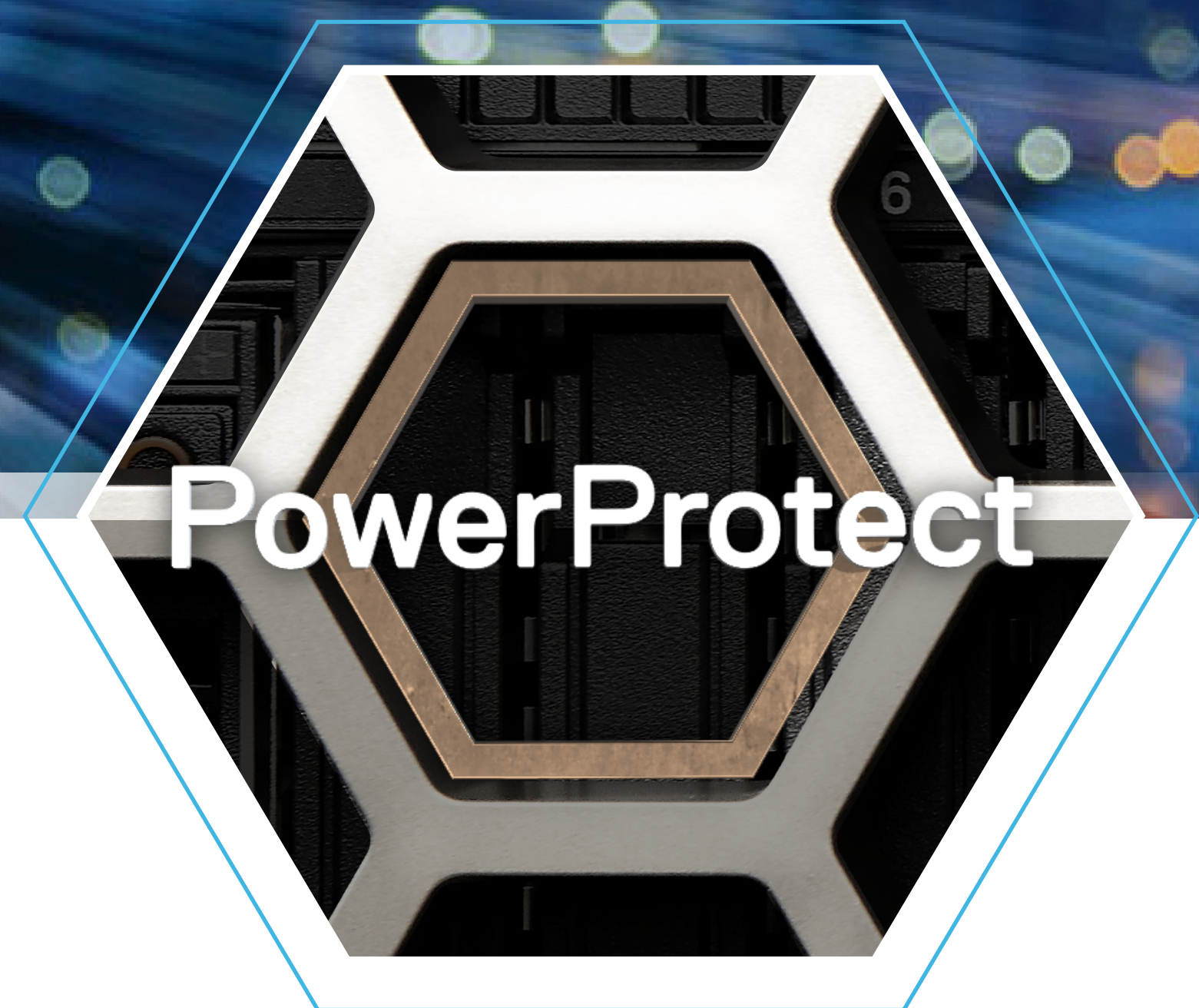


Your One-Stop Shop for Proven and Modern Cloud Data Protection

Dell Technologies stops at nothing to help you harness the transformative power of technology so you can be ready for whatever comes next.

Simplify choice, deployment and management.



Why one stop?

A comprehensive portfolio of data protection solutions offered by a single vendor.

Software (on-premises, in-cloud) and appliances (target, integrated, virtual)

#1 in Data Protection Appliance & Software¹

Reduce risk and downtime

Organizations using multiple data protection vendors are likely to experience almost...

5x higher data loss costs²
2x higher downtime related costs²

Lower costs

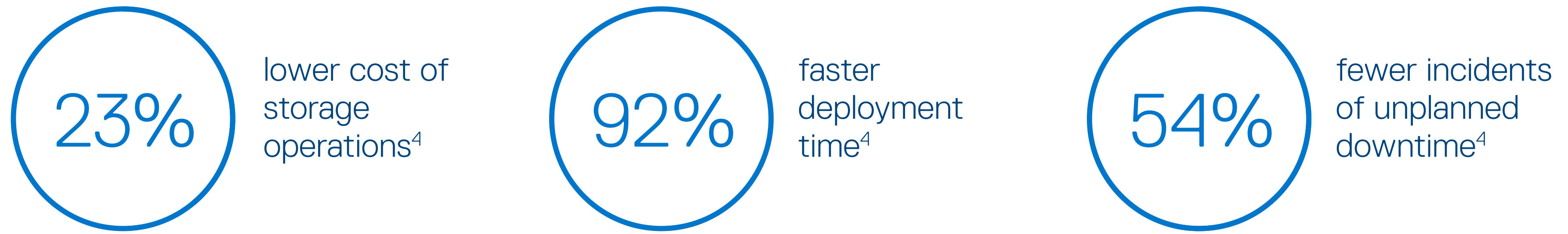
Economic and Operational Benefits

Less than 1¢ per GB per month to protect³

22% reduction in data protection administration costs³

Unmatched choice, flexibility and predictability in consumption with pay-as-you-go, pay-as-you-use or as-a-service.

