TOP REASONS

WHY CUSTOMERS CHOOSE
DELL TECHNOLOGIES FOR SECURE,
MULTI-CLOUD DATA PROTECTION

Make IT breakthroughs possible with a continuously modern data protection experience – that's software by design. Why do customers choose our proven and modern data protection portfolio? **Read on!**

1 | One-stop-shop

Why use a single vendor for all your data protection needs? Because there's a 66% increase in data loss for organizations using multiple data protection vendors compared to those using a single vendor[1]. With comprehensive data protection software, target, integrated, and software defined appliances, Dell ensures all your data and apps – business critical and new emerging workloads, are protected. Dell data protection delivers performance, cost efficiency, investment protection, and consumption flexibility along with leading innovation across multi-cloud, VMware and cyber recovery.

2 | Proven…

For over a decade, the proven capabilities of Dell data protection have become the cornerstone for the value we deliver to our customers. We help you meet your core data protection use cases for backup and recovery, disaster recovery, cyber recovery and cloud data protection. Gain flexibility to meet all your data protection needs from edge to core to cloud, efficiency with highly differentiated data reduction for the lowest cost of data protection, performance to perform rapid backup and recovery of critical data without impacting application performance, and scale (massive scale!) to meet exponential data growth.

3 | And modern

At the same time, the data protection landscape continues to shift, driven by new technology trends such as data value, application transformation, distributed data and AI/ML, which are shaping a different set of organization requirements for the future. Dell has your back(up)! Protect your data across public cloud, multi-cloud and hybrid clouds. Ensure protection of your next gen workloads such as Kubernetes containers and cloud-native workloads, integration across VMware Tanzu, RedHat, OpenShift and more. Protect and isolate critical data from ransomware and other sophisticated threats with immutable data storage and machine learning to identify suspicious activity and recover from known good data. And, with access to advanced data protection API's, third-party plugins and tools supported by developer-driven ecosystems you'll be enabled to automate data management. The bottom line is Dell data protection combines proven operational capabilities with modern innovations to help you bridge the capabilities you need today with the requirements you'll need tomorrow.

4 | Software-defined innovation

Whether you're focused on AIOps, DevOps, multi-cloud or security – the right software innovations will help you go faster and do more with less. That's why we're aggressively delivering those advances across our data protection, aka PowerProtect. Innovations like highly adaptable software architectures, comprehensive cyber resiliency and multi-cloud ecosystem flexibility. In fact, 85% of ISG engineers are software engineers…hard at work[2]. Because it's not just about capacity and performance anymore.

5 | Adaptable software architectures

Our software architectures have integrated intelligence. Built-in AI and automation. They adapt with you, to change. Software that can scale! Get even more data protection at scale. Start small and scale-up to 1.5PB of usable capacity in a single rack, and aggregate resources across >3EB logical capacity![3] Increase performance and capacity independently – "plug and play" when you need it.

6 | Multi-cloud leadership

Protect any workload in any cloud environment from virtual machines and containers to cloud native applications and SaaS. With up to 80% more cost-effective cloud data protection solutions than the competition[4] the economics of using Dell Technologies for in-cloud data protection is clear. Our proven multi-cloud data protection solutions enable you to fortify the protection and resiliency of your critical workloads and data across public cloud, multi-cloud and hybrid cloud to ensure you can rapidly recover from data loss events, unplanned downtime or cyber-attacks. Whether you're on AWS, Microsoft Azure, Google Cloud or a combination of providers, our technologies reduce complexity and tool proliferation, build reliable backup processes, and improve resource efficiency. Easily consume our data protection easily through cloud marketplaces and SaaS offerings.

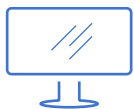## 7 | Unmatched protection against ransomware and cyber attacks

Cyber attacks are designed to destroy, steal or otherwise compromise valuable data – including backups. And the potential impact of these attacks is increasingly concerning: 67% of Global IT decision makers are not very confident that all business-critical data can be recovered in the event of a destructive cyber attack[5] Protecting your business starts with protecting your data. Dell Technologies provides proven, modern and intelligent protection to isolate critical data, identify suspicious activity and accelerate data recovery allowing you to quickly resume normal business operations.

8 | Inspiring loyalty

There's good reason why **85% of the companies in the Fortune 100 are Dell Technologies Data Protection customers**[6]. The Dell Future-Proof Program takes the worry out of buying data protection. Purchasing our data protection qualifies for the Three-Year Satisfaction Guarantee, up to 55:1 Data Protection Deduplication Guarantee and more. Dell is innovating for the future of data protection by building on the qualities that have made us #1 in data protection appliance and software[7] and combining them with a vision for tomorrow that ensures data security and fuels business transformation. The powerful combination of proven and modern is a distinct advantage for our data protection customers. You benefit from a trusted market leader's years of experience delivering value through proven solutions – as well as rapid development and delivery of modern capabilities required for the future – all with the resources and scale of Dell. Get peace of mind with your Dell Technologies proven and modern data protection.

Endnotes:
1. Based on research by Vanson Bourne commissioned by Dell Technologies, "Global Data Protection Index 2021 Snapshot," carried out February – March, 2021. Results were derived from a total of 1,000 IT decision makers worldwide from both private and public organizations with 250+ employees. Report
2. Based on internal analysis, March 2022
3. Based on 65:1 typical deduplication. When compared to previous generation. Based on Dell EMC internal testing and field telemetry data. April 2021. Actual results may vary.
4. Based on Third Party Analysis, commissioned by Dell Technologies "Understanding the Economics of In-cloud Data Protection" September 2021. A Dell EMC Data Protection Solution Designed with Cost Optimization in Mind". Results were derived from comparing Dell EMC PowerProtect Data Manager with PowerProtect DDVE against 4 unnamed competitors.
5. Based on research by Vanson Bourne commissioned by Dell Technologies, "Global Data Protection Index 2021 Snapshot," carried out February – March, 2021. Results were derived from a total of 1,000 IT decision makers worldwide from both private and public organizations with 250+ employees.
6. Based on Dell Technologies internal analysis as compared to a global media organization publication, September 2021
7. Based on combined hardware revenue from the IDC 3Q21 Purpose-Built Backup Appliance (PBBA) Tracker and Data Replication and Protection Software revenue from the 3Q21 Storage Software and Cloud Services Tracker.

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