Data Protection

Dell Technologies – the #1 in
Data Protection Appliance & Software[1]

[1] Based on combined hardware revenue from the IDC 1Q22 Purpose-Built Backup Appliance (PBBA) Tracker and Data Replication and Protection Software revenue from the 1Q22 Storage Software and Cloud Services Tracker.

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Protect your data against a changing world

The last few years have seen drastic change in the IT landscape, with significant advances in cloud computing and the number of organizations undertaking digital transformation. At the same time, the growth of data being captured and acted upon has increased exponentially.

These factors have placed extra importance on the need to have solid data protection strategies. However, the knowledge that data is vital isn't restricted to the organizations themselves. The number of cyber threats is also growing pace, as more and more hackers – whether government-sponsored or simply cyber-criminals – recognize the potential for damage and reward.

A significant number of organizations agree that there is currently an increased exposure to cyber threats due to the growth of employees working from home. At the same time, many of these are concerned that their existing data protection measures may not suffice to deal with current malware and ransomware threats. This, in turn, could result in significant financial loss, especially if their current strategy employs solutions from multiple vendors.

It is time for organizations to modernize their data protection solutions and adopt an approach that is capable of dealing with current, and future, forms of cyberattack. Our data protection portfolio, in collaboration with Intel®, offers the simplest way to achieve this.

74%
of organizations agree there is increased exposure to cyber threats with the growth of employees working from home.[2]

62%
of organizations are concerned their existing data protection measures may not be sufficient to deal with malware and ransomware threats.[3]

$959K
is the average cost of data loss over a twelve-month period.[3]

4x greater
the annual cost of data loss in organizations using multiple data protection vendors compared to those using a single vendor.[3]
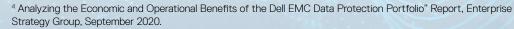
[2] Global Data Protection Index survey, 2021: conducted by VansonBourne.
[3] ibid.

Your key to better business outcomes

Data protection from Dell Technologies, in collaboration with Intel®, helps you get true value and better business outcomes as a result of protecting workloads in multiple environments.

- ◆ Up to 80% more cost-effective cloud data protection solutions.[4]

- ◆ 77% more cost-effective cloud data protection in AWS.[5]

- ◆ 75% more cost-effective cloud data protection in Azure.[6]

- ◆ 81% more cost-effective cloud data protection in Google Cloud.[6]

[4] Analyzing the Economic and Operational Benefits of the Dell EMC Data Protection Portfolio" Report, Enterprise Strategy Group, September 2020.
[5] Based on Third Party Analysis, commissioned by Dell Technologies "Understanding the Economics of In-cloud Data Protection" September 2021. A Dell Data Protection Solution Designed with Cost Optimization in Mind". Results were derived from comparing Dell PowerProtect Data Manager with PowerProtect DDVE against four unnamed competitors.
[6] ibid.

Give yourself the proven and modern edge

At Dell Technologies, we're #1 in Data Protection Appliance & Software,[7] and we have a long history of proven capabilities and tremendous customer value in the areas of performance, efficiency and scale.

It's not only this proven experience that allows us to deliver outstanding data protection. We have a commitment to continuous innovation in developing modern capabilities. This allows us to tackle and solve the challenges that the ever-changing IT landscape throws up in new and original ways.

With a trusted and innovative portfolio that delivers multicloud, cyber resiliency and VMware integration, Dell Technologies is your one-stop shop for proven and modern cloud data protection that drives your digital transformation to success.

[7] Based on combined hardware revenue from the IDC 1Q22 Purpose-Built Backup Appliance (PBBA) Tracker and Data Replication and Protection Software revenue from the 1Q22 Storage Software and Cloud Services Tracker.

Accelerate your digital transformation with VMware integration

Benefit from automation and orchestration across the entire VMware stack with scalable and flexible solutions that are simple to deploy and easy to manage.

As more users adopt multicloud environments, protecting data becomes ever trickier. The Dell Technologies deep integration with VMware provides the best user experience with automation and orchestration across the entire VMware stack.

