



MODERN STORAGE, MAXIMUM PERFORMANCE: **HOW DELL POWERSTORE HELPS BUSINESSES THRIVE**

The all-in-one storage solution that simplifies IT,
optimizes costs, and grows with your business.

Small and midsize businesses (SMBs) face mounting IT challenges that can hold them back from growth and innovation. Outdated storage solutions lead to rising costs, IT headaches, and scalability roadblocks—but it doesn't have to be this way.



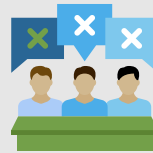
Struggling with budget constraints?

Get enterprise-grade storage without the enterprise price tag.



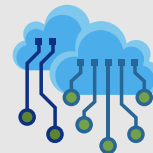
Need to scale without downtime?

Seamlessly expand up or out—without disruption.



Overwhelmed IT teams?

AI-driven automation simplifies management, freeing up your resources.



Hybrid cloud too complex?

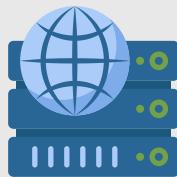
Integrate effortlessly with major cloud platforms.



With Dell PowerStore, delivered by Eastern Computer Exchange, SMBs can move beyond legacy storage limitations and embrace a modern, scalable, and future-ready IT strategy.

MEET POWERSTORE: SMARTER, FASTER, BUILT FOR GROWTH

Dell PowerStore redefines modern storage with AI-driven intelligence, enterprise-grade performance, and seamless scalability—delivering high efficiency at a lower cost.



UNIFY YOUR STORAGE

Manage block, file, and VMware vVols seamlessly.



SUPERCHARGE PERFORMANCE

NVMe and SCM deliver ultra-low latency speeds.



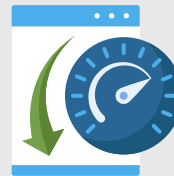
SCALE EFFORTLESSLY

Expand storage without disruptions or costly migrations.



CLOUD-READY FROM DAY ONE

Built-in hybrid and multi-cloud support.



CUT COSTS, NOT PERFORMANCE

Get a 4:1 data reduction for massive savings.



SIMPLIFY IT WITH AI

CloudIQ provides real-time performance tracking and automation.

WHY POWERSTORE STANDS OUT



Slash IT Costs

Reduce total cost of ownership (TCO) with built-in efficiency.



Future-Proof Your Business

Get "Anytime Upgrades" for long-term storage value.



Stay Secure and Compliant

Enterprise-grade encryption, snapshots & disaster recovery.



AI-Driven Simplicity

CloudIQ analytics reduce troubleshooting time by up to 10%*.



Cloud-Integrated

PowerStore is ready for AWS, Azure, Google Cloud & Dell APEX.



INDUSTRY-PROVEN STORAGE THAT WORKS FOR YOU



HEALTHCARE

Protect patient records and speed up imaging retrieval.



RETAIL

Scale effortlessly to support growing e-commerce operations.



FINANCE

Process high-speed transactions with rock-solid data integrity.



MANUFACTURING

Ensure reliable ERP and database performance for smooth operations.

FUTURE-READY STORAGE TAILORED FOR YOUR IT DEMANDS

WORKLOAD	LEGACY SYSTEMS	POWERSTORE OPTIMIZATON
Virtualized Workloads	Struggles with scalability, bottlenecks, and complexity.	Optimized for VMware, vVols, vSphere with NVMe and SCM for low latency. AI-driven workload management.
Disaster Recovery	Manual backups, slow replication, complex DR setup.	Built-in remote replication, encryption, automated DR for fast recovery.
Database Workloads	Poor database accleration and slow read/write speeds.	Unified DBaaS for SQL, NoSQL, and open-source databases with NVMe and SCM for faster performance.
Cloud Integration	Difficult to integrate with hybrid/multi-cloud environments.	Native integration with AWS, Azure, Google Cloud, and Dell APEX for seamless hyrbid cloud management.
AI & Analytics Workloads	Slow processing, lacks predictive analytics.	AI-powered insights with CloudIQ and predictive analytics to optimize performance.
Compliance & Data Governance	Complex, manual compliance, processes, lack of security features.	Built-in encryption, secure snapshots, and automated DR for streamlined compliance and security.
Backup & Archiving	High operational costs, slow backups, inconsistent archiving.	4:1 data reduction for cost-effective backup and faster recovery times.



EASTERN COMPUTER EXCHANGE: YOUR TRUSTED IT PARTNER

For over 35 years, Eastern Computer Exchange has been a strategic Dell partner, helping businesses modernize and optimize their IT infrastructure. Recognized as the **2024/2025 Dell Storage Growth Partner of the Year for Medium Businesses**, we specialize in delivering **end-to-end solutions**—from initial concept and architecture to installation, testing, training, and ongoing support. With one of the **highest client retention rates in the industry**, we're committed to driving innovation and efficiency for our customers.



SEE HOW POWERSTORE FITS YOUR BUSINESS

Contact your
Eastern Sales
Representative!

Visit us at ecej.com
to learn more about
what we can do for
your business.

New to Eastern? Below is our Commercial Team for reference.

Will Sienkewicz

Northeast & Southwest
508-813-0270
willsienkewicz@ecej.com

Sean Neary

Midwest
860-682-4515
seanneary@ecej.com

Adam Gingras

Northeast, Southeast & Midwest
401-359-3580
adamgingras@ecej.com

John Lynch

West & South Central
845-596-4639
johnlynch@ecej.com

Christian Maselli

Northeast & Midwest
401-284-6981
christianmaselli@ecej.com

Jackson Wiswall

West & Southwest
214-938-4112
jacksonwiswall@ecej.com

Jennica Lee

National/Global
405-655-3759
jennicalee@ecej.com

