




Protect Your Data At Every Point Possible

Reduce risk while controlling costs with
Dell EMC and Intel® — #1 in data protection¹

Learn more at DellEMC.com/dataprotection



*Intel Inside®.
New Possibilities Outside.*



Transform IT to protect your data in the digital era

As the growth, mobility and value of data skyrocket, IT faces rising pressure to protect business-critical assets. The impact to businesses using inadequate data protection is clear; data loss and unplanned system downtime cost organizations billions annually.

A recent Dell EMC survey of data protection readiness reveals that:

- Cost of data loss can more than double when using multiple DP vendors²
- 36% suffered loss or downtime due to security breaches³
- 82% of organizations believe their current systems are unprepared for future business challenges

With industry analysts predicting global businesses will generate 44 zettabytes of data by 2020, it's no surprise that only 18% of organizations are confident their current data protection solutions will meet all future business challenges.⁴

No matter your environment, you need protection configured to your specific business needs. Our purpose-built solutions, powered by Intel®, offer efficient options to protect your data wherever it is and against whatever might happen.

- Cloud-enabled — Get complete cloud protection, from cloud LTR to backup and recovery of cloud native workloads.
- Virtualization-ready — Our data protection solutions are architected for the software-defined data center and developed in cooperation with VMware.
- Cost-effective — Accelerate IT Transformation with a lower cost to protect and benefit from new flexible consumption models.
- Reliable — Trust your #1 asset to the #1 in data protection⁵ and reduce the many inefficiencies of deploying solutions from multiple vendors.



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Meet all your data protection needs with the Dell EMC Data Protection portfolio

Transform IT with cloud-enabled data protection that cuts costs and adds agility.

Dell EMC Data Domain

Scalable, reliable and cloud-enabled protection storage, powered by Intel® Xeon® processors, for cost-effective backup, archive, and disaster recovery.

Dell EMC Data Protection Software

Comprehensive purpose-built protection for diverse backup and recovery landscapes, mission-critical applications, virtualized environments, archived data and more.

Dell EMC Integrated Data Protection Appliance

A complete, factory-integrated converged solution that combines protection storage, protection software, search and analytics in an integrated appliance for 10x faster deployment⁶ than installing separate products.



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Dell EMC Data Domain Protection Storage

Data Domain with Intel® Xeon® processors delivers best-in-class performance with scalable, reliable, cloud-enabled protection storage for backup, archive and disaster recovery. The #1 purpose-built backup appliance,⁷ Data Domain is the only protection storage to natively tier deduplicated data to the public, private or hybrid cloud for long-term retention.⁸

- Natively tier up to 100 PB of logical capacity to the cloud
- Scale up to 3 PB of usable capacity with a single system, with 7x more scalability than the closest competitor⁹
- Back up 544 TB in less than 8 hours — 1.5x faster than the competition¹⁰
- Serve storage for as little as fractions of a penny per GB per month¹¹

Data Domain is also available as software-defined protection storage with Data Domain Virtual Edition (DD VE).

Back up
544 TB
in less than
8 hours

7x more
scalability



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DELL EMC

DATA DOMAIN

DD6800

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Dell EMC Data Protection Software

Secure your data in any environment or any workload with the Dell EMC Data Protection software — a family of purpose-built software solutions that provides comprehensive, simple and flexible data protection.

- Up to 20x faster backup and up to 10x faster recovery for mission-critical applications while eliminating backup impact on servers¹²
- Up to 20x faster instant access and restores for VM workloads¹³
- Easy-to-use, automatic cloud backup and recovery that protects desktops, laptops and servers for organizations of all sizes
- Automated cloud protection for a consistent user experience, whether on-premises or in the cloud
- In-cloud data protection costs reduced by up to 50% or more¹⁴

Dell EMC Data Protection software provides comprehensive protection for all of your data in more places — from on-premises to virtualized infrastructures to public or hybrid cloud environments.



Up to **20x**
faster backup



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Dell EMC Data Domain and Data Protection Software: Better together

Reduce storage requirements, backup times and strain on the network when you integrate Data Domain storage, powered by Intel®, and Data Protection software. Together, they deliver our fastest, most efficient performance available:

- Average deduplication rates of 36x¹⁵ and up to 72x for VMware environments¹⁶
- 36x less protection storage required on average¹⁷
- Up to 20x faster instant access and restores for VM workloads¹⁸
- Up to a 98% reduction in network usage¹⁹

When you leverage the power of Data Domain with Data Protection software, protection storage and backup costs are reduced and tape is virtually eliminated, which reduces infrastructure and environmental costs.

Additionally, having a single support contact for both hardware and software reduces complexity, costs and risk — the cost of data loss can more than double when using multiple data protection vendors.²⁰

Cuts network traffic **98%**

36% less protection storage required

The Dell EMC logo, featuring the word "DELL" in blue and "EMC" in white, with a stylized blue and white graphic to the left.

Learn more at DellEMC.com/dataprotection

The Dell EMC Data Protection logo, featuring the words "DELL EMC" in white and "DATA PROTECTION" in blue, with a stylized blue and white graphic to the left.

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Protect data everywhere against whatever might happen.

The cloud-enabled Dell EMC Data Protection portfolio, powered by Intel®, delivers 100% coverage from availability, replication, snapshots, backup, archive and more. Find out how you can accelerate IT Transformation with these resources:

Flex Consumption Model

DellEMC.com/fcm

Dell Financial Services lets you transform IT on your terms. A flexible consumption model helps you reduce capital expenditures, free up operating budgets and acquire the technology you need sooner rather than later.

Discounts and a Free Download

DellEMC.com/dpoffer

Download a full-featured trial version of Data Domain Virtual Edition and receive purchase discounts on Data Protection software for Backup.

Contact your Dell EMC representatives to explore purpose-built, cloud-enabled solutions from the #1 in data protection.²¹

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1,5,21 Based on aggregate data protection and recovery software and purpose-built back-up appliance revenue as of December 2017.

2,3,4,20 Dell EMC Global Data Protection Readiness Research, July 2016.

6 Based on Dell EMC internal analysis, February 2017.

7 IDC Worldwide Quarterly Purpose Built Backup Appliance Tracker, December 2017.

8 Based on Dell EMC internal analysis, November 2016.

9 Based on internal testing, usable capacity per couplet, in comparison to HPE, October 2016.

10 Based on internal testing, in comparison to HPE, October 2016.

11 ESG White Paper sponsored by Dell EMC, "The Economic Value of Data Domain," May 2017. Cost per GB/month based on analysis of hardware, software, power, cooling, and deduplication for 12 active Dell EMC customers. Actual cost will vary.

12,18 Based on Dell EMC internal testing compared to traditional backup, July 2016.

13 Based on internal Dell EMC analysis, September 2016.

14 ESG White Paper, "Economic Value of In-cloud Data Protection with Dell EMC Data Protection Software," June 2017.

15 Based on "ESG Lab Validation: EMC Data Domain and Avamar," commissioned by EMC, October 2015. Results based on simulated 28-day backup testing using (2) VMware vCenter ESX 5.5 servers housed on Cisco UCS 240 servers, each UCS server hosting 50 VMs for a total of 200 VMs. Actual performance will vary.

16,17 Based on internal Dell EMC analysis, January 2017.

19 Based on Dell EMC internal analysis, July 2017.



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