With data protection from Dell, you can:

- Manage virtual machine (VM) sprawl with automated data protection.

- Ensure availability of all your VMs at scale without business disruption.

- Speed up your IT transformation with VMware backup and integration.

- Make the most of your IT investment with unparalleled levels of performance at a low TCO.

- Unlock ROI from Kubernetes and enjoy the benefits of cloud computing.

- Take the guesswork out of data protection and apply automation with Storage Policy Based Management.

Solution highlights

Transparent Snapshots from PowerProtect Data Manager simplify VM image backups for near-zero impact to your VMs or VM resources – and it works with any VMware supported storage.

Dell Data Protection for VxRail ensures that you can maintain governance, compliance and security, even when backup responsibilities are decentralized, as organizations drive digital transformation.

PowerProtect Data Manager protects both VMs and containers with a single enterprise-grade solution, allowing IT operators and backup admins to manage Kubernetes data protection from a single management UI.

Up to
5x
faster backups.[8]

Up to
6x
faster restores.[9]

Up to
5x
reduction in VM latency.[10]

[8] When comparing PowerProtect Data Manager 19.9 with Transparent Snapshots backup performance to PowerProtect Data Manager with VADP backup performance. Based on Dell internal testing, August 2021.
[9] When comparing PowerProtect Data Manager 19.11 with Transparent Snapshots restore performance to PowerProtect Data Manager 19.11 with VADP restore performance. Based on Dell internal testing, May 2022.
[10] When comparing PowerProtect Data Manager 19.9 with Transparent Snapshots VM latency performance to PowerProtect Data Manager with VADP VM latency performance. Based on Dell internal testing, August 2021.

Innovate and simplify your multicloud data protection

Our portfolio of solutions, software and appliances is designed to meet any need across edge, core and multicloud environments. Those solutions designed for cloud architectures make it easy for organizations to protect traditional and cloud-native workloads. Dell Data Protection solutions include:

Software-defined appliances
These can be deployed on-premises and in the cloud. Easy to deploy and manage, the range of appliances includes virtual solutions and offerings ideally suited for backup, recovery, replication, search, analytics, archiving, disaster and cyber recovery.

Modern data protection software
This protects Kubernetes containers and cloud-native workloads by using full automation.

PowerProtect Cyber Recovery
With this solution, critical data can be isolated and protected from ransomware and other sophisticated threats, using machine learning to identify suspicious activity. If the worst happens, it provides recovery across on-premises and multicloud environments so that organizations can resume operations with confidence.

Protect modern workloads on modern cloud platforms

It's not enough to have data protection that's right for today. You need solutions that will keep on protecting your data and delivering governance control for modern cloud workloads, however your cloud and other environments evolve. At Dell, we've designed solutions that will do exactly that. You can protect any workload in any cloud environment with ease, from virtual machines and containers to cloud-native applications and Software as-a-Service, by fortifying the resiliency of critical workloads.

PowerProtect Data Manager

PowerProtect Data Manager enables faster IT transformation while providing the reassurance that your data is both fully protected and ready to have its full potential unlocked.

Software-defined
Flexible data protection and compliance across applications and cloud-native IT environments.

Multicloud optimized
Take protection to the cloud with backup to cloud, backup in-cloud, long-term retention and cloud disaster recovery.

Self-service
Backup and restore directly from native applications.

Cloud-based monitoring and analytics
Telemetry, machine learning and predictive analytics to proactively take action and speed time to resolution.

Dell PowerProtect Data Protection Suite

The Dell PowerProtect Data Protection Suite gives you peace of mind before and after an event, with its powerful data protection and easy recovery. It enables the backup, restore and protection compliance you need across a wide range of applications, databases and modern cloud platforms, with service levels that align to business objectives.

Backup/Recovery
Backup, recover and manage with a single software suite.

Disaster Recovery
Quickly and easily recover from cyber incidents to ensure business resiliency.

Any Point-in-Time Recovery
Optimize RPO and RTO with continuous replication.

Flexible protection on the cloud

Dell, in collaboration with Intel®, work better together to give you improved flexibility, stronger security and powerful performance across your organization.

