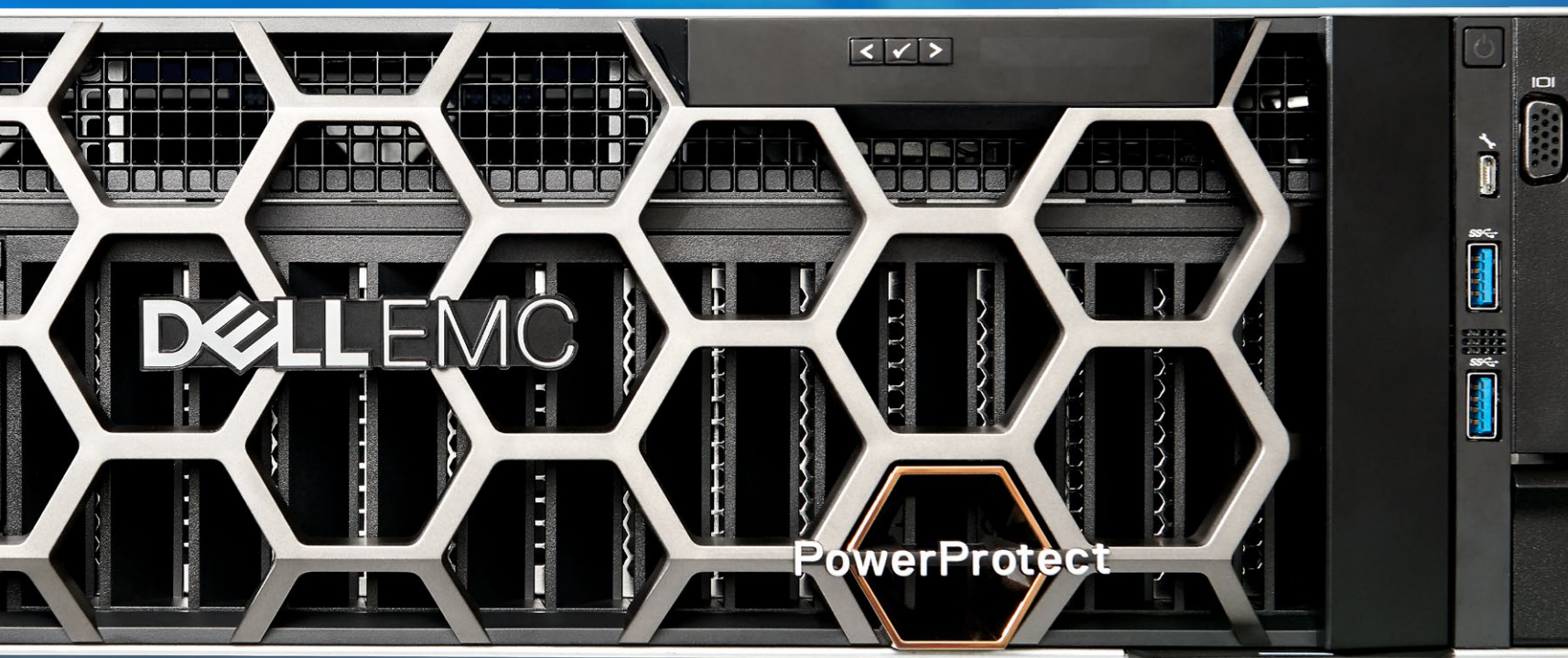


# Powerful protection. Powerful possibilities.

Dell EMC PowerProtect Appliances



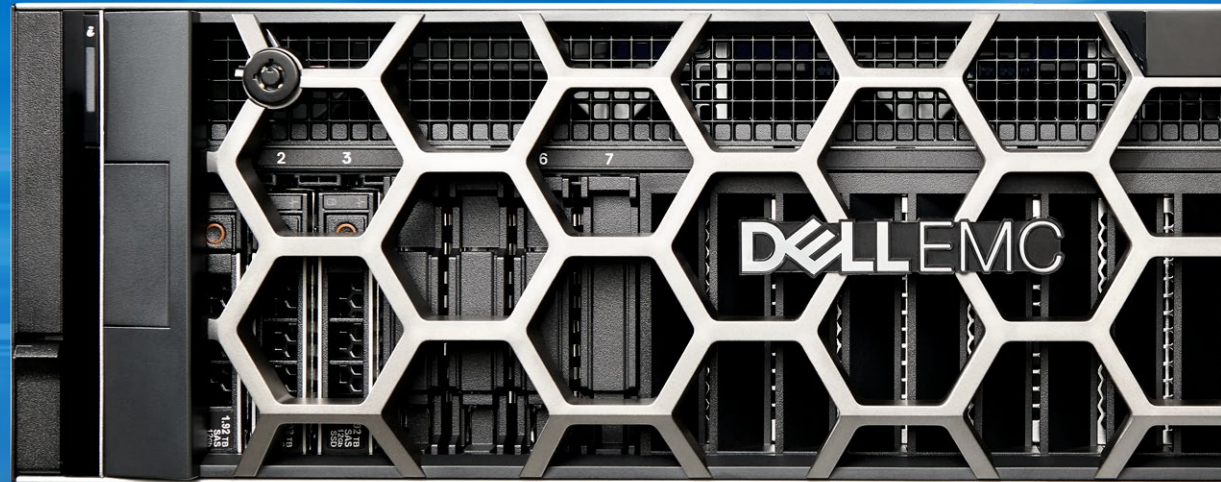
# Your ultimate choice in cloud data protection

Today's digital economy demands that organizations look at new ways to accelerate IT transformation to drive better business outcomes, whether that's to become more competitive, create new revenue streams or increase operational efficiency. To achieve this, you need to protect your business with a solid foundation of data protection that keeps pace with unrelenting data growth, emerging workloads and data distributed across edge, core and cloud – all while ensuring your existing mission-critical applications and infrastructure are secure.

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We've been helping customers around the globe address their data protection needs through a combination of proven and modern capabilities that has made **Dell Technologies #1 in data protection appliances and software.**<sup>1</sup>

- + Less than 1 Cent GB/per month cost to protect<sup>2</sup>
- + 22% reduction in data protection admin costs<sup>2</sup>
- + 84% reduction in cloud resources and services costs<sup>2</sup>
- + 98% reduction in consumed storage resources<sup>2</sup>
- + 85% faster time to recover in the event of a disaster<sup>2</sup>



# Appliances for data protection

Data protection appliances have been in the market for over a decade and since their introduction have grown in popularity with organizations seeking to improve reliability, speed and efficiency for backup and recovery. Over the years, these appliances have continued to optimize storage and processing to deliver increasing levels of performance, efficiency and scale while expanding data protection use cases.

In 2010, IDC began tracking this market under the category of Purpose-Built Backup Appliances (PBBA), which according to them was a \$4.3B market in 2020<sup>3</sup>. The PBBA market is made up of two types of systems: target systems, which require standalone backup software or application integration, and integrated systems, which deliver all-in-one protection storage and software in a single appliance.

# Dell EMC PowerProtect appliances



Dell Technologies has been #1 in Purpose-Built Backup Appliances (PBBAs) since IDC began tracking the market<sup>1</sup>. In fact, nearly 50 cents of every dollar spent on a PBBA is for a Dell Technologies solution<sup>1</sup> – a strong indication of our customers' trusting Dell Technologies for their data protection. Dell EMC PowerProtect appliances represent the next generation of systems that are simple, efficient and agile to meet the most demanding data protection requirements.

Nearly 50 cents of every \$1 spent on a PBBA is for a Dell Technologies solution<sup>1</sup>

