

# Lenovo DM Series All Flash One Pager



## Value proposition

Modernize your IT and accelerate your most demanding applications with cloud-connected flash that delivers industry-leading performance, data protection and security, and the best cloud integration.

## Highest performance, best cloud integration

- **Versatile:** Enterprise-grade unified data management across SAN, NAS, Object and across the hybrid cloud without silos
- **Fast:** Extreme low latencies and super-charged performance powered by NVMe inside and out that accelerates most demanding enterprise applications and cater for new workloads
- **Simple:** 10-minute setup, from power-up to serving application data
- **Secure:** Best-in-class integrated data protection
- **Future-ready:** Industry-leading cloud and application ecosystem integration

## Business benefits

- Speed up every application to improve business outcomes
- **NEW! DM AFA SAN-Only & Fundamental models, fully scalable to Unified Premium** – start small and grow as your needs evolve on-premises and/or in the cloud.
- Future-proof investments with scale-out and cloud integration

## Leverage end-to-end Lenovo Lifecycle Services

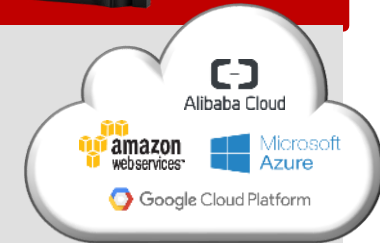
- Installation and Deployment
- Storage Health Checks
- Assessment / Solution Workshops
- File/Data Migration Services

## New Consumption models

- Move CAPEX to OPEX and reduce OPEX with data efficiencies in the cloud
- Or stay on-premises with Lenovo TruScale providing all the power and strategic advantage of the latest data center hardware through a pay-as-you-go model

## Target customer environments

- Databases: SQL Server, SAP HANA, Oracle 12c upgrades
- Virtualization/VDI: VMware, Microsoft, KVM, Citrix
- Scale-out NAS: engineering and design workloads
- New Workloads: AI, ML/DL, Data Analytics, Epic EHR, EDA verification



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We were also very impressed with Lenovo’s storage offering. Not only does the ThinkSystem DM7100F all-flash array deliver top performance, it’s also simple to scale and easy to administer thanks to the built-in ONTAP data management software.

DETASAD

Felix Thomas Wass,  
CEO & President of DETASAD

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Competitive Overview	Lenovo DM Series	Lenovo DE Series	Pure FlashArray	Dell EMC PowerStore	Dell EMC Unity XT	HPE Nimble AFA	HPE Primera	IBM FS5x00 and FS7x00
Storage Tier	▪ 0, 1	▪ 0, 1	▪ 0, 1	▪ 0, 1	▪ 2	▪ 1	▪ 0	▪ 0,1
Storage Type	▪ Block ▪ File ▪ Object	▪ Block	▪ Block	▪ Block ▪ File	▪ Block ▪ File	▪ Block	▪ Block	▪ Block
Customer Segment	▪ Mid, Entry	▪ Mid, Entry	▪ High ▪ Mid	▪ Mid	▪ Mid ▪ Entry	▪ Mid ▪ Entry	▪ High ▪ Mid	▪ Mid, Entry
Sales Tactics (Sales teams lead with)	▪ Performance ▪ 1 <sup>st</sup> to market with NVMe/FC for OLTP ▪ Scalability ▪ AI-driven application placement	▪ Performance ▪ Price/Performance ▪ Reliability ▪ Solution focus is VSS, HPC, Media, Big Data Analytics	▪ Evergreen cloud-like purchasing and operations ▪ Single workload POCs ▪ Strong at new logo acquisition	▪ Modern ▪ On-board apps option ▪ Any workload ▪ Performance optimized ▪ Scale up and out ▪ Data efficiency	▪ Sold into existing VNX base ▪ Simplicity ▪ Hybrid and public cloud data tiering	▪ New customers ▪ Simplicity for IT generalists ▪ Leads with InfoSight analytics and Nimble Cloud Volumes ▪ Strong at POCs	▪ 100% Data availability Guarantee ▪ InfoSight integration	▪ Price aggressiveness ▪ Uses FCM (FlashCore modules) against industry standard SSDs/NVMe ▪ FlashWatch offer a package of guarantees, upgrade programs and extended support options