Implement usage-based pricing and consumption models throughout your data protection lifecycle to cut costs, boost agility and reduce unplanned downtime.



Data protection for both traditional and new workloads.

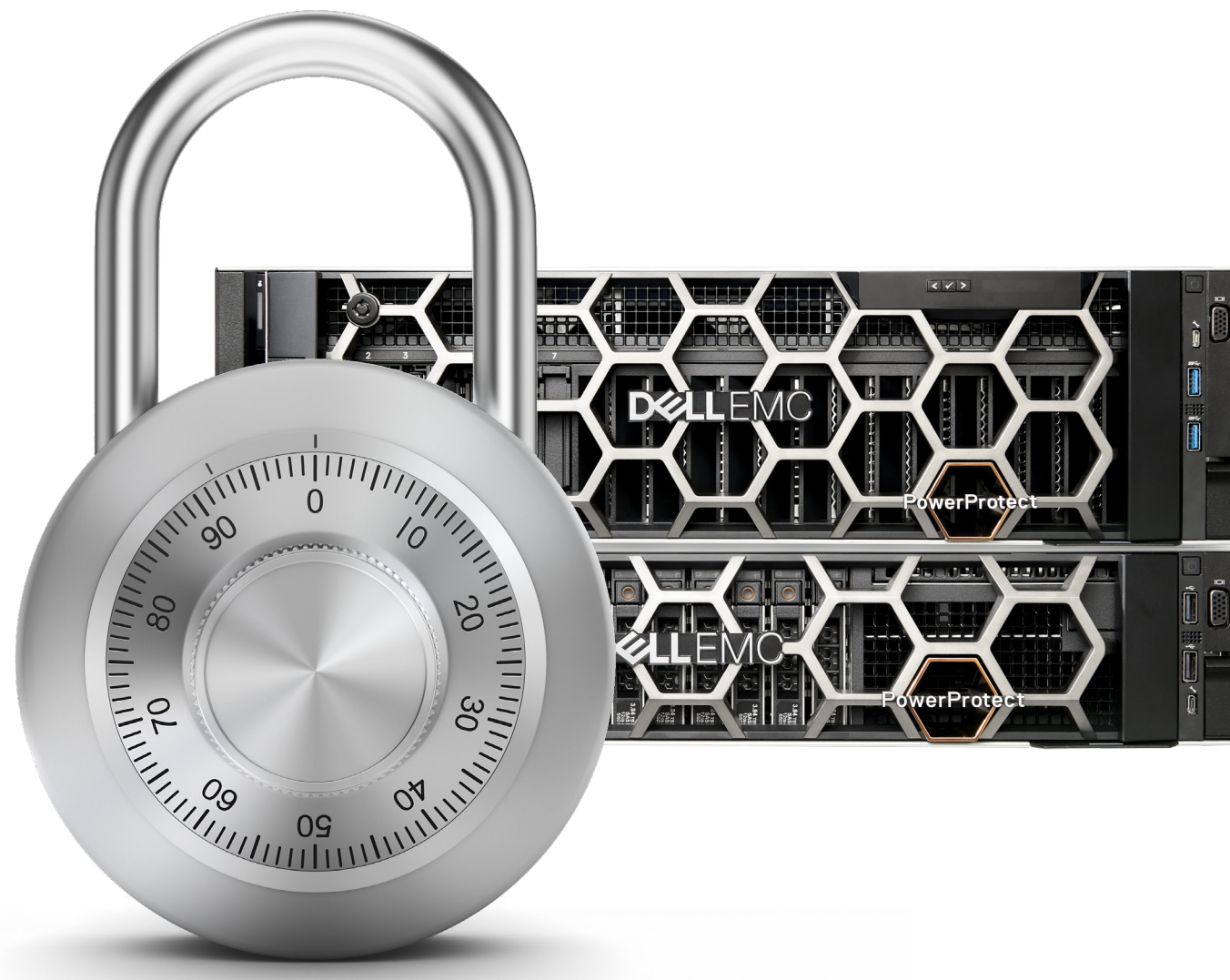
Ensures all data is secure with no gaps in coverage. The Dell Technologies Global Data Protection Index indicates that organizations are concerned that all of their data is protected:

64% lack confidence that they can fully recover systems/data from all platforms in the event of a data loss incident²

80% say their existing data protection solution(s) cannot meet all future business challenges²

62% agree their existing data protection measures may not be sufficient to cope with new and emerging technologies²

Strategies and tools to manage evolving data protection needs as workloads evolve and shift.



- ✔ Simplified day-to-day operations with easy-to-use interfaces on-premises or in the cloud
- ✔ Tools to seamlessly transition and migrate workloads
- ✔ Unsurpassed experience helping organizations accelerate digital transformation

Dell Technologies, your ultimate choice for proven and modern cloud data protection.

[Learn More](#)

¹ 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 Q/View.
² Dell Technologies Global Data Protection Index 2020 Snapshot
³ ESG Economic Validation Analyzing the Economic and Operational Benefits of the Dell EMC PowerProtectData Protection Portfolio Sept 2020
⁴ IDC. APEX Custom Solutions: A Study of Usage-Based Consumption Models for Storage. Susan G. Middleton, Matthew Marden, April 2020.