# We make it simple with one stop for all your data protection needs

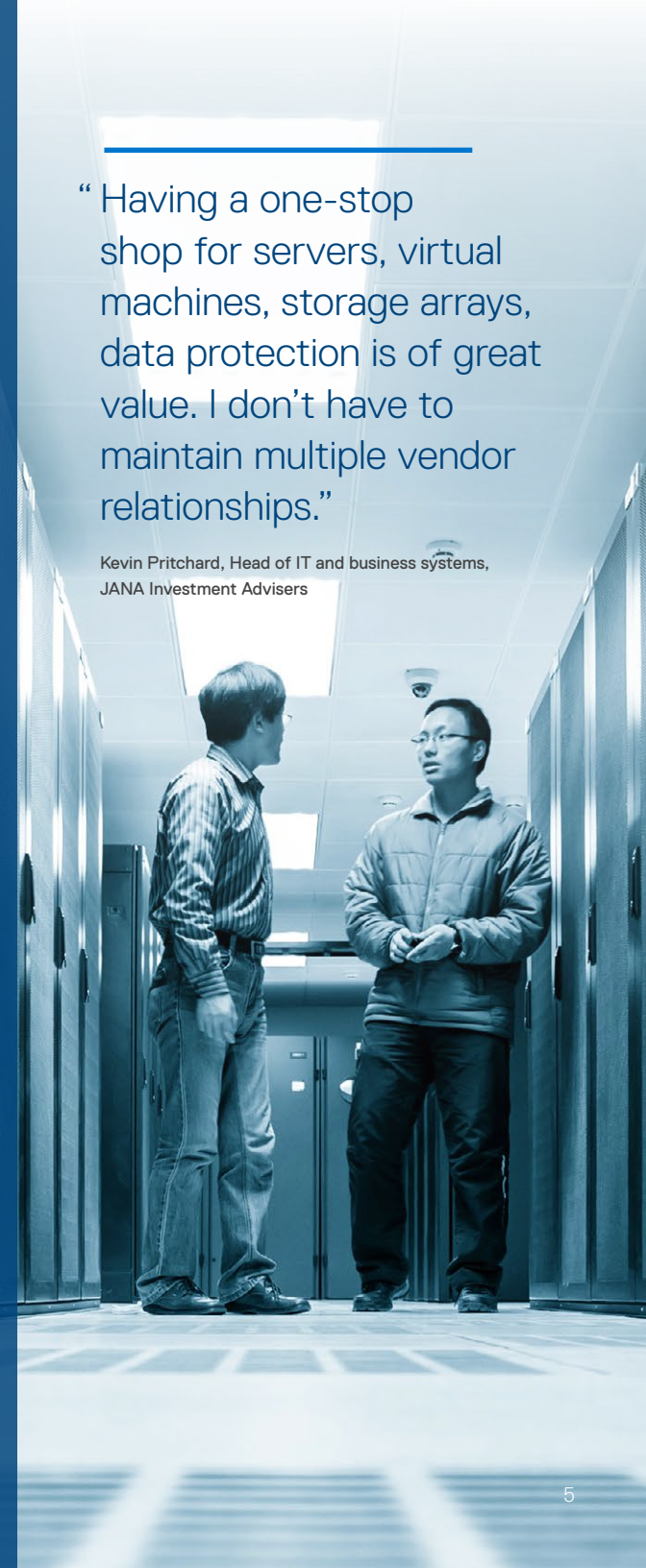
We make it simple to choose the right solution to fit your environment and meet your needs. Only Dell Technologies offers integrated and target systems, virtual editions and data protection software, making us your one-stop shop for the broadest portfolio of solutions to safeguard your data. Spend less time searching for solutions from multiple vendors, which could increase your exposure to data loss and financial risk.

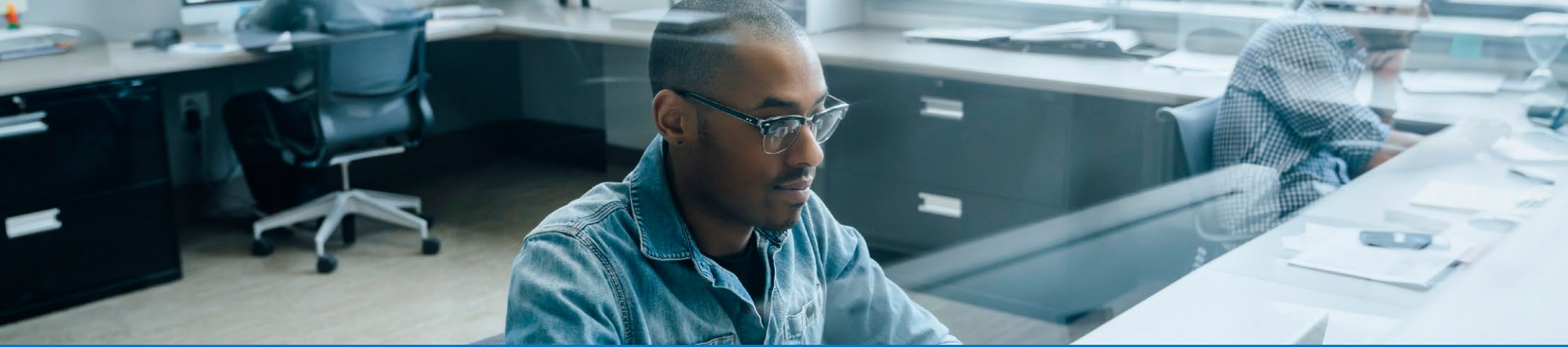
We also make it easy to acquire our solutions with flexible consumption and payment options from **Dell Technologies APEX**. In addition, our **Future-Proof Program** is designed to help you optimize your investments for the best possible outcomes.