When you choose Dell's Intel®-based data protection solutions, you enjoy the combined research and security support that both companies bring to the table to help keep you safe.

Plus, with Intel® Integrated Security, rooted in silicon and optimized for Dell Technologies products, you enable a more seamless and secure user experience. Choose the Intel®-powered Dell Data Protection approach that most closely represents your organization's needs.

Bring your own license
Choose to deploy existing Dell Data Protection software licenses to protect cloud workloads.

Cloud Marketplace
This option allows you to purchase Dell Data Protection software and virtual appliances in AWS, Azure and GCP marketplace environments.

SaaS
Enjoy SaaS-based protection without increasing IT complexity while ensuring predictable, controllable costs with Dell APEX backup services.

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Why Data Protection
from Dell is right for you

Trusted leaders

As well as being #1 in in Data Protection Appliance & Software[11] and Data Replication & Protection Software,[12] Dell has been named a leader in the Gartner Magic Quadrant for Enterprise Backup and Recovery Software for the 17th time.[13] In addition, we were first to market with Transparent Snapshots capability, making new integrations with VMware easier. Dell is also #1 in storage software,[14] NAS,[15] Unstructured Storage,[16] Hyperconverged Systems[17] and External Enterprise Storage Systems (Entry, Midrange and High-end).[16]

End-to-end solutions

Choosing Data Protection from multiple vendors can end up in hard-to-manage, complex environments that bear high financial losses. That's not the case with Dell. Instead, we deliver a wide range of solutions from a comprehensive portfolio. Because we're a one-stop shop for your data protection, you can place your trust in us, knowing we'll deliver solutions that minimize or eliminate complexity and risk to your data.

85%
of the companies in the Fortune 100 are Dell Technologies Data Protection customers.[18]

Industry-leading services and support

Our wide range of professional services simplifies the assessment, design, implementation, management and maintenance of your data protection and IT environments, and helps you accomplish your business and technical goals. As well as deployment, residency, managed data services and education, these services include:

- **Data Migration Services**
  Dedicated expertise that's focused on data and security needs for infrastructure solutions with Dell Data Migration Services.

- **Cyber Recovery Consultancy Service**
  Help for customers to recover from cyberattacks and malicious events with a holistic recovery program that unites people, processes and technology.

- **Business Continuity and Disaster Recovery Consultancy Service**
  Develop recovery strategies driven by business priorities to reduce planned and unplanned downtime.

Worldwide deployment and delivery services

We use proven processes based on best practices developed by experts around thousands of deployments. This allows your project to be completed accurately and quickly – anytime, anywhere.

[11] Based on combined hardware revenue from the IDC 1Q22 Purpose-Built Backup Appliance (PBBA) Tracker and Data Replication and Protection Software revenue from the 1Q22 Storage Software and Cloud Services Tracker.
[12] IDC 1Q21 Storage Software and Cloud Services Qview .
[13] As Dell Technologies, 2020-2021; As Dell, 2017-2019; As EMC, 2005 – 2016; As Legato, 2004; As Legato Systems and EMC, 2003; As Legato NetWorker and EMC Data Manager, 2001; As Legato and EMC, 1999-2000.
[14] DC WW Quarterly Storage Software & Cloud Services QView, 2021Q2, September 9, 2021, Vendor Revenue .
[15] IDC WW Quarterly Enterprise Storage Systems Tracker, 2021Q2, September 9, 2021, Vendor Revenue .
[16] When comparing PowerProtect Data Manager 19.9 with Transparent Snapshots VM latency performance to PowerProtect Data Manager with VADP VM latency performance. Based on Dell internal testing, August 2021.
[17] IDC WW Quarterly Converged Systems Tracker, 2021Q2, September 16, 2021, Vendor Revenue .
[18] Based on Dell Technologies internal analysis as compared to a global media organization publication, September 2021.

Why Summus Technologies and Dell?

While Dell powers human progress, developing technology to transform lives, Summus Technologies provides the power to help drive digital transformation. It means that together, we can generate tangible results every day for our customers and the people we work with.

To learn more, speak to your Account Manager.

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