Are You Nearing EoSL? Knowing Your Dell EMC Product Lifecycle Milestones

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Relatively unsuccessful forays into the world of cloud computing have left Dell EMC squarely focused on their storage hardware business. In order to ensure ongoing sales, Dell EMC (like every other OEM) uses product lifecycles to keep their customers on a constant upgrade cycle. And the key weapon in prompting upgrades is the EoSL— End of Service Life— designation.

EoSL sits at the very end of the Dell EMC product lifecycle but there are two stages before a product reaches end of life. So where are your storage arrays on the cycle?

General Availability

Rather than defining a period of time, General Availability (GA) defines a specific *date*. Specifically, the date on which a particular model is released to market.

Why does the release date matter? Because as a rule of thumb, the product typically has three years of life remaining from that date. Which means that you can start planning your next upgrade migration project several years in advance.

End of Life

End of Life (EoL) is the date on which Dell EMC declares that an asset is no longer useful and that customers should upgrade their arrays as soon as possible. This rather arbitrary designation is based on the assumption that technology advances in newer products combined with the accelerated pace of business means that your existing assets no longer meet your needs.

You will know when an asset has reach EoL status because your Dell EMC account manager will be heavily promoting the need for your business to carry out an upgrade.

End of Service Life

EoL is a "grace" period, during which Dell EMC continues to provide extended support. Eventually however, this support period ends, and the product is designated End of Service Life (EoSL). At this point, Dell EMC will not provide any further support or software updates for that particular product.

This may sound worrying, but the ultimate goal (as far as the OEM is concerned) is to force you to buy an upgrade. The subtext is that these assets will no longer deliver according to your business needs.

But as your own experience shows, the arrays are still working, performing an important role for your business. EoSL is nothing more than an arbitrary date chosen by Dell EMC.

Fighting back against EoSL

Your business now faces a choice – follow the upgrade program defined by Dell EMC or look for an alternative that allows you to keep your existing arrays in place.

CDS provides high-quality maintenance and support for post-warranty storage from a range of vendors– including Dell EMC. A typical data center contains approximately 20% post-warranty hardware on its floor, but by partnering with CDS you can avoid the EoSL trap, reduce costs and regain complete control of your data center and storage strategy.

To learn more about the EoSL arrays we support, please **get in touch**.