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“ Having a one-stop shop for servers, virtual machines, storage arrays, data protection is of great value. I don't have to maintain multiple vendor relationships.”

Kevin Pritchard, Head of IT and business systems,  
JANA Investment Advisers





## Drive greater efficiency to lower costs, keep up with data growth and exceed your SLAs

Dell EMC data protection appliances have consistently set the bar for performance, efficiency and scale. Now more than ever, architecture matters when it comes to helping organizations address the demand for lower TCO, explosive data growth and more stringent service levels. PowerProtect appliances continue to build on this legacy by delivering greater value than ever before.

- ◆ Typically 30% more logical capacity<sup>4</sup>
- ◆ Typically 65x deduplication<sup>4</sup>
- ◆ Up to 38% faster backup and 45% faster restore<sup>5</sup>

## Gain agility by leveraging cloud, VMware and cyber recovery

“When researching cloud providers, it was the Dell data protection solution in the end that stood out to me because it straddled both on-premises and cloud recovery.”

Kevin Pritchard, Head of IT and business systems,  
JANA Investment Advisers

Data protection is always changing as the pace of IT transformation accelerates. PowerProtect appliances and software deliver the agility you need to ensure data protection not only adapts to new workloads but also helps propel your transformation.

- ◆ Extend to the cloud for long-term retention and manage up to 2x usable capacity
- ◆ Leverage cloud for orchestrated DR with 3-click failover and 2-click failback<sup>6</sup>
- ◆ Back up data and applications in the cloud
- ◆ PowerProtect cyber-recovery data vaulting solution for Sheltered Harbor
- ◆ Protect advanced VMware environments and emerging workloads, like Kubernetes

Nearly 50% market share for Purpose Built Backup Appliances total market<sup>1</sup>

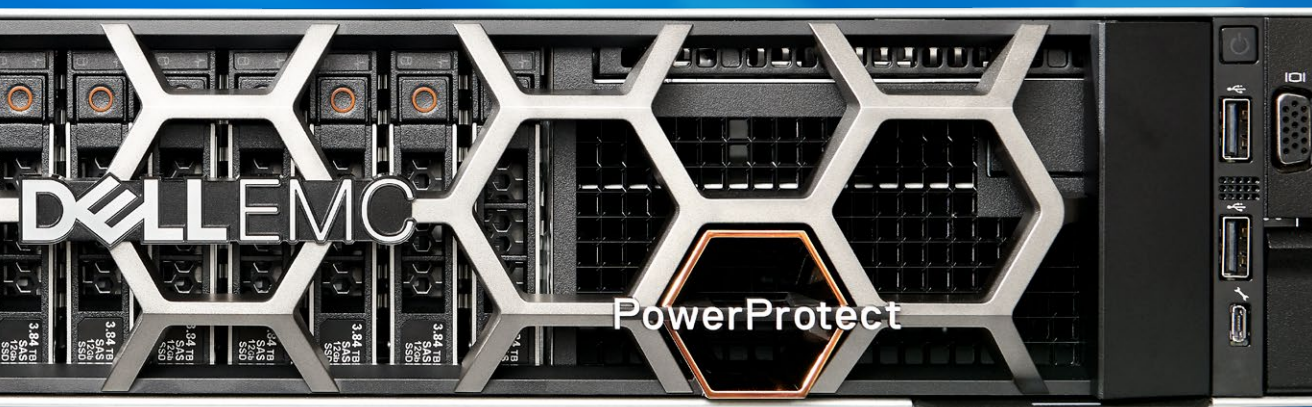
# PowerProtect DP series appliances

All-in-one data protection software and storage in a single appliance to deliver backup, replication, recovery, search, analytics and more. As the next generation of the Integrated Data Protection Appliance, it is the fastest way to transform your data protection for the future. Easy to deploy and manage to help consolidate data protection in organizations of any size.

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“Integrated appliances from Dell are a total solution that has been a winning package for us.”

Clifton Dorsey, Vice President, Warrell Corporation



- + Systems starting at 8TB to 1PB usable capacity
- + Flexible consumption and payment options
- + Cloud long-term retention and cloud DR-ready
- + VMware integration
- + Cyber-recovery integration
- + Up to 60K IOPS and 64 concurrent VMs for Instant Access and Instant Restore<sup>7</sup>



# PowerProtect DD series appliances

The next generation of Data Domain backup appliances, delivering enterprise performance, efficiency and scale. Designed to meet backup, archive, disaster and cyber-recovery needs for organizations of all sizes. Easily integrate with Dell EMC and third-party backup software.

