https://www.surveymonkey.com/curiosity/what-is-a-good-net-promoter-score/

9 | https://www.delltechnologies.com/asset/en-hk/products/storage/industry-market/value-of-customer-experience-improvement-done-right.pdf

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11 | https://www.gartner.com/reviews/market/primary-storage-platforms/compare/dell-technologies-vs-pure-storage

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