Keep your storage system optimized and configured for peak performance

**Key benefits:**
- Maximize storage performance and operational efficiencies
- Reduce risk of data loss, downtime or business delays
- Save time and resources in managing your storage environment
- Deliver accelerated returns on your storage investment

**In-depth analysis and strategic guidance**

Because data is the lifeblood of your enterprise, protecting and supporting the systems that store your data is crucial, along with the ability to quickly respond to changing business demands.

That’s where Dell EMC Optimize for Storage makes a measurable difference, providing ongoing guidance from a designated storage expert with deep technical expertise and intimate knowledge of your environment. It’s like a personal coach for your storage system, making sure the mission-critical systems you depend on every day are configured and operating at peak performance.

Just like elite athletes, top performers need expert guidance to gain and keep their competitive edge. With Optimize for Storage, we work with you year round, keeping a daily watch on system trends, risks, capacity and performance. And should you purchase Optimize for Storage with ProSupport Plus, your Optimize for Storage expert works in sync with your assigned support professional, giving you a powerful, collaborative team backing you every step of the way.

**Continual improvement for dynamic business environments**

Aligning your storage needs to business objectives, your Optimize expert orchestrates a host of tools and resources to interpret complex data, deliver deep-dive performance evaluations and make timely recommendations – not once a year, but ongoing for the life of your contract.
Optimize for Storage provides:
- An in-region Technical Account Manager – a designated Dell EMC storage expert who provides ongoing strategic guidance
- Daily system monitoring against key performance indicators
- Deep-dive configuration and performance evaluations
- Regularly scheduled meetings to review trends, forecasts and areas for performance improvement
- Annual strategic planning session to align with your business objectives
- Ongoing best practice advice, technical guidance and knowledge transfer
- Assistance with critical support issues

Avoiding risks, bottle necks and poor performance

With so much information at your fingertips, you don’t always have the time to review and interpret data or to formulate a plan or course correction. Bandwidth is always a challenge, as are competing priorities, rigid deadlines and ever-increasing demands. This is where Optimize for Storage delivers an added level of technical expertise and guidance – to avoid operational conflicts, reduce unplanned outages, simplify upgrades and evaluate the impact of near-term decisions on future performance.

“The Dell EMC Optimize service helps us sleep at night because we know we have a constant set of eyes monitoring our storage. They are very quick to alert us to potential issues and assist in resolving anything that comes up. The monthly review call is also a huge benefit because it helps us stay in touch with what is going on under-the-hood when things get busy.”

— Tom Torebka
Network Manager
Glens Falls National Bank and Trust Company
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For details about Optimize for Storage service, contact your Dell EMC representative. Visit www.dell.com/Optimize for additional information.