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“We’re also getting much higher efficiencies on our PowerProtect DD series appliance. We’re seeing upwards of 200:1 deduplication/compression ratios.”

Hector Aguirre, Enterprise Architect, Scripps Health



- + Sizes from 1TB to 1.5PB of usable capacity
- + Flexible consumption and payment options
- + Software-defined version for ROBO, entry level, and cloud environments up to 256TB
- + Cloud ready for long-term retention and disaster recovery
- + Cyber-recovery integration
- + Up to 100k IOPS and 64 concurrent VMs for Instant Access and Instant Restore<sup>8</sup>

# Better together

Dell EMC PowerProtect Data Manager, next generation software platform for proven and modern cloud data protection.

- ◆ Orchestrate protection directly through an intuitive interface or empower data owners from their native applications
- ◆ Streamline data protection directly for applications or Kubernetes containers
- ◆ Increase business resiliency with PowerProtect Cyber Recovery capabilities
- ◆ Leverage with DD series or DP series appliances

“PowerProtect Data Manager and PowerProtect Appliances have obviously been designed to work together... They work seamlessly.”

Drew Hills, Infrastructure Analyst, USC Australia





## Consume IT in the ways that best fit your needs and budget

Dell Technologies APEX includes a full selection of flexible, consumption-based payment solutions and services delivery models that can be combined to satisfy a broad range of requirements – so organizations can pay for Dell EMC PowerProtect appliances as they go, as they use it and get it provided as-a-Service. This enables customers to more effectively budget for IT spending and pay for technology and services only as needed – all in a way that makes the most sense for them.

- ◆ **Pay-as-you-go:** Make predictable payments over an agreed upon cycle – and grow over time at a pre-determined rate
- ◆ **Pay-as-you-use:** Measure actual usage, set baseline capacity needs with the flexibility to elastically scale on demand
- ◆ **Provided as-a-Service:** Let us manage and maintain the technology, aligned to SLAs, and bill as resources are consumed.



# Powerful protection. Powerful possibilities.

PowerProtect appliances and software deliver the proven and modern capabilities you need to drive simplicity, efficiency and agility for your data protection. Put the power of the Dell Technologies comprehensive, data protection portfolio to work for you. Let us show you how powerful data protection can lead to powerful possibilities for your business.

## DELL EMC POWERPROTECT APPLIANCES CHECK EVERY BOX

- ◆ Gain agility with modern technologies, such as cloud disaster recovery and cyber recovery
- ◆ Reduce storage costs with source and target deduplication
- ◆ Shrink backup windows with fast, reliable backups and reduced bandwidth requirements
- ◆ Reduce management time with dashboard management from a single console with integrated appliances
- ◆ Ensure compliance with proven, reliable backup and recovery

Dell EMC PowerProtect Appliances

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# Powerful Data Protection from Dell Technologies = Powerful Possibilities for Your Business



Intel Inside®  
Powerful Data Center Outside

**FUTURE-PROOF**  
PROGRAM

[delltechnologies.com/futureproof](https://delltechnologies.com/futureproof)

<sup>1</sup> Based on combined revenue from the IDC 1Q21 Purpose-Built Backup Appliance (PBBA) Tracker, with select Storage Software segments from the 1Q21 Storage Software and Cloud Services QView.

<sup>2</sup> Analyzing the Economic and Operational Benefits of the Dell EMC Data Protection Portfolio Report, Enterprise Strategy Group, September 2020

<sup>3</sup> IDC Market Spotlight. Purpose Built Backup Appliances 2020 Market Results. March 2021.

<sup>4</sup> When compared to previous generation. Based on Dell EMC internal testing and field telemetry data, April 2021. Actual results may vary.

<sup>5</sup> When compared to previous generation. Based on Dell EMC internal testing, April 2021. Actual results may vary.

<sup>6</sup> According to Dell internal testing, February 2021.

<sup>7</sup> Based on Dell EMC internal testing using 8KB 100% read to measure peak IOPS, performed on PowerProtect DD9900 and DDOS 7.2, July 2020. Retest performed on DD9900 within DP8900, September 2021. Actual results will vary.

<sup>8</sup> When using DDOS 7.7 and later on the DD9900. Based on Dell EMC internal testing. Actual results may vary